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Looking for the best mlm leads?

Bottom line: the best mlm leads are those that convert to customer sale or those that decide to join you in building out their own network marketing business.

Which is the obvious answer.

But the question goes much deeper than that.

So let's first take a closer look at the different types of mlm network marketing leads and how they are generated. Once we know the who, what, when and where aspects of network marketing lead generation, then you'll be in a much better space to decide type, quality and quantity of mlm leads will be right for you and your team.

Warm Market - Best MLM Lead

People like to do business with people, companies and brands they know, like and trust.

So the people with whom you have some type of relationship will always be the *best mlm lead* you work. These people include your immediate family, extended family, friends, co-workers, forum buddies, Facebook friends, Twitter followers and more. Pretty much anyone who knows you, knows of you or has participated with you in some way previously.

Of course they may or may not be ultimately interested in your product, service or business opportunity (which is true for any mlm lead) but at least, because of your relationship, you will find it much easier to gain their attention long enough to guide them into a simple presentation.

The "best mlm lead" will always be a person with whom you have a relationship. Plain and simple. The goal then, as you move through your MLM career, is to move people from the cold market into your warm market. Or as Harvey Mackay says, "Dig your well before you're thirsty."

Buying the Best MLM Lead

Visit any of the major search engines like Google, Bing or MNS and conduct a search for "best mlm leads". Instantly you will find dozens of network marketing lead brokers offering business opportunity seeker leads for sale.

The challenge is not all leads are created equal.

Lead quality can range from literally worthless to semi-qualified.

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The differences that makes all the difference are lead quality (how were they generated), age of the lead (when were they generated) and the exclusivity (how many times are they being sold).

Unfortunately, most low cost leads you find online are called co-registration leads and are, in many cases, not even a real business opportunity seeker lead by definition. In fact, the call to action was nothing more than "Complete this short form and enter for the chance to WIN" something.

Another technique used to generate these leads is during an opt-out process. For example, let's say you have subscribed to someone's newsletter and, later, decide to unsubscribe. So you click the unsubscribe link which takes you to a page that says, "Hey, while you're here... just UNCHECK THE BOXES to any offers you do not want to receive." Fail to "uncheck the boxes" and you have just inadvertently subscribed to another six newsletters AND have just been added as a co-reg lead.

These leads are literally worthless.

Next in line are generic business opportunity leads.

This takes you closer to finding the best mlm lead for growing a your business because the person actually did response to some type of "Do You Want to Make Money" ad. But the key questions you need to ask are how many times will this contact record be sold and when were they generated. The more recent the better, and exclusive leads are best. But you can expect to pay upwards of \$4 to \$10 per lead for fresh semi-exclusive leads so you will want to ensure your prospecting and recruiting skills are well tuned.

Best MLM Lead Generation

The absolutely **best mlm lead** is one you generate from your own marketing efforts.

Generate your own leads and you get 100% exclusivity, 100% fresh leads in real time. Then you can use an online qualifying system to help you sort the wheat from the chaff - those who have a sincere interest in your type of business from those who either don't like the network marketing model or who simply cannot afford to get started now.

[My Lead System Pro](#) offers a proven platform to help you generate your own branded leads in real time and create a secondary stream of affiliate income even when the majority of your leads decide not to join your primary opportunity. It's a great program and highly recommended. You can check it out here.

Bless and be blessed,

PS - Who else want to discover how to we raked in over 7,000 leads, earned tens of thousands in affiliate commission and get paid even when we sleep? [Heavy Hitter Insider Secrets](#)