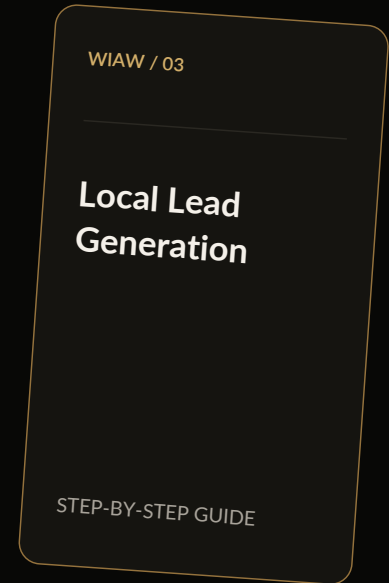


PERFORMANCE MARKETING

Local Lead Generation Business

Get paid for qualified demand, not vague marketing activity.

**CLEAR. PRACTICAL. SOURCE-BACKED.**

Choose one niche, define what a qualified lead means, price from real market economics, build one acquisition channel, and prove every billable result.

UPDATED SEPTEMBER 2026

01 / INTRODUCTION

Know the model before you spend money.

Local lead generation means producing potential customers for a local business and charging under an agreed model - per lead, per qualified call, per appointment, retainer, or hybrid. The hardest part is not getting form fills; it is delivering leads the buyer agrees are valuable and documenting consent, quality, routing, and disputes.

LEAN TEST

\$100-\$500

A small planning range for landing pages, tracking, and an initial channel test. Paid media can require more.

TIME TO SALE

1-4 weeks

You need both a buyer and a lead source before the model is real.

REVENUE STYLE

Per lead / retainer

Pricing varies sharply by niche, geography, exclusivity, and intent.

RECURRING POTENTIAL

High

If lead quality, buyer economics, and tracking remain consistent.

GOOD FIT IF

You enjoy marketing, measurement, testing, and B2B selling - and you are willing to audit lead quality.

NOT A GREAT FIT IF

You want to resell random contact data, cannot track outcomes, or plan to automate consumer outreach without understanding consent rules.

See the evidence. Then follow the process.

HOME SERVICES SEARCH CPL

\$90.92

median overall cost per lead in LocaliQ's 2025 benchmark of 3,211 U.S. search campaigns.

PLUMBING EXCLUSIVE

\$75-\$150

public 2026 pricing per valid exclusive plumbing lead from Service Leads Now, depending on competition.

INSIDE THE FULL GUIDE

- 01

A "lead" must have written rules before you generate one.

FULL DETAILS IN PAID GUIDE
- 02

Use public benchmarks as context - then price your exact lead.

FULL DETAILS IN PAID GUIDE
- 03

Start with one source so you can learn what is actually working.

FULL DETAILS IN PAID GUIDE
- 04

The buyer should be able to audit what you bill.

FULL DETAILS IN PAID GUIDE

PREVIEW STOPS HERE - THE FULL GUIDE CONTAINS THE ACTION STEPS, SCRIPTS, PRICING LOGIC, CHECKLISTS, AND SOURCES.