

The Big Book Of Home Business

Lead Generation Methods

**"The Indispensable Networker's Guide To
Home Based Business Building Strategies"**

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The Big Book Of Home Business Lead Generation Methods

**“The Indispensable Networker’s Guide To Home Based
Business Building Strategies”**

Introduction



Welcome to The Big Book Of Home Business Lead Generation Methods!

This book will serve as an indispensable guide to learning about the concept behind how people generate endless leads for their home based businesses.

Any networker should know this by now... leads are your life line. When you are cut from your source of leads, your business will be a sinking ship and you will 'die a natural death'. It doesn't matter how motivated you are or how pumped up you are after a meeting or a rally – you need a large source of leads because traffic is KING.

This is the reason why this 'big book' is written. Granted, I'm not able to cover every single lead generation method in vivid detail because of the nature of the Internet – it is constantly changing and evolving and newer, more updated strategies are available.

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However, this book will serve as a compendium for general lead generation strategies, both Online and Offline!

This book will talk about:

- 15 offline strategies, everything from cold calling to social gatherings
- 27 online strategies, everything from blogging to pay-per-click advertising

Once you understand the concepts and the functions of each strategy, all you need to do is to Google it and you will find the practical methods for it because there is nothing you can't find on Google. So let this book open your mind and expose you to the right concepts. This way, you won't be shooting in the dark.

And also, be sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

So without further ado, let's jump into it right away!

Offline Strategies

Cold Calling



What is Cold Calling?

Cold calling refers to calling people randomly from a list. This list is of people who are somehow related to the business being promoted and the purpose of calling them is to get them interested into the activity. Multilevel marketing uses cold calling to a great extent. It is one of the oldest methods used in MLM and is still used significantly.

In most cases, the intention of cold calling people will be to fix appointments with them or to invite them to meetings or seminars where the business opportunity will be discussed in detail. Direct sales are almost never made through cold calling.

The cold callers will use a list of leads generated by them or obtained from some other source. As they call people, they will keep ticking their names off the list. The few people with whom they secure

appointments through cold calling will be then funneled to follow-up methods.

What are the Pros of Cold Calling?

The method is a very traditional method and is most popular. It is also a cost-effective promotional method as compared to the other methods in use today.

A big advantage with cold calling is the finality of it. The caller immediately comes to know whether the person called is interested in the opportunity or not. This saves a lot of time and the caller has a better idea of where he or she stands.

Cold calling is a method of directly involving the prospect right from the start. Since the caller has been called through a private communication method, the prospect feels somewhat privileged.

Cold calling can be used to lead people into responding in the affirmative. If there is any contention, it can be probed and clarified right away.

What are the Cons of Cold Calling?

The success rate of cold calling is very low. The caller may have to go through hundreds of numbers to get one interested prospect. However, that depends on the stature of the business being promoted.

Since the calls are always unexpected by the receiver, cold callers are not welcome. They have got a bad name because of this fact.

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Cold calling is too simple a method and vastly pales in comparison to the highly sophisticated online methods being used today which can directly bring targeted prospects.

SMS Marketing



What is SMS Marketing?

As the name suggests, SMS marketing is the promotion of some kind of business by sending short messaging services, popularly known as SMS. These SMS are usually within 160 characters, so they are really short and the wording has to be precise. There are various devices used for SMS marketing. The cell phones are certainly the most popular of these; but SMS marketing is also done through a large way on Personal Digital Assistants, Blackberries and even chat messengers.

What are the Pros of SMS Marketing?

The cost-effectiveness of SMS marketing is one of its biggest benefits. It does not cost even 10-20 cents to send an SMS to a person,

depending on the provider and that makes this method quite economical.

There is always a surety that the SMS will reach the intended people. With email marketing, there are a lot of problems such as the person may not get the email or may not access the email. With SMS marketing, this situation is highly unlikely to arise because people take their cell phones with them everywhere they go.

The instantaneousness of this marketing method is also of particular note. If the person who gets the SMS is interested in what it says, he or she is likely to take an immediate action. When marketers send out SMS to hundreds of people, they expect and get a lot of responses within 10 minutes of sending the SMS.

It is also a personal method of communication that makes the recipient feel special about getting the advertisement. In a group of friends when a particular person gets the promotional SMS and the others do not, it does make them feel privileged to an extent, sometimes to the point of taking action.

What are the Cons of SMS Marketing?

SMS can also be looked upon as spam. Recipients have the legal authority to take action against the person who sends the promotional SMS, just like people who get spam email can do.

The method is more targeted than cold calling, but still inferior to other methods used to promote businesses on the Internet.

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The message needs to be within 160 characters. This brings the practical difficulty of conveying the message and also to make it appealing within this short limit.

Information Marketing



What is Information Marketing?

Information marketing is a systematic marketing technique in which information about the business is spread wherever it is possible and in whichever manner possible. The most commonly used methods to publicize the business include flyers, brochures and even books and CDs. There is a whole different area of information marketing in the online world too, but for our requirements here, we shall adhere to offline information marketing.

What are the Pros of Information Marketing?

The biggest benefit of information marketing is that it can be very advantageous to people who are very discerning about what they buy. The detailed information present in these materials can provide them with what they need to know and even answer most of their questions. If needed, they will even read the material again and again till they know what they are looking for.

There is a benefit also to people who have questions but do not know who to ask. The information manual can cater to the needs of these people and also the people who are reticent to ask questions. In fact, this can be a big selling move because there are a lot of people who have questions about businesses but do not even bother to ask about them to get clarification. Here, this information will tell them all they need to know about the business.

It is not a very expensive method, if done within reasonable limit.

What are the Cons of Information Marketing?

Most people are built to close their minds to unnecessary information, which is what most people take these marketing materials to be. Because of that, they would not even want to spend on what is contained in these information manuals.

It takes a lot of hard work and sophistication to come up with anything that should arouse interest. Even to make a single flyer, a lot of expertise is needed.

Though still widely used, the method is considered quite old-fashioned and does not guarantee that an interested person will show up through it.

Buttons



What are Buttons?

Buttons are a very traditional way of promoting multilevel marketing businesses. These buttons are attractive little things that can be pinned on the clothes in a manner that others can clearly see them. They have attractive colors and very short messages that rouse the interest of the readers.

Examples include "Looking for a Work at Home Opportunity? Ask me!" or "Ask me for Losing 10 Pounds this Month!" Such messages make people interested in what they want to say. It is considered to be a timeworn method of prospecting especially in MLM.

Of course, it is important to word these buttons intelligently. The words on them should hold the interest factor. Some marketers use Split Testing Analysis to determine what works. In this, two different kinds of buttons are designed and they are used on alternate days by the marketers. Then they track which button creates more curiosity. That one is then kept and the other one is discarded. Later, this winning button can be split tested with another button to see which is better. This can be kept on as a continuous process.

What are the Pros of Using Buttons?

The curiosity factor connected with these buttons is the biggest advantage that you get. Buttons help immensely in implementing the Three Foot Rule which is stressed upon by MLM sponsors. According to this rule, marketers must try and promote their idea to anyone that comes within a three foot distance of them. Buttons can help in this because anyone who reads the message on them is quite likely to ask what it is about.

Another of their benefits is that the marketer does not need to broach a conversation about the opportunity in most cases. This helps marketers who are shy in nature.

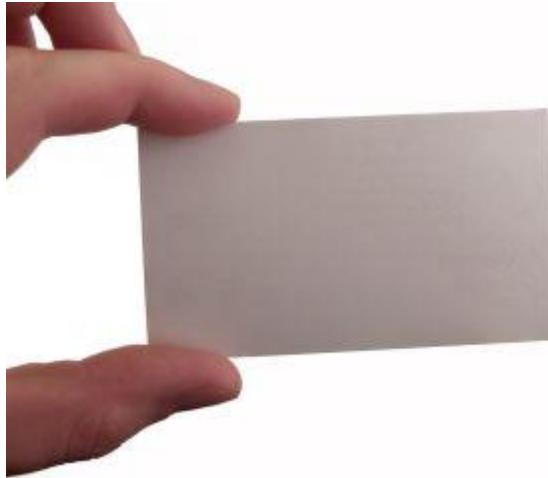
What are the Cons of Using Buttons?

Buttons are sometimes more prominent than they should be. Some people can get a negative impression about the wearer. They may say, "Oh, that guy is going to sell something to us. We must avoid him." This could also have an adverse impact on the person's social standing.

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If the person recognizes the button and has a bad impression about the business already, he or she will definitely avoid the wearer of the button.

Name Cards



What are Name Cards?

Name cards are small cards, not unlike business cards, where a person promotes a particular commercial venture that he or she is a part of. These are popularly used by multilevel marketing people as a means to promote their business.

