

THE NEVER-ENDING MLM PROSPECTS **FORMULA**

The 24/7 Automated Lead Generating Machine



The Never-Ending MLM Prospects Formula

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The Never-Ending MLM Prospects Formula

Generating prospects for your network marketing business is one of the most important tasks you'll undertake. After all, you can have the best opportunity in the industry... with the best comp plan, products, and marketing tools... but if you can't find prospects to show your opportunity to, you'll never succeed. Being able to find a never-ending supply of excited, interested prospects is crucial to the ongoing success of your network marketing business.

In this report, I'll give you a step-by-step blueprint of what you need to do in order to generate an endless stream of prospects for your network marketing opportunity.

Target Your Market

Warm Market vs. Your Target Market

For years, network marketing companies have told their distributors to promote their products and opportunity to their "warm market". The "warm market" consists of your friends and family, as well as anyone you regularly come in contact with (dry cleaner, landscaper, pool cleaner, co-workers, etc.). Back in the day, before the Internet, this was the cheapest way for inexperienced network marketers to get started. After all, everyone knows from 20 to 100 people, so the warm market was considered "free leads".

Unfortunately, marketing only to the "warm market" had major disadvantages:

- **Limited Number:** Once distributors ran through their friends, family, and acquaintances, the "well" ran dry - and distributors ran out of people to present the opportunity to. Targeting the warm market was a starting point AND ending point for many network marketing distributors.

- **No Interest:** Since the number of people who have an “entrepreneurial spirit” are in the minority, many distributors found that their warm market had little or no interest in joining a network marketing opportunity or buying their products from an MLM company.
- **No Duplication:** Some people did join, but only because a family member or friend asked them. Because they did it to “help a loved one” and not “build a business”, they weren’t motivated to actually present the opportunity and recruit others. Many distributors ended up with a small downline of family and friends that didn’t produce any residual income.
- **De-motivating:** Overall, the “warm market” strategy is de-motivating to many distributors, because they either don’t want to “bother” their friends and family with their opportunity (due to a fear of rejection from those closest to them) - OR they do present the opportunity/products to their loved ones - and actually experience rejection. Either way, it puts out the fire most distributors first felt when they joined their company.

The Solution: Instead of pitching to a small, finite group of most-likely disinterested people (which sounds like a solid formula for failure), it makes more sense to promote your opportunity to the millions of people worldwide who are open and interested in a home business, and specifically network marketing.

Who to Target:

You want to focus most of your marketing efforts on:

- Home Business Seekers
- Network Marketers

These two major groups are the most likely to be interested in your network marketing opportunity. It’s a market that some statistics say number in the tens of millions, possibly 100 million + worldwide. This not only makes it larger than your “warm market”, but also much easier to convert from a prospect into an active distributor than a friend or family member. Best of all, it’s an “evergreen” market, meaning new people are constantly entering the market, year after year, looking for an opportunity to invest time and money into. If you’re looking for a source of endless leads to promote your opportunity to, it’s this market... home business seekers and network marketers... not your friends and family.

Who NOT to Target:

Inside what is commonly known as the “Business Opportunity” market (which consists of anyone looking for an opportunity to make money), there are smaller sub-categories. For example, some people are looking for high-end franchises, like McDonald’s or Subway, that they’re willing to sink a six- or seven-figures into. These people would be less likely to be interested in a network marketing opportunity.

On the flip side, there is also a sub-category of people who are looking to “get rich quick”. These are people who are looking for “fast money”, “easy riches”, and want to know how to “make millions with no work”. While this sub-category has money to spend, you do not want to attract these types of prospects through your marketing.

Someone who is looking for “fast, easy money with no work” is a horrible prospect for any legitimate network marketing opportunity. Someone like this has unreal expectations - and will never be satisfied with any opportunity they join. Even if you convince them to join your opportunity, they’ll do little or nothing (since they want money with “no work”) - and they’ll quickly leave when the “fast cash” doesn’t materialize.

