

Do you have a Warm Market?

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**Do you have a Warm Market?**

**By Brandon Santan**

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An Answer to the two Biggest questions from your prospects.

Body: Think about the two biggest questions that you have to answer when sharing your business with a prospect. I don't know about you but by far the two questions I most often get are; "How many are in your downline?" and "How much money are you making?"

I admit that these are tough questions to answer especially if you are just starting out. You could take the 'stretch the truth' approach and say something like "I have 132 people in my downline and I'm making \$64,000 a month." And hope that they don't ask you how long you've been in the program for fear of having to tell another `stretcher'. Or you could take the truth approach and say something like "Well to tell you the truth I'm just starting out so I don't have any recruits and a negative income, but I'm working really hard and I have a good mentor and this program is very popular and I..." Then hope that they don't blow you off because of your lack of evidence that this business works.

Even if your business is doing great you still have the issue of enticement. You battle in your mind if you should just go ahead and tell them to make it look good and risk the chance that they will quit because they aren't seeing the same results. Or if you should say you can't tell them because it's considered enticement and hope that they don't think you are hiding something from them.

These questions are natural for prospects to want to ask. I asked the same questions when I was starting my business. I don't blame people for wanting answers to these questions. Any person who is worth recruiting should want answers to these questions. Our problem is how to answer these questions. Let me suggest to you that developing your `warm market' will eliminate the awkwardness of trying to answer these two questions.

What comes to mind when you hear the term `warm market'? Most of us automatically think that it means we have to try and recruit our family and friends, most of whom couldn't care less about your online business.

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In a sense you are right. Let me put it this way. Your warm market is people who are not strangers. So why not turn your leads into your warm market? Why not contact your leads with the approach to finding something in common and to bond with them. Once they become acquaintances and are semi familiar with you, you can casually bring up the subject of your business opportunity. For example, My Business is in debt management and Financial Health. When I speak to a lead for the first time I don't automatically ask them how their financial situation is. I do some research and find something in common that we can talk about that for a while. I then lead into their job situation, which leads into their finances. I can now share with them that I'm in the financial business and tell them that I have a way for them to get out of debt or increase their earnings with an online business etc.

By doing this you are establishing relationships and building trust all the while developing your warm market. By building trust in the people who are your leads you can say any answer to the two big

questions and your prospect will be satisfied because they have a feeling of trust in you and knowing that you are being honest with them.

Not only does a warm market help you develop a healthy business, but it also almost guarantees that your prospects who become your friends and build a trust in you will stick to their business for the long haul thus decreasing your turn over rate and increasing your residual income – this is assuming that you stay their friend after they join and don't forget about them, but that's a whole different topic. It's a win, win situation.

So let me encourage you to stop trying to recruit people and start making friends. Sign up will come as a result and you'll be glad you did in the long run.

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## **Generate Sales with Lead Generation Marketing Tools**

### **By Erick Shipmon**

One of the best projects to undertake as an online marketer is to master the art of generating sales from your warm market contacts. A warm market is simply people who have already been exposed to your business and marketing plan. It can be described as "breaking the ice" with your potential customers. The best way to generate a warm market is with lead generation marketing tools.

A marketing tool is a tool that people use to create what we call lead prosperity. If you are not in lead prosperity, you are not making money with your online business. With lead generation marketing tools

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you may decide to create several lead capture pages which are designed to generate interest from prospects on your business. The pages will contain a place to enter their contact information i.e. (name, telephone number, and email). This is also called a lead capture form.

After the information is filled out on the lead capture form, the individual is redirected to a URL that contains your main site. This sounds very easy to do, and it is, however when marketing online, most opportunities have a lack of effective lead capture systems and worse, a lack of professional presentations. The goal is to seek powerful lead generation marketing tools and presentations that capture leads and allow proper follow-up no matter the opportunity presented. Seek out professional designers and ad copy writing services that can create professional lead capture pages and the software to manage it all. Also conduct follow-up marketing with the Auto responder systems that follows up with every lead that fills out your capture page. Next, search for a robust prospect manager to properly manage your hot-response leads. Remember, your warm market is created as soon as the prospect enters their information on your lead generation page. You should experience an increase in sales from using this marketing approach.

Erick Shipmon has been a Internet Marketer Since 1997. His website

uses a new revolutionary concept that includes lead generation

and other advanced marketing techniques in a easy to use turnkey system that generates online profits.

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