The idea is to make the name card as visible as possible so that more people can get interested in the opportunity. These name cards are most times randomly distributed where it is likely that interested people will be present. Like, if there is a seminar of some kind, some MLM professional may take the opportunity and distribute name cards to them about his or her own venture. The likelihood of getting interested people here is more than random distribution. However, random distribution is also done widely, such as distributing name cards outside shopping malls, placing them on car windshields and

even handing them out on the open street. The intention is to get people to read the card and call the advertiser for details.

What are the Pros of Using Name Cards?

Using name cards is a non-confrontational method of multilevel marketing. The advertiser does not need to personally talk to the prospects. If they are interested, they will call for details and thus it can help bring in targeted leads.

There is no fear of rejection because the advertiser will never know about the people who threw the card into the dustbin. Only people who call back will be considered.

What are the Cons of Using Name Cards?

If you are using this method, you must expect hundreds of cards to be wasted before you get one call. But it depends on the way in which the card is worded.

There is also the fear that the name cards may fall into the hands of unwanted people such as your competitors and they will know where to contact you also. This may lead them to call you anonymously and get some details. However, this disadvantage is not particular to using name cards. Even information marketing shares this pitfall.

The promotional campaign using name cards can prove to be expensive because you will need to pay someone to word the cards, print them out and then distribute them. In addition, you can expect many cards to be wasted.

Door To Door



What is Door to Door Campaigning?

Door to door campaigning in MLM refers to literally going to the houses of various people and speaking to them about a business opportunity. Even product selling can be done door to door. This is considered the oldest method of selling, but is still prominently used around the world.

Usually, the person who owns the business will never do the door to door promotion but will hire people to do it. There will be a requirement of a particular number of houses or even neighborhoods to be covered per day. Door to door campaigning thus works with a target. People who do the actual campaigning will get a fixed salary, which could be on a per day basis, along with commissions on the

sales (or some other kind of predetermined response) that they bring about.

What are the Pros of Door to Door Campaigning?

This method is a very direct method of MLM promotion. Marketers can visit people directly and try to convince them about the idea.

Because door to door campaigners work within the personal space of the prospect, the prospect is at ease and relaxed. This may induce them to ask more questions about the opportunity since they are at their leisure. This helps the campaign greatly.

What are the Cons of Door to Door Campaigning?

The biggest drawback is that there can be extreme acts of rejection such as doors being slammed in the face. In fact, this can happen so often that it has been parodied in many movies and shows. Only people who do not fear such aggressive rejection can campaign from one door to another.

There is the likelihood of the prospect not being at home when the promoters visit. This accounts for wastage of resources, including time, money and effort.

Some neighborhoods have policies about salespersons and other kinds of door to door visitors. Such promoters may even be legally prosecuted in some areas.

Classified Ads



What are Classified Ads?

Classified ads are short interesting advertisements that are placed in newspapers and other publications for commercial reasons. MLM people use classified ads to create general interest about the opportunity they are providing so that they can prospect clients through it. In most cases, the purpose of classified ads is not to close the sale itself but to create awareness. Contact information is always provided with the classified ads where interested persons can call and seek more information. Such follow-up methods are what will actually close the sales or help recruit the person into the opportunity, as the case may be.

These ads are different from the conventional ads of corporate entities that are seen commonly. The cost factor is definitely one of the reasons for that – corporate ads have a mega budget which MLM

sponsors cannot afford. However, the MLM classified ads will also try to make the best of the ad space they get by putting in as much interesting copy as they can. While corporate classified ads go for visual appeal, small business classified ads go for appeal of the words used in the ads.

What are the Pros of Using Classified Ads?

The cost is usually very low. These ads can be run for several days continuously in the same publication which can make the advertiser avail a bulk package.

Exposure is high. A classified ad will be visible to a large number of people from different walks of life. Even some people who the advertiser may not be actually looking for may end up being interested in the opportunity. Hence, classified ads can open up new vistas.

Classified ads can also bring targeted prospects if they are placed in special publications that are meant only for classifieds.

No one is needed to keep a classified ad campaign running. This reduces employee costs.

What are the Cons of Using Classified Ads?

If the advertiser is not able to further the prospecting campaign after the classified ads, it can be a waste. People who are interested in the classified ads will usually call up the number provided. If the advertiser does not have the skills or the resources to impress them at this stage, the campaign could fall flat and be burdensome on the financial resources.

Networking Conventions



What are Networking Conventions?

Networking conventions are places where professionals in network marketing or people who are interested in taking up such an opportunity make an appearance. These places could be lectures, seminars, meetings or motivational talks on the subject. These can take any other form too, but the basic point is that it is a gathering of several network marketers with a common intent, which has to do with their business.

Given the nature of networking conventions, they are not conducted often. Whenever there is a convention coming up, it is highly publicized, at least within the group of concerned people. The idea is to get as many people as possible to attend the convention.

Multilevel marketers take the opportunity of promoting their business opportunities at these networking conventions. They may give out their name cards or even some informative material that has to do

with their business. Thus, it becomes a method for promotion and whenever there is a convention, multilevel marketers will attend it and even prospect people there.

What are the Pros of Networking Conventions?

The very fact that everyone present at a networking convention is interested in the business opportunity in some form or the other makes it a method of targeted advertising. The fear of rejection is quite low here. People will not reject outright; they will at least hear out the opportunity.

Such conventions prove to be a free field to talk about the opportunity. There is no reason of any hesitation to speak about the topic of networking, because that is what is already going on there.

There is also a high energy in such places because of everyone being peped up about their business opportunity. This can greatly help in the prospecting game.

What are the Cons of Networking Conventions?

The biggest problem lies with the competitive nature of these networking conventions. Since almost everyone here has an opportunity of their own, there is a need to be more aggressive and skilled about promoting.

Networking conventions are not held often and because they need to be conducted at a particular venue, traveling to far-off places can be indicated. At the same time, given the nature of these campaigns, they can be quite expensive.

Trade Shows

What are Trade Shows?

Trade shows are promotional campaigns run by companies who want to announce something about their business, especially the launch of a new product or service. Big companies will usually do this with a lot of fanfare and they will also invite people who are in the same field. These shows also invite marketers because they can leverage the publicity the show gets to seek their own business targets and also the company can benefit by the promotion done by the marketers. In that way, it becomes a win-win situation for the trade show organizers as well as the marketers that are invited to the show.

Since these are most times big ticket events, a lot of preparation and planning goes into it, even for a marketer who wishes to attend the show. The marketer will probably attend with several name cards and informational material about his or her opportunity in order to facilitate prospecting. For them the trade show won't be as much an opportunity to know about the product as it will be to market their own venture.

What are the Pros of Trade Shows?

The immense publicity that these trade shows get becomes undoubtedly their biggest point. The marketers who attend can get a lot of leverage from this publicity.

There is a strong likelihood of getting customers from the people who have attended because only people who are interested in such

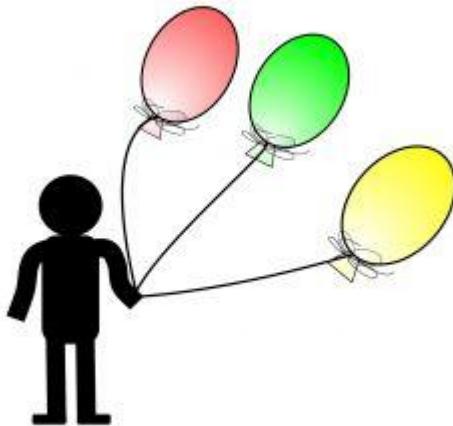
businesses will attend these trade shows. It is even possible to prospect them in a much shorter time and hence increase the prospecting quantitatively.

What are the Cons of Trade Shows?

Trade shows do not happen everyday; they happen only for some special reasons. They are extremely expensive for the organizers and hence they will take every effort to ensure that they promote their product well. The marketers who attend these shows will definitely be sidelined.

It is necessary to be charismatic and have a good personality here because of the impact needs to be made in a short while. Also, these trade shows are very competitive places to campaign because there will be several other marketers sharing the same space.

Home Parties



What are Home Parties?

Home parties are a prospecting method in multilevel marketing where the rep hosts a party at his or her place and invites guests over. These are usual parties but during the party, the rep will take the chance to speak about the MLM business. There will be a strong inclination to build interest in the opportunity and people will be asked to sign up before the party closes.

The rep can then ask one of the downline members (probably one that was recruited at the party) to host another party at his or her place after some time. Again, the routine of prospecting will be conducted and more people will be brought into the fray. In that way, MLM reps can host home parties, whatever level they are at, and get a good number of interested people that way.

Home parties are mostly used by women because they have a natural affinity for hosting parties. In fact, the trend of hosting parties for MLM was started by Tupperware, who caters largely to women.

What are the Pros of Home Parties?