These types of prospects are also usually “time vampires” who will waste your time asking “when will I get my first check”, instead of going out and actually taking action and growing their business.

Unstoppable Target Marketing Strategy

Who you attract to your opportunity is often determined by how you position your network marketing opportunity. For example, if your marketing materials tell prospects that they can get rich through “spillover” (when your upline’s efforts result in their personally-enrolled distributors being placed in your downline - through specific types of compensation plans), you’re more likely to attract people who will expect their upline to fill up their downline for them.

Also, if you feature “Fast Money” or “No Work” in your advertising, you’ll attract the type of people who will do nothing - and jump ship if they don’t get a check the first week. If you want your downline to create an income and build a real business, you need to feature that in your marketing. **Present your opportunity realistically - and you’ll attract realistic prospects willing to work the business.**

Remember: “Quality” distributors are more important than “Quantity”. You can make more money with 100 serious network marketers in your downline than with 1,000 people looking to “get rich quick”.

Where to Find Your Target Market

The main reason that network marketing companies tell their distributors to contact their friends and family is because you (a) know where your friends and family are and (b) it’s

free. However, most people just getting started in network marketing don't know how to reach the millions of people interested in a home-based business or network marketing.

The following are a few key places where you can find your massive, motivated target market:

- Online
 - Search Engines (Google, Yahoo, Bing)
 - Blogs
 - Forums
 - Social Media (Facebook, Twitter)
- Magazines
- Seminars (Free & Paid)
- Direct Mail
- TV/Radio

For example, Google says that over 4 million people search for the term “home business” and 1 million search for “home based business” every month. And that's just through Google. The Internet has become the “go-to” place to find information about home-based businesses and network marketing opportunities.

Add in the home business and network marketing magazines... live wealth-building events... millions of direct mail buyer lists that you can rent... as well as opportunities to advertise via TV, radio, product inserts, publicity, and... well, you can see that there's a huge market you may be missing out on. Especially if you're just contacting your “warm market”.

If you've been unable to build a solid network marketing business, it may be because you didn't know how to access these millions of interested prospects. This report will give you the blueprint for finding and capturing an endless stream of interested prospects.

Quality vs. Quantity

If you want to have a long-term residual income in network marketing, you'll need to build a downline of quality distributors, each willing to build their own business.

Without serious distributors who will invest time and money building their business, you'll find it hard to create your own long-term, hands-free income. However, it's virtually impossible to build a downline of “quality-only” distributors. To get the quality distributors, you'll often need to attract a large quantity of distributors.

It all comes back to “The Pereto Principle” - also known as the 80/20 Rule. In your network marketing business, 80% of your results (duplication, income, sales, etc.) will come from 20% of your downline. However, you can't get this elite “20%”, without also bringing along the 80% (who will only generate 20% of your results). So, while you do want to attract and recruit quality distributors, the best way to do that is by attracting a

large quantity of distributors - and then watching the quality ones sort themselves out. After all, if 20% will create 80% of your results, the fastest way to create a large number of 20-Percenters is to create a larger downline overall.

The 3 Steps to Endless Leads

The best method for getting high-quality leads is to get them to come to you. Instead of hunting them down, you make them raise their hand and come to you for more information.

This has been called “magnetic marketing” (by marketing genius Dan Kennedy, for decades)... “attraction marketing”... but most commonly (and for probably the longest amount of time) it’s simply been known as “lead generation marketing”. **You’re letting your marketing generate leads for you.**

Sounds great, right? Imagine if you could have hundreds of high-quality prospects contacting you, every month, for information on your opportunity. Even if only a small percentage of those prospects joined your opportunity, you’d quickly generate a downline - and become a leader in your company.

Lead Generation Marketing

This type of marketing is focused only on getting an interested prospect to give you their contact information. You’re not immediately trying to sell them a product or recruit them into your opportunity. You just want the best prospects from the target market to come to you and ask for more information.

