

Network marketing lead generation: Warm market?

Many people have been into many network marketing companies and they have burned out their warm market. It became rather pretty cold.

Today's tip is not for those network marketers but rather for the newbies.

I will talk about more techniques that has nothing to do with relatives.

If your warm market is still an option, this is the recommended way to contact them:

You write a letter (not email) and informing them that you have decided to open your home based business, and you tell them that as you know it is difficult to start and you would appreciate their help.

You tell them about your product in your letter, and you tell your story (your testimonial, or other testimonials), you include a brochure of your product (you better have a great one), and you ask them to pass this brochure to anyone who they may think would be interested. (That's what you call prospect through)

Then you follow up with them by a phone call and ask them if they do know anyone who may be interested. Obviously, if they are interested: katching, you got a customer.

Hopefully, you have some relatives left who still likes you and wants to help you.

Then, you follow up with them in 4 weeks or so before they ran out and see if they did get benefits, and if they liked the product. Then hopefully you can get them on auto-ship, you should explain to them the benefits of auto-ship such as they don't have to worry about running out, it comes to their door steps...

If they did like your product and got benefits, they are more than willing to refer you to other people. It is enough getting just 2 referrals.

What do you do with those referrals?

You send them a post card that says that your friend X has referred me to you, and she thinks that you may benefit from it also. You tell the story.

Then, the person who receives this post card will contact their friend (not you) initially, and your friend actually will do the talking 😊

This way, you should get warm referrals and you repeat the process.

If you start right, this technique by itself can get you pretty busy.

In order for this process to work:

- You need to have a warm market
- You need to have an amazing product
- You need to have an amazing brochure

If you do not have a warm market, don't get desperate, I will share many ideas that will help you getting customers for your network marketing products.

You may want to check the other posts in the lead generation category.

I hope you enjoyed today's network marketing tip.

Sincerely,

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Mentor with a servant's heart

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