

MLM Wealth Training .COM

MODULE:

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LEAD GENERATION PART I





MODULE: 7



LEAD GENERATION PART I



NETWORK MARKETING IS ALL ABOUT LEAD GENERATION AND THIS VIDEO DELVES INTO SOME OF THE MANY METHODS OF LEAD GENERATION WHICH YOU WILL ENCOUNTER IN YOUR BUSINESS. MODULE SEVEN DISCUSSES THE POPULAR YET NOT-SO-EFFECTIVE FORMS OF LEAD GENERATION. KEEP IN MIND THAT YOU ARE LEARNING FROM THE EXPERIENCES OF OTHERS WHO HAVE BEEN IN THE BUSINESS FOR YEARS AND LEARNED FROM THEIR MISTAKES. THIS VIDEO PROVIDES MANY WARNINGS, FILTERS AND CHECKLISTS TO HELP YOU CHOOSE THE BEST FORMS OF LEAD GENERATION AND KNOW WHICH ONES TO AVOID.

FIRST DISCUSSED ARE FLYERS AND ROADSIDE ADS. THIS FORM OF LEAD GENERATION TENDS TO BE EXTREMELY TIME CONSUMING AND DOES NOT GENERALLY YIELD PARTICULARLY IMPRESSIVE RESULTS.

PAY-PER-CLICK ADVERTISING IS ALSO DISCUSSED. THIS, HOWEVER, INVOLVES BOTH TIME AND MONEY AND, TO GET A DECENT ENOUGH NUMBER OF LEADS, IT CAN RAPIDLY GET VERY EXPENSIVE. IN SOME CASES, YOU MIGHT BE PAYING A DOLLAR FOR EVERY PERSON WHO VISITS YOUR WEBSITE EVEN THOUGH THEY ARE NOT LIKELY TO BECOME PAYING CUSTOMERS. RON GOES ON TO TALK ABOUT CRAIGSLIST, THE FREE ONLINE ADVERTISING RESOURCE, AND HOW IT CAN BE EFFECTIVE YET ALSO TIME-CONSUMING. NEXT UP IS NEWSPAPER ADS, AN EXPENSIVE METHOD WHICH IS ALSO HIGHLY COMPETITIVE.

OTHER FORMS OF LEAD GENERATION DISCUSSED



MODULE: 7



LEAD GENERATION PART I



INCLUDE TRADESHOWS, RADIO AND TELEVISION ADVERTISEMENTS, MAGAZINE ADS, DIRECT MEDIA BUYS AND MAGAZINE COOPS. RON WARNS US THAT THESE METHODS ARE OFTEN PROHIBITIVELY EXPENSIVE AND, WHILE SOME OF THEM WORK, THEY ARE NOT WORTH IT WHEN THERE ARE MORE EFFECTIVE AND LESS RISKY METHODS INVOLVED (AS DISCUSSED IN MODULE 8).

THE VIDEO DISCUSSES VARIOUS OTHER FORMS OF ONLINE LEAD GENERATION, INCLUDING BLOGGING AND SOCIAL MEDIA. BLOGGING, FOR EXAMPLE, IS EXTREMELY TIME-CONSUMING AND, WHILE IT DOESN'T COST ANYTHING, IT IS SIMPLY NOT WORTH THE EFFORT. SOCIAL MEDIA IS ALSO DISCUSSED. WHILE SOCIAL MEDIA PROVIDES A GREAT PLATFORM UPON WHICH TO GET INVOLVED WITH A COMMUNITY, IT IS NOT ONE OF THE MORE EFFICIENT METHODS FOR GENERATING LEADS FOR YOUR NETWORK MARKETING BUSINESS.

JOE REMINDS AS TOWARDS THE END OF THE VIDEO THAT WE SHOULD FOCUS OUR ATTENTION ON THE RIGHT AREAS. THESE ARE THE AREAS WHICH HAVE MADE OTHERS SUCCESSFUL HAVING SPENT YEARS IN THE BUSINESS LEARNING FROM THEIR MISTAKES AND IMPROVING THEIR SKILLS. FINALLY, THE VIDEO PROVIDES THREE CRITICAL QUESTIONS WHICH WE NEED TO ASK OURSELVES WHEN DECIDING ON THE BEST METHODS TO GENERATE LEADS: IS IT SIMPLE? DOES IT WORK? CAN YOU DO IT? IF THE ANSWER IS YES TO ALL OF THESE QUESTIONS, THEN YOU CAN RELY ON THE METHOD AND DUPLICATE IT AMONG YOUR RECRUITS.



MODULE: 7



LEAD GENERATION PART I



LEAD GENERATION = FINDING PEOPLE L_____ FOR A BUSINESS OPPORTUNITY

TWO TYPES OF CONSUMPTION/INVESTMENT:

1. T _____

2. M _____

COMPLETE THE CHART FOR EACH TECHNIQUE AND THE REQUIRED INVESTMENT.

Lead Generation Technique	Time Investment	Money Investment
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		



MODULE: 7



LEAD GENERATION PART I



DUPLICATION FILTER CHECKLIST

1. IS IT _____?

2. DOES IT _____?

3. CAN I _____?

LEAD GENERATION FILTER - TIME WASTERS

1. HOW MUCH T _____ AND HOW MANY I _____ P _____ DID I TALK TO?

2. WILL THIS FORM OF MARKETING REQUIRE MYSELF OR MY TEAM TO D _____ BRAND NEW S _____?

LEAD GENERATION FILTER - MONEY WASTERS

1. HOW MUCH MONEY DID I S _____, & HOW MANY I _____ P _____ DID I TALK TO?

2. IS THIS FORM OF MARKETING P _____ & A _____ FOR THE MAJORITY OF MY TEAM?



MODULE: 7



LEAD GENERATION PART I

MODULE 7: ANSWERS

LEAD GENERATION = FINDING PEOPLE LOOKING FOR A BUSINESS OPPORTUNITY

TWO TYPES OF CONSUMPTION/INVESTMENT:

1. TIME
2. MONEY

COMPLETE THE CHART FOR EACH TECHNIQUE AND THE REQUIRED INVESTMENT.

1. FLYERS / ROAD SIGNS T
2. PAY PER CLICK T & \$
3. CRAIGSLIST T
4. NEWSPAPERS \$
5. TRADESHOWS T & \$
6. RADIO \$
7. TV \$
8. MAGAZINES \$
9. DIRECT MEDIA BUYS \$
10. MAGAZINE CO-OPS \$+W
11. BLOGGING T
12. SOCIAL MEDIA T
13. FACEBOOK GROUPS T



MODULE: 7



LEAD GENERATION PART I



DUPLICATION FILTER CHECKLIST

1. IS IT SIMPLE?

2. DOES IT WORK?

3. CAN I DO IT?

LEAD GENERATION FILTER - TIME WASTERS

HOW MUCH TIME & HOW MANY INTERESTED PEOPLE DID I TALK TO?

WILL THIS FORM OF MARKETING REQUIRE MYSELF OR MY TEAM TO DEVELOP BRAND NEW SKILLS?

LEAD GENERATION FILTER - MONEY WASTERS

1. HOW MUCH MONEY DID I SPEND, & HOW MANY INTERESTED PEOPLE DID I TALK TO?

2. IS THIS FORM OF MARKETING PREDICTABLE & AFFORDABLE FOR THE MAJORITY OF MY TEAM?



MODULE: 7



LEAD GENERATION PART I



NOTES:

Large empty rectangular box for taking notes.



MODULE: 7



LEAD GENERATION PART I



NOTES:

Large empty rectangular box for taking notes.