



Mindshift

In Association with

Preeminence



LEAD GENERATION BUSINESS

This is an example of how incorporating payment by results into your business strategy can increase your capital many times over.

A company realized that most people hated, inherently, paying for advertising, but they loved, philosophically, paying for results. So they got into the lead generating business. They bought tons of media --- advertising, direct mail lists, radio, television --- and they bought it so advantageously low that they could go to investment companies, magazines wanting to grow more subscriptions and they would say, "Don't pay for advertising. Pay for results. We'll put up our own money and speculate on buying you leads, or buying you subscribers, and all you have to pay for them is so much per result." By doing what I call marketing/advertising arbitrage that company earned 500%+ on their capital.