Attracting a lead (getting someone to contact you) is powerful, because the individual is coming to you, asking for more information. Instead of chasing a prospect - and being seen as an “unwanted pest”, you’re approached by the prospect and seen as a “welcome guest”.

This method is used by the most successful “direct response network marketers” - and is one of the most powerful ways to build your network marketing business.

Step #1. Lead Magnet

For lead generation advertising to work, you need something that will attract prospects to you. This is known as a “Lead Magnet”. It’s something of high perceived value that attracts your prospects to you - and motivates them to give you their contact information in exchange for the item.

A “Lead Magnet” can be a report, a DVD, an audio CD, a book, a teleseminar, digital information (ebook, online audio or video), or even a free phone consultation.

The purpose of a lead magnet is to:

- Attract the right prospects
- Build trust by delivering real value
- Position you as an expert
- Educate the prospect (a little), but mainly...
- Motivate your prospect to give you their contact information

Examples of lead magnets would be:

- A PDF ebook titled “The 10 Biggest Mistakes Network Marketers Make”
- An audio CD titled “7 Secrets to a Full-Time Network Marketing Business”
- An online video series titled, “Secrets of a Master Network Marketer”
- A DVD titled “How to Recruit Distributors - For a Dollar a Day!”

All of these items, offered free, would attract interested network marketers.

Unstoppable Lead Magnet Tactic

It takes many steps to achieve a result. Help your prospects by training them on how to take the very first step in your lead magnet. This builds trust with your prospect - and proves to them that you have the information they need to become successful. When it comes to taking the next step (which may be buying into your opportunity), they’ll be more likely to take action.

The Secret behind Lead Generation Marketing

There are a number of reasons why “Lead Generation Marketing” works so well.

#1: You Create Immediate Reciprocity

When you do a favor for someone, they immediately feel a psychological pull to do something for you. It’s ingrained in most human beings. We feel obligated to do things for those who do things for us. With lead generation marketing, you’re giving the prospect something of value. This creates an immediate sense of “reciprocity” with the prospect. They now have a desire to reciprocate. To give back. That can be as simple as giving you their contact information - to as much as wanting to give you money or join your opportunity.

“Giving value” is a powerful tool in marketing. If you give real value to your prospects, you’ll find there’s a natural desire for them to give back to you. In network marketing, this translates into increased sponsoring rates.

#2: You’re Positioned as An Expert

People want to join the downlines of experts and leaders. When you offer your prospects a valuable lead magnet, you’re positioning yourself as an expert. This automatically increases the likelihood that your prospects will be open to any offers you make, including an offer to join your opportunity.

#3: You’re Building a Relationship

All good marketing is about building a relationship. You’re offering your prospects a solution. But, in doing so, you’re also building a relationship with them. And, as you grow this relationship, prospects turn into buyers - and buyers turn into long-time customers.

As with any relationship, you’ll scare off the other party if you start by asking for too great of a commitment. Offering something free or very low-cost is like a man asking a woman for a date. It’s what’s expected out of the first contact with someone new. Trying to get a new prospect to pay \$100’s... or even \$1,000’s of dollars to join a new opportunity, before they’ve even had the chance to get to know you is like a man asking a woman to marry him - before their first date. It’s not likely to work.

By offering something of value, free or low-cost, you have the opportunity to build trust and rapport with your new prospect. Then, after you’ve given real value through your lead magnet, you can then move the relationship forward by offering information about your products or your opportunity.

Lead Capture Creation Strategies

- **Offer Content Through Highly-Valued Delivery Methods**
You can present the same information through a multi-day emailed course (eCourse), a PDF report, an MP3 audio file, or an online video. However, prospects may value one delivery method more than another (i.e. online video vs. eCourse). Consider the delivery method your market values the most - and deliver your content that way. You’ll capture more prospects if you’re offering the content in the way your market wants to consume it.
- **Give Your Best Information**
Don’t hold back your best information. Instead, lead with your best, cutting-edge material. If you give your best information to a new prospect, you’ve created the perception in the prospect’s mind that you have a lot of valuable information to

give. You've positioned yourself as an expert who has the training necessary to help the prospect achieve their goals.

