

# MLM Wealth Training .COM

## MODULE: **8**

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### LEAD GENERATION PART II





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### LEAD GENERATION PART II



MODULE EIGHT CONTINUES TO DISCUSS LEAD GENERATION. IN THIS VIDEO, RON AND JOE TALK ABOUT THE VERY BEST LEAD GENERATION TECHNIQUES OUT THERE AND EMPHASISES THE IMPORTANCE OF STICKING WITH WHAT WORKS AND, IN DOING SO, MINIMIZING YOUR RISK. THESE ARE THE LEADS WHICH ARE FUNDAMENTAL IN MLM SUCCESS. THEY ARE THE ONES WHICH HAVE STOOD THE TEST OF TIME. AS JOE REMINDS US, THEY MIGHT NOT BE THE ONES THAT WE EXPECT OR THE ONES THAT WE WANT TO HEAR BUT, THE TRUTH IS, THAT THEY WORK.

THE FIRST OF THE THREE EFFECTIVE LEAD GENERATION TECHNIQUES DISCUSSED IS TAPPING INTO A WARM MARKET. THIS MEANS CONTACTING PEOPLE THAT YOU ALREADY KNOW. THERE WILL NO DOUBT BE MANY MORE PEOPLE WHO YOU COULD CONTACT THAN YOU MIGHT INITIALLY EXPECT. PEOPLE OFTEN RESIST THIS BECAUSE THEY DO NOT KNOW AN EFFECTIVE ENOUGH APPROACH AND THEY FEAR THAT THE PEOPLE THEY KNOW WON'T BE INTERESTED. WHAT YOU NEED AT THIS POINT IS THE MOTIVATION TO CONTACT A HUNDRED PEOPLE WHO YOU ALREADY HAVE SOME DEGREE OF CONTACT WITH. THIS WILL BUILD UP THE FOUNDATION OF YOUR NETWORK MARKETING BUSINESS.

THE SECOND METHOD DISCUSSES TAP-ROOTING. BY GETTING IN TOUCH WITH YOUR EXISTING CONTACTS, YOU



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CAN TAP INTO A MUCH LARGER NUMBER OF PEOPLE. TELL PEOPLE WHAT YOU ARE DOING AND THAT YOU ARE LOOKING FOR RECRUITS AND, BEFORE YOU KNOW IT, YOU WILL HAVE FRIENDS OF FRIENDS BECOMING LEADS. WHILE ONE CONTACT MIGHT NOT BE INTERESTED, THEY MAY WELL KNOW SOMEONE WHO IS. IT IS ALL ABOUT NETWORKING IN ORDER TO REACH AS MANY PEOPLE AS POSSIBLE. IN DOING SO, THE NUMBER OF LEADS THAT YOU GENERATE INCREASES EXPONENTIALLY.

THE FINAL METHOD DISCUSSED TALKS ABOUT THE PROSPECTS OF BUYING LEADS. BUYING LEADS PROVIDES A PREDICTABLE AND FAIRLY RELIABLE METHOD OF LEAD GENERATION. IT IS PARTICULARLY USEFUL WHEN YOU HAVE ALREADY PROCURED ENOUGH MONEY TO INVEST AND YOU ARE READY TO EXPAND YOUR BUSINESS AND TAKE IT TO THE NEXT LEVEL. DURING THE EARLY STAGES, HOWEVER, IT IS MOST IMPORTANT TO SPEND YOUR TIME GETTING DIRECTLY INVOLVED WITH PEOPLE. ALL OF THIS COUNTS AS VALUABLE EXPERIENCE, ENHANCING YOUR SKILLS AND TEACHING YOU MORE.

RON CONCLUDES THIS VIDEO BY REMINDING US THAT WE ARE LEARNING FROM THOSE WHO ALREADY KNOW HOW NETWORK MARKETING WORKS. THIS ALLOWS US TO GET STARTED WITH MONEY-MAKING ACTIVITIES FAR SOONER THAN ANYONE WHO HAS HAD TO START FROM SCRATCH WITHOUT ANY SUITABLE TRAINING.


