



**APACHE LEADS**  
LEADS FOR YOUR HOME BUSINESS

**EVERYTHING**  
**YOU EVER WANTED**  
**TO KNOW ABOUT**  
**LEADS**

**DON REID**

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# Introduction

Hi, I'm Don Reid. I first got started in MLM in February 1992 with Amway. A stranger prospected my wife at a shopping mall and she gave him my business card. That evening he called me at work and used the curiosity approach.

I was definitely looking and soon became a member of his downline.

In 1994 the internet found me and I was fascinated and set out learning all I could. I spent a ton of time developing a chat program and some early websites. September 1995, I made \$2,600!!

Discovering I could make money on the internet absolutely blew me away and so I focused all my attention on it.

I quit my Amway business and between 1995 and 2001 our internet company brought in sales of more than \$18 Million.

Another stranger touched my life in 2001 (I think). A guy by the name of Brian Garvin sent me an email which sounded super

exciting and truly I had no idea what it was all about. He talked about a "power line" and untold fortunes to be made.

He was a very exciting writer and really had me hooked.

I clicked the link and without even knowing what it was all about I signed up on the site for free.

Within minutes, my email inbox was being flooded with people joining the same business UNDER ME!

I was incredibly thrilled and excited seeing dozens and dozens of people signing up in the powerline and they were all under me.

This went on non-stop for a few days.

Then I got an email from the powerline telling me that I needed to upgrade to a paid membership immediately because at midnight the powerline would pause and all paid members would be elevated up.

If I didn't upgrade I would lose all my downline who upgraded to paid member.

By upgrading I would be entitled to keep them all and to earn money in the comp plan from those who upgraded.

From memory the membership was about \$150.

I whipped out my card and became a paid member.

That was how I came to make a few hundred thousand dollars from a company called Life Force.

Within 3 months I was at the Diamond level and won around the world trips, fastest growing member and lots of other accolades.

The secret to my fast success was a huge email list.

In those days email marketing was at its peak, people still loved getting emails because it was so new and novel.

My list was over 2 million people

Each day I would email them urging them to join the powerline, hundreds every day joined and about 10 per day upgraded to paid member. Pretty easy money. After a while it dawned on me that my downline were not in the same fortunate position, they did not have a huge emailing list. They could not press a button

and get hundreds of new members.

It made sense to me to begin promoting my downlines businesses and help them grow and make the whole business much more solid. Just as that was happening new laws came into play which caused a big drop in the effectiveness of email marketing

This is when leads became much more popular and so came the founding of Apache Leads in 2003.

Since that time Apache Leads has supplied thousands of clients with millions of leads and helped them get to their dreams faster.

I truly hope you enjoy this book and soak in the information, you are about to become a leads expert.

Yours truly



# Finding a Leads Company You Can Trust

The first step is of course to find a leads company you can rely on for quality leads, guarantees, support and competitive prices.

This is much easier than you may expect.

Google pretty much does all the work for you.

If you google the keyword term MLM Leads you will be shown a list of good leads companies. Forget the ads, do not click on the ads.

The ads are lead sites who can't get on the front page of Google and pay to be there. It's not like they earned a good ranking in Google.

The sites listed on the front page of Google have been in the business for many years therefore proving they are providing good, honest service. Otherwise they would have gone broke a long time ago.



Look for these things when checking out a lead company:

- + Been in business at least 10 years
- + Guarantee of no bad leads
- + Testimonials from customers
- + Lead delivery system, other than email
- + Easily contactable, phone numbers, customer support page and live chat

Most of the companies on the front page of Google have the above.

# Generating Your Own Leads

Generating your own leads is an option but, as you will see, not a very good one.

Your job as a network marketing business owner is to grow your business, not to generate leads. Your time and money will best be invested learning how to promote, present your business and to recruit.

Yes I know there are plenty of YouTube videos telling you how easy it is to generate leads, just send them some money and they will reveal the secret. It's all bullshit.

Generating quality leads consistently, day after day takes a ton of hard work and real skill, plus you will be competing for every lead against seasoned professionals who do it for a living.

It's similar to people telling you how easy it is to make money on the stock market...

## **But if you really want to generate your own leads, this is how you go about doing it**

- + Build a very attractive lead capture page which is in compliance with the terms and conditions of Google, Facebook and any other traffic source you intend to use.

- + Determine what you will do with the data you collect when someone completes your lead capture form. Will you just have it entered into an autoresponder system like Aweber? Or will you just have it send you an email with their details?

- + Traffic, there are many sources of traffic. The two main classes are SEO and Paid. SEO means Search Engine Optimization and produces free traffic from Google. For example when you type in anything on Google it shows you what it considers to be the very best results.

The owners of the sites shown have spent years or at least months optimizing their site to get it to show on the first page of Google. SEO is a whole different ball game and once again you will be competing against thousands of professionals.

Paid is the fastest, easiest and most expensive way to get traffic. In simple terms you pay Google or Facebook to show your ads, they will charge you every time someone clicks your ad. This is called PPC (Pay Per Click).