The best point about home parties is that they are always fun. People hosting parties will keep them as close to normal parties. The marketing is not done in a special segment during the party, keeping the rest of the party fun.

Since people are invited over for these home parties, they will feel privileged and at least listen to the opportunity that the host is explaining.

These parties also help in building up the downline networks as people who are inducted into the network can also go ahead and host their own parties and bring in more prospects that way.

What are the Cons of Home Parties?

No one can host a party everyday. It becomes an effort after some time. Some companies have a limit of parties that their reps can host in a single month. Also, it is necessary that the person enjoy hosting parties, or this could be completely ineffective.

Social Networking

What is Social Networking?

Social networking refers to any kind of multilevel structure in which people follow people. In the real world, any kind of leader may be followed by various people who would be in turn followed by other people and so on. We find this kind of structure in the church, in business organizations, in educational institutions and even in sports clubs. For business, this kind of structure can be leveraged because people who are at top levels can influence people below them (called as downline in multilevel marketing) to follow the opportunity. Social networking is of great help in MLM promotional campaigns because a lot of the campaigning can be done very successfully within the network.

Today, social networking has gained a completely new meaning with the popularity of these methods on the Internet through websites such as Orkut, Facebook, MySpace, YouTube, etc. However, for our purposes here, we will refer only to traditional methods of social networking.

What are the Pros of Social Networking?

There is always a high success rate associated with social networking because the people who are promoting their business opportunities are known to the prospect in some way. This leads to an increase in credibility of the promoter. The person being prospected is unlikely to

reject the idea straightaway because of this connection. He or she will at least schedule an appointment to hear out what it is about.

Common interest groups always help in any kind of business promotion, MLM included. If people are within a particular social network and one of them is involved with a particular MLM activity, the others might think, "If he is doing it and is happy about it, maybe I can give it a shot too." This kind of impression helps in furthering business.

What are the Cons of Social Networking?

A lot of people may sign into the network just out of obligation. They may not be actually interested in the idea. This can be seen in an office setup when a top-level officer asks his or her staff about the opportunity. They may do it just to maintain cordial relations with their boss. However, such reps will add to the bulk but will not be instrumental in taking things forward. They may also harbor resentment against their boss if things do not work in the way they should, which can take a toll on their original professional relationship.

Then there is also the point of the relationships being personal. Due to this, it is possible that a lot of out-of-context talk goes on between the prospect and the promoter, thus diluting the effect of the campaign.

Events And Launches



What are Events and Launches?

Most MLM companies have their own events and launches periodically which are mainly targeted for people from their fold and prospects. These events and launches usually revolve around a theme. If it is an event, it could be a simple motivational talk event or a seminar for training people on how to do something better. Launches are held when a new business idea is to be released to the general public. In either case, the functions are quite professionally organized, which could be a very good way to reinforce existing reps that the company still works well and to dazzle prospects into coming over to the fold.

MLM events and launches are organized by their parent companies or, if a sponsor has become big enough to host his or her own event or launch, they are financed by the parent company. Despite that, the MLM reps who attend these functions will need to spend money on travel, preparing themselves for the occasion, advertising the event or launch to their downline and prospects and promote the idea during the event or launch. But it is still a very good way of consolidating the

position of the company and getting more people interested in the idea.

What are the Pros of Events and Launches?

Since many of these are big money events, they do get press coverage sometimes. This publicity can be leveraged by reps to interest more people into joining the activity.

As these events or launches are organized on the home turf of the MLM company, they are quite able to impress the prospects well. When the prospects see the large number of people working with the business, they will also want to be in.

If the MLM company is doing really well, an event or launch could be a great way of publicizing this fact to the general populace and get more networking done.

What are the Cons of Events and Launches?

Being expensive, companies will organize such events very occasionally. Also, the invitees will need to spend, especially the reps that will be looking at promoting their networks during such occasions.

Consistent efforts are needed to make this kind of prospecting fruitful. A lot of pitching is needed to get prospects to attend and even after the day is done, follow-up methods are needed.

It is necessary that the rep prepare well for promoting the opportunity to the prospects that attend. For that, it is vitally important to get fully educated about the MLM company that they are working for.

Publicity

What is Publicity?

In business parlance, publicity means getting more and more people acquainted with what the business is about. The intention is of course to get more sales done. There are many forms of publicity done, advertising being the most common of them all. But this is not the only way. Even newspaper coverage, press releases, organizing events and launches and even merely speaking about the business to someone is publicity.

Publicity can be leveraged in highly effective ways. When there is awareness about a particular business, more people are likely to get into the idea without giving it much of a thought. This makes the prospecting task much easier for individual representatives.

What are the Pros of Publicity?

Publicity of a business is always for the long term. It will also spread far and wide, depending on the manner in which the publicity is done. People will become aware of the business and will not mind becoming a part of it. This effect is much more pronounced than individual prospecting. Publicity makes branding possible, which is an all-important requisite for any business.

When a business is popular, prospecting becomes all the more simple. There is no need to waste time on introducing the business because people already have a general idea about it. This will also bring their

defenses down and the promoters can move for the kill more effectively and easily.

What are the Cons of Publicity?

Publicity is a double-edged sword. Companies that are hugely popular will be constantly under the media scanner. A single goof-up can be exaggerated several times over and could be a bigger blow to the company than if it were not popular. Companies have to be always on their toes to make sure they do not garner negative publicity.

Publicizing a business is a very costly affair. It needs to be consistent too – one-off publicity never does anything for the business. Hence, the costs tend to escalate to huge amounts.

Publish A Book



Why does Publishing a Book work for MLM?

Not just for MLM, having a book published in your name works for any business, provided the book has to do with the business. Every person approaches MLM differently and sure you will have your own methods. You can write a book about these methods or simply you could put in some of your experiences – the teething problems, the prospecting you did, anecdotes, etc. – and write a book on those. People who are into MLM love to keep reading matter about it. If they read your book, you are garnering some good publicity there.

It is right to say that every MLM sponsor must consider writing a book about their networking exploits some day. This could go a long way in furthering their business and establishing their credentials.

What are the Pros of Publishing a Book?

The benefits are immense. You become popular and there is no extent where this popularity will lead you, depending on how nicely you have penned the book. You can cash in on this popularity quite emphatically. You could actually carry a copy of your book when you go prospecting and let your prospects take a look at it. The impression this creates upon the prospect is awesome and they will not just brush you aside. Published authors have a reputation and you will be entering that hallowed league with your book.

Whether your book is a bestseller or not, the fact that you have written a book means that you know about the business. This helps immensely in prospecting.

What are the Cons of Publishing a Book?

Writing a book takes a very long time. You have to invest a few hours each day to writing. You will need to rummage through a lot of existing information to make your book interesting. You might also need to take interviews from people and even seek their quotes. All this takes a lot of time. If you are looking for something quick, writing a book will not be a solution for you.

The very process of getting the book published can be harrowing. You will need to meet with publishers, give your manuscript for review, then edit it according to their guidelines, etc. Most new writers find this process quite off-putting.

Word Of Mouth



What is Word of Mouth Publicity?

Basically, when one person likes something and recommends it to a friend or acquaintance, it becomes a word of mouth publicity for that product. We do this all the time without even thinking. When we tell someone, "Hey, this book is great, you must read it!", we are actually promoting the book through word of mouth. This happens with all kinds of businesses.

Since MLM is a concept that involves prospecting, word of mouth publicity works in a large way here. As people talk to each other about the opportunity, they are publicizing the idea to others and indirectly helping in building the network. MLM sponsors always urge their interested prospects to spread the word about the opportunity to their family and friends because that can have a much greater impact on them.

What are the Pros of Word of Mouth Publicity?

A friend's recommendation can go a long way when compared to a promotional pitch by an unknown person. When the prospects are roped in to speak to other people about the concept, there is a trust factor at work. People who listen to the idea will be better convinced by a known person. Hence, the chances of success are high.

MLM sponsors do not need to invest anything here, not even time. The word of mouth publicity works of its own accord and the only thing that the sponsors will see are the results.

What are the Cons of Word of Mouth Publicity?

There are at least two levels at work here – first, the prospect must be convinced that the idea is interesting and second, the referred person must be convinced about it too. The recommending can go on deeper as the referred person can refer it someone else and so on. Because of the various nodes here, there are several ways that the chain could break.

The business must really have something unique and must be interested so that it gets the value for word of mouth publicity. In a competitive world, people will refer only the best opportunities to their families and friends. Of course, some incentives can be given to people who agree to promote, but then it does not exactly fit the bill of the word of mouth form of publicity.

Online Strategies

Blogging



What is Blogging?

Blogs are websites where people can make posts which are recorded in a chronicled format. The posts are usually stamped with the date and time at which they are made and the username of the person who has made the post. Every post can be commented upon by people visiting the blog. In some blogs, the comments can be made without registering on the blog, while on some others a registration and even an approval from the administrator might be required.

