

Lead Generation

Keep it FREE to start with
Keep it SIMPLE
Keep it easy to copy and fun

Here's how:

Door knocking and street prospecting is the only way to begin a successful business in MLM.

It teaches commitment, confidence, excitement and self motivation.

It's FREE and simple to show. Many don't know how or even heard of prospecting. So, what are you going to do different today?

- Leaflet drop
- Door knock
- High streets
- Schools (start and finish times)
- Car parks
- Shopping centres
- Bank cash points
- Restaurants
- Mac Donald's
- Shopping trolleys

Postcards and posters in:

- Local shop windows
- Community halls
- Church halls
- Charity shops

Business people:

- Hair dressers
- Care homes
- Nail and tanning salons
- Travel agents

Internet advertising:

- Google

- Yahoo
- MSN

Ok, type in “free advertising” in all the search engines you can think of.

Now organise an advert that is to the point and very basic. With your contact details on there. It depends on your commitment and time as to how many you choose to advertise with, it can take you days to accomplish 40-50 ads. But, Rome wasn't built in a day. Just do it and see the leads start coming in. BIG tip, if you don't have a website, make sure you give your email in the contact, it's amazing how many don't like to “talk” but just want to enquire.

Paper advertising

*In my experience as a sales leader 80% of my sign ups have come from a paper adverts.

*A great way to see if a paper is worth advertising in is to calculate for each qualified lead I get it's worth £7.50. So, if an ad costs £30.00 for a week, expect to gain 4 new recruits from that advert.

*Reputation is key!... Don't just put an ad in for 1 or 2 weeks. It takes time to build up a good reputation in your area. Place an ad for at least 6-12 weeks, always ask for discounts and NEVER pay the price they tell you first off!!

*Always ask “what is the minimum lineage/words” and just run with that. Keeping it cheap means keeping it simple. 2 factors on your advert working include: using 0800 number and answering your calls live.

*Suggested words to use:

AVON, free to try, fun and flexible, call free phone 0800

Earn extra cash now, work in local area, no transport needed, call free phone 0800