- **Remember: Solve a Problem**

If you're not sure what content to give your prospects in order to attract them to your site, focus on solving a common problem that your prospects have. For example, many people are overwhelmed with the sheer number of home business and network marketing opportunities. That's a problem: Overwhelm. Information overload. A solution would be a PDF report or checklist that shows your target market the 10 things to look for in legitimate long-term opportunities. The content (your report or checklist) solves a prospect's problem - and they're willing to part with their email address to get it.

- **Feature Yourself & Your Story**

Throughout your content, make sure to feature yourself and your story. If you're creating a print product, you'll want to include a photo of yourself (maybe multiple photos), as well as information about your story as it pertains to your network marketing business. It's the same with video or audio content. However, the benefit of video and audio content is that the prospect gets to see you "in action" - which can lead to a deeper, more instant connection, if done correctly.

Unstoppable Lead Magnet Strategy

While there are many ways to find a topic for your "Lead Magnets", one of the best ways is by browsing home business and network marketing forums. People looking for a way to make extra money from home use forums and discussion boards as a way to find answers to their question. In other words, they're looking for solutions to problems they currently have.

A quick read-through of a high-traffic forum can give you dozens of great ideas for content you can create - or have a freelance writer create for you.

Lead Capture Topic & Title Ideas:

- ✓ X Ways to...
- ✓ X Secrets to...
- ✓ How To...
- ✓ X Biggest Mistakes...
- ✓ X Shortcuts to...
- ✓ 7-Minute Guide To...
- ✓ X Steps To...

Unstoppable Lead Magnet Tactic

One idea for a lead magnet is a report or checklist titled “7 Things to Look For in a Home-Based Business”. The lead magnet reveals the 7 items... and then you show how your opportunity fits these 7 items perfectly. Or, create a link inside that explains how you’ve discovered an opportunity that fits all 7 items - and direct them to your site/marketing system that promotes your network marketing opportunity.

Step #2. List Capture

One of the most important things you’ll need to do as you generate prospects is capture their contact information. All of the value in your network marketing business will come from the list you build through your marketing efforts.

Here’s why:

Most of your prospects will NOT convert into distributors for your opportunity the first time they hear about it. That’s where most network marketers go wrong. They get a prospect, drop some information on them, and expect them to join immediately.

Statistics say that it often takes 7 to 12 viewings of an ad BEFORE a consumer will buy. That means that if you’re only contacting a prospect once, you’re losing out on all of the people who would have joined your downline - IF you had continued to follow-up with them over time.

Therefore, you’ll need a mechanism that will allow you to capture, manage, and follow-up with your list.

The easiest method, initially, is to pay for a low-cost online “autoresponder” - and use that to capture your prospect’s information. You can capture as little information as their email address - or as much as their full mailing address, phone, fax, etc. (Note: The more information you ask for, the fewer people you’ll have give you their info.)

An autoresponder is a great tool to have in your marketing arsenal, because it can systematize some of your marketing. For example, when someone opts into your autoresponder... even if it’s at 3am... the system can welcome them into your list - and send them any lead magnet you’ve promised them.

It can also give you the power to manage and contact a large number of people at once. Many companies have tens of thousands, even hundreds of thousands of people on their list. With an autoresponder, you can easily send a broadcast email to your entire list with the click of your mouse. And with personalization features found in many autoresponders, you can personalize each email with the name of your prospects - even if you’re sending out a mass email campaign.

As you grow your list - and your business - you'll want to invest in a more robust database system. A database with more features will allow you to keep notes on customer actions, create a variety of marketing campaigns that run automatically, and even sell additional products or services through database-created webforms and shopping carts.

However, if you're just starting out, you can begin with a simple autoresponder that can cost under \$20 per month.

