

# To Call Leads or Not to Call?

By Jeff Neil

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Good question!

That has been a question, and a debate, since the Internet and MLM joined hands.

I've asked this question, been asked this question... and been involved in this debate on BOTH sides.

Truth is, it doesn't matter. There is no right answer. There is no right answer because it really depends on how you personally want to do it.

Not so much how you are told to do it.

Of course there are things to consider. In network marketing the big thing we are doing is building relationships of trust and common goals.

That common goal is a better lifestyle. I want that for you. You want that for your business partners, and hopefully you want that for your prospects.

But building relationships with complete strangers takes time or money. Or both.

If you are comfortable on the phone and really care for your prospects you can do well and spend less money. Effective calling takes less leads.

But it takes practice and skill. And it takes time away from your daily activities.

Emailing leads and not calling them is easy. There is little work involved at this point. With an autoresponder doing most of the labor you can be playing.

But email alone takes time. It's harder to build trust. Responses to email are lower. This means more leads costing more money.

A trade off. But both methods work. As long as you do it and believe it will work.

Now I know what you're thinking. Your way is the right way. And I agree. It's the right way for you because that is what you believe. And hopefully it's what you enjoy.

But I'm asking you for a favor. I'm asking you to look around and see how other successful networkers are doing their business.

And to understand that your downline can be very successful for you and for themselves. Even if they build their own business different than you do.

In our industry ( yes, MLM is an industry ) there are six and seven figure earners that simply call their leads.

There are six and seven figure earners that only email their leads.

There are others that do a combination of both. And still others that only contact people they know or meet and never buy leads.

Different people. Different methods. six and seven figure

earners.

How can this be?

There`s only one explanation. This is a people business. And as people, we are all different. Different wants, different beliefs.

We run around waving a flag yelling Duplicate! Duplicate! But it just doesn`t happen.

Yes, we have business plans. We have systems to help us with our marketing. And these are very helpful.

But at some point in time we deviate from the plan. We venture off and try \*our\* way. Only if it`s slightly different.

You should encourage your partners to stick with "The Plan". To try to build their business the way you do. After all YOU are the one with the experience.

But as a leader you should also give your members room to grow. To pave their own way if they insist.

And encourage and support them in their efforts. Even if the method is different than you`re own.

If the goal is to get to the other side of the lake... Who cares if you swim, walk, or take a boat. When you`re there you`re there.

See ya There!

Jeff

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