Blogging has come a long way from what it was when it first became popular. Earlier people used blogs as a kind of personal diary which was not meant for the general public. The blogs would be like family souvenirs or something that only a group of friends would share.

However, today, commercial businesses are tapping blog marketing to promote their products.

In the world of MLM, blogging has special significance because they can help not only in building and strengthening marketing networks but also in prospecting new people and selling products.

What are the Pros of Blogging?

The best feature of blogs is the immense visibility they can create on the Internet. Search engines love blogs if they are constantly updated with content. Also, business bloggers use techniques such as search engine optimization in order to bring the blogs higher on the search engine rankings.

Blogging helps build communities which are great for MLM prospecting needs. Blogs can be visited by other experts in the field who would make their own posts, thus adding to the information value and credibility of the blog.

Blogs can be tapped with other Internet marketing methods such as article marketing, email marketing, etc. and leveraged into interesting a large number of people into the opportunity.

What are the Cons of Blogging?

The biggest problem with blogs is that they need to be constantly updated, which means a lot of work is needed in maintaining a blog. Blog authors may find themselves in a crunch for ideas after a while and may need to hire professionals to keep their blogs running, which

spell expenses. Also blogs need to be peped up for SEO which needs some kind of technical knowledge of how search engines work.

Blog Commenting

What is Blog Commenting?

Blog commenting is a systematic online promotional technique in which marketers visit different blogs, usually those which lie within their own niche, and post comments. They will include the URL of their own business website or blog if they have one along with these comments. These comments are short, usually pertinent to the main blog post, and are written in such a way that they pique the interest of other readers to visit their website or blog. The promoter may or not have their own blog.

The method of blog commenting is different from blogging. By blogging we mean that the person had his or her own blog on which they make posts and elicit comments from other people. Blog commenting is a reversal of this. Here, the promoter is primarily interested in visiting other people's blogs and making comments there.

What are the Pros of Blog Commenting?

The technique is a way out for people who do not want to take the effort of maintaining their own blog and still want to leverage the Internet for getting visibility to their business opportunity. It is a means for them to become popular on the Internet. Some of these comments can be really informative. There have been blog comment writers who have had their own fan following on the Internet.

Like all Internet methods, blog commenting does not cost much. The promoter may hire a writer to make these comments on a daily basis. This could cost a little, but if the promoter does it himself or herself, then there is no expense at all.

What are the Cons of Blog Commenting?

Unfortunately, the cons of blog commenting are too many to take this technique seriously. Those who make comments on blogs that obviously reek of self-promotion are looked down upon on blogs. They may be branded in the same league as spammers and even get unsavory comments directed at them. The administrators may block such comments or even the comment maker.

Blog commenting is a very delicate technique of promotion that needs a subtle approach and at the same time it must pique the interest of the readers. It is necessary to have amazing copywriting skills for this to succeed.

Article Marketing



What is Article Marketing?

Article marketing is an online promotional technique in which marketers write informative articles about their business opportunities and submit them to article directories. These articles are made very appealing with proper headlines, easy to read formatting and useful content to any reader. The articles are followed by a short bio of the author, where the author can write about his or her business and even provide a URL to the business website or blog.

The intention is to make these articles highly visible on search engine ratings through expert SEO. When that happens, more people will be able to come to the article and if they are interested in it, their chances of visiting the website or blog increases. Article marketing is a method of increasing traffic on websites or blogs, from where further marketing strategies can be employed.

What are the Pros of Article Marketing?

One of the best advantages of article marketing is that it works in increasing awareness of the business. The directories on which the articles are submitted have good search engine optimization, usually

better than what the promoter can do. Also, most of the popular article directories have great page rank, which already brings them up on the search engine results.

A person who writes an article comes across as an expert on the subject. This kind of credibility works immensely in the prospecting. Also, people who come to the website or blog through the link provided in an article have come there because they have liked what they read. In a way, these people are already presold to the idea, which makes prospecting easier.

Article marketing is one of the most cost-effective methods of online promotion – low costs, high results. This makes it one of the first choices on newbie online entrepreneurs and those who are working with a shoestring budget.

What are the Cons of Article Marketing?

Article marketers should know the pulse of the reader and write on what they may be interested in. They have to know their niche market for this. They must also be good at writing and presenting their ideas. They can hire freelance writers, but that increases costs.

A few articles here and there do no good. Article marketing needs to be kept up as a constant endeavor and this takes time and effort. Some marketers may find the process of finding new topics to write on quite harrowing.

Marketing through articles can only lead a visitor to the website or the blog. From there on, the website or blog itself has to be riveting enough for bringing in the conversion. Hence, article marketing is not

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an absolute promotional technique – it depends on several other factors for its success.

Tell A Friend



What is "Tell a Friend"?

The "Tell a Friend" script is a small widget that is included on websites (usually) so that subscribers to the website can tell their friends about the website through an automated process. This is done usually during the signup process. When a new member joins the website, a window may come up which informs them that they can tell their friends about this website. If the subscriber clicks the OK button, he or she is taken to a form where they can put in the names of their friends. An automated email will be then sent to these friends which will probably read something like "XYZ has found this website interesting. You can join in too, here!" or "I am really happy to be a part of ... and want you to be here too. Do meet me here soon – XYZ."

In some modern versions of the "Tell a Friend" widget, the person is directly allowed to sign in to their email from which they can just click and select which friend to send the notification to. This makes the process much more user-friendly. If the default option is used, the notification will be sent to all the contacts of the subscriber.

What are the Pros of "Tell a Friend"?

This is the online version of word of mouth publicity and is very effective in bringing people. People will like to go with their friends' recommendations and will at least want to see what it is all about. Hence, there will be initial signups.

The method does not cost anything and does not take any time. "Tell a Friend" widget are freely available on most site builder software applications. Once it is installed, the process goes on in an automated manner.

What are the Cons of "Tell a Friend"?

Though the marketer will get an initial flood of signups, there is no guarantee that the people who have signed up will continue. It is necessary to be consistent with these newly signed in members because they will have to be pleased with the services of the website.

Forum Marketing

What is Forum Marketing?

Forum marketing is marketing with the use of forums. These forums are places on the Internet where people of like interests come together and communicate with each other in a type of social networking. However, forums are generally much smaller in size than social network portals on the Internet and they have people that have at least one thing in common.

Multilevel marketers can use forums to improve their networks and create some awareness of their opportunity. They can host their own forum and invite other interested prospects and marketers or they can become a part of an already existing network that deals with MLM. Once there, they can make posts and comments just as one does with blogs. These comments can have their links in an indirect manner (some of them allow obvious links and even text links) which help in bringing in the traffic.

Forums have several topics of discussions going on at once. Marketers can scan all these topics and comment on what they feel like. They can even start their own threads which people may begin discussing about.

What are the Pros of Forum Marketing?

Forum marketing is a cost-efficient method. There are actually no costs to put in if the marketer spends time and posts comments himself or herself.

Since forums have credits to the authors, they help in improving the marketer's own name and even establishing a brand identity.

The promotion does on forums keeps increasing in visibility as the person makes more and more posts. There is permanence to a post once made, unless the forum owner deletes it.

Marketers can learn several things about the MLM world through forums. Since experts from all over will be commenting here, forum marketing can be an educative process.

What are the Cons of Forum Marketing?

Forums are prone to spammers and negativistic commentators. The spammers are those that flood the forums with links of their business without any substantiation. Instead of bringing any positive effect on their business, such tactics actually detract from their credibility. Negativist people are those that have something bad to say about the business. These can create a wave of negative energy throughout the forum which can be depressing to others, especially to people who are new entrants in the field.

Email Marketing



What is Email Marketing?

Email marketing is a method of promoting businesses through the Internet, by sending emails to people. These people are usually present on a list that might be created through a lead generation technique. The aims of email marketing could be varied. These could be:-

- Directly promoting a product and interesting the recipient in visiting the website of the business
- Creating awareness of some newly introduced feature in an existing product
- Calling upon people to introduce new people in return of certain incentives
- Interesting recipients in products and opportunities of affiliated businesses in a bid to bring in residual income, etc.

This technique is used by big as well as small businesses and in most cases, the business emails could be helpful to the receivers. These emails could also take the form of newsletters which may or may not be directly inviting people for some business.

What are the Pros of Email Marketing?

Since most marketers will send the emails to a previously generated list of people, the method is less effort-intensive. There will be effort needed to create the copy of the email but other than that, it is a largely automated process. Tracking is possible through autoresponders. These will tell the email sender if any action has been taken. Hence, manual tracking is not needed.

