

## How To Get Prospects For Mlm

MLM is a relationship business. Building relationship with your prospects is very important as they might be your future customers. Here are the 4 tips to get prospects:

1. Invitation to Opt In: If your objective is to turn every visitor in to a sale, you'll require some information- an email address, phone number, etc. - that you can use to build a relationship with your visitors. Offering a free eBook after inviting visitors to fill out a short form is a great way to get this actionable contact information.
2. Feed on Feedback: Everyone likes to be asked for an opinion. Make sure your site features a "Tell Us What You Think" button so visitors can share theirs. After a window pops up where we can write their comment, suggestion or question about your service or web site, you can ask them for their email address. People are much more likely to volunteer information if we perceive they're getting something of value in return.
3. Everybody Loves an Expert. Be one!: Package your expertise in to a regularly issued newsletter, and send it to the email addresses you collect on your site, or the four your customers give to you on check-out. If your information is useful, your recipients will pass the newsletter- and your business's contact details along with it- to their friends.
4. Start a Blog: Reckon of it as an alternative way to distribute your newsletter, with perhaps more room in it for your personality to shine through! All you've to do is write about your business and place it, blog-style, on your web site. Invite readers to post comments. You can build in to your site a query asking for their email address, and also post back to people whose comments invite more conversation. A little conversation is always a great way to start a lasting relationship, business or otherwise.

Ultimately, your objective should be to create a relationship with your prospects before you even consider trying to sell them anything. Give them quality information that they'll benefit from to establish your credibility and create a rapport with them.

Remember that the true value lies in the relationship that you create with the person who owns the e-mail address&mdash;not in the e-mail address itself. It will be the relationship you create with your subscribers that will result in big sales both now and in the future&mdash;an important point to keep in mind no matter how lots of new prospects you attract.