

HOW TO
FIND,
ATTRACT,
AND GRAB
HOT MLM
LEADS

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HOW TO FIND, ATTRACT, & GRAB HOT MLM LEADS

This report is the transcript from a 60-minute training program on how to quickly and easily find, attract, and grab the hottest MLM leads for virtually any network marketing or direct sales opportunity. While it's been lightly edited to cut out the "um's" and "ah's", the complete system is included in its entirety. Enjoy.

In this report, I'm going to be talking about how you can find excited, interested prospects to get involved in your network marketing opportunity.

This is a hot topic that most network marketers want to know how to do. After all, if you've joined an opportunity, the first thought that goes through your mind is: "Who can I share this with?"

You try to get started, but you don't know who to contact. Most MLM companies tell you to go to your warm market, but you and I both know that probably 95% of the time that your "warm market" (your friends and family) isn't interested in getting involved in our opportunity, especially if we've approached them in the past with another opportunity.

You usually have one try to approach them with an opportunity, and if that doesn't pan out immediately, then they don't want to hear about the next one and the next one and the next one after that. We all know, as entrepreneurs that it takes a couple of tries to find that one thing that clicks with us, that we're actually successful with. **So, in many cases, we burn out our warm market very quickly before we get into something that really will work for us.** So the warm market really isn't the place to go for hot prospects.

That leaves most network marketers stuck because they don't know where to go after they have already exhausted their warm market. So, in this report, I'm going to be talking about where you should go to find prospects and how you can capture those prospects. Again, just finding them isn't the whole key. You have to not only find them, but you also have to capture them so you can contact them over and over again.

So first, let's talk about where the hottest prospects are. You want people who don't just have this idea floating around in their head that they want to make more money, because **most people** want to make more money. I could walk up and down the sidewalk here and go up to random people and say "Would you like to make more money?" and most of those people are going to say "Absolutely!" Maybe 100% of the people would say "Yeah,

I'd like to have more money." So most people go around thinking, "Yeah, I'd like to have more money, and I'd like to have more abundance, more prosperity, more wealth."

But that doesn't mean that those people are actively looking for an opportunity. And you don't want to have to convince somebody who is just thinking about making more money that the way to do it is through a home based business, and specifically through a network marketing opportunity. There's a lot of convincing that would have to go on in that process, especially if they have some preconceived notions about what network marketing is, or what a home based business is.

So what we're looking for is that prospect that not only wants to make more money, but they realize that they want to make it working from home, for themselves, and that network marketing is an option for them. So they already believe all of that, so there's no convincing that has to go into that.

So where do we find those people?

Where to Find the Hottest MLM Prospects

Well, those people are the types of people that are picking up home business magazines from their local bookstore, or better yet, they subscribe to those types of publications. So not only are they motivated enough to go to the bookstore to pick up a copy, but they may have purchased an annual subscription to a publication. Some of these prospects buy multiple publications. There's *Home Business magazine*, *Home Business Advertiser*, *Opportunity World*, *Money and Profits*, *Small Business Opportunities*, *How to get Rich at Home*, *Home Business Connection*, and on and on. There are a lot of magazines that target this specific market. Why? Well, because it's an evergreen market, it's a huge market, and people have a demand for information on how to make money from home.

So, by advertising an opportunity in this publication, you're basically putting your offer in front of the most interested prospects in the market. Those people that don't just have the idea in their head they want to make more money, but they are actively going out and trying to find a solution. In many cases, they are willing to pay for that solution, so they're looking to buy an opportunity. They're looking to buy a home based business. If you're advertising in magazines, that's a good place to find those hot, interested prospects.

Another great way to find prospects is through direct mail. There are a lot of different list companies out there who sell direct mail lists, like Nextmark.com or Macromark.com.

Now this is, in many cases, even better than the magazines. Magazines are great in terms of targeting those prospects that are most likely to want to get involved in a home business opportunity, but the direct mail lists are a little bit better, and here's why. Almost

all of the direct mail lists are buyer lists. Now, you can say that somebody that goes into a bookstore and buys *Home Business* magazine for a few bucks is a buyer because they bought the magazine, but they're a low level buyer. They might have enough curiosity to go and pay maybe five bucks to buy the magazine, but they may never buy anything else.

Really, that's more of a prospect instead of a buyer. A buyer is somebody that spent \$20 to \$50 or more. They really invested some of their own money in buying something else in the home business industry. Now, it could be a training program, it could be another business opportunity, it could be a course, it could be live event or a coaching program. But these direct mail lists that you can rent from list brokers are all buyers.

