CUSTOMERS | PROMOTION | PROFESSIONAL DEVELOPMENT

Prospects – Network Marketing, How Do You Accumulate Prospects?

Once you have defined your prospects, now you can focus on attracting them to your website

by **David Feinstein**

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Defining Your Prospects

Who are your prospects? Do you know how they think and act? Are they male or female? Building a consumer demographic database can help your marketing strategy enormously.

When you define your consumers, you can think like them and mimic their patterns to some degree.

There are differences between age groups and gender that you may be missing. Typical 25-year-old male shops and browses the Internet differently than a 25-year-old female. You should not use demographics by themselves to find your prospects. The next tool to help you refine your database is a *market research*. Find a target audience that you want to aim for and find out everything that you can.

Once you have defined your prospects, now you can focus on attracting them to your website. Your website layout and pages are important for your sales. The design of the site has to offer interactivity, interest, value and other elements. Keep your individual pages simplified and focused on your prospects. This does not mean that you should ignore on page SEO, which would be foolish. Optimize your content for the readers and the search engines will index it easily.

Your prospects will try to find information that they think is important. It is up to you to figure out what kind of information is relevant for your potential audience.

What is your opinion? What are some of the worse ways to attract prospects?

Converting Prospects to Loyal Members

Once you have your market information and website, you will have to make some tweaks to your site. You can give away a report all day long, but if you are not making sales, there is a problem. If you have designed your sales funnel right, your prospects should move down the pipeline without a hindrance. The sales funnel diagram may look something like the following;

> visitors, interaction, sign ups or subscriptions to emails, questions, presale qualifying, purchase, after purchase follow up and retention.

This is a general mock up, and it may differ on your funnel. You can always adjust the funnel to make it easier for you to manage.

Now in order to generate leads that become a sale, you will need landing pages, sign up forms that rock, and easy navigation throughout your site. The navigation links should be clear and precise for locating information. This means your permalinks should not look funky; (Yourdomainname.com/page name/specific title) is the right format for your permalinks. Sometimes a link may have a bunch of letters and numbers that makes no sense, think optimization here for your visitors.

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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.”