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Spring Your Business into Action

How a Lead Provider helps YOU evaluate the lead type that could serve your business best.

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One thing that springtime and your home based business have in common is they both are about new beginnings. Whether you just started your business or you have been building it for years, new beginnings are simply a part of the process.

> ***Each time you enroll a new person into your business it is a new beginning for both you and your new team member.***

A great way to create an atmosphere of springtime in your business each and every month is to speak with people who have requested information about starting a home based business in order to earn some extra money or change their lifestyle. There are a lot of Lead Providers in the market place that can provide you with a variety of different leads. The lead types range from a simple email lead that includes name and email to a phone interviewed lead that has received a call from a live person and answered a few questions about what they are looking for in a home based business.

Here a few tips for selecting the right lead for you and your business:

1. Deal with a reputable lead company. Ask your fellow Networkers for referrals to lead companies they have used in the past. Find out what is working in your team.

2. Understand the stopping point of a lead. Each lead type has a slightly different stopping point, meaning, where the lead company stopped with their communication with the prospect. The goal is to find a lead type that matches your building process, your budget and your skill level. *Here is an example:* If your process is to first introduce a prospect to your company via an auto-responder campaign you might want to consider buying bulk email leads. It could be a waste of your time and money to order a Phone Interviewed lead list since those people are expecting a call from you ASAP.

3. Track your results. In order to determine if something is working or not, you must have data that you can go back to analyze and make decisions about. Having a good tracking system will save you hundreds down the road and make you even more in the end.

4. Develop your skill level using leads. Be sure to speak with other people in your company who have worked leads before so you can pick up a tip or two about what to say and how to say it. Make sure you practice, practice, and practice more. Be prepared to help all the people you enroll do the same thing you do with leads so you can create huge momentum in your business.

Leads are a great way to create new beginnings in your home based business.

Having at least 50 fresh prospects to share information with every week will make a huge difference in your monthly commission check.

Each month Leads2YourSuccess.com can provide you with some great tips and stories from the industry pros about working leads to help you get the most out of your investment. There are thousands of people each month requesting to learn more about your business. How many will you need to reach your goals and dreams?

Make it the best day yet!

Scott Adams

Scott Adams is the founder of Leads2YourSuccess.com, a company that provides education on working leads and supplies leads to home based business entrepreneurs. It is a great place to find out all about leads for your business.