Opt-In Page

Once you have a "lead magnet" and an autoresponder to capture your leads, you'll need a website where your prospects can "opt-in" to get their lead magnet. This is known as an "Opt-In Page". It's also known as a "lead capture page" or "squeeze page".

An opt-in page is normally a 1-page website that "sells" your lead magnet. Even though you're not asking for money from your prospects, you are asking for something of value: Their contact information. Today, between identity theft and rampant email Spam, people are getting more and more protective of their personal information. Therefore, even though you're giving away your "lead magnet", you still have to sell the benefits of what you're giving away - in order to get the person to opt-in.

The simplest opt-in page includes:

1. A Pre-Head/Sub-Head - that calls to your target market (i.e. "Attention: Network Marketers...")
2. A Headline - that delivers a big benefit (i.e. "7 Secrets of Building a Big Downline - Fast!")
3. Bullets - that tease the prospect with what they'll find inside the lead magnet.
4. A Call-to-Action - that explains how to claim their lead magnet (i.e. "Enter Your Name and Email Address, then Click the Submit Button to Get Your FREE eBook")
5. The Form Fields to Capture the Prospect's Contact Information

More intricate opt-in pages include short audios or videos, a graphic or photo of the lead magnet, or testimonials from those who have already received the lead magnet. However, even the most simple opt-in page can help you build a large prospect list.

Creating a high-quality opt-in page is vital to your prospecting efforts, because this will become the website where you direct most of your traffic. Whether you're doing pay-per-click advertising... placing magazine ads... mailing postcards... handing out business cards... or simply talking to someone at a networking event, this opt-in page will be where you direct most people.

Unstoppable Opt-In Page Tactic

Many autoresponder services require “double opt-in”, which means an individual has to click a link in a confirmation email to verify they wanted to join your list. To motivate your prospects to confirm their email, make sure to let them know you’re going to email them something of value. For example, if you’re offering them an online video as your lead magnet, you may also want to offer a PDF report or checklist, which they can only get it they confirm their email. This not only gets your prospects to confirm their email, but also enter their actual email into the opt-in forms.

Step #3. Driving Traffic to Your Opt-In Page

Once you’ve created your content and have an opt-in page set up, it’s time to drive traffic to your site. As you can imagine, there are dozens of ways to generate traffic.

The following is a list of just a few ways you can drive traffic to your opt-in page.

- Pay-Per-Click
- Social Media (Facebook, Twitter, etc.)
- Viral Marketing
- Article Marketing
- Forum Marketing
- Direct Mail
- Magazine Advertising
- Banner Advertising
- CPA Networks
- Teleseminars
- Product Inserts
- Piggy-Back Marketing
- Webinars
- Books
- Radio Spots
- Joint Ventures
- Co-Branding
- Ezine Advertising
- Directory/Book Listings
- Publicity
- Endorsed Mailings
- Live Seminars/Events
- Product Placement
- Infomercials
- Licensees

- Tell-a-Friend Scripts
- Catalog Placement
- Video Testimonial Contests
- Word-of-Mouth
- Affiliate Marketing
- Outbound Telemarketing
- Inbound Telemarketing
- Fax Broadcast
- Co-Registration
- Commission Check Stuffers
- Per Inquiry Advertising
- Self-Mailers
- Advertising Co-Ops
- Tear Sheets
- Val Pak Mailers
- Viral Video
- Distributorships
- Re-Branding
- Private Label Rights
- Newspaper Advertising
- Business Cards
- Ad Specialties
- Trade Shows/Expos
- Sponsorships
- And on and on and on...

As you can imagine, the “how to” of generating traffic changes on a regular basis. Fortunately, there’s up-to-date, step-by-step traffic generation materials available online from experts in the field.

