

Obtