

How to Generate More Leads Using the Internet

Contributed by Webmaster

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Integrating your network marketing business with the internet can be one of the biggest steps you ever take with your business. Conventional lead generation includes a lot of business cards, flyers, brochures and phone calls. Generating leads online is so much easier, because all you need is an email address. In order to get an email address for a potential client or partner you need a website, a free offer and an auto-responder.

Six Required Items for Network Marketing Online

The Internet opens many new avenues for entrepreneurs. Your business will essentially run 24 hours a day 7 days a week. There is no need to babysit it or stress over whether it's doing the job properly.

The ability to market your business online doesn't come for free. There will be initial investments, but they don't have to require a lot of money. Any true business opportunity has an initial investment and a few small costs along the way.

* **Free Online Marketing Workshops:** These workshops are worth their weight in gold. They allow you to learn the ins and outs of internet marketing and how to achieve success with an mlm business. As a business owner, you should strive to learn everything you can. Free online marketing workshops offer great information about starting and marketing your business.

* **Attractive Website:** An attractive website doesn't have to cost an arm and a leg. Most website hosts offer several site builders, community building software and templates for free. Pre-made templates can serve a great purpose and most are completely free.

* **Information About Your Support Team:** Network marketing thrives on relationships with people. Your website needs to showcase information about you and your team. Show your upline and explain their role in helping you achieve your goals. Make a personal promise to help your downline as much as your upline has helped you.

* **Professional E-mail Address:** Along with your domain name for your website, you will need to set up e-mail addresses. If your domain name is your last name dot com, your e-mail should also end with your last name dot com. Free e-mail accounts are great, but they are very generic and not very professional. When you own your own domain, you can set up your own e-mail account using your domain name.

* **An Auto-Responder:** An auto-responder is a piece of software that allows you to send e-mails out to people automatically. It doesn't write and send the e-mail for you; it simply allows you the flexibility to pre-write e-mails and sends them to your mailing list on a specific schedule.

* **Freebies:** One of the best ways to attract potential customers or business partners is to offer something for free. You could offer free samples of your products for instance, or a free e-book about building a network marketing online business. If you have a joint venture set up with someone else, offer something for free from their website. It will get both of you more exposure and business.

Marketing Your MLM Business Online

After your website is up and running, it is time to go full force into marketing and advertising. Successful marketing campaigns may include several options for advertising. Some options include pay-per-click, paid banner advertisement, or joint ventures with other similar mlm businesses. Many forms of advertising may prove beneficial, including the following:

- * Free Online Marketing Workshops: This item belongs in both lists simply because it truly is one of the best ways you can learn about internet marketing. A free online marketing workshop can help you plan your entire internet marketing campaign.

- * Articles: Writing and distributing articles. If you don't feel you can write the quality articles required for distribution, hire someone to write them for you. Potentially millions of people will see them; you want to make a great first impression!

- * Blog: Blogging is one of the most popular ways to market online businesses. It allows you to tell about your business and just be yourself. It also allows potential customers or partners to get to know you. Would you go blindly into business with someone you know nothing about? Not many people would.

- * Free Classifieds: Advertising your business website in free online classifieds is a great way to get attention. People love classified ads and there's nothing like free advertising! To find the most utilized free classifieds online, simply do a search on your favorite search engine.

- * Signature Lines: E-mail or forum signatures are a great way to get relevant back links to your website to increase your site's popularity. Website popularity is one of the many ways search engines index and rank a website. The higher your search engine ranking, the better your chances are of being seen.

- * Business Newsletter: Newsletters are often used by people who utilize auto-responders. A monthly newsletter helps remind people about your website and allows you the opportunity to invite them back. Remember, don't spam! One newsletter per week or even per month is just right.

John Meatte brings a dignified and professional approach to network marketing. He is a top recruiter and network marketing expert who is willing to share his knowledge even with those not on his team. Learn more about Permission Marketing at : <http://www.johnmeatte.com/>; or call him at 520-744-6786/520-744-4924