You can actually go to these list brokers and you can rent a list of buyers of business opportunities and money making programs. These people are even better quality prospects, because they've already proven that they are so interested that they are willing to fork over some money to invest in a money making opportunity or a home based business.

So you can advertise to these people through direct mail. Rent the list and send out a sales letter or a postcard, and then drive people back to your offer. And these lists are updated regularly. Some of the larger lists are updated every month, some of the smaller lists are updated every quarter. The great thing about it is, if you're able to create an offer that converts, you're going to have a lifetime of these money-making and business opportunity lists. These companies broker lists for all these different companies that want to rent their list out, and you can go back every month, every quarter, and just keep mailing and mailing and mailing and mailing, as long as your offer converts.

So this is a very deep well of some of the best of the best prospects. Some of these lists only put up 4,000 or 5,000 names every quarter. Some of these companies put up 10,000 or 20,000 names every month. So you're going to have plenty of people to contact over and over again, and that's only if you focus on the direct mail list. That's if you ignore the magazines, and we already know that magazines are also a great source.

Another great source for prospects are search engines, like Google.com, Yahoo.com, Bing.com. If somebody has internet access and they are interested in making money from home, what are they going to do? They're going to go to a search engine and they're going to type in "home business opportunity" or "money making opportunity", or "how do I make more money from home". And the great thing about the search engine is you can actually target very specific key words – using either search engine optimization tactics or pay-per-click marketing.

So, for example, you might not want to target somebody who types in "money making opportunity", but you might want to target somebody who types in "how do I join a network marketing opportunity", or "what is the hottest new network marketing company". And you can actually target people who type in those keywords and those keyword phrases. So what it gives you the ability to do is, not only reach those prospects

that are most likely to join your opportunity, but reach those prospects who are most likely to join your opportunity in the next couple of days.

After all, some people who are looking for a home-based business and they type that phrase into Google, might be just shopping around. They might be a curiosity seeker and they might get involved in something in the next six months, or maybe never. But somebody who is saying “how do I join a network marketing company”, “what’s the best network marketing company”, or they’re looking for network marketing company reviews, that’s somebody that is saying **“Okay, I’m really getting ready to spend my money to join a company. I just need to find the right company and then I’m going to join”.**

Well, with pay-per-click (PPC) advertising, you have the opportunity to have your advertising appear next to those results. So when somebody goes to Bing.com, and they type in “how do I join a network marketing company”, your ad can actually appear next to those specific results for those keyword phrase. That way when somebody sees those results, over on the side or even on the top of the search engine results (in some cases), they can see your ad. When they click on it, you get charged. That’s why it’s called “pay-per-click” advertising. **Well, if they don’t click on it, your ad just appears and you don’t get charged anything, which is great.** You can get thousands of “impressions” where your ad appears, but you don’t pay unless somebody is interested enough to actually click on your ad, which is phenomenal.

So when somebody clicks on your ad, you’re charged for the click. It can be five cents, ten cents, in some cases, depending on how high a competition there is for the keyword phrase, it can be a dollar, five dollars, ten dollars, even more – per click. That’s why in many cases I recommend that you try to get longer keyword phrases. After all, if somebody is really interested, you might not have a lot of competition on those longer keyword phrases. They might get a little bit less traffic, but higher quality traffic. So then when somebody clicks on your ad, they have the opportunity to go to your webpage, join your list, and join your opportunity. The key to high-volume, high-quality traffic is to create a massive list of longer keyword phrases most commonly used by those who are serious about joining an opportunity. *(Keywords that include names of MLM gurus, MLM books, and MLM systems are good to research for possible use, because they target more experienced network marketers who may be looking to buy something.)*

Now, search engines are great because they get a lot of traffic. Just a massive, massive amount of traffic. They get evergreen traffic. People are always going to Google and Yahoo and Bing and looking up “money making opportunities” and “business opportunities” and “network marketing opportunities” and so there are a lot of people who are making their full time income just advertising through pay-per-click advertising or using search engine optimization on the different search engines. It’s a really great method.

Another great method for finding interested prospects is through forums. There’s home business, work at home, network marketing, and other similar forums on the

internet, where people who all share the same interest go to get their questions answered, to give advice, to mentor other people, and to just figure out solutions to their problems. All of these people are attracted to the forum. People who go to a forum and who join in the conversation and go back over and over and over again are very high quality prospects. They're very interested, they're active, and those are the people that you want to invite into your opportunity.

