

Published based on [How to Never Buy MLM Leads Again](#)

How to Never Buy MLM Leads Again

Virtually every top producing Network Marketing MLM Superstar built their businesses from a position of lead prosperity.

Lead prosperity means having more highly qualified prospects than you and your team have time to effectively follow up.

Unfortunately, most MLM neophytes operate from a position of a lack of leads. Their entire universe consists of family, friends, co-workers and... if they are really bold... those supposedly HOT TRIPLE SURVERVED LEADS they paid \$5, \$10, even \$15 each for that turn out to be broke, disinterested or simply looking for job.

Three Ways to Produce Lead Prosperity

Advertise - Many top income earners aggressively promote their network marketing opportunity by using a combination of direct mail, postcard decks, classified ads, online classified ads, pay-per-click advertising, pay-per-view advertising, full page display ads in magazines, voice mail broadcasting, package inserts, online banner advertising, fliers and more.

Then once they find a successful combination, they create an advertising cooperative where they split the cost of advertising with their team and share the results.

This accomplishes two amazing things:

- One, the top producer now gets all his leads free (creating lead prosperity) and,
- They benefit from the massive growth of their downline because they are now enjoying a sense of lead prosperity.

Referrals - One of the most effective ways to build any network marketing business is to introduce it to the people you know, your warm market. However, most of us tend to be members of the NLF club (no friends left) because we have hopped from program to program and always hit up the same people in our warm market to join us in this next big thing.

Top producers understand this so they work the warm markets of their new team members for them. This brings new credibility to the table and often results in explosive growth. For example, you sign up Fred and ask Fred to introduce YOU to three of the people he knows who could benefit by being involved. And YOU work Fred's warm market. Which produces Roy... and you work his referrals.

Work Unlimited Leads Free - Are you familiar with the [Funded Proposal](#) system of building a network marketing business? This is another powerful way to create lead prosperity because it allows you to promote your business free. In a nutshell, the idea is to either create your own low cost product or service or promote any number of low-cost affiliate products or services *FIRST* - then back-end your primary business or mlm. This allows you to create a cash flow while prospecting! Versus spending your hard earned money to prospect.

Reverse Funded Proposal System

Here is my proven "reverse funded proposal system" that has helped me build TWO incredibly profitable network marketing businesses over the past seven years. How successful? My current team now numbers over 8600 and, rankly, it has not cost me a DIME to build this business. It's been profitable from day one (well, actually, it took six weeks to get my sign up fee back and make a profit).

The reason I call it a "reverse funded" proposal system is because we do lead with our primary opportunity first and then back end additional products and services to those people who said, "No thanks, I'm not interested."

Here's how it works:

- Have a company/opportunity web site or web page that captures the contact information of those expressing an interest in taking a look at your company, product or service. Normally a company web site is provided to you. If not, don't be lazy - [create one!](#) In fact, you will often produce a much more dramatic response if you DO NOT USE your company provided web site initially. Why? Because lots of people are using it and, chances are, many people have already seen it and have formed an opinion - good or bad.
- Set up a bullet-proof autoresponder. This is a special type of autoresponder that allows you to upload and email any valid lead without asking the prospect to confirm they want to hear from you. Commercial autoresponders like Aweber or GetResponse simply will not work for this function. One of the best I've found is [Campaign Fox](#) which is a completely "hands off" system that comes with leads and this [bullet-proof autoresponder](#) that allows you to send up to 12 MILLION emails per month.
- Find up to seven complimentary affiliate products you can promote. For example, if your primary offer is to join your network marketing business - the benefit you are offering is a way to make money. So you will want to find up to seven LESS EXPENSIVE or DISTINCTLY DIFFERENT, yet complimentary products to promote. Perhaps a how to make money on the internet system, how to make money on eBay, or how to make money posting free classified ads. [Clickbank](#) is a great place to find these types of high commission products.
- Write a series of 10 follow up messages. The first three messages should promote your primary business. The remaining messages should promote all the other products and services you will be promoting that are either less expensive or are distinctly different.
- Buy [cheap mlm leads](#), upload to your autoresponder and push the send button!

Follow these simple steps and the results may surprise, even shock you!

Because what often happens is while you may only sponsor less than 1% of the leads you contact, you will also earn a hefty affiliate commission on the 5-10% who bought one or more of the products and services you are promoting.

Here the numbers from a campaign I recently initiated:

- Autoresponder Cost = \$100
- 500,000 cheap email leads = \$800
- Signed up three in primary MLM = \$720
- Produced 63 additional sales = \$1,458

Total net profit = \$1,278 plus three more sharp, capable, success-oriented people were added to my team and.. guess what? You KNOW I'll be teaching them how to produce the same exact results! Which produces the same result as a co-op, but with less headache and hassle.