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All About Opt-In MLM Leads...

By Sam Weston

The factors behind opt in MLM leads is to be inside, where the good stuff is located.

The situation would be like this; you outside of the opt in MLM leads industry, wanting to get in. to get the inside scoop of the leads business. If you knew what actually went on in some arenas, you may think the inside scoop looks like this picture.

How are opt in MLM leads generated?

For the most part, opt in MLM leads are generated over the Internet. While there is no definite study to prove this matter, it is safe to assume that 85–90% of all leads you find for sale are originated on the Internet.

There are two main reasons for this. First, the Internet is where most people are doing their research today when looking for jobs, looking for ways to make extra money, something to invest on, etc. So, why not go where the people are looking?

Second, it is the most cost effective way of generating opt in MLM leads.

Surely, a person is surfing the Internet, doing a Google search, and checking out their options for ways to make extra income. Or, sometimes the person is not even thinking about wanting more money when an online ad catches their attention and they check it out. So, they fill out a form and hit submit.

That is the basics behind online opt in MLM lead generation. Some person is out there surfing the Net. There is an online ad and a form. Filled out and submit. Then they are now a prospect waiting to be sold.

Quite a nice system. Wouldn't we all like to receive a batch of opt in MLM leads after people had been surfing the Internet for ways of making money from home. Now you have their name, phone, and E-mail address in your hands.

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But there are some variables that can make a big difference in the type of opt in MLM leads you are holding in your hands.

Incentivized opt in MLM leads.

One of the biggest problems that exists among the Internet lead generation business is the incentives that entices a person to fill out a form and submit.

If you have purchased opt in MLM leads long enough, then you have probably come across the person who did not know they were going to be contacted about a home business. Instead they thought they were going to get a new Video iPod, \$10,000, or a vacation cruise.

So, what do you do? You go to an opt in MLM leads company and you buy a batch of leads. The leads are \$2.25 each, so you buy 50 of them for \$112.50. There is a chance you may find a good prospect in

there, one that will be targeted to the product or service that you are offering.

No opt in MLM lead is ever pure because you do not know what other sites the prospect has been to, filling out forms, and checking out other businesses.

However, if you are going to invest in opt in MLM leads, it is worth a few extra minutes of research or an email or phone call to the owners; to know what kind of leads you are purchasing.

Opt in MLM leads are all about results. So go ask and test first.

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How To Choose The Best MLM Leads

By Jeff Schuman

What are the characteristics of the Best Mlm Leads? This is a good question to ask before you spend any money buying leads to build your MLM business. Before we get to that let's take a look at why you would want to buy MLM leads in the first place.

Over the years the multi-level marketing business has gotten a black eye because of the over hyped promises of money and freedom. Very few people have ever achieved a high level of success in any

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MLM business. And even fewer have ever been able to maintain the level of achievements over a period of time.

That does not make MLM companies bad. Nor does it make the opportunities they afford the average person as a way to make extra money or even as a way to drastically change your lifestyle. It can be done and using MLM leads is a great way to do it.

There are 2 big benefits to buying MLM leads.

1. It gets you away from approaching your friends and relatives. If you have been in more than one MLM business over the years you may have already approached them and used up your credibility when you were unsuccessful.
2. This is a duplicatable way to build your business that you can pass on to your downline. Any successful network marketing business will tell you that one of the main components of success is duplication. Anyone can buy leads and work them over the phone or through the internet with the use of an autoresponder.

If you are unsure of how to work a lead over the phone I would suggest getting the book "Recruit Your Way To Millions" by Fred Stegge. After reading this book you will be able to explain what you do and what you offer to a new prospect in 30 seconds or less.

<http://www.team-schuman.com/recruit-your-way>

If you are unsure of what an autoresponder is or how to use one read this article I wrote "How To Effectively Use An Autoresponder." This is an absolutely essential business tool if you are going to succeed online with your MLM business.

<http://team-schuman.com/articles/article15.html>

Now that you understand some of the benefits of buying MLM leads and how to market to them let's take a look at what are the characteristics of the Best MLM Leads.

1. How many times are the leads sold? Many MLM lead companies sell their leads over and over. You will be contacting a prospect that has already been marketed to. Personally I like leads that are exclusive to me.
2. How old are the leads? Would you rather contact a prospect that has expressed an interest in the past 48 hours or in the past 48 days. Being able to strike while the iron is hot so to speak is a great benefit of a fresh lead.
3. How many leads do you get for your money? Obviously the more leads you can get for the best price the more leads you can buy at a time. This is especially important when you are first starting or when you are helping your downline get started.

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4. What is the quality of the lead? Nothing compares to a lead that contains both a phone number and email address along with a few qualifying answers to questions like "How much can you invest to get started" or "How soon do you want to get started" or "When is the best time to contact you?" If a prospect is answering these type of questions you are getting a much better quality lead than if you just have a name and email address.

5. What is the response rate? This will improve as your skill level at working your leads improves, but the fresher higher quality leads will give you a better response rate even when your skill level is low.

6. Do your leads come with any extras such as an autoresponder, training on how to work leads, pre-written email marketing letters, phone scripts, your own website, flash presentations, etc.

These are the top qualities of the Best MLM Leads. Be careful when choosing a place to get your leads. Not all MLM Lead companies are created equal. It is going to be the single most important decision you make when trying to grow your MLM Business. Make the wrong choice and you will waste your time and money as well as the time and money of your downline. Make the right choice and you can be building your business successfully for years to come.

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Jeff Schuman has made over \$35 Million Dollars in sales in his 20 year sales and marketing career. His Best Mlm Leads website contains the best mlm leads companies available today. His

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anyone can use to get started making money from the comfort of their own home.

<http://www.team-schuman.com/bestmlmleads>

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How To Choose The Best MLM Leads
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