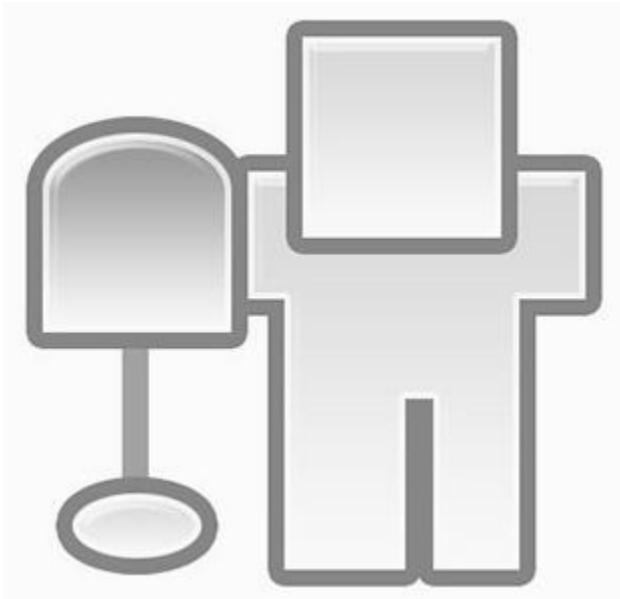
There is usually an instant reply for email marketing because of the speed with which emails are sent. All other methods of marketing – over the Internet or otherwise – can take a lot of time materializing into prospects.

What are the Cons of Email Marketing?

There is a very thin line between email marketing and spamming and this line can very easily be crossed. Action against spammers is quite strict, including legal recourse. The marketing needs to be subtle and done in a way that it provides some value to the receivers.

The emails can be filtered out automatically and end in junk folders. If that happens, there will be no use of this campaign. It is necessary to strictly adhere to anti-spamming rules.

Social Bookmarking



What is Social Bookmarking?

Social bookmarking is a technique where visitors to a website are invited to bookmark the website so that they can visit it in the future. The bookmarks are available to anyone that visits the website and the bookmarks are stored on their browser in most cases. However, in some cases, social bookmarking can take a private nature where people who fulfill some eligibility can be allowed to add the website to their bookmarks. The bookmarking is done through metadata.

The prime intention here is to create repeat as well as new visitors. When people add these bookmarks (in the form of tags), they become visible to a large number of people within the network who might also want to check out the website. Some social bookmarking sites are Digg, Stumble Upon, Propeller, Reddit, Mister Wong and Mixx. Deli.cio.us was the site that not only coined the term 'social bookmarking', but also was the first to introduce the concept of tagging.

What are the Pros of Social Bookmarking?

They increase the chances of getting repeat customers. On many occasions, people visit some interesting website and make a mental note to check it later in detail, but then they forget what the name of the site was. Social bookmarking can avoid such issues.

There is also an SEO aspect here. When people bookmark sites, the number of visits that the site gets will increase. This will help improve the page rank of the websites.

Modern bookmarking abilities allow people to add comments to the bookmarks and even email them to their friends. This has made them much more beneficial for marketing purposes.

What are the Cons of Social Bookmarking?

Social bookmarking suffers from the fact that it uses tags. Tags do not follow any standard rules and hence it is possible that they may be used wrongly. Tags used ambiguously also have no impact on the marketing campaign.

Spamming is a growing area under social bookmarking. Taking advantage of the fact that social bookmarking can improve SEO of a site, some marketers have started bookmarking their websites many times using many popular tags. This is proving to be the bane of this technique.

YouTube Marketing



What is YouTube Marketing?

Hardly ever has any kind of online marketing become so dependent on a single website as it has become on YouTube. YouTube singlehandedly defeats all article directories in terms of sheer traffic. Hence, it is no surprise that marketers are looking upon YouTube to expand their networks.

Basically, YouTube marketing is nothing but video marketing using YouTube. The marketer makes a video and submits it to YouTube. The video is accompanied by a title and a description, both of which are search engine optimized with keywords. The video becomes visible not only to the YouTube users but also to the general public. In most cases, people who use YouTube for expanding their business will include a link of their business website in the video so that it can generate traffic.

What are the Pros of YouTube Marketing?

YouTube is probably Internet's most visited site, with a traffic of millions of people each day. The popularity of YouTube is indicated by the fact that Google purchased YouTube for a mind-boggling sum of \$1.65 billion. It is privilege to be featured on this site, for almost free, and take advantage of its amazing search engine optimization.

Because of the huge community that YouTube has, it is a great place to virally market business opportunities. As people comment more and more about the video, it leads to branding.

YouTube can bring a good amount of traffic to business websites. It needs to be used efficiently in order to achieve this. YouTube marketing works constantly at driving this traffic. Once the video is made and submitted, it will keep directing people to the website in an automated manner.

What are the Cons of YouTube Marketing?

The method can prove daunting to some marketers because it entails making a video and putting it up on the Internet, for global consumption.

The videos need to be carefully thought out and shot so that they do not become run-of-the-mill. There are hundreds of videos on YouTube in various niches already and great SEO is needed to make the video visible over the competitors'. It is also important to put highly interesting content that holds the viewer appeal.

Yahoo! Answers



What is Yahoo! Answers?

Yahoo! Answers is an information-cum-social networking service from the Yahoo! group. Basically it allows users to ask questions and seek answers for them from people from around the world. They can select the best answers from among these answers. Yahoo! Answers also uses a points system. For every question asked, 5 points are spent. For every answer given, 2 points are earned and if the answer is deemed as the best answer by the person who asked it, the answerer will get 10 points. Anyone who has a Yahoo! account can use Yahoo! Answers to ask and reply.

But Yahoo! Answers is much more than a website where people can ask and answer questions. It is a complete social networking website, though it may not follow the same methods as other similar sites. For example, it does not allow people to chat with each other, though their email addresses are public.

Marketers find Yahoo! Answers to be a good place to advertise their business opportunities because of two reasons. It is a place where they can establish their credibility by posting informative answers with their website link, which is allowed

here. Secondly, Yahoo! Answers gets an amazing amount of traffic each day. It is only behind Wikipedia among informative websites.

What are the Pros of Yahoo! Answers?

Anyone that has a Yahoo! account can use Yahoo! Answers. By answering questions, they send out the message that they know their business well. The rating system can be used to establish credentials above competitors.

Yahoo! Answers is a free worldwide service with millions of visitors each day. Top celebrities have Yahoo! Answers accounts, which make this a high-status website to be promoting business opportunities on.

What are the Cons of Yahoo! Answers?

There are guidelines to be followed while asking as well as answering questions. Disobeying these could lead to blocking of accounts, which is a terrible loss of face to a business.

It takes time for Yahoo! Answers to bring any positive results. A lot of answers need to be made before visibility is attained and that could take time and effort.

There are spammers on Yahoo! Answers too. Marketers need to know that they must not cross the line.

Press Releases

What are Press Releases?

Press releases are any information, usually business information, that is released to the public through written content. In the online world, press releases are much like articles, with the only difference that these are actually announcing something. There are press release directories such as PRWeb.com where these press releases can be submitted. The press releases are immediately picked up by the directories because they need to be as current as possible and if they have been optimized efficiently with keywords, they will begin ranking highly on Google and other search engines.

Multilevel marketers and other businesspeople have been using press releases to announce their business opportunities since even before the advent of the Internet. However, with the Internet, it has become possible to submit press releases almost free of cost and have a much wider exposure for them through SEO.

What are the Pros of Press Releases?

Press release directories over the Internet allow placing links of websites. Thus, they can be looked upon as a traffic building or even a lead generation technique. Because of the presence of features such as Google Alerts through which interested people are constantly checking out advancements in their fields of interest, it is very likely that targeted traffic will begin building up soon.

A press release carries with it the impression of something important happening. It helps keep the business "in the news" in the literal sense. That is the reason most marketers are leveraging their promotional campaigns with press releases.

What are the Cons of Press Releases?

Owing to the fact that press releases can bring in a lot of traffic very soon, a lot of marketers have begun using them even when they do not have anything very noteworthy to announce. This is bringing a bad name to all online press releases.

A professional writer will be required to write a press release because of the newsy language that is required to draft it. At the same time, the writer must know about keyword optimization. It can be difficult to get a writer that has both these qualities and may prove costly.

Buying Banner Advertising



What is Banner Advertising?

Banner advertising means advertising in someone else's space by placing a banner there and paying the rent for the space. In the online world, banner advertising takes up space on other websites to promote a business. The banners could be horizontal or vertical, placed at the top, bottom or the middle and of various dimensions. Based on all these points, there are great differences in costs of the banner spaces. Also, the kind of banner matters. Banners of offensive businesses will cost more to host. The banners may display the link of the website. In any case, the whole banner is always clickable and will take the clicker to the website of the advertiser.