Not everyone who clicks your ad is going to fill out your form and become a lead. In fact probably only a small percentage will become a lead.

The number of people out of 100 who become leads is your "conversion rate" Let's say you get 30 people out of every 100 becoming a lead. (This is just an example, conversion rates vary a lot, depending on how well your traffic is targeted and the design of your lead capture page.) Only the very best will get a 30 people per 100.

In this example your conversion rate would be 30%.

The traffic (100 visitors) has cost you in total \$500 ( $\$5 \times 100$  visitors) out of that you got 30 leads.

Let's do some maths.

If a click is costing \$5 each then each lead has cost you \$16.66 ( $\$500$  divided by 30)

Not really very economical.

You may be able to improve it by considerable testing and optimizing. It will take some time, meanwhile, who is building your business?

# Contacting Your Friends & Family

Lots of old school network marketers will tell you to make a list of all your friends and family and go get them sponsored into your downline.

If you just love being laughed at then, yes I highly recommend doing exactly what you are told.

Trust me, when you first join a mlm business, going and presenting to your friends and family is going to be a disaster. Wait until you have some reasonable success, you won't need to go after them, and they will come to you.

Until then you have zero credibility with them on the subject of making money. "A prophet has not credibility in his hometown"

All your friends and family know you, they have seen you dancing in your underwear with a lampshade on your head at last year's birthday party. Forget this one until you have plenty of credibility.

# Types of Leads

There are a few different types of leads and it's worthwhile being at least familiar with them.

**Email Leads:** These are the least expensive and most basic of leads. All you get is an email address. These are usually used by bulk emailers of the "captured Nigerian General with \$250M to share with you"

**Real Time Leads:** just like their name says these leads are delivered in real time. That's great if you are ready to respond as soon as you receive the lead, otherwise you may be wasting your money paying extra for this service.

**Area Code/Region Leads:** These home based business leads are defined by their physical location. This can be any area but is normally a country, state, region, city or area code. When you purchase leads with targeting that is this specific you know exactly what part of the country your leads are going to be in. This is great for targeting specific cities within or outside of your country.

**Double Opt-In Leads:** A Double Opt-In Lead is a qualification format that is used for superior results. The lead fills in a survey or a MLM lead generation form to signify that they want to be contacted by someone with a home based business opportunity. They are then contacted via phone or email and must indicate that they really do want to be contacted with an opportunity. This verification process makes these network marketing leads a cut above.

When you are looking to place an order with your trusted MLM Leads Company be sure to add some Double Opt-In leads to your shopping cart and experience the difference!

**Auto-responder Leads:** An auto-responder lead has completed an online form or survey to qualify themselves as a genuine MLM lead. The lead is asked to provide a detailed list of information regarding what type of opportunity they are looking at being involved with.

Auto-responder Leads are used in conjunction with an email drip to build the lead's desire to be a member of a successful home based business opportunity. They are designed to submit hundreds or thousands of business teasers or contacts within minutes. This is a very powerful way to grow your downline.



**Phone Interviewed Leads:** This extremely hot bundle of leads was called to verify the quality and intention of the leads involved. Although normally a little more expensive than other leads a Phone Interviewed Lead provides a very high rate of success. Answers to all interview questions should be available for you to review before you contact your work at home lead.

**Mobile SMS Texting Leads ( Economy Leads ):** There are a number of different names for these leads sometimes they are called Autoresponder leads, Text Messaging Leads, Auto-Dialing Leads. As the name implies these leads are less expensive than other types of leads because of the way they are generated.

They are usually generated in large quantities by a method called co-joining. How this works is the person completing the form is usually unaware they are also requesting information from numerous sources at the same time.

It's not illegal, it's not deceitful, for example, they may be seeking information about a home mortgage. The form may include pre-checked permission to send additional information, including how to build a home business. The leads can simply uncheck the boxes and will not receive information.

Mobile leads serve a purpose, they are great for sending text messages or using a phone calling system.

They can be called and you will get results if you persevere, but results will not be as good as contacting premium leads.

**Phone Interviewed Leads:** Also often called US 8 Question Surveyed Leads or AU Phone Interviewed Leads. US Surveyed Leads are those people who searched for information about getting into a home business and came across a detailed form. The form asked for all their contact information and asked them to answer some business related questions.

They are a very motivated lead. Definitely one you should include when you want fast growth in your business... um, that's all the time I guess.

The fields of data you get with these leads are:

- First & Last Name
- Street, City, State
- Zip Code
- Email Address
- Telephone
- Postal Code
- Gender Targeting Available

- State Targeting Available
- How Much They Are Willing To Invest
- How Many Hours They Can Put To The Business
- Date/Time Stamp & IP Address
- Phone Interviewed

**AU Phone Interviewed Leads:** This is a very unique lead and you will only find it here.

These leads were economy leads which our professional call center called and interviewed. To be accepted as a Premium Lead they needed to confirm they were still interested in a home business and then answer all our business related questions.

