



The Big Book Of Home Business Lead Generation Methods

“The Indispensable Networker’s Guide To Home Based Business Building Strategies”

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Introduction



Welcome to The Big Book Of [Home Business Lead Generation Methods!](#)

This book will serve as an indispensable guide to learning about the concept behind how people generate endless leads for their home based businesses.

Any networker should know this by now... leads are your life line. When you are cut from your source of leads, your business will be a sinking ship and you will 'die a natural death'. It doesn't matter how motivated you are or how pumped up you are after a meeting or a rally – you need a large source of leads because traffic is KING.

This is the reason why this 'big book' is written. Granted, I'm not able to cover every single lead generation method in vivid detail because of the nature of the Internet – it is constantly changing and evolving and newer, more updated strategies are available.

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However, this book will serve as a compendium for [general lead generation strategies](#), both Online and Offline!

This book will talk about:

- 15 offline strategies, everything from cold calling to social gatherings
- 27 online strategies, everything from blogging to pay-per-click advertising

Once you understand the concepts and the functions of each strategy, all you need to do is to Google it and you will find the practical methods for it because there is nothing you can't find on Google. So let this book open your mind and expose you to the right concepts. This way, you won't be shooting in the dark.

And also, be sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

So without further ado, let's jump into it right away!

Offline Strategies

Cold Calling



What is Cold Calling?

Cold calling refers to [calling people randomly](#) from a list. This list is of people who are somehow related to the business being promoted and the purpose of calling them is to get them interested into the activity.

Multilevel marketing uses cold calling to a great extent. It is one of the oldest methods used in MLM and is still used significantly.

In most cases, the intention of cold calling people will be to fix appointments with them or to invite them to meetings or seminars where the business opportunity will be discussed in detail. Direct sales are almost never made through cold calling.

The cold callers will use a list of leads generated by them or obtained from some other source. As they call people, they will keep ticking their names off the list. The few people with whom they secure appointments through cold calling will be then funneled to follow-up methods.



What are the Pros of Cold Calling?

The method is a very [traditional method](#) and is most popular. It is also a cost-effective promotional method as compared to the other methods in use today.

A big advantage with cold calling is the finality of it. The caller immediately comes to know whether the person called is interested in the opportunity or not. This saves a lot of time and the caller has a better idea of where he or she stands.

Cold calling is a method of directly involving the prospect right from the start. Since the caller has been called through a private communication method, the prospect feels somewhat privileged.

Cold calling can be used to lead people into responding in the affirmative. If there is any contention, it can be probed and clarified right away.

What are the Cons of Cold Calling?

The success rate of cold calling is very low. The caller may have to go through hundreds of numbers to get one interested prospect. However, that depends on the stature of the business being promoted.

Since the calls are always unexpected by the receiver, cold callers are not welcome. They have got a bad name because of this fact.

Cold calling is too simple a method and vastly pales in comparison to the highly sophisticated online methods being used today which can directly bring targeted prospects.



SMS Marketing



What is SMS Marketing?

As the name suggests, SMS marketing is the promotion of some kind of business by sending short messaging services, popularly known as SMS. These SMS are usually within 160 characters, so they are really short and the wording has to be precise. There are various devices used for SMS marketing. The cell phones are certainly the most popular of these; but SMS marketing is also done through a large way on Personal Digital Assistants, Blackberries and even chat messengers.

What are the Pros of SMS Marketing?

The cost-effectiveness of SMS marketing is one of its biggest benefits. It does not cost even 10-20 cents to send an SMS to a person,

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depending on the provider and that makes this method quite economical.

There is always a surety that the SMS will reach the intended people. With [email marketing](#), there are a lot of problems such as the person may not get the email or may not access the email. With SMS marketing, this situation is highly unlikely to arise because people take their cell phones with them everywhere they go.

The instantaneousness of this marketing method is also of particular note. If the person who gets the SMS is interested in what it says, he or she is likely to take an immediate action. When marketers send out SMS to hundreds of people, they expect and get a lot of responses within 10 minutes of sending the SMS.

It is also a personal method of communication that makes the recipient feel special about getting the advertisement. In a group of friends when a particular person gets the promotional SMS and the others do not, it does make them feel privileged to an extent, sometimes to the point of taking action.

What are the Cons of SMS Marketing?

SMS can also be looked upon as spam. Recipients have the legal authority to take action against the person who sends the promotional SMS, just like people who get spam email can do.

The method is more targeted than cold calling, but still inferior to other methods used to promote businesses on the Internet.

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The message needs to be within 160 characters. This brings the practical difficulty of conveying the message and also to make it appealing within this short limit.



Information Marketing



What is Information Marketing?

[Information marketing](#) is a systematic marketing technique in which information about the business is spread wherever it is possible and in whichever manner possible. The most commonly used methods to publicize the business include flyers, brochures and even books and CDs. There is a whole different area of information marketing in the online world too, but for our requirements here, we shall adhere to offline information marketing.

What are the Pros of Information Marketing?

The biggest benefit of information marketing is that it can be very advantageous to people who are very discerning about what they buy. The detailed information present in these materials can provide them with what they need to know and even answer most of their questions. If needed, they will even read the material again and again till they know what they are looking for.

There is a benefit also to people who have questions but do not know who to ask. The information manual can cater to the needs of these people and also the people who are reticent to ask questions. In fact, this can be a big selling move because there are a lot of people who have questions about businesses but do not even bother to ask about them to get clarification. Here, this information will tell them all they need to know about the business.

It is not a very expensive method, if done within reasonable limit.

What are the Cons of Information Marketing?

Most people are built to close their minds to unnecessary information, which is what most people take these marketing materials to be. Because of that, they would not even want to spend on what is contained in these information manuals.

It takes a lot of hard work and sophistication to come up with anything that should arouse interest. Even to make a single flyer, a lot of expertise is needed.

Though still widely used, the method is considered quite old-fashioned and does not guarantee that an interested person will show up through it.

Buttons



What are Buttons?

Buttons are a very traditional way of promoting multilevel marketing businesses. These buttons are attractive little things that can be pinned on the clothes in a manner that others can clearly see them. They have attractive colors and very short messages that rouse the interest of the readers.

Examples include "Looking for a Work at Home Opportunity? Ask me!" or "Ask me for Losing 10 Pounds this Month!" Such messages make people interested in what they want to say. It is considered to be a timeworn method of prospecting especially in MLM.

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