

# **MLM Lead Generating Secrets**

Secrets To Generating Endless FREE Leads  
for your MLM Business

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# Table Of Contents

<b><u>SECRET 1: YOUR TRUE TARGET MARKET.....</u></b>	<b><u>3</u></b>
<b><u>SECRET 2: PITCH YOUR OPPORTUNITY TO YOUR TARGET MARKET .....</u></b>	<b><u>7</u></b>
<b><u>SECRET 3: A SIMPLE WAY TO GENERATE ENDLESS FREE LEADS .....</u></b>	<b><u>10</u></b>

# Secret 1: Your TRUE Target Market

**WARNING:** I'm going to be quite frank in this section. What I have to say may blow away any trust you currently have in your upline. Please don't blame them. They probably don't know the truth. Once you figure this out, just don't be like them. Share this with YOUR downline so they can watch their profits grow too. You already know what happens next!

## What Is A Target Market?

By definition, a target market is basically a group of people who are specifically interested in what you are offering. These are the folks who are most likely to buy your product and/or join your business.

## Who You Are Taught Your Market To Be

Personally, I've been involved with MLMs for over a decade. Until I learned these secrets, I've never been able to make the businesses work. So like many of you have done in the past, or like many of your downline will do if you don't pass this knowledge on, I abandoned the business altogether. I have found that every one of those MLM opportunities start you out the same way – a brainstorming exercise.

This brainstorming exercise is to get you to think of at least 100 people that you know to introduce to the business. Now this exercise usually comes with an aid that is often called a Memory Jogger. This aid has you listing close family, distant family, friends, associates, neighbors, coworkers, the guy who mows your lawn, the lady who cuts your

cheese at the deli, your cable guy, the mail person ... you get what I'm saying here, right? You've heard all of this before. Basically any and everybody you come in contact with on a regular basis.

That is what we are taught by our uplines – “Everyone Is Your Prospect!” Everyone we meet is a potential business partner who we can mold and shape into another harassing, stranger tackling, sample & brochure toting, broke MLM Business owner. Now with this particular weapon in your arsenal, you have undoubtedly faced rejection after rejection. How much of that can one person really take? In one MLM Business that I'm involved in, they actually gave us a “100 No's Sheet.” We are supposed to prospect people until we get 100 No's. Can you believe that? They are essentially telling us to build a business while building a tolerance, a force field essentially, for rejection. I don't know about you, but I don't like hearing the word “No” nor do I want to get used to hearing it!

## **Sellers, Buyers, and Haters**

As a business owner, not just in MLM businesses, I believe that everyone I meet is a potential customer. This doesn't mean that I shove my products down their throats the moment that I meet them. It simply means that I'm constantly listening to them for a way that I can improve their life, situation, health, and/or well-being with my products. I don't even carry samples around. I simply carry business cards that list my sites, and I highlight the site and maybe write something extra on it to remind them why they have the card. Now that person can choose to use it or not. No harm no foul, I get tons of business cards for cheap.

Notice, however, that I said “potential customer,” not business partner. This is for a very good reason. A long time ago, I realized that the world is filled with Sellers, Buyers, and Haters. Sellers are the people, like you, who get it. Sellers are the people who understand that it’s important to have multiple streams of income and are the folks who will jump at the chance to hear more about your MLM Opportunity and Compensation Plan. Sellers are other business owners! Buyers are your customer base. Buyers are the people who will purchase your product because it is useful or simply because they want to support you. They will never be interested in joining your opportunity because the risks of owning their own business are just too much for them. Haters are the people that you get rejected by the most often. Haters don’t want to join your MLM Business or buy your product. In fact, they will buy a similar product from someone else, a stranger even, just not from you. Why they do this is beyond me, but you’ve seen these folks. They are located in our inner circles. We consider them the closest of family and the best of friends. All they ever have for you when it comes to your business is “No.”

With everyone split into these three groups, how can it be possible that “Everyone Is Your Prospect?” The statement just simply is not true! Your upline, however, continually tells you to hit the pavement with costly samples and brochures in tow prospecting everyone you meet, compiling your rejections onto your 100 No’s Sheet as a constant reminder of how much rejection you’ve faced with little to no results. What happens when the sheet is filled up you ask? Well, they just tell you to start a new sheet. Your told that direct sales/network marketing is a numbers game and the more you prospect the more positive results you will achieve. It’s sort of like when they have you tell your party host to invite 30 people to ensure that 10 people show up.

## Your TRUE Target Market

In case you haven't figured this out already, you have two completely unique target markets - Buyers and Sellers. Realizing that, like me, you were probably taught those "old school" methods that make you believe that everyone who buys your products will naturally share them with friends and family and then will want to join the business to get them at a discount, and/or to make some extra cash.

Remember what I said about Buyers – they aren't interested in owning their own business. Why is that? For many reasons: Some people love what they do for a living to pay the bills (otherwise known as a J. O. B.) and will never leave it. Some are scared to be "self-employed" and with that attitude, should never be. Some are morally against making a lot of money or feel they have enough (or too much) already. Some are completely convinced that MLM Businesses are Pyramid Schemes (even after you try to explain the difference). Lastly, some just have no ambition (or simply don't care) and want to remain at their current level in life. The Haters, well, do I really need to remind you of where they get you? Ok, I will... A one-way, express ticket, to Frustration-ville with a quick stop at NO-NO Land.