Network marketers use banner advertising to promote their business opportunities. However, this is not a common form of advertising for new entrants into the MLM world because of the costs involved. After a set period of time, marketers start considering such methods as banner advertising to leverage their business.

What are the Pros of Banner Advertising?

Banners have visual appeal. When made professionally, their esthetic appeal is enough to bring in visitors. Intelligent wordings in the banners add to their appeal.

These banners will be kept for some time on the host site. This allows for prolonged visibility. If banner spaces are brought on popular websites, a greater amount of traffic can be funneled to the advertiser's website. However, this can increase the cost.

Banner advertising requires a visitor to do next to nothing. Only clicking on the banner is enough to direct them to the website.

What are the Cons of Banner Advertising?

The expense is the major stumbling block. Banner advertising has no value if it is done on sites that no one visits but to buy banner space on popular sites, the costs will be higher also. Furthermore, these banner ads need to be professionally designed and provided copy for, which is again an expensive proposition.

Banners do not have permanence. Banners have to be bought for time as well as space. This is a drawback in comparison with most other online marketing methods that have more permanence.

Online Classified Ads (Craigslist)

What is Craigslist?

Craigslist is a community website that allows users to post and view classified ads. These ads belong to various niches, including business opportunities through MLM. Craigslist was the brainchild of Craig Newmark who started it in 1999. The ads are city-sensitive. In 1999 when it was launched, it was meant for the San Francisco Bay Area, but soon it expanded to cover most areas of the globe. Today, Craigslist has ads from over 50 countries.

Online marketers look at the online classified ads on Craigslist as a method to promote their businesses. The website is Internet's 47th most visited site and records 9 billion page views per month. This humongous amount of traffic cannot be ignored by multilevel marketers who are constantly trying to build their networks.

What are the Pros of Craigslist?

Craigslist predominantly uses text based ads. These can be worked at quite easily for SEO so that they become more visible on the Internet. This helps in attracting more traffic.

The cost-effectiveness of online classified advertisements with Craigslist is an important point. Thus, Craigslist is a method much favored by amateur marketers who are just trying a hand at the game and do not want to put in a lot of investment.

Once the ad is submitted and approved, people can respond directly to the advertiser. This begins to happen almost as soon as the advertisement is live on the website.

What are the Cons of Craigslist?

There are rules to be adhered to, which would otherwise lead to the disapproval of the advertisement. It becomes important to learn about the system in advance.

Posting the ads is expensive, though not as much as traditional classified ads in newspapers and the like. The costs of the ads depend on the kind of service being advertised. Placing a couple of ads could cost more than a \$100.

The number of ads present on Craigslist at any given time is quite huge and that may hide individual ads. These ads would need compelling copy to make any kind of impact.

EBay Traffic



What is EBay Traffic?

EBay is one of the most popular websites of the world, with a traffic of millions each month. Since eBay allows for the placement of classified ads, it becomes a very suitable option for marketers to tap into the traffic. By placing classified ads, the marketers are not actually selling anything, but they are promoting the links present in the ads. This is one part of eBay where the intention is not to make direct sales, as compared with its better known auction segment, but it is to bring targeted traffic to websites and blogs. Multilevel marketers use these techniques to bring people to their websites.

What are the Pros of EBay Classified Ads?

Placing ads on eBay is quite cheap. Hosting an ad for a whole month costs only \$9.95, which is much cheaper than other Internet based promotional methods. This brings a lot of people to eBay to make their listings, thus increasing the traffic on eBay itself. At the same time, a large volume of traffic comes over to find out about the listings and to find out things that are up to their interests.

One of the best parts of eBay classified ads is that it is low competition. That means better individual visibility to online marketers.

What are the Cons of EBay Classified Ads?

EBay has a strict screening process for each advertisement that is submitted on it. If it finds that any person has flouted the rules and regulations, the ad could be removed and even the user account can be blocked.

Like in all other Internet promotional methods, eBay classified ads are also not absolute. They need to be used in conjunction with other methods to make a good overall impact. The website has to be professional also, which is what will help in actually attracting people when they visit by clicking on the advertisement.

Organic Search Engine Traffic



What is Organic Search Engine Traffic?

Organic search engine traffic is traffic which is generated automatically for a website without resorting to any paid methods. There are various ways to do this. The most popular method is to submit websites to search engines such as Google. This helps in bringing traffic, but it is still important to optimize the website for the search engine because it will have to go through the crawling process by the search engine spiders. There are other places on the Internet where the submissions can be done, such as directories like Yahoo! and other sites.

Marketers are always in the search of more leads for expanding their business networks and in such a scenario, organic traffic works amazingly well. However, it is important to keep the effort consistent and track the progress so that results are seen.

What are the Pros of Organic Search Engine Traffic?

The best part about organic search engine traffic is that it is a completely legal process. No one can put a finger on these methods. (Other methods are often subjected to being branded illegal. The most prominent such methods are email marketing, which can be branded as spamming, and commenting on blogs.)

Organic search engine results are displayed differently on the search engine results than the paid results. From the user's point of view, the organic results are

preferred because they have reached the search engine page on their own merit and not because they are paying the search engines to post them.

Organic traffic is free. Though it is labor-intensive and needs to be kept on as a consistent effort, the fact that there is no requirement of money makes it a popular method of online promotion among network marketers.

What are the Cons of Organic Search Engine Traffic?

This method takes a long time to show any kind of result. An estimated six months must be allotted to begin showing results of the optimization techniques and submissions.

There should be no inconsistency in maintaining organic traffic. Just as the search engine results can increase with effective promotion, it is also possible that they will plummet if the efforts are slackened.

Pay Per Click Advertising



What is Pay Per Click Advertising?

Pay Per Click advertising is an affiliate marketing method in which the host is paid according to the number of clicks that they can provide to the advertiser's website. These advertisements are acquired through a service such as Google AdWords, which maintains a listing of advertisers. When an account is created with AdWords, it will provide a list of ads to the subscriber, from which particular niches can be selected. Then AdWords will provide the codes to place these ads on the website. Whenever these ads get a click from a visitor, the host will get a small sum of money.

What are the Pros of Pay Per Click Advertising?

Pay Per Click advertising is a win-win situation for everyone involved. The host benefits from the residual income that the click through visits can create for them. The advertiser is benefited by the exposure obtained. The service, Google

AdWords or any other, is benefited because it gets a commission from the advertiser for making its ads visible on the host website.

Pay Per Click ads can be optimized for the search engines. This guarantees a high visibility for them if done correctly. Using this form of advertising in conjunction with lead capture pages, a good list of targeted prospects can be created.

The cost factor is of paramount importance. It takes only a few cents to place these ads on the Internet and keep them there all the time. The process is automated, so it does not require manual intervention even when an ad gets a click through.

What are the Cons of Pay Per Click Advertising?

The ads are provided through a bidding process. If the bids are high, ads are guaranteed a higher page ranking. For most marketers, AdWords is a source of income too; hence, they would want to earn money from AdWords so that they can bid high. This can be possible through a higher page ranking. Thus, there is a cyclic effect in play.

Also, AdWords is all about survival of the fittest. Ads that perform well will persist, while those that don't will perish, bogged down by the high costs that they will have to face.

Ezine Solo Ads

What are Ezine Solo Ads?

Ezines are electronic newsletters. These are usually delivered to people through their email ids. When people visit websites, they are sometimes asked to subscribe to newsletters on those websites. This is how ezines are delivered. Now, since the ezines are delivered for free, they try to make money through advertising. These ads are sent to people with the newsletter.

There are actually three kinds of ads that ezines carry – classified ads, sponsored ads and solo ads. Out of these three, solo ads are the most significant for marketing purposes because they will be sent without any other content. Their prices may be higher, but they guarantee better visibility and consideration from the receivers.

What are the Pros of Ezine Solo Ads?

These ads are very effective in building targeted leads. People who subscribe to newsletters are those that are interested in the product in some way. Since the ezine solo ads will be only going out to these interested people, the traffic obtained through them is targeted.

Because the solo ads are devoid of any other content except the copy of the ad itself, there are no distractions for the recipient. They concentrate only on the ad and are prompted to take some kind of action.

Autoresponders can be used to automate the responses obtained on these ads. This makes the whole process quite convenient for the advertisers.

What are the Cons of Ezine Solo Ads?

Because of their exclusivity, they can be very costly. A single ezine solo ad can cost about \$100. Hence, marketers cannot do this often.

A lot depends on the newsletter that is associated with the solo advertisement. It is important to check the quality of the newsletter, the number of subscribers it has, the frequency of it getting mailed, etc. Though these ads are solo ads, it must be checked what other solo ads the newsletter sends. A lot of solo ads can lead to a loss in credibility.

Podcast Traffic



What is Podcasting?

