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# MLM Lead Generation

## Looking for MLM lead generation secrets?

Good for you. Because the key to taking your network marketing company into massive profitability all boils down to exposure.

[caption id="attachment\_809" align="alignleft" width="150" caption="MLM Lead Generation"]



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Here's the challenge you might run into because there are basically only four types of [mlm leads](#) available online.

- Co-registration email leads
- Generic business opportunity seeker leads
- Company specific mlm leads, and
- Genealogy lead lists

The best type of lead, however, isn't offered by a network marketing lead generation company - it is created by YOU.

Check it out...

[your video will appear here]

## MLM Lead Generation Company Tactics

Co-registration optin leads are the most common type of lead generated on the internet today, yet they offer the least value in terms of sponsoring and recruiting. Co-reg's leads are produced when a person opts-in or opts-out of a list and is presented with half a dozen other small ads. If interested, check the box and you will receive more information.

Generic opportunity lists are compiled by a *mlm lead generation* company in almost the same way. They run classified ads, TV ads, and other forms of generic "make money" offers. Prospects are then lead to a very generic "how to start a business" type of offer. No specifics are given. The prospect is answering a blind ad. So the quality suffers.

## MLM Lead Generation - Genealogy Leads

Network marketing genealogy leads are perhaps the best qualified prospect you can approach because these lists consist of people who have had... or who still participate in... a home business. These are proven buyers. People who are serious enough about making an extra income working from home they paid money to get start. The challenge with this type of list, however, is the are compiled from old, often out-dated information. In fact, most of [mlm lead generation company](#) genealogy lists will have less than 30% valid, up-to-date contact information.

## Become Your Own MLM Lead Generation Company

You will always sponsor and recruit more people into your mlm business when you start generating your own company or industry specific leads.

One way is to use a proven platform like [MLSP](#). Another is to build and host your own web site and blogs and target a specific niche market with high value content.

I mean, let's think about this for minute...

How did you end up reading this blog post about "mlm lead generation"?

Chances are you are very serious about taking your business to the next level, but have run out of warm marketing contacts to approach. You have already talked to every one you know - family, friends and co-workers.

So the question begs... "Now What?"

Right? And your choices are not that pretty.

You can buy leads from a lead broker, pick up the phone, and start "dialing for dollars" hoping to find someone interested enough to take a look that can also afford to get involved. It works, but it take a lot of work.

Your second option is to start generating and building your own list using paid advertising models like placing newspaper ads, online pay-per-click ads and maybe even run a few solo emails ads. It works, but it often takes losing money on the front end before you crack the code to find a profitable combination of ads, copy and conversions.

The best option is to make a commitment to master the art and science of "building a business, not just a downline" which means learning what you need to know to start generating your own high quality leads using a variety of funded proposals and proven mlm lead generation systems. Because done correctly, instead of creating yet another expense... you can actually now get paid for marketing and create an entirely new profit center.

Bottom line?

Become your own *mlm lead generation company* by embracing a proven, mlm lead generation system like [My Lead System Pro](#). It works, if you work it. Then simply teach your downline how to duplicate the magic.

**Click here for a [Free 5-Day Lead Generation Bootcamp](#).**