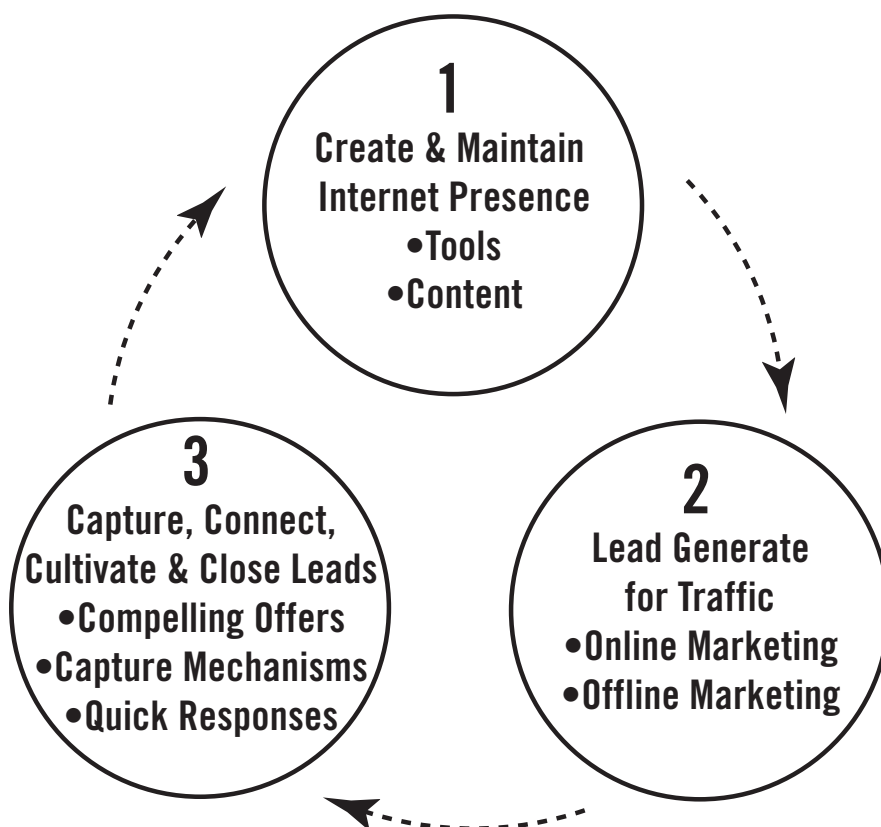


## THE INTERNET LEAD GENERATION MODEL



**FIGURE 22** In the beginning, build a great site with lead generation in mind. Then market it online and offline. Those efforts result in leads to be converted to appointments. Based on your results, you may or may not need to modify the site for better results.