PROSPECTING | LEADERSHIP

Gain More Leads and Prospects without software lead generators!

There is nothing wrong with using some software to get your business but do not rely on software only. Mix it up and drive on to find the traffic that you desire.

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Leads and prospecting for any business is a must and it will take time. There are software solutions to help out but over 100% will not provide you the quality prospects that you need.

Going manually with the prospecting and lead generation is a great exercise in management of time, human resources and builds on your skills in networking.

Why waste the money for software that is ineffective? People think they can save time with an automated system that only gets them banned from the search engines, networking sites just to avoid doing the work themselves. Well it's just for the best; this is where you can capitalize on their errors of letting a software program handle this event.

Spend your time creating the capture pages, email campaigns, video bits and articles that will attract your perfect members. When you invest your time into talking with those on Facebook, Twitter and other sites, you will find more success and often people will refer your business to others without you knowing it. Nobody likes talking to a dead machine, so why would you even think about using one to generate leads.

Going live on the sites that you need to be on any way makes the best business sense, this puts you on the front lines with those who are looking for your “opportunity”, and you have to handle the increase of visits. The problem with the software is that they cannot provide a voice, face to the business. They can only generate leads based on the criteria that you set; hopefully you’re a programmer and can adjust the parameters of the software. These programs mislead the consumer in thinking they will rock the cash bar.

It is time to use your tools and go online to the sites, book a conference and host the recruiting event. Get your face out there to generate the leads and prospects, the old fashion physical appearance can make or break your network.

Rise from the ashes of software slavery and give your website the empowerment that it needs, offer a chat line and forum to help boost interest and interaction with your visitors.

It does take time out of the day to prospect and to meet new people but without them, your business is not really a business. Head back to the old days, where you went out and met people. If you need time for other business tasks, organize your work week or hire an extra hand to deal with the live recruiting events. Webinars are a great way to secure your audience and time, you can have them book a spot and after reaching your seat requirement, then host it and present your business. There is nothing wrong with using some software to get your business but do not rely on software only. Mix it up and drive on to find the traffic that you desire. You can always generate more leads but you can only get the qualified member once. Your growth depends on your commitment to reaching outward on the internet and in the real world.

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."