



FREE REPORT



LEAD GENERATION FORMULA

How To Generate
ENDLESS LEADS
Online For Your
Business, And
Convert Them Into
**CASH BUYERS Or
PARTNERS!**

NICOLE S. COOPER

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"Online Lead Generation Formula!"

Online Lead Generation Formula:

The Step-by-Step Lead Generation Blueprint To
Generating Endless Leads Online For Your Business, And
Convert Them Into Cash Buyers or Partners!!

Brought to you by
Nicole S. Cooper of <http://www.MLMPLRStore.com>

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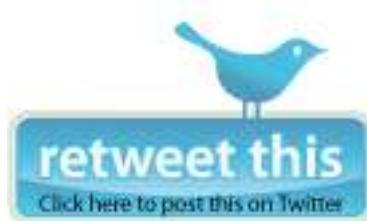
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About The Author



Hey there! My name is Nicole S. Cooper and I am the creator and visionary behind [MLMPLRStore.com](http://www.MLMPLRStore.com), amongst many other things. I am often viewed as an Internet Marketing expert, Network Marketing Trainer & I also do a lot of training about the topics of Branding, Social Media and Info Product Creation.

I admit that I'm a bit fanatical about all things Internet Marketing and can usually be found somewhere in my house on a couch with my laptop on my lap, tapping away at the keys behind some brainchild of an idea that I'm working on.

Deemed as "The Mailbox Money Queen", I'm overly passionate about teaching others how to generate multiple streams of Passive Income Online to truly be able to leverage technology and the value of information so that we can live a life of complete freedom!

Having been in the Network Marketing industry for nearly 15 years, it was such a relief to discover the concept of Internet Marketing. I have failed at many attempts of building a business, while coming across massive success later in my career, earning in upwards of 5 Figures per month from a team that I built primarily online, of over 10,000 people.

In the 3 years that I've been building my Network Marketing and Internet Marketing businesses online, I have come to discover a few challenges that most Network Marketers face when trying to build a business using the Internet. **One of those challenges was the lack of time to concentrate both on building a brand and creating value to share with the marketplace, versus focusing on recruiting and finding customers to build your organization.**

That realization encouraged me to help solve the "content challenge" by providing High Quality PLR that my fellow network marketers could benefit from. I encourage feedback from you along with suggestions of what you need more of by sending me a message at: <http://www.mlmplrstore.com/suggestions>.

To connect with me online and share testimonials about how this information has benefited you, please visit me at one of the sites below:

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Sincerely,

Nicole S. Cooper

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Why You Must Create A Powerful Lead Generation Strategy For Your MLM Business

Since the public reveal of the Internet back in 1991, the Internet has grown as a huge necessity for most businesses and it has been said that if your business isn't on the Internet by 2015, then you won't be in business.

Therefore, now more than ever, we have to find multiple ways to build a presence online and create buzz around our businesses, so that we can outweigh our competition!

As a Network Marketer, your business isn't any different. If you want to be seen as a credible source to do business with, it's imperative that you establish a presence online, and make sure that you have several sources of valuable content out there in cyberspace to support your area of expertise.

Here are a few benefits to getting your business online:

- Massive exposure to a world-wide audience**
- Unlimited potential in the amount of leads you can generate daily**
- Automate the Lead Generation Process**
- Target Highly Qualified Leads**
- Build Credibility & Visibility for your brand**
- Allows leads to find you when they google you**

Lead Generation isn't new and neither will it ever go away. Every business that exists today haves some big wigs sitting in their sky-rise offices, trying to figure out multiple ways that they can get more people to do business with their companies.

From grocery store chains, to car dealerships to financial investment firms and banks, everyone needs leads in order to stay in business, including you!

Our business is no different than fortune 500 companies. Whether you're a network marketer, service provider or consultant, I'm sure you're desperately in need of generating more leads for your business, and in this report, we're going to show you how to do just that!

Before we get into the tips and techniques to generating leads, there are some Internet Marketing Basics that we must cover, relating to those of us that are Network Marketers, wanting to build our business online.

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The Great Escape

One of the most misleading ideas of Internet Marketing for MLM'ers is the idea that you're going to avoid "recruiting techniques" that you are highly encouraged to do offline. Although the Internet is an easier vehicle to generate leads, there are a few foundational things that you must learn to master, in order to have an impact online.

Influence is the underlying characteristic for Network Marketers that are successful both online and offline. If you suffer from low self-esteem, fear of admitting that you're in the Network Marketing Industry or a lack of belief that people will want to follow you, then we'll need to address the "mindset" aspect first before getting into lead generation.

A mistake that many newbie MLM Online Marketers make is "avoiding connecting with leads via the phone". Just as the good old sales saying goes, "***whenever it's time to pick up the phone to dial our leads, all of a sudden the phone weighs 10,000 pounds.***"

When generating leads online, building your brand and becoming a dominant force within your niche, you need to have **POSTURE**. Posture is an aura of confidence that you believe in yourself, your business and the ability to help your leads reach their dreams. And when people follow you with the anticipation of signing up in your business, they expect to talk with you PERSONALLY... not through email, chat, or through video, they want to CONNECT WITH YOU!!