We keep recordings of each and every call which you may have access to on request.

The fields of data you get with these very high quality leads are:

- First & Last Name
- Street, City, State
- Zip Code
- Email Address

- Telephone
- Postal Code
- Gender Targeting Available
- State Targeting Available
- How Much They Are Willing To Invest
- How Many Hours They Can Put To The Business
- Date/Time Stamp & IP Address
- Phone Interviewed

# Lead Ages

As you understand from chapter two, good quality leads are expensive to generate and therefore they are sold a number of times.

## **The most common industry ages for leads are these:**

- Real Time: Leads are delivered as soon as they are generated
- Fresh: means zero to 72 hours 4 to 7 Days
- 8 to 16 Days
- 16 to 30 Days
- 30+ Days Old ( Mobile and Bulk Leads )

Of course the fresher a lead is the better the quality and the higher the price. All aged leads have been sold and called previously.

For many people that is a deal breaker and it's understandable. However, most leads are called by folks who have not invested the time and effort to actually learn how to call leads and sadly, they are not successful at sponsoring leads.

Sadder still, the fact is, most leads never get sponsored. So for

skilled callers, the age of a lead matters very little. Aged leads are also excellent tools for new people in your group to practice calls with.

# Exclusive or Shared

At Apache Leads we see a lot of people getting confused about this and it's all because some lead sellers claim to sell exclusive leads. This is a claim they simply cannot justify.

Right here, right now I'm going to reveal the dirty little secret these companies hope you never realize.

Picture this; you are wanting to make extra money to get rid of your debt, or send your children to better schools, pay off your mortgage, whatever your motivation is, it's probably pretty strong and so you go to google and begin searching.

You find there are many sites offering you information, free help, consultancy. So you take a look at a few and fill out the forms on a few sites.

You are now a lead. Having filled out 3 or 4 forms, do you consider yourself to be "exclusive"?

No of course not. In the vast majority of cases, paying a considerable amount extra for exclusivity is a waste of money.

You will be much better off using a professional, proven script and getting good at using it. Your results will improve out of site.

We have a free book of proven scripts which you may access within your Academy account ( How To Call Phone Interviewed Leads ).

## **Shared Leads**

All leads are shared otherwise, they would cost you 3 times as much, it's simple economics right?

Good leads companies sell all leads up to 3 times when they are fresh, this keeps the cost down. To ensure the quality is maintained, leads are never sold to people working with the same MLM company.

Then of course they are usually sold again when aged.

Like I said, leads are expensive to generate.

For the majority of networkers, the best leads are fresh premiums and called using a proven phone script.



## **Why use a phone script?**

Actors use a script to make a movie or tv show work as well as possible, they rehearse until they know the script by heart. When you know it by heart and have made at least 20 calls then you might try modifying little parts of it to more reflect your personality.

Using a script also gives you a measure. You can begin keeping score of how many presentations a script gets you. When you just adlib every call, there is no measure and therefore you cannot improve.

# Social Media Marketing

Everyone has heard of social media marketing and to tell you the truth, it's quite complicated and very time consuming. We would only recommend it to those who already have a good income from their business, those people still trying to get off the ground should stick to calling leads.

Basically what social media marketing entails is having a page for your business on Facebook, Instagram and maybe Twitter. Personally I think Twitter is a waste of time.

Let's just focus on Facebook as this is not really on topic for this book.

Make a business page for your website. Every day post a few interesting articles which inform people about your products and your company, in an interesting way. The goal is to get likes and shares and of course more people liking your FB page and visiting your website

As I said, this is time consuming and not recommended for

people just starting out You can use [Fiverr](#) for getting great graphics done for your FB page.

# Massive Action Gets Massive Results

The main thing now is to take some action, any action is better than none. We all start our MLM journey at different places in our lives. My own story is not a very pretty one but it does serve to show anyone can do this thing. It was very painful for me to write this confession and put it out there on the internet for anyone to see. Maybe it will help you too:

[How This Broke, Drunken, Rude Loser Got The Skills & Motivation To Build A Successful MLM Home Business In 90 Days](#)

## **Grow Your Business The Fast way**

Now that you're up to speed on the many different types of leads, landing pages, generating leads and traffic it's time to put that

knowledge to work

That's where Apache Leads comes in. We have been providing leads to Network Marketers since 2002. One of the things which make us an obvious choice for networkers is our huge range of leads. Not only do we cater to all budgets we have leads from the U.S.A., Australia, Canada and the United Kingdom.

**Plus!** Your investment in leads when you purchase from Apache Leads is **Risk Free!** That's because we have a No Bad Leads Guarantee. You really have everything to gain and nothing to lose.

Don't delay your success any longer, come and visit our site right now <https://apacheleads.com/>

We trust you have enjoyed and benefited from this free report and hope you will share it with your business associates so they may also reap the rewards.

Best wishes for the future

