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MLM Guide To Leads - Build Your Down Line For Profit And Success

In order to get a network marketing business to grow a steady supply of prospects preferably high-quality ones is needed. This is a key area that many people and especially newcomers have difficulty with so here is a quick MLM guide to leads to help everyone get started.

A favorite way for newcomers to this type of business is to distribute flyers and business cards in the local area, together with advertising in shop windows and local newspapers and other publications. With this type of lead generation the interested prospect goes to the distributor, this is a very gentle way of finding prospects.

A less costly but more intimidating approach is to use the "three foot rule". Basically this means that everyone who comes within three feet of the distributor becomes a potential prospect. This means that the recruiter needs to talk to people everywhere. This approach needs to be used with care, but if the recruiter talks about their products and business opportunity to people who are likely to be interested then it is a very effective technique.

An effective online technique for people who have little spare cash and dislike selling is article marketing. With this method informative articles are written connected with either the product or the business opportunity. These articles are then distributed to various sites and a link back to the authors site is included. Back at the authors site the product and business opportunity is explained.

The online equivalent of the three foot rule is to use blogging and social media. The recruiter can develop specific and general relationships with people through their own blog and using sites like Facebook, Twitter and Myspace (and others). This is an excellent method for developing warm leads as the prospects get to know more about the recruiter and their parent company and its products.

An alternative method of getting visitors to the website, which must be used with caution, is to use pay per click advertising. With this advertising method people who are visiting other sites will see an advert and if they click on it and visit the recruiter's website the recruiter will pay a small advertising fee.

Another method for finding leads is to simply contact a good list broker and buy them! This has the big advantage that a list of however many people are desired can be sourced almost instantly. However it is important to make sure that due diligence is carried out to make sure that the list broker will supply leads that are useful. This method can be very cost and time effective if the right broker is selected.

There is one very important point to bear in mind, the techniques in this MLM guide to leads all depend on the potential recruiter taking action. These techniques must be worked in order to generate the leads and the prospects must have the business presented to them to generate new recruits.

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