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How To Drive Traffic To Your Site On A Budget

Well Done! You made that crucial decision and started your MLM or online business. Woohoo! Then you get a call from your sponsor, and they ask you to go write a list of names, your warm list, of your friends, family and colleagues, then call them and show them your business presentation.

To your surprise you are pretty good at this, 8 out of 10 people you approach has expressed an interest and 60% have joined your business. You feel hopeful that this is a great opportunity and that you are going to be rich with record earnings in your first few days of becoming a business entrepreneur. Then as dawn breaks you wake up with the sound of the alarm in your ears bringing you back down to earth with a bang

In reality don't be surprised or disheartened with the negativity, sceptism or lack of support, demonstrated by those whom you considered to be your family and friends, this is perfectly normal. You must not let it get you down, remain positive and don't quit.

A few 'newbies' do have some success when they show their business to their warm market, but let's not forget that they are in a very small minority. This 'old school MLM' approach may have worked very well 5-6 years ago, but times have changed drastically especially over the last two to three years with the internet, social media sites and a host of new marketing methods available to networkers, chasing down prospects 'old school MLM style' to join your business has become outdated.

The secret to being successful in most markets today depends on your ability to attract prospects to you. You need to find a way for your prospects to find your website and sign up of their own free will. This is called lead generation and is the life-force of your business. It is important for you to be able to generate leads to continue to grow your business. It is simple, 'no leads equals no business'. But can't I just purchase some 'hot leads?' No. You will be wasting your money, and I can talk from experience. You need hot leads that have responded to you, not leads that have been sold on to three or four other network marketers from different companies who, when you contact them are no longer interested, or cannot remember completing a survey with their info.

Here are my three tips on how to get your lead generation started:

* 1. Get networking join facebook, myspace, digg, technorati and start to network. Invite your email contacts to become fans on myspace or facebook, more than likely they will accept your friendship and it is easier to present to them your opportunity this way. You can also find new friends on those sites. DON't push your business out on your social media sites, interact instead with people on them. Build a rapport.

* 2. If you haven't already why not start up a blog. Build up a following, make your posts have value and you will soon have people commenting and joining your blog.

* 2. Start a blog. A blog is an easy way to give yourself an online presence and is excellent for branding yourself. You want to be able to demonstrate that you are a leader and know what you are talking about that way prospects will be attracted to you. People join leaders, so if you don't appear to be a leader, they will find someone who is. Use your blog to brand and market YOU, not your company. Blogs enable you to get free traffic from the search engines. If you can provide valuable content that is indexed by the search engines you will be ranked in the organic listings. Why pay for ranking (ppc) when you can achieve high rankings for free clicks? PS handy tip: Don't forget to link your blog to your face book or myspace feeds, this will increase your search engine rankings.

* 3. prepare your articles for distribution across the internet. You can publish your articles on your blog as well as numerous article directories. This is just some of the detail of how you can get yourself started with generating leads for your new online company.

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