The great thing about some of these forums is that you can get a lot of free advertising. The way you get free advertising is you go to that forum and you sign up for a free account. With most of these forums and discussion groups you can sign up for a free account, and then you start posting. Now, you don't post ads. You don't promote your opportunity. All you do is join the conversation that's already going on in the forum. You answer questions, you ask questions, you just get involved in the community. **You become a respected member of the community.**

Now with most of these forums, you have the opportunity to include a signature file (also known as a "sig file") at the bottom of your post. The great thing about these forums is that you only have to program it in one time. You go into your forum account profile, type in whatever you want your signature file to be, and then every single time you respond to somebody's post, or you post something, then your signature file automatically shows up at the end of your message.

An example signature file might be:

"Discover a 30-Minute Home Based Business That's Making 1,000's of People Real Money. Go to www.yourdomainname.com for the Full Story."

Now if people are connecting with you, and you're really giving some great value on the forum, you're going to get a percentage of those people who click through your signature file and want to do business with you. If you put yourself out there as a leader, or at least someone who is very focused on succeeding in network marketing, you're going to attract people in.

They are going to read your responses to other forum members, they are going to read your questions, they're going to get caught up in the conversations that you're having with other people in the forum, and they're going to click that link in the signature file. You're going to be attracting some people who are looking for a leader they can join an opportunity with.

Now, is that going to build your entire business and make you incredibly successful? No. That's a very small way to generate a little bit of traffic. But it's also free. So if you're looking for some free traffic, that's a way to get some free traffic.

You may only get a few people to click on your signature file, but they're usually going to be very high quality people. Remember, these are people who are in a forum, entering into a conversation on home business and network marketing. Those people who do click on your link tend to be very high quality prospects that you can bring into your opportunity.

Another way you can profit from these forums is through paid advertising. Many of the forums actually sell advertising, so you can place a banner or a button on the forum. Now, if you don't have time, or if you just don't have the inclination to join in the conversation on one of these forums, and you just want to put your advertising on auto-pilot, you can go to the forums and you can get advertising prices to advertise on the forum. Then you can have your banner appear every time somebody posts a question, or every time somebody answers a question, or at the top of every topic that's on the forum, or even on the main page of the forum. So you can go to the forum owner, ask for their advertising rate, and place your ad.

In some cases, if the forum has a small number of members, it might be very inexpensive to advertise there. In other cases, if they've got hundreds of thousands of people going to the forum, it's going to be a little bit more expensive.

Now, personally, I prefer to pay on a "pay-per-click" basis, instead of by impressions (or for a specific amount of time). The reason for that is if I'm paying per click, I'm only paying for results. That's why I like paying per click. Because you can have a forum that's very dynamic and gets a lot of traffic, and your banner can quickly get 100,000 impressions, but that just means it has "appeared". So somebody goes to the forum, and it appears at the top. Well, that's considered an impression. Even if somebody just bypasses it mentally, and they don't click on it and it doesn't really even register in their brain, that's still counted as an impression. So that banner can get 100,000 impressions, but maybe it only got ten clicks. Well, to me, that's not a great response rate. A hundred thousand impressions to ten clicks. That's why I'd rather pay "per click". That way if I only get ten clicks, I only pay for the traffic that I actually get, not for the impressions.

So when you're looking at advertising on these forums, look at how they charge. Many of them will charge based on impression. You're going to pay a certain amount for 50,000 impressions or 75,000 impressions, or 100,000 impressions. If the rate is low enough, you might test it out and see if you get any conversions. But once again, I prefer to pay-per-click. Not all forums have the ability to charge per click, so you have to ask the forum owner.

Now those are really the main places where there are deep, deep wells of interested, excited prospects. There are so many people through the magazines and the direct mail lists and the search engines and the forums, that if you just focus on a couple of those places, you'll have more prospects than you know what to do with. Again, I know people who only focus on the search engines and pay-per-click advertising, and they're generating

hundreds and hundreds of leads every single month. And these are truly interested prospects. I don't mean just people who are clicking through their ad, but people who are clicking through their ad and signing onto their list to find out more information about their opportunity.

So now that you have an idea of where the best prospects are, let's talk about how you attract them. Because just knowing where they're at doesn't mean you're going to be able to attract them into your opportunity. You have to have some mechanism to make them want to come to you and get added to your list or join your opportunity.

Let's move on to how to attract these interested prospects into how to do business with you.

How to Attract Hot Prospects Into Your MLM Pipeline

What you've got to understand from the beginning is that you don't have a relationship with these prospects. Yet. They don't know you from Adam. They probably haven't heard your name, they don't know your opportunity, and so to sell them something right off the bat is a bad idea.