7 Fundamental Traffic Secrets:

1. Invest in Marketing Information

The most valuable skills you can develop... that will pay you back a thousand times over... are marketing skills. Your company can go under, your downline can mutiny, but if you develop masterful marketing skills, you’ll be able to generate income for life. However, these skills don’t come fast or cheap. It takes an investment of both time and money to develop these skills. You’ll need to invest money buying training materials to show you what to do... and time actually doing what the materials teach. But if you retain nothing else in this entire report, get this: If you want true financial security, you must know how to market products, services, and opportunities.

2. Keep Up-To-Date

Things change quickly. If you want to be a successful network marketer, you’ve got to stay on top of trends and breakthroughs. This not only comes through constant study, but also watching what other marketers are doing. Keep your eyes open for

innovations, new systems, and new tools you can use to grow your business. Research what other top network marketers are doing today to build their business. Keep an eye on network marketing blogs, forums, newsletters, magazines, association sites, and events.

3. **Diversify**

A table with one leg is unstable. A marketing plan with one source of traffic is also unstable. After all, if that one traffic source disappears completely, you're out of business. Instead, focus on cultivating a variety of traffic sources that consistently generate new prospects for your opportunity. Then, if something happens to one traffic source, you can continue to make money while you replace it with another one.

4. **Focus on the 20%**

Even though you need to diversify, you want to focus on the 20% of traffic sources that bring you 80% of your results. In this report, I gave you a list of dozens of ways to generate prospects. However, if you try to use them all, you'll end up overwhelmed. Instead, test different methods to see which ones work best. Keep what works - and ditch what doesn't. In doing this, you'll soon end up with a handful of very profitable traffic sources that generate all of the prospects you want.

5. **Watch Your Numbers**

You can't know what's working if you don't watch your numbers. Tracking your numbers is extremely important, especially as you start paying for traffic. If you don't know what your advertising is costing you... or what it's making you in income... you can quickly run through your ad budget and have nothing to show for it. Online tracking tools and offline tracking strategies let you figure out your "cost per lead" - and show you what's making you money and what's eating up your budget.

6. **Model Success**

You don't have to be a pioneer to be successful. Instead, you can use what's already working to create your own full-time network marketing income. Watch what other offline and online network marketers are doing to build their businesses. Read and save their ads. Respond to their offers. Review and print out their websites, emails, and materials. By studying and using what's working, you can shortcut your learning curve and build your business even faster.

7. **Become a Life-Long Student**

The most successful people... marketers, investors, network marketers, entrepreneurs... are life-long students. They never stop taking in new information. They invest in books, magazines, newsletters, training programs, courses, masterminds, coaching programs, and live events. They're constantly feeding their

minds with high-quality information. The result: A life of financial and personal freedom.

If you want to create the income and life of your dreams, the #1 thing you'll need to remember is to "keep learning". This applies to getting traffic... generating prospects... and making money, as well as managing your time... developing relationships... and being happier.

Advanced Method: Piggy-Back Marketing

The best prospects are people who have just bought something similar to what you are selling. For example, if I'm selling fishing rods, my best prospect would be someone who just bought a fishing boat.

Through "piggy-back marketing", you can actually create deals with companies and individuals who sell similar products - and "piggy-back" on their marketing. Basically, this gives you the opportunity to siphon leads from companies who have already spent the money to find prospects and turn them into buyers. And "buyer leads" are many times more valuable than "non-buyer leads".

You do this by offering a "lead magnet" (your valuable free content) to a company in the same (or similar) market as a gift to their buyers.

This works, because the company you're "piggy-backing" on is getting a low-cost, high-value bonus item that they can give to their customers when they purchase. This increases the value of whatever they're selling - which increases the likelihood that their prospect will make a purchase.

For example, a number of years ago, I found a company that sold a service that was complimentary to a service I was offering. Basically, every individual who bought a \$500 service from this company (Company A) would naturally be interested in buying my service.

I approached this company with a special offer: I'd give every one of their customers a free 30-day trial of my service - when they made a purchase from Company A. All they had to do was send me a list each month of all of their buyers - and I'd send them a "Welcome Kit" with full details on how to get the free service.

