

Published based on [Online Leads, How To Know Which Ones You Should Call...](#)

Online Leads, How To Know Which Ones You Should Call...

Getting leads online, whatever activity you're in, is not complicated. It actually requires very little to start with. All you need is a good marketing system that can help you in creating a simple squeeze-page with an opt-in box, connect it with an autoresponder service such as GetResponse, Aweber or iContact, and you're in business. Then you need to make that page visible. Google Pay Per Click will get you leads right away, and you can go from there. Refine your Pay-Per-Click expertise and reduce your cost, and then learn new strategies as you go.

What's more critical, and to some extent more difficult, is what happens after that. When you're receiving a huge amount of leads, knowing who's worth your time and who's not can be hard. Get this part right and you will turn a profit. Get it wrong and you'll waste a fair amount of resources.

First of all, we want to go back to our webpage, and double-check it's really fitting with our marketing message and our business. If we have a squeeze-page that is too broad, we'll gather more leads, but filtering them is going to be difficult. Too narrow and we'll get almost no leads. We need to ponder this trough and get the balance right. When designing your site, think: Could one out of three or more of those opting-into this page definitely be compelled by the products and services I offer. If I called them up, would I be able to put on an offer they couldn't turn down...

The next thing, is to filter the serious from the tyre-kickers. An obvious way of doing that is to ask for people's telephone numbers. If you see a prospect opt-in with a compliant, well presented telephone number, it's likely they are interested in finding a solution. You can decide to make it compulsory for people to type-in their phone number, and it's fine to do that, but if you let them decide, you'll actually have a more precise view of that person's desire to interface with you.

Another fantastic way of filtering is to take your leads to a questionnaire, immediately after they've keyed-in their details. This is a very powerful strategy. You can easily create online application forms, one nice site for that is called Formsite. Have a 1 page form that's easy and quick to fill, with 1 or 2 open questions at the very end. You then get to decide who you think it's worth to call.

After that you will start a traditional follow-up logic. If you're an affiliate marketer, calling people is rarely done, and it's most likely not your cup of tea. But if you're in any other case, whether traditional or MLM, there is no option, you have to call people to get business. It will take 5 to 12 times where your lead is exposed to you, whether they are thoroughly reading an email, or having a call with you, to come to a decision.

Now that you know who to talk to, that you're leveraging on your auto-responder to handle some of the follow-up for you, the rest should be easy. See your business grow and start taking action today.

Find out about the [Lead Generation Strategies](#) we use in our own business, consider using a professional [Traffic Generation System](#) for a compelling surge in your work efficiency.

You can also find this article published on [Online Leads. How To Know Which Ones You Should Call...](#), and on the tag pages [Advertising](#), [get leads online](#), [lead generation](#), [mlm leads](#), [MLSP](#), [network marketing leads](#), [online business](#), [online leads](#).