Here's an analogy to explain this:

Let's say, for example, you meet somebody at a cafe, and let's say you're single, and you want to connect with that person in some way. Well, would you go up to that person and say "Wow! You just look so amazing and I'm sure you have a great personality. What'd I love to do is marry you. Would you marry me?"

That rarely works out, right? I mean, the **"30-Second Marriage Proposal"** after just meeting someone isn't realistic. You don't hear many of those stories.

But what you usually hear is this type of story. You meet somebody, you get their phone number, you maybe go out on a date, and if that works out, you go out on another date. This goes on for a while. And then finally, maybe after years, you decide to get married.

So there's a whole process of building that relationship and building that trust, before you ask somebody to make a larger commitment, right?

Well, it's the same way with prospects. You wouldn't go and generate these prospects and then say, "Okay prospects, I know you don't know me, and we don't have a relationship,

and you don't trust me yet, but hey, I've got this great opportunity. Fork over five hundred or a thousand bucks and get involved in my MLM, and let's get going."

Now, you might think that sounds crazy. But believe me, a lot of people do it. They go, "Okay. I've got an interested prospect. How do I get this interested prospect to buy into my opportunity?" Because isn't that the end result? Well, yeah, it is the end result, but it's just like that relationship I mentioned before. The end result of meeting someone might be a wedding, but you don't start out with the wedding. If you do, you scare that person away.

But that's what many people do in network marketing. They start out by asking for the big commitment. "Join My Opportunity!" Well, you know what? That person is going to need some time. That person is going to need some time to build a level of trust with you and do their due diligence and figure out if they want to be in your team, or if they even want to be in that opportunity.

So if we're not leading with the opportunity, how do you attract a prospect to you? You need to do something initially to attract them in, so you ultimately have the opportunity to build that relationship up and then contact them again and build up the trust and then finally invite them into your opportunity.

One of the best things that you can do is give away something free. There's no investment in "free". You can scare away interested prospects when you charge at them with something they need to pay for. The converse is also true. You can actually attract those interested prospects in when you give away something free.

I want that to sink in, because this is where a lot of people fall off the boat. I tell them, "Look. Here are all the places you can find prospects." And they immediately run out to all these prospects, and say "Join my program! Join my program!" and they wonder why they aren't getting any conversions.

Well, it's simple. **They haven't had the time to build up that relationship yet.** So you need to start out by giving away something free. It has to be something free that the best prospects actually want.

Let's say, for example, you're in a health based opportunity, and it sells a juice. **So, what you do is you go out and offer something free.** For example, "Here's a free report on the antioxidant qualities of the froo-froo fruit, and how it makes this special juice and how it's been solving medical problems for a thousand years in these different countries", and on and on and on.

Now, let's be clear: That's not what that person is interested in. If you look into the mind of the opportunity seeker who wants to make more money, they want to live a better life. They want to break free of their job. Maybe they've been scammed a couple of times. They're looking for the one thing that's not a scam that's actually going to work for them.

That their family is not going to laugh at them about. That they can feel a sense of passion about. That they can feel excited to get up in the morning and really build their business. They don't want a report on how the crazy froo-foo fruit has been around for a thousand years and it solves all these medical problems.

But I've seen a lot of people in these "juice" companies and that's what they lead with. They lead with... "Here's the video about the medical miracle in our magic juice."

It just doesn't make sense. It's not congruent for those people that you want to bring into your opportunity. So you have to ask yourself: **What do business opportunity seekers want?**

You know, if I'm searching around the internet and I'm looking for a home based business, what do I want?

Well, the simplest answer to that is they want to know how to make money. How do I make money? How do I make money working from home?

To answer this question, you can create a report that compares and contrasts all the different ways to make money for yourself. It can be very short, maybe five to ten pages. You can even have somebody else (a freelance writer) write it.

So if I was trying to direct people into network marketing, you know what I would do? I would create a five to ten page report on the pros and cons of all the different ways of working for yourself. In that report I'd talk about the pros and cons of franchises - and those are very easy. The pros are, the franchise is already set up and ready to go. It's already been tested and it works. What are the cons of franchises? One of the biggest "cons" is that franchises are very expensive to start. In fact, if I was trying to direct people to network marketing, in that report I would tell people, "Look, franchises are great because everything is set up and ready to go." Then you can do some research and create a list of the costs of joining different types of franchises.

For example, if you get into a carpet cleaning franchise, it's going to cost \$10,000 to start up. If you get into a McDonald's franchise, it's going to be \$900,000 to \$1.8 million. And you can show all the different charges for the different franchises.