Think about what you've been doing to be successful in your business recruiting. Have you been wasting time and money pushing your business onto Buyers and Haters, facing constant rejection, getting your blood pressure up from frustration? You want to get your opportunity in front of the right people, your target market, the Sellers. What you are learning will allow you to achieve 100x the results with ¼ the effort. All of this while avoiding frustration and rejection. We want to work smarter, not harder, right?

# Secret 2: Pitch Your Opportunity To Your Target Market

Ok, I know I spent a lot of time in the last chapter, but I swear I will keep it to the point from here on out. In my defense, knowing who your true target market is the foundational lesson that you MUST understand in order to be successful.

Remember, your target market for your opportunity is the Sellers, other business owners. Now does that mean that you go walking into every business you see asking to speak to the owner so that you can pitch them on your business? Absolutely not! You might be asking yourself, “What kind of business owner does she mean?” Well, it’s simple, think about it this way... If you were a recruiter for the NBA (National Basketball Association), would you be scouting at football games, swim meets, or basketball games? Basketball games, of course! Why? Because the people you find playing in basketball games have a few different properties:

1. They already have an interest in basketball, the kind of team we are recruiting for.
2. They have experience in the sport so they understand the rules and what it takes to win the game.
3. They have made a commitment and an investment into becoming better players; be it practice, boot camps, personal coaches, and/or other training.

As a NBA recruiter, if your Sellers are the players, who are your Buyers? Well, the Buyers are the basketball game spectators. They are the people who have an interest in the game and will spend their money to watch. However, they are not willing to make the needed investment in order to become a top notch player - the kind of player you want to recruit. Think about if you stood in the middle of a busy intersection and shouted, "Hey, I'm a recruiter for the NBA, who wants to play for my team?" What kind of response would you get? Based on the common knowledge of how much professional basketball players make, you would get a stampede of people, even if they had to pay a nominal fee to get in. Now, if you told them to pay this fee now, to get in and a much smaller fee each month, but then explained that before they could get paid, they had to invest their time into training and practice to become what is required to win a game, how many do you think would stick around? Some might pay, but eventually leave the team because they weren't getting paid, and were in fact losing money. There goes your team!

So if you are a network marketer, recruiting people for your business, who do you think you should be scouting? Other Network Marketers! Your customers are mere spectators at the game, Buyers. There is no need to even pitch the business to them. Though, if they are interested, they WILL come to you. Other network marketers have all of the qualities of your star players:

1. They already have an interest in the business.
2. They have experience and they, like you, get it! They understand the importance of having multiple streams of income.

3. They have made a commitment and an investment into becoming a network marketer by joining an MLM business.

Generally, if you meet a network marketer, he will be interested in hearing about your business, but be careful. This can easily turn into a “mine is better than yours” game. That is not a game that you want to play, it’s a waste of time. You might be asking yourself how to avoid this game. Well, it’s simple, think about why you became a network marketer. It could have been so that you could travel more, fire your boss, spend more time with your family, etc. Really think about what enables you to do all of that – money!

Money is the reason that anyone goes into business. We don’t do it to spend all that we have, we do it to get more! So a true network marketer will be interested in making money! She won’t care what the product is. If you can show her how she can make more money, faster and easier, she’ll join you. She will stay with you as long as you can show her a proven, duplicatable system that will 1) Bring in prospects; 2) Convert the prospects into paying customers or business partners in her downline; 3) Earn money for your business from non-converting prospects. Then add that you can show her how to do it AUTOMATICALLY, 24/7, 365 days (366 on leap years)! Now if you recruit an already slightly successful network marketer, don’t you think she will bring her downline with her? Her downline, suddenly becomes your downline. When you repeat this system the possibilities are endless!

# Secret 3: A Simple Way To Generate Endless FREE Leads

Have you been buying lead lists and cold calling, only to be met with “I’ve heard this already,” “I Signed up for this opportunity three months ago,” and other frustrating, rejection filled responses or non-responses? Have you found that these leads are not very well targeted to YOUR market? Well, here is a simple way to have leads chasing YOU!

Are you ready for it? Here it comes...

## **Leverage the Internet!**

That’s right, the internet. The same place you found these secrets. People are constantly searching for information on the internet. There are plenty of network marketers, your target market, constantly searching for ways to become more successful. After all, 97% are failing! They are dying to find a way to make money in this business.

How do you leverage the internet, exactly? Well that’s another simple answer. With a web presence! You need a web presence in order for the Sellers, to find YOU. You will need to market this web presence so that you can be found easily. A capture page allows you to grab their information so that you can tell them more about what is needed to be successful. Once they have found you, your target market, Sellers, will opt-in by leaving their information on your capture page.

There you have it - Endless FREE Opted-In Leads! The facts of the matter are these:

- People will not automatically give you their information just because you have a page asking for it. You have to sell them on YOU first!
- Capturing leads is only a step to success. It is what you do with the leads that actually make you money. Trust me when I say that it's **NOT** pitching your business to them!