This method is what I call "Piggy-Back Lead Generation". In this example, I'm generating leads - by piggy-backing on the marketing and sales being made by another company. And the original company (Company A) is happy to do this deal with me, because I'm giving them something free, of value, that they can offer to their prospects to motivate them to buy. It's a win/win situation.

Ultimately, Company A started sending my company about 500 to 800 buyer leads per month. Now even though these people were just “prospects” to me, they were the highest quality prospects - because they’d just purchased a service for \$500. And the service they purchased was a perfect lead-in to the service I was offering.

As the leads came in, I sent them a “Welcome Kit” with complete instructions on how they could take advantage of their free 30-day trial service. **Plus, I also included a special offer for a full year of my service - for \$1,000.**

As you can imagine, most people did not take my \$1,000 “upsell”. However, when you’re getting 500 to 800 leads per month (and over 1,000 during the best month), it doesn’t take many people taking the \$1,000 offer to generate serious income.

During one particular month, we had 200 people take the upsell - and my credit card company called to tell me they’d placed my merchant account “on hold” - because I’d gone over my limit of credit card transactions for the month. Fortunately, I was able to get on the phone, explain the situation, and they released my money - and we continued to generate millions of dollars in sales - with \$0 lead cost.

All of this is thanks to the concept of “Piggy-Back Marketing”.

3 Ways to use Piggy-Back Marketing

Here are a few of the ways you can use the concept of “piggy-back marketing” to create an endless stream of the highest-quality prospects for your opportunity.

1. Online “Thank You” Pages

Some of the most valuable real estate online is “Thank You” pages. When a buyer has purchased a product online, they normally end up on a “Thank You” or “Confirmation” Page. Your “lead magnet” on another company’s “Thank You” page can drive the best, most qualified buyer traffic to your opt-in.

2. Product Inserts

Companies that ship physical products can include a half-page or full-page insert that offers the buyer your free lead magnet - by visiting your opt-in page. The company can offer it “free”, but the buyer still has to give you their email to get the item.

3. Licensed Products

You can also “license” a lead magnet (audio CD, DVD, report, etc.) to a company to duplicate and give away to their customers. This method works great, because it gives you the opportunity to deliver real value to the buyer quickly - and start

developing a strong relationship. Then, inside your product (as well as on the cover), make sure to offer an additional free lead magnet for visiting your website.

There are many ways to “piggy-back” on the marketing of other companies. And, while some companies and individuals will do this for the added value of your lead magnet, be willing to offer a “referral program” to companies who are hesitant about exposing their customers to you. You can offer to pay a per-lead fee for everyone who signs up for your opt-in. Because these leads are more valuable than most prospects (remember: they’re buyers), you may want to pay \$1 to \$5 per lead.

In other instances, you may simply want to pay the company’s way into your network marketing opportunity - and enroll any leads that come from them into their downline. By doing this, both you and your “piggy-back marketing” partner are getting the benefit of any leads you generate.

It’s a powerful concept - that will definitely generate the hottest prospects onto your list and into your downline.

Unstoppable Piggy-Back Marketing Tactic

If you find a company/individual in your market that has an automatic autoresponder series, work to get a message with a link to your lead magnet programmed into the series. Some marketers have an autoresponder series that automatically runs once a lead opts in. If you can lock in your opt-in page into that autoresponder series, you can generate endless leads for many years to come. Once you’re locked in, it’ll be a long time until you’re taken out.

In Conclusion:

There’s no mystery when it comes to generating leads.

It’s summed up for you in this formula...

$$\mathbf{TM + (LM+LCM) + T = P}$$

That’s...

Target Market + (Lead Magnet + Lead Capture Mechanism) + Traffic = Prospects

Miss one part of the formula – and you’re doomed to get few MLM prospects.

Include every piece... and you’ll have more qualified MLM prospects than you can manage.

Now, it's time to put this information into action and start generating a never-ending supply of MLM prospects.