You can also talk about starting up your own home based business from scratch.

Well, the pros there is that it's a lot more inexpensive, you can start from home, and you can do it in your spare time. The cons are that you don't have a step-by-step plan. The cons are you have to figure out all this stuff yourself, you might have to figure out how to hire staff, you might make mistakes, you might lose more money than you make, and that most of these home based business close down after two years, and on and on and on.

So you create a list of the pros and cons of different types of home-based businesses. Now remember that we're writing this to guide the prospect into network marketing.

Now, when we come to network marketing, we talk about the pros of network marketing. The pros of network marketing are that you have a step-by-step "plug-in-play" business like a franchise, where everything is ready to go, right? Everything is set up for you, it's been tested, you just have to plug into a program. Additionally, you have the leverage of building up a downline of lots of other people, and you get paid on their efforts. That's another benefit.

Now, here's the secret. You absolutely have to have a few "cons" to network marketing. You can't write this report and say, "Well, here's the pros and cons of franchises; and the pros and cons of home based business, and the pros and cons of being an independent contractor, and the pros and cons of freelancing" and then you get to network marketing and you say it only has pros and it has no cons. Right? That's not going to build up a relationship, not going to build up trust. They're going to say "A-ha!" and realize that your entire mission was to get them to believe that network marketing is the end-all, be-all.

What you do is give them all the pros of network marketing, and when it comes to the cons, you give them a small "damaging admission". This is a copywriting term. It's called a "damaging admission", where you admit that there are cons to network marketing. You just admit it outright. But what you do is, you don't give any cons that are so damaging that somebody would cross it off their list.

For example, one of the cons of network marketing is that you don't ultimately own the company. So you might say well, one of the cons is that you don't ultimately own the company, so the company is not yours. You are working with another company and you're kind of sharing the profits with them. But one of the things you can say to turn that into a benefit is explain why the "con" is good.

For example, even though you don't own the company, you also don't have the employee headaches, you don't have the customer service headaches, you don't have the product creation headaches, you don't have the fulfillment headaches, and you don't have the inventory headaches. So, see, what you're doing is you're giving a real con, a real negative, but you're countering that with the benefit of the negative.

It's not a major negative. In fact most people don't have a problem with the fact that they don't own the company, because they don't want to own the company. They just want a way to make extra money. They don't want all those headaches and extra hassles. So you have a "con" to even everything out... to show that you're playing fair in your comparisons... but your "con" for what you're promoting isn't a killer. In fact, in some ways, it's actually a hidden "pro".

So you've got to have pros and cons of everything in your report.

Now, can you see if I'm somebody who is looking for a way to make money from home, that getting a free report that shows me the pros and cons of all the different types of home based businesses could be valuable to me? Because I might be on the internet looking around, not really sure what to choose.

Do I choose a franchise, home based business, network marketing? I don't know what to choose. So a free report is really going to help me out. **Well, what happens when somebody helps us out?** What happens when somebody gives us a hand, we're broken down on the side of the road, we have a flat tire, somebody selflessly comes by, a Good Samaritan and they help us, they change out the tire, they get us on our way.

What do we feel like when that person does that? Do we feel good feelings toward that person? Absolutely, we feel great towards that person! And if we have the opportunity, we want to give back to them. We may have given them some cash right there for doing it, or if they didn't want anything for it, we still felt indebted to them.

It's called "reciprocity". We want to reciprocate. We want to give back to those people who have given us value. So what you're doing is you're building up this sense of reciprocity with these prospects that you have attracted in, by giving them that valuable free information. You may also want to create a report on how to pick the right opportunity, because opportunity seekers, especially if they've been burnt a couple of times, they want to know "How do I pick the right opportunity. I've got involved in all these opportunities that obviously weren't the right one, how do I get involved in the right one?"

So you might create a checklist, or a small five to ten page report that shows the seven things that you need to look for in an opportunity. Now remember that when you're writing these things, or having them created, you need to direct people back to whatever you're ultimately going to be promoting.

If I was going to promote a network marketing opportunity, and I said "Okay, here's the seven things to look for in any opportunity you start from home", I'd say "Number One: You want to plug in to a proven system. You don't want to start from scratch. You want to plug in to something that's already going. Number Two: You want to be able to leverage the efforts of other people. You know, if you're not leveraging the efforts of other people, you just have a job. You want a real business, so you need to be able to leverage the efforts of other people. Number Three, you need to have a product that's in high demand."

