

3 Reasons Why You Should Stop Chasing Business Opportunity Leads

Business opportunity leads are hot goods in the network marketing industry. Without leads you have a dead business. That's why home business owners do one of two things, buy leads or generate their own leads through marketing. Most are forced to quit, they go broke because they are chasing opportunity leads the worst kinds of leads to be chasing. There are 3 key reasons why you should keep away from business leads.

1. Just Curious & Not Serious
Many times the people that are on those business opportunity lists or filled out the form for your business opportunity are nothing more than tire kickers. They are more curious about what it is that you are "selling". You can spend hours on the phone following up and sending all kinds of information to these leads but they have no intention of joining your or any other business opportunity. You may have the most amazing opportunity to offer but these people have no desire to join and many will proclaim they never requested any information by filling out your form, and rudely tell you to stop calling.

These are the types of people who wouldn't know a great opportunity for financial freedom if it bit them in the behind.

2. No Business To Be In Business

Business opportunity leads are people that have no business to be in business for themselves. Many times these people might be financially destitute, desperate for money. You might think that these are the people you would benefit from your opportunity, however that's exactly the person you should avoid. This is if you come from a place of "need" into a business venture you will not have the type of mindset needed to create success in a business.

If you sponsor these types of prospects to your opportunity they most likely won't have the marketing skills necessary to market the business and they will have to learn by taking marketing courses so that whatever marketing they use will be effective. If the members you sponsor have a "need" mentality rather than a strong "desire" mentality most likely they will not last a month in your down line let alone the learning curve of network marketing.

3. Looking to "Get Rich Quick"

Many business opportunity leads are just looking for a quick fix ad "get rich quick" scheme not an actual business that they will have to work.. These leads don't want to invest money and time, they are looking for a free business that will make them rich without any effort on their part. If you are reading this you probably realized a long time ago that creating a successful business on the internet takes time, effort and money.

Overnight success and get rich is a result of persistent and consistent daily action in your marketing, prospecting efforts and training. These are the people that might join your opportunity but go into witness protection program within a month of joining your team.

Which kinds of leads should you look for?

Here is an answer that might confuse you, you don't look for leads, leads are looking for you. You should be magnetically attracting quality leads to you through your marketing, The best leads that you will ever have are other network marketers but, in order to actually attract other network marketers to you, you need to have something they want. To attract other marketers you have to brand yourself by creating videos, writing articles and blogs with tips and information topics that will interest them. Give away valuable information concentrating on mindset, success creation, marketing, sponsoring and so on.

By doing this struggling network marketers will see you as someone who can help them, will be attracted to you and eventually become your leads.