This is very important because of all the techniques that we will share with you throughout this eBook, the end result is to ultimately connect with a ready, willing and able lead and close them into your business.... and yes, that will be by phone!

Very few people will tell you this due to the fear of losing you and your interest in Internet Marketing. ***But if you want to avoid talking to people personally, don't believe in your industry, and hate the idea of sales, then you may want to reconsider your industry, and potentially seek to become an Affiliate Marketer primarily, rather than a Network Marketer.*** I'm not going to go into detail about being solely an Affiliate Marketer, but I do want to remind you of the benefits of being a Network Marketer:

- Being plugged into a community of like-minded individuals** – by being in a network marketing company, and hopefully you're apart of a very active team of leaders, you have the opportunity to connect with that community of inspiring and motivational people who will push you to grow more as a person, and desire more out of life.
- Having access to mentors and leaders who push you to grow** – Accountability is essential for all of us to get out of our personal limitations and seek to push ourselves harder than we ever thought we could. When you

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have a mentor that sees your potential, you're ability to excel will be ten times faster than if you tried to keep yourself motivated on your own.

It's just like having a coach or personal trainer who challenges you physically to reach your goals versus trying to convince yourself to work out alone. If you know someone is EXPECTING you to show up, you're fear of disappointing them will overpower your feelings of not wanting to do something that day.

- Personal Development Coaching** – MLM companies are probably one of the biggest and best industries that promote personal development. I've never been to a company meeting or convention where they weren't sharing some type of book, cd or personal development training program that would help you to develop better skills and confidence in your business.
- Recognition and Awards** – Who doesn't want to be recognized? We all want someone to acknowledge our accomplishments. The benefits of being in an MLM company, while reaching certain milestones in your MLM Career is that you will get recognized by your team and company, and you'll get that much needed pat on the back that you didn't even realize you needed!
- Team Building & Leadership Growth** – The ability to grow and lead a team can be personally rewarding. Having the opportunity to tap into the potential of others while you help bring out the best in them really does benefit you more in ways that will take you to higher heights in your future.

It also forces you to think like a leader, which will separate you from the mediocre population, which consists of nearly 97% of people in the world today. **When you become a leader, you transcend into the elite population of people that carry the titles of Millionaire, Creator, Leader and Influencer. People will respect you more and your posture will be poised more than ever.**

- Residual Income** – funny that you may have expected Money to be at the top of the list but honestly, it's just a byproduct to all of the other powerful benefits above. Residual Income however is what we all dream of. To no longer have to exchange time for dollars but to instead be able to work hard for a few years and reap the benefits for years to come is exciting.

Network Marketing companies can provide this in some ways but the truth to this matter is that ***if you're not a business builder who seeks to grow large organizations, then you may never access this benefit.*** It takes numbers and volume to make this possible... so you gotta get over your fears and shoot for the numbers and growth so you can make the mullah!

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- Instant Income / Make Money Now** – There are 2 ways to make money in MLM, Retailing and Recruiting. When retailing products, you have the opportunity to make money RIGHT NOW when you sell the products. You can also increase your income pretty rapidly when you focus on recruiting. Where some things may take a little longer online, implementing some offline marketing to build your business can help you get that RIGHT NOW MONEY that you may otherwise have a delay in when trying to do it outside of the offline marketing methods.

As you can see, there are tons of benefits to this industry that have driven so many of us to choose this road less traveled. With sharing these benefits, it's important for you to understand how powerful it is to have access to these benefits, and begin sharing them with others that you seek to recruit for your business.

Far too many people want to focus solely on the money of an MLM, and overlook all the other benefits that actually give people the desire to stay in the industry.
If you can change your focus and consider how powerful Network Marketing companies are, and all the emotional and personal support that it can give others, then you'll become a champ when it comes to recruiting and your online influence will be that much more powerful!!

The Secret Formula For Converting Leads Into Cash

When it comes down to making money online, there are only 2 ways that you can really do so effectively:

- 1. Build a List**
- 2. Begin Marketing To That List**

As easy as this may sound, there are several things that you must know upfront when it comes to implementing the list building process.

The reality is, there's more to generating leads than just posting things on facebook and twitter while shooting a few youtube videos. In order to succeed, you actually have to implement a lead generation strategy that properly leads people through the process of connecting with you and ultimately spending money on your behalf.

You also have to seek to build a relationship with your followers and learn to meet their needs through your marketing. This is so critical and it's a skill that very few people have taken the time out to master. However, it is the dividing line between those who succeed and those who flop in their online efforts.

Over the course of this training, I'm going to give you several tips and insight into how to master this skill and ways that you can overcome the common bloopers that many newbie online marketers make.

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