Now, it's not specific to your company, but it's specific to the concept of network marketing. Because if somebody gets that information, and they use that information to look at different opportunities, then when you approach them with your opportunity, your opportunity matches exactly what you just told them they need to look for.

Once they read your free report... then get information about your opportunity, they're thinking, "Your network marketing opportunity lets me plug into something. Your network

marketing lets me leverage the efforts of others. Your network marketing opportunity lets me tap into high demand.”

So what you do is you create that free report (or free audio, video, etc.) that you give away, that the market wants, that ultimately points them back in the direction of what you are going to be promoting in the future.

Another thing that opportunity seekers want to know is how others are making money. They would love to know how other people are creating massive downlines. So you can create a report on how one individual is making a lot of money, or how a lot of people are making a lot of money.

It’s always best if you can give specifics, because if you give something general like, “thousands of people are making a full time income working from home”, that’s interesting and it might make them curious. But if you say how a once broke, out-of-work teacher and father now generates \$732,849 per year working from home in just ten hours a week, this free report shows you exactly how, yeah, you got my attention. I’m curious. I want to know, “How is he doing that? How did this guy go from broke to riches?” The more specific you are, the better.

If you are in a very specific network marketing opportunity, and you have success stories in that opportunity, you can borrow from their success stories. So let’s say, for example, you’re in a network marketing opportunity and you have a top earner that has a downline of 50,000 and he’s making \$180,000 a month. With most of these top earners in a network marketing company, finding out their stories is really easy. In fact, the company loves to tell their story over and over and over again. So you can usually go into your company, find a success story, and then just create a report around that person. **You explain how this ordinary person went from “rags to riches” after joining YOUR network marketing opportunity.**

The story, of course, is they got involved in network marketing, and they built their business, and specifically built their business within this one particular company. So now, when that person says “Well, I want to do what that guy did”, what are they going to be interested in? Network marketing, and that specific company.

Now, let’s say you’re in a company that is so new it doesn’t have those success stories. Well, what you do is you go out and you find success stories from just general network marketing companies. Then what you’re really doing is you’re just telling the story of people who were successful in network marketing, because then you’re just selling the concept of network marketing. Believe me, people love that type of information. They want to know how other people are making money.

Finally, they want to know the insider secrets of making money. So you can have a report called the Seven Secrets, or Seven Insider Secrets, or Seven Closely Guarded or Jealously Guarded Secrets to making a full time income from home. People love “secrets”.

So you go out and you round up some information, maybe you pick up a book, you go to a forum, and you find some really good quality information. Then you create a seven secrets report (in your own words) and you give that away free.

But you see what we’re doing. We’re creating quality information, and we’re giving it away free to attract those prospects into our funnel. Into our pipeline. Because we already know where the deep wells of them are, so now we need to give them something that’s going to cause them to come to us, raise their hand, and say, “I’m interested. Give me that information.”

And to get that information, they have to opt in to your mailing list. So they don’t just get it without giving something back. They have to give you something of value for you to give them something of value. This is where reciprocity comes in, because before they can get the PDF report or the print report or the audio or the streaming video, the CD, the DVD, however you want to deliver that free information, they first have to give you something.

Now, if it’s a physical item, if you’re sending them a CD or a DVD or a print report, then they have to give you their mailing address. If you’re doing it online, they can just give you their name and email address, or just their email address, and then you can send them the PDF or send them to a site with the streaming audio or the streaming video. But they have to give you something. There has to be that exchange. Because what you want to do is capture that lead’s information so you can follow up with them over and over and over again.

You must capture the prospect’s contact information, because it may take many contacts to get them to join your opportunity. In fact, in many cases, when you do present your opportunity to your prospects, they’re not going to convert right away. Most are not going to convert into distributors immediately. You’re going to have to go back to them over and over and over again before they are going to convert. It can take days, it can take weeks, it can take even months for that person to convert. But if you don’t grab their information, then you don’t have the opportunity to follow up with them and get them to convert.

That’s one of the reasons why I don’t like some replicated websites. Most network marketing company’s replicated websites do not have an opt in page connected to them. I really think that one of the things that you’ve got to have with your replicated network marketing website is an opt-in page. You’ve got to capture that lead’s information. But I’ll see replicated site after replicated site and nowhere does it capture the prospects information. So if you’re advertising that replicated website in a magazine, to direct mail lists, through search engines, and through forums, you’re getting a lot of eyeballs on that

page, but those people who don't join your opportunity, you're not capturing their contact information and they're going away. They may have signed up in a couple of days, or in a week, or in a month, but because you haven't captured their information, you have no ability to go back to them again and again with your offer, answering questions, answering objections, and building up a relationship.