Podcasting is a technique through which audio files are made available on the Internet, from where they can be downloaded directly to MP3 players, including iPods, for whom the term was coined. Podcasting is different from other methods of streaming audio files on the Internet, in that it can be used with RSS feeds and can give automatic update downloads to the audio whenever they are available.

Podcasters tap their business opportunities with the audio that they provide. Though this audio may be something interesting, like a song, it might have something like a commercial at the beginning or the end where the marketer speaks about the business opportunity. This is very similar to advertisements in broadcasting with the radio, but the only difference is that this is Personal on

Demand Broadcast, a term from where the term Podcast is supposed to originate (actually it originates from a play on 'iPod Broadcast').

What are the Pros of Podcasting?

These are personal promotional methods, where it is assured that the person's complete attention is on the podcast when the ad is running. This ensures a better consideration from them.

Podcasts are very good for SEO. Search engines pick them up and this can be improved by improving the optimization in their descriptions. Social bookmarks can also be added to improve their visibility on the Internet. To top it all, podcasting is very cheap.

One more benefit about podcasting is that viral marketing can happen. A person who has heard a good podcast is likely to recommend it to friends. This can bring some good viral marketing into the picture.

What are the Cons of Podcasting?

The number of people using MP3 players and actually getting time to listen to downloaded content on it is very less. Due to that, the popularity of podcasting is a bit on the lower side.

Directory Submissions

What is Directory Submission?

Online directories are places where website links can be submitted. These directories are looked up by the search engines when they are ranking websites. Being present on a directory increases the chances of the website being ranked highly on the Internet. This can bring in a lot of traffic.

Most marketers devote a lot of time to submit their websites to Internet directories. If done manually, it can be a very slow and harrowing process. However, there are automatic directory submission applications available which can submit websites to thousands of websites over the Internet within a second, who will expect a link back from you. However, even this works because the visibility of both sites are improved, thus bringing in the traffic.

What are the Pros of Directory Submission?

The visibility that is got from directory submissions is remarkably immense. Search engines tap these directories when they are according ranks to websites.

Online entrepreneurs can add their websites to any number of directories that they wish, which means there is no limit to the kind of publicity they can get. In this, they are quite capably assisted by the automated submission software because they can do the work deftly and through autoresponders can tell whenever there has been any response. These automatic submission software applications will also keep a record of the websites where the submissions have been made.

What are the Cons of Directory Submissions?

The Big Book Of Home Business Lead Generation Methods

One of the most significant problems here is that directory submissions can take up a lot of time. It needs to be kept on as an ongoing process. Even if autoresponders and automated submissions software are used, they will still take time. Some marketers end up employing staff to look after their daily directory submissions, which prove to be quite a burden on the company itself. Also, such methods take time to show any kind of material results after the directory submissions have been done.

Social Networking Traffic



What is Social Networking Traffic?

Social networking is an important arm of Web 2.0. This is a means of online networking through websites where several people sign in and can communicate with each other in various ways. Some of the most popular social networking sites in the world today, which have millions of subscribers, are Facebook, MySpace, Orkut, Stumble Upon and hi5 among others.

When they first began, social networking was considered to be a wonderful idea for Internet users because it was considered that Internet users are an introverted folk. Through social networking, it became possible for web users to mingle with other people and socialize. Soon enough, businesspeople began seeing the advantage of social networking. They saw the opportunity of being able to tap this resource containing millions of users to find their niche customers. Since social networking sites have user profiles that members can see at least in part and because they allow links to be placed in the communication, they are looked upon as convenient vehicles of business promotion.

What are the Pros of Social Networking Traffic?

It is easy to find targeted traffic through social networking sites because most of them have user profiles that list and display their likes and dislikes to other users. It is possible to build a group of friends on these networks which makes promotion easy using options such as "Send to Group". Most social networking

sites allow users to post photos, audio clips and videos. This makes it possible to market in more ways than previously possible.

All social networking sites have built in autoresponders that send email alerts whenever there is some kind of response to the user. Hence, marketers are able to instantly track communications made to them and reply. Social networking sites allow feeds which can inform users of updated content.

It is possible to build groups with other similar marketers and gain some knowledge.

What are the Cons of Social Networking Traffic?

Understanding the business potential within social networking, it is increasingly being abused for spamming. This is lowering the impression of the business promoters on social networking sites. Internet fraud is also rampant here; hence, whatever marketing is done on these sites must be done discreetly and subtly. However, some sites have open policies for business promotion and here there is no need for discreetness.

The general people who join social networking sites do not do it with a business intention. They are only looking for a good time. Pitching a business opportunity to them in such a situation can be difficult. Social networking also takes a lot of time if it has to be done in the way it should.

RSS Submission



What is RSS Submission?

RSS is Really Simple Syndication. It is a method that is used by web publishers to syndicate their web content. When users of their website subscribe to RSS feeds, they are automatically informed of any updates to the site in the form of content, blog posts, inclusions of new audio or video files, etc. These updates are stored in web feed files, also known as web feed channels, in the form of complete or summarized content. The update can also include metadata including the date and the name of the author, if applicable. In order to read the data stored in web feeds, users will have to use an RSS reader, also known as an aggregator. Most email services – Yahoo!, Google, MSN – also act as aggregators, so it is not necessary to specially go and get one.

What are the Pros of RSS Submission?

Marketers use RSS as a promotional tool to a large extent. By allowing feeds, they are letting interested visitors to be automatically informed of updates. This helps in consolidating their presence in the visitor's mind.

The traffic that RSS brings in is targeted. Because someone who has submitted to the RSS feeds will get a summary of the content that has been updated, they will already know what the content is about before they check in. It can be

assumed that they have liked what they saw in the summary. Hence, the visitor already has an impression about the update.

Residual income can be made through services such as Google's AdSense for feed. This will pay out to the publisher every time a visitor clicks onto a feed.

What are the Cons of RSS Submission?

Some webmasters feel that RSS submissions are too technical and they can do without it. RSS is a relatively new idea – it came to the fore only in 2005 – and most people are still unaware of how to use them.

RSS requires optimization to become effective. This can take time and effort and may even cost money if a professional is hired.

Traffic Exchange Programs

What is Traffic Exchange?

Traffic exchange is a website that offers to give traffic to webmasters. When a webmaster joins a traffic exchange website, he or she has to earn credits on the network. These are obtained by visiting the sites of other members on the exchange. As a webmaster keeps visiting other sites, the credits are accumulated. The credits are directly dependent on the number of visits that the webmaster makes on the sites on the exchange. These credits can then be exchanged for traffic.

Thus, traffic exchange programs use the concept of "I rub your back, you rub mine." Webmasters give other sites traffic, earn credits and then get their own traffic. This kind of mutually benefiting program is used by business marketers to generate traffic to their websites.

What are the Pros of Traffic Exchange Programs?

The traffic exchange programs are a way to get traffic without putting in any money. In that sense, they work efficiently. Most of these websites can give traffic in exchange for various services and not just visiting other sites in the network. Some of them also have games that can be played in order to earn credits. In that way, traffic exchange programs can be an enjoyable way to bring in some traffic.

What are the Cons of Traffic Exchange Programs?

One of the biggest criticisms about traffic exchange programs is that the traffic is of no real value. People who come to a website through traffic exchange programs are looking at earning some credits themselves. They are not really

looking at joining a business opportunity or buying a product. This could merely put a pressure of traffic on the website but give no actual worth. However, some experts argue that even with the mere traffic that traffic exchange programs bring in, the large number of visitors at least make the search engines rank the websites better. There are thus indirect benefits that traffic exchange programs can give, apart from the obvious one of bringing in traffic.

Traffic exchange programs do take a lot of time and very few marketers actually continue using them after having tried them out once.

Co-Registration Leads

What are Co-Registration Leads?

Co-registration leads are leads that are generated by making people opt in to various services on websites. These are advertised as offers for which subscribers can opt in. Opting in is optional. Subscribers can also opt in to as many of these links as they want. When they do so, they are sent further information from these services, which could newsletters or marketing emails. Marketers use this opportunity to get targeted leads to their businesses.

There are three kinds of co-registration leads depending on how people are made to opt in to the services. Some of these require the person to check a box to get added to the list (opt in), some require them to uncheck a box (opt out) and some of them will get an email when they opt in which will have a link that they need to activate by clicking (double opt in). All three methods of acquiring co-registration leads are very popular among marketers, who usually pay in terms of the names they acquire in their list.

What are the Pros of Co-Registration Leads?

Co-registration leads can bring in targeted traffic to websites. People who opt in have done so out of their choice. They know what the product is about, they are interested in it and hence they have decided to opt in. This kind of targeted marketing is reinforced by double opt in features.

What are the Cons of Co-Registration Leads?

These could be a costly affair for a new marketer. A single name could cost up to a dollar or more. There are low priced services available, but the quality of those leads may be inferior too.