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**LEAD GENERATION PART II**


**LEAD TYPE # 1:** \_\_\_\_\_

**MOTIVATIONAL QUESTION: IF I GAVE YOU \_\_\_\_\_ FOR EVERY \_\_\_\_\_ YOU PUT ON A LIST, HOW MANY \_\_\_\_\_ COULD YOU PUT ON THAT LIST?**

**YOUR LIST IS YOUR C\_\_\_\_\_.**

**LEAD TYPE # 2:** \_\_\_\_\_

**THE PEOPLE YOU K\_\_\_\_\_ WILL LEAD YOU TO THE PEOPLE YOU D\_\_\_\_\_ K\_\_\_\_\_.**

**REMEMBER THE POWER OF THE M\_\_\_\_\_ A\_\_\_\_\_.**

**ASK: CAN YOU DO ME A HUGE P\_\_\_\_\_ F\_\_\_\_\_? IS THERE ONE PERSON YOU KNOW WHO MIGHT WANT TO MAKE A LITTLE EXTRA MONEY PART TIME?**


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**LEAD GENERATION PART II**


**LEAD TYPE #3:** \_\_\_\_\_

**BUYING LEADS = P\_\_\_\_\_ A\_\_\_\_\_**

**EXPLAIN RON'S "DRIVE THRU" ANALOGY:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**EXPLAIN RON'S "CAR DEALERSHIP" ANALOGY:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**BY TEACHING YOUR TEAM TO BUY AND CALL LEADS, YOU ARE PROVIDING V\_\_\_\_\_, TEACHING THEM A S\_\_\_\_\_, AND TEACHING THEM THE R\_\_\_\_\_ H\_\_\_\_\_.**

**DUPLICATING THE R\_\_\_\_\_ H\_\_\_\_\_ = A GROWING BUSINESS**

**THERE IS NO BETTER WAY TO GET EFFECTIVE T\_\_\_\_\_ AND HONE YOUR C\_\_\_\_\_ SKILLS.**

**LEVERAGE OTHER PEOPLE'S E\_\_\_\_\_.**

**BECOME A S\_\_\_\_\_ OF THE I\_\_\_\_\_ AND YOU WILL WIN!**



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### LEAD GENERATION PART II

#### MODULE 8: ANSWERS

##### LEAD TYPE #1: WARM

**MOTIVATIONAL QUESTION: IF I GAVE YOU \$1,000 FOR EVERY NAME YOU PUT ON A LIST, HOW MANY NAMES COULD YOU PUT ON THAT LIST?**

**YOUR LIST IS YOUR CAPITOL!**

##### LEAD TYPE #2: TAPROOT – OTHER'S WARM LIST

**THE PEOPLE YOU KNOW WILL LEAD YOU TO THE PEOPLE YOU DON'T KNOW.**

**REMEMBER THE POWER OF THE MUTUAL ACQUAINTANCE. ASK: CAN YOU DO ME A HUGE PERSONAL FAVOR? IS THERE ONE PERSON YOU KNOW WHO MIGHT WANT TO MAKE A LITTLE EXTRA MONEY PART TIME?**



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### LEAD GENERATION PART II



#### LEAD TYPE #3: BUY LEADS

**BUYING LEADS = PREDICTABLE ADVERTISING**

**EXPLAIN RON'S "DRIVE THRU" ANALOGY:**

**EXPLAIN RON'S "CAR DEALERSHIP" ANALOGY:**

**BY TEACHING YOUR TEAM TO BUY AND CALL LEADS, YOU ARE PROVIDING VALUE, TEACHING THEM A SKILL, AND TEACHING THEM THE RIGHT HABITS.**

**DUPLICATING THE RIGHT HABITS = A GROWING BUSINESS**

**THERE IS NO BETTER WAY TO GET EFFECTIVE TRAINING AND HONE YOUR COMMUNICATION SKILLS.**

**LEVERAGE OTHER PEOPLE'S EXPERIENCE.**

**BECOME A STUDENT OF THE INDUSTRY AND YOU WILL WIN!**



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LEAD GENERATION PART II



NOTES:

Large empty rectangular box for taking notes.





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LEAD GENERATION PART II



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Large empty rectangular box for taking notes.