So you've got to capture that lead's information in exchange for the free item. And again, it can be in any different type of format. Now, I will tell you, I've done a survey and I know that people really like PDF reports. PDF stands for "Portable Document Format". Basically, it's a file format that you can open up on virtually any computer, Windows or Apple based. You can also send it back and forth easily through emails, post it online, or even print it out.

As a matter of fact, I've even been able to open up PDF documents on my Apple iPhone. So it's one of those formats that is very portable and people can open it up almost anywhere. That's why people really like PDFs.

People also like streaming video. They like seeing videos. Especially on the internet today with the growth of broadband service, people love to see videos. So if you have the opportunity to create either a live video where you give some valuable information, or you do a PowerPoint presentation, or you do a "screen capture" video training, all of that offers value to your prospects. Then all you do is put it online.

Now, I know it may not be that easy for you, especially if you are a beginning tech person. But you can do it. It just takes a little bit of time, effort, and training. Do some research on the internet - and you can figure out how to create and upload a video. Or go the easy route. **The easiest way to give something away free is through a free report.** I create reports in Microsoft Word, I click a button, and it turns it into a PDF in seconds. There are some free PDF converters on the internet that can convert your document into a PDF. So you can start very simply with something like that.

Of course, you will also need an autoresponder service. You must have one. Now, I could line up millions of network marketers, and I could sift the serious network marketers from the curiosity seekers based on one question alone: "Do you have an auto responder?" Not "How many books have you bought?" Not "How many conventions have you been to?" or "How many courses you bought?" The biggest question is: "Do you have an autoresponder?" And those people that raise their hand and say, "Yes, I have an autoresponder", are the most serious network marketers.

Why? **Because those are the people who expect to generate leads and know they have to have a mechanism for capturing those leads.** And auto responders anymore are so inexpensive that you just really have to have one. Of course, we have a great autoresponder. It's top of the line.

Whatever autoresponder service you use, you absolutely have to have an autoresponder so you can capture that information.

So, you capture that information, and then you follow up with them.

How to Market to Drive Prospects into Your Opportunity

Now you might be asking yourself, “Okay, how do I market to these people? I know where they’re at. I know what I need to create for them to attract them into my funnel. But how do I market to them?”

In this report, I’m not going to be able to walk you through all of the different ways to market, step-by-step, because there are so many different ways to do it. But I can give you some very easy shortcuts.

The easiest shortcut is to “model” what other people are doing. **I should say model what other successful people are doing.** I just told you that you can go to magazines, you can go to direct mail, search engines and forums to find prospects. You’re not going to be the first person to advertise in a magazine, through direct mail, through search engines and through forums. You’re just not. **There’s no place where YOU will be the first advertiser.** Why not? Because the business opportunity market is such a large, dynamic market with a lot of competition in it. So you’re not going to be the first person in any of those places.

However, that’s great for you, because you have the opportunity to see what other people are already doing. So I would go out, and if you’re interested in placing ads in magazines, pick up every copy of those publications that you can. If you want to do direct mail, get on a direct mail list. How do you do that? Well, in many cases, you buy things through the magazines, and then you get onto those direct mail lists. With search engines, all you have to do is search the search engines for “home business opportunities” or “network marketing opportunities” or “network marketing companies” or “how do I join a network marketing company”, and look at the sponsored ads on the right hand side of the page. Look up forums. Type in network marketing forums into Google. Go to the different forums that you find, and see what the different banners look like. What banners make you want to click on them?

See what other people are currently spending their own money on to promote their own free items, to attract leads into their funnel. See what other people are doing.

And here's the real key. **See what other people are doing long term.** You know, when I first got started in mail order, somebody told me that I needed a model of what people were doing in the magazines. After watching the magazines for a few months, I realized that those people that ran one ad in one issue and it never ran again, probably didn't have a successful ad. Conversely, those people who ran ads, and especially the same ad, over and over and over again, for months and months and months, and even years; those were the successful ads, and I wanted to model my own ads after those. So I would create my own ads based around those.

So if they offered a free CD, I thought "A Ha! I'm going to offer a free cd". If they said you need to call this (non toll-free) phone number to go to a 24 hour recorded message, I said "Ah Ha! That's what I need to be doing as well". **So by just modeling what other people were doing (not copying) but modeling the format and the layout and what they were doing, I was able to create very successful ads when I was just a beginner.** And I did all of this just based on what other people were doing successfully. So that's really one of the key things that I tell people to do. You can buy a lot of training courses and books that will show you what to do, but at the same time, you can learn a whole bunch, free of charge, just by modeling what other people are doing. So that's one of the key ways to do it.