Co-registration leads are not an exclusive marketing process. They need to be kept up with follow-up promotion, which can consume a lot of resources of the business.

There is also confusion sometimes among opt in and opt out features. People may check a box to opt out when they actually need to uncheck the box. This may bring people mistakenly to the list. Promoting to these people is of no use. In all probability, they will unsubscribe soon, delete the emails or simply not open the email.

US Free Ads

The screenshot shows the homepage of USFreeads. At the top, there's a navigation bar with a search field, a dropdown menu for 'All Pages', a 'Search' button, and a 'powered by Google™' logo. Below the navigation is a banner with the text 'Bookmark this site by clicking CTRL and D'. To the right of the banner is an 'ACCOUNT LOGIN' form with fields for 'Username' and 'Password' and a 'Account Login' button. In the center, there's a section titled 'Free Classifieds' with a sub-section 'Welcome to USFreeads!'. It says they've been providing high traffic, high response Free Classifieds since 1999. A link to 'click here' is provided for placing ads. To the left is a sidebar with 'RECENT CLASSIFIEDS' (a list of recent posts like 'real estate trai...', 'little girl stre...', etc.) and a 'DISPLAY THESE CLASSIFIEDS ON YOUR OWN WEBSITE, FREE!' section with an 'XML' button and a 'POST A CLASSIFIED' button with a pencil icon. To the right is a 'Browse classified ad categories' section with links to various categories like 'Automotive', 'Pets & Animals', 'Real Estate', etc., each with a count in parentheses. There are also sections for 'New to USFreeads?' (with 'Learn how to sell' and 'Learn how to buy' options), 'Feature ads are now shown on over 50 websites!' (with a 'Click Here for info!' button), and a 'NEW! Enter your Zip code to find ads in your area!' search field. At the bottom, there's a footer with the text 'Copyrighted 1999 - 2008 USFreeads. All rights reserved.'

What is USFreeads?

USFreeads is a classified ad service which operates online within the US. This service allows people to post ads in various categories which users may look up for. Marketers find USFreeads a very convenient place to promote their products and through the website. This is also a popular place for affiliate marketers who use ClickBank or Commission Junction for getting their affiliates.

What are the Pros of USFreeads?

Being a classified ad service, there is definitely no problem posting ads here. In other online marketing methods, advertising needs to be done discreetly so as not to look pushy. On USFreeads, marketers are free to use whatever sales pitch they like.

These ads are text based and so they can be optimized for search engines. They can be optimized with keywords so that they improve their position on the search engine results. Such optimization is very effective with the Google search engine, which is the most widely used search engine used by Internet surfers today.

The method is quite cost-effective in comparison with other online classified ad services. It is also less time consuming, because once the ad has been submitted and approved, it will stay on the site for a while. In that manner, it can bring on a flow of residual traffic to the website.

What are the Cons of USFreeads?

For marketers who think that USFreeads may bring in a whirlwind of traffic in a short period of time, it does not happen that way. The ads placed here take some time to bring in results. Even after the results have come, it is only traffic that the website has gained. The marketer will need to implement other methods in order to interest the person in the business opportunity.

It is important to word the ad interestingly in order to make it stand out from a crowd so that people might be inclined to click on it. This takes some amount of writing skills.

User Generated Reviews

What is User Generated Reviews?

In the world of Web 2.0, user generated content is gaining a lot of importance. Web 2.0 is largely user based, where users will dictate what goes on the Internet and not a handful of webmasters. This is the concept behind user generated reviews. Websites like Squidoo, Wikidot, Hub Pages and Wetpaint already have this concept. These websites do not have a staff that writes the content on them – it is written by visitors and users of the sites.

Marketers can induce people to comment on their business opportunities, in much the same way as it is done on blogs. When that happens, the website gets a lot of content, which is generated by the user.

What are the Pros of User Generated Reviews?

If the product is indeed good, user generated reviews will have a great positive impact on the business. Because of reviews from users and not the promoters, people who are reading through them will be more inclined to get into the opportunity. This adds to the credibility of the business too.

Since the content is regularly updated, search engines will rank these websites highly. This is because search engines are always on the lookout for websites with quality content and user generated websites have no dearth of it.

Though initially difficult and somewhat too technical to set up, these websites are fully automated which require the webmasters to do almost nothing later on. The sites keep getting populated with user content. Widgets and other features make the whole show automated.

What are the Cons of User Generated Reviews?

User generated reviews are not considered authoritative content because it is mostly generated by nonprofessionals. This can have a negative impact on the website.

It takes a lot of effort to get people to add content to the website. There should be something in it for them so that they may consider this option.

Viral Reports

What are Viral Reports?

Viral reports are a method of rebranding. This report contains some information that allows other people to rebrand the report and put their name on it. These people can resell this report as though it were their own. Viral reports are prominently used in the online marketing world with the intention of bringing more credibility to the business.

The main requirement to make a viral report is a rebranding software application. These applications can convert the report in someone else's name and most of them can even be given away with the report itself so that the report can be further rebranded. Viral reports are publicized through social bookmarking websites, article directories, forum marketing and even on the publisher's websites.

What are the Pros of Viral Reports?

The reach that viral reports can have is immense. A publisher may not have enough leads to promote a business opportunity. But the person to whom the viral report was given may have a huge amount of leads. Even if that person rebrands and gives away the report to his or her leads, the links within the report will still point to the original publisher. This could bring a surge of traffic to the publisher's website. Also, this traffic would be targeted because they have come after reading the report and liking what they have read in it.

This could be a way of making some money if the viral report is designed to be resold.

What are the Cons of Viral Reports?

The process of promoting viral reports could be tedious for some. These reports need to be promoted aggressively through various places on the Internet. The rights can be sold for a sum of money, but then that makes the process much more difficult.

Though infringement laws are different for viral reports, there are some rules that must not be broken. The publisher's links cannot be tampered with, for example. But some unscrupulous people may do that, leading to loss of the intended traffic to the website of the original marketer.

Ad Swapping

What is Ad Swapping?

Ad swap is a joint venturing technique in which email ads are exchanged between two webmasters. To do this effectively, the webmasters must have a list of subscribers of their own. These webmasters can then introduce another joint venture partner into the group. This joint venture partner will communicate through email, which can be tracked through autoresponders.

Thus, there are three main steps in joint venture ad swapping. The first step is to create a list of subscribers, which must be at least 500. The second step is to find joint venture partners to swap ads with. The third step is to actually swap ads with them by submitting a proposal to them.

What are the Pros of Ad Swapping?

The most obvious benefit is the fact that it brings a huge list of people to the webmasters. By joint venturing with other people, they are directly multiplying the list that they have.

Ad swapping is a game of equality. It doesn't matter if one webmaster has a smaller list and the other one has a larger list. If they are in a joint venture, they will still swap ads over their lists. This may benefit one more than the other, but the main point is that both are benefited.

It brings more people to opt in to newsletters from where further promotional tactics can be used. There is a scope for diversifying markets too, because the webmaster is getting a list almost out of the blue.

What are the Cons of Ad Swapping?

It is a slow process. The first step – getting subscribers – will need to be done through article marketing, blogging, etc. This could take time. The second step is both time consuming and difficult. It is not easy to find a person interested in a joint venture and who would also be ready to swap ads.

Giveaway Events



What is Giveaway Events?

Giveaway events are events when a host of marketers come together and give something away to people. The intention here is to arouse the interest of the people into their business opportunity, though this is only a subtle undertone. The overtone is that of making a gift.

Such events are usually highly publicized before. Various marketers are invited and a lot of emails are sent on the marketers' lists about the event. These events also see a lot of traffic because of the freebies that are given away. In some cases, it will be announced beforehand what the gift is, while in other cases, that may not happen. Some marketers like to play at the surprise factor which can enhance the value of the gift.

What are the Pros of Giveaway Events?

Anything given away for free generates a lot of goodwill and so is the case with these giveaway events also. The participants earn brownie points in the minds of the receivers who will not mind to add themselves to their lists to receive more gifts from them. This helps the participating promoters to generate leads which they can use for further business promotion.

Due to the publicity that the event gets online, the participants become more popular than they would be if they had given away the gift from their own website. This ensures a greater curiosity factor. The publicity helps in creating a positive brand image also.

What are the Cons of Giveaway Events?

The resources required for such events are immense. The gift itself will cost, and organizing the event online costs extra. The gift could be something like an eBook, but writing the eBook requires money. Due to the expenses involved, such giveaway events are not held too often.

It is absolutely necessary that the gift is of some value to the users. If the gift is of an inferior quality, then the entire campaign may backfire. Some marketers thoughtlessly give away anything just to generate leads, thus losing a lot of credibility in the process.

Conclusion

It's time to get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?

The choice is yours!