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4 Easy Steps To Finding The Best MLM Leads For Your Business

As a veteran Network Marketer, I'm often asked by new team members, "How can I find the best MLM leads for my Network Marketing business?" When I first got started in the industry, I was told to buy expensive leads from a lead generation company. In my opinion, this is exactly the wrong advice.

If purchasing expensive MLM leads is not the answer, then what is? You can probably guess the answer. The best MLM leads are the ones you generate yourself, people who are attracted to your story and those that believe that you can help them achieve their goals.

HOW do you find them? After finishing this article, you will understand the EXACT steps to attracting the best MLM leads for your business, and you'll discover how to turn these leads into red hot prospects ready to join your team. In the process, you will avoid wasting a lot of money on purchased leads and you'll have a lot more fun building your MLM business.

Here are the 4 Steps to Finding the Best MLM Leads and Red Hot Prospects For Your MLM Business:

1. Expand Your Knowledge

As in just about everything, knowledge is power. When you learn new things that help grow your business, you become much more valuable in your prospect's eyes. There are excellent training courses, online seminars, and Network Marketing communities available to you. If your budget is limited, try some of the free training available online simply by following some of the top leaders in the industry.

2. Share Your Knowledge With Your Prospects

Your new knowledge will mean absolutely nothing if you can't share it with others. But how? You can walk around your local mall and tell everyone who enters what you've learned, but this wouldn't be very effective and may get you in trouble with the authorities. There is a better way! I recommend using the power of the Internet to spread your knowledge to targeted prospects. Why not write an article about what you've learned, or create a video. Better yet, start your own blog and add to it regularly. However you do it, remember the golden rule - create quality content to attract the best MLM leads.

3. Build Your List of Prospects

Many say the key to network marketing success is in "the list". Now that you've shared your knowledge, it's time to build your list of prospects. Simply by offering something as simple as more free training or a free ebook they can download, you can ask for contact information and grow your marketing list. By creating great content in step 2, you can now attract the best MLM leads and create a red hot list of prospects for your business.

4. Determine Your Prospects Needs and Challenges, By Asking!

This is where 99% of other Network Marketers get it wrong. Most marketers blast their list with endless promotions about their business. Everyone does this, and it turns off most people.

So if you don't talk to your prospects about all the features of your business, how are you supposed to convert them into sales? **ASK THEM ABOUT THEIR NEEDS AND HOW YOU CAN HELP THEM!**

Find out about your leads biggest challenges and frustrations, and ask them what it is they are searching for. You may be quite surprised by their answers. What's the worst that can happen? You may find they are not a good fit for your business, and you can save a lot of time trying to recruit them in the process.

You will be able to find the best prospects for your MLM business simply by asking the right questions. And by presenting the solution to their problems, you will become THE leader to be followed and they will beg you to join your business.

What if you don't know what to say to your leads? Don't worry - you're not pitching them on your business. Rather,

you're asking about them and their needs, and people are usually eager to talk about themselves. Just keep asking questions and you'll discover what it will take to successfully recruit your prospect.

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