Also, if you are interested in getting involved in any particular type of advertising, then there are some great training courses about almost every type of advertising. There are great training courses on running ads in magazines. There's training courses on how to do direct mail correctly. There are tons and tons of training courses on how to do pay-per-click marketing on the search engines. There's so much information about any type of marketing you want to do. So you really should invest in learning more about the type of marketing you want to do.

I've got to tell you, I've got piles and piles and piles of courses and books and programs and printed-out ebooks on all types of marketing. I'm constantly gathering new information about the specific type of marketing I want to do, because I want to be very effective with whatever marketing I'm doing. So, you know, don't look at someone else who is very successful in magazine advertising or direct mail or pay-per-click or forums or article marketing or any type of marketing and believe that they magically got this information. They didn't. They weren't born with it. They had to figure it out. In fact, many of these people spent lots of money and lots of time figuring it out. You can short cut that process by buying their courses, their training programs, and getting their mentoring and advice.

There's a lot of information out there about all types of marketing. Don't be shy about going out and investing in information about marketing. Because that's the information that's going to pay you back over and over and over again. Let's say, for example, that you bought just a few courses on how to do pay-per-click advertising. Well, once you get that skill set in your brain, you always have it. So what that means is, let's say you're involved in

Network Marketing Opportunity A, and you take this skill set of pay-per-click advertising and you use it to advertise Network Marketing Opportunity A. But let's say that you want to create your own product. Or let's say you want to get involved in another opportunity, or let's say that something happens to Opportunity A. Well, your income and your success wasn't about what company you were in. It was about your specific skill set.

So if Company A goes away, you can get involved in Company B. **You have that same skill set that you had before, and now you use it to promote Company B, or your product, or somebody else's product that you're an affiliate for.**

So that's why I always recommend that if you invest in anything, invest in creating the skill set of knowing how to market. Figuring out how to promote, how to generate leads, how to build a downline will pay off over and over again, no matter what company you're with. Once that gets into your brain, you're going to have those skills for life. And that's where real financial freedom comes in. It doesn't come from one particular opportunity. It doesn't come from one particular home based business. **It comes from knowing how to market anything.**

So don't be afraid to invest in training, because it's going to pay you back a dividend over many, many years. Now, if you say, "Well okay, but I don't have a whole bunch of money with which to buy all these courses or training programs", or "Maybe I bought a whole bunch already and I just need to go back and use what I already have". I've bought a whole bunch of training programs myself over the years, and I keep reminding myself I need to go back to what I already have, before I invest in the "next big thing".

For example, I just saw this one really phenomenal copywriting course. I love copywriting information, so I thought I should buy this \$1,500 copywriting course. Of course, I could just go into my library where I have probably \$50,000 worth of copywriting courses already, and I could dig back in to that information. It's always a good idea to have a refresher and polish up those skills a little bit.

But let's say you don't have any money to do that. **The internet is a phenomenal place for free help and advice.** With a simple search on almost any topic, you can find blogs, forums, PDF reports and ebooks, and articles with high-quality information on the topic you need help with.

That's it for "How to Find, Attract, and Grab Hot MLM Leads". You've now got a basic recipe you can use, over and over again, to find, attract, and grab all of the hot MLM leads you can handle.

I'm Looking for Leaders

I've personally reviewed a lot of wealth-building opportunities and I've finally uncovered a truly unique opportunity that I'm investing significant time and money into.

Now, I'm looking for motivated individuals who are willing to join me in this opportunity in order to build long-term financial freedom.

Here is Who I'm Looking For:

- Someone who is **passionate** about working for themselves and building a **profit-producing business** from home.
- Someone who is willing to take instruction and is an **action taker**.
- Someone who is **committed** to their success. Success happens when you're unwilling to give up. I'm looking for individuals who accept challenges and solve problems.
- Someone who is a **Team Player**. You'll be working with myself and others who will spend valuable time helping you build your business.

It doesn't matter if you're a million dollar producer with years of experience or a relative "newbie" who is just sick and tired of working for someone else. I believe the opportunity I've selected has the power to help you achieve the financial and lifestyle goals you've set out for yourself.

If you're looking for an exciting new opportunity, **click the link below** and take some time to review the "Recommended Opportunity".

[Click Here to See My Recommended Opportunity](#)

Thank you for reading this report.

I look forward to working with you in the near future.

Here's to your success...