

Passive Income via Local SEO Lead Generation Cheat Sheet



Passive Income is Real and can be Achieved!

...with some upfront work

...it is NOT push-button millions

...but is more like building a ca\$h machine

...that requires a small amount of ongoing maintenance

In this Cheat Sheet, I will let you in on some of my simple hacks for generating passive valuable local leads that you can start implementing right away!

You will learn:

- (1) How To find valuable niches that are good for lead generation – Some niches will never generate leads or require an extraordinary amount of work and balance to be able to generate leads.
- (2) Some simple ways to turn leads into \$\$\$. How to find national partners that will simplify your lead generation actions and how to find more profitable local lead generation partners.
- (3) How to target low competition searches to start generating leads faster

Where I like to get leads from – Google My Business Pages (GMB's) listings as circled below:



ac repair plano tx



All Maps Shopping Images News More Settings Tools

About 1,010,000 results (0.52 seconds)

Repair AC - 50+ HVAC pros nearby

Sponsored

Rescue Air

4.9 ★★★★★ · See reviews

GOOGLE GUARANTEED

Serves Plano
(972) 236-5497
Open 24/7

Samm's Heating & Air Con...

4.8 ★★★★★ · See reviews

GOOGLE GUARANTEED

Serves Plano
(469) 472-0182
Open 24/7

Levy and Sons Service E...

4.8 ★★★★★ · See reviews

GOOGLE GUARANTEED

Serves Plano
(972) 754-9346
Open 24/7

→ More HVAC pros in Plano

Local Heating & AC Repair Tech | 100% Satisfaction Guaranteed

(Ad) service.choiceaircare.com/HVAC-Repair/Plano-TX (972) 886-6459

Put 30+ Years' Industry Experience to Work for You! Same-Day Services Available. Financing Options.

24/7 AC Repair Plano | Same Day Service Available

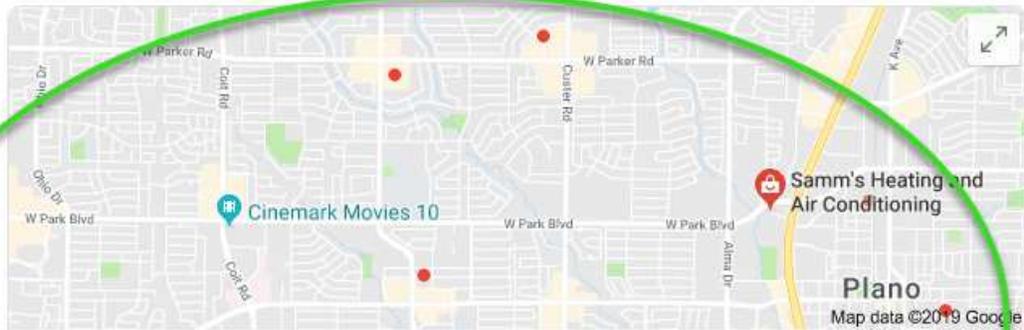
(Ad) www.xtremeservices.com/ (972) 904-6264

Free Service Call With Repair. A+ Rating & 5 Star Reviews Online. Call Now!

Affordable AC Repair In Plano | Request An Appointment Now

(Ad) www.garlandheatingandair.com/

Emergency Service 24/7. Call For Your AC Repair Needs Now! Available Today. Call Now & Save.



Rating Hours

Samm's Heating and Air Conditioning

4.8 ★★★★★ (283) · Air Conditioning Contractor

250 Chisholm Pl · (469) 606-9260

Open 24 hours

★ "Samm's is my go to AC Repair from now on."



Nicks Air Services 101 E Park Blvd #600 Plano Tx 75074

5.0 ★★★★★ (83) · Air Conditioning Contractor

(214) 900-6006



The Red X's are ads – most people automatically skip over these ads without even registering them.

The GMB's stand out due to the big graphical map near my location and with the reviews and photos they contain.

Google has progressively promoted the GMB listings more and more over the years. They've done this by putting them in more search results and making them take up more screen real estate.

Cheat 1) How to find good niches to target for lead generation:

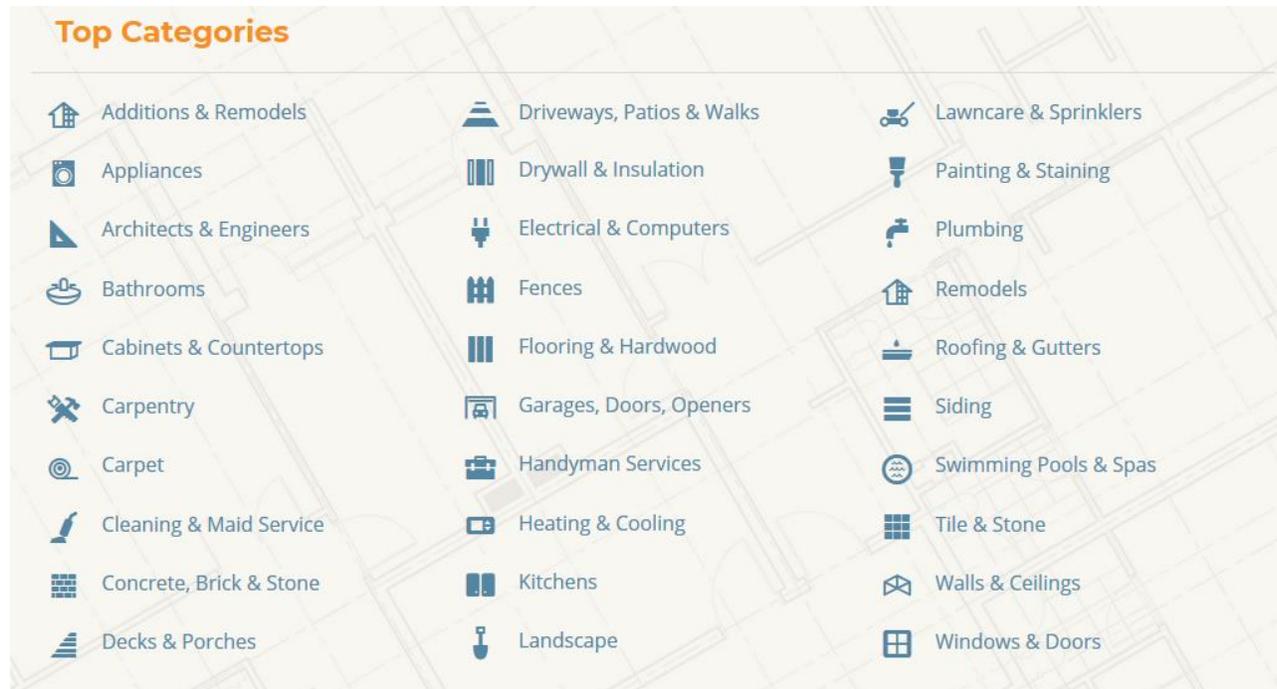
There are 2 factors I look for that determine whether or not I go into a niche – (a) is it urgent and (b) does it service the customer at their location?

(A) Urgency is important because I don't want to have to create a beautiful website and do conversion optimization for these niches. I don't want to enter a niche where the potential customers do a lot of research on who they're doing business with because I will fail that test or I will have to put 10x-100x more into the website and its conversion optimization for it to work. Many people have generated leads with non-urgent services, but I prefer to stay away.

For example, if you're looking to hire a personal injury lawyer, you're likely to look at the website, go to the about page and read about the specific lawyers. I definitely don't want to do that!

(B) Since I'm primarily using GMB's to generate these leads, I don't want them to put in driving directions or expect to come to me to get serviced. This is why I like the home services niches – it automatically fulfills (B)

Go to <https://www.homeadvisor.com/> and research their niches – put them up against (A) and pick 2 or 3 and move on! Simple.



[begin shameless plug mode]

If you'd like more help growing your business with passive SEO lead generation income, [get insider access to my full system via the no holds barred **Passive Stealth Leads System**](#). I go into MUCH more detail and give away all my secrets. I'm not holding back anything from my members in here. You also will get support from me as you work to implement.



[end shameless plug mode]

Cheat 2) Super Easy Way to Turn Leads into \$\$\$

When I got started many years ago trying to do lead generation, I generated leads, but I had a hell of a time getting someone to pay for them.

Solution: ~~Sign up with elocal.com. — 01/17/2019~~

Elocal.com no longer accepts new partners that are generating less than 300 billable calls per month, so I no longer recommend them for people getting started.

2 Alternatives:

(1)

I found elocal.com through offervault.com. I recommend you find ~3 partners there that take home service or your specific niche leads and contact them. I'm confident there are other businesses looking to grow and willing to take someone like you on.

Go to: <https://www.offervault.com/pay-per-call> or use their search bar.



(2)

Focus your action in a specific metro area. Search your big keyword. Find ~5 businesses that is bidding on PPC, but not ranking and call them up. Many of them may be small-ish and be answered by a decision maker!

If not, then be open, honest, and straight forward about what you're looking to offer. Some businesses will say "no" to you. That is OK! You haven't hurt them. You're not being pushy. You're not going to die. You're not going to ever interact with them for the rest of your life. All you need is 1 "yes."

Ideally, you could find a partner that services a large area. Fortunately, most home service businesses will drive within a 30-45 minute radius from their location – which in my area encapsulates millions of people!

I think if you say, "Hey I'm generating qualified leads and I'd like to send them to 1 business. Are you interested? I'll send you X leads for free..." Where X is like 1-10.

I would emphasize

(a) "qualified" (they don't pay for leads that aren't qualified potential customers)

(b) and that you won't send these leads to others (many lead gen companies send 1 lead to 10 companies)

(c) and that they are HOT leads (calls made by the potential customer instantly transferred)

Cheat 3) How to Target Low Competition Searches to Rank Faster

It seems most people are looking for low competition niches.

I think you should approach this from a different angle – look for smaller cities.

It doesn't matter how competitive the niche is if you are targeting a smaller city.

For example, AC Repair is hugely competitive in the Dallas area, but there are dozens of small suburbs with valuable homes that have less than 100k population!

With this method, I had one GMB generate a lead less than 1 week after verification before I even built any citations! And this is in a decently competitive niche!

Was that helpful? Get a LOT more help by buying the [Passive Stealth Leads System](#). I genuinely hold nothing back. I can honestly say, in my completely unbiased opinion, I think you owe it to your future self to at least check it out.



I hope this has been helpful to you 😊

Please look out for my communications in the future to receive more valuable info on passive SEO lead generation.

\$\$ Good luck fulfilling your dreams!! \$\$

-David Hood

<https://digitaldominationdojo.com/>

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