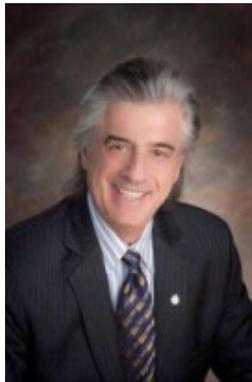


MLM Marketing – What to Do Until Those Leads Join Your Business...

The importance of “info-taining” for effective MLM marketing

by **David Feinstein**

1098 words | 4 pages



When it comes to MLM marketing, we all know how important it is to set up systems to obtain leads, right? But the truth is that not all of these people are going to join your MLM business right away. It could take quite some time, even years for some of them to join. So what do you do until then? If you've been collecting MLM leads for a while, then you've probably stock piled quite a few, correct? Hopefully if you're conducting your MLM marketing correctly then this is true.

So then what the heck do you do with the leads that don't join? Just let them sit in your auto-responder and ignore them? Well most people would shriek at that notion, but the fact is that this is what most people do.

Using Effective MLM Marketing

The fact is that you KNOW that you need to be keeping in contact with your leads. I'm not telling you anything monumental by telling you that. But what most people won't tell you is how to create campaigns that make more of them respond to your emails and other communication. I'm going to tell you right now

How to Create Emails That Keep Your Leads Interested...

1) Be Yourself and Be Fun –Here's the thing. Nobody wants to join up anything with someone who is boring. If you're boring, or try to act like something you're not people are going to see that come thru your emails, and they're going to either unsubscribe so that they don't have to get anything else from you, or they're simply going to ignore your emails. Why? Because they don't want to join up with you, and have to deal with your boringness all the time. Even if they think that you're more

knowledgeable than this other person who's sending them fun content, they'll likely join with that other person over you.

**People want to be entertained.
But don't let that deter you from
sending out good info and
instead try to be entertaining all
of the time, or ONLY entertaining.
No you want to create a mixture
of the two. Call it "Infotaining" if
you will.**

2) Be Available –I see so many people get into network marketing but try to hide behind their computers ALL the time. You just cannot do that. Your leads/subscribers must know that you're available. The fact is that people are very much looking for people who are available. In fact we get so many people telling us how great it is that we just called them up and are real people.

Some people will join for that reason alone.

You can't be in MLM and think that you're going to be able to conduct your MLM marketing completely anonymously. This is a people business. Think of its other name..."network marketing". It's called that for a reason. Because, you've got to network. You've got to socialize, and the more social you are, and the more personable you are, the better off you'll be on all fronts.

**For now start emailing your leads
more, and be yourself and be
available, and you'll start to see
your downline growing.**

That, after all, is what MLM marketing is all about.



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of "*The Greatest Networker in the World*" has said the following about myself and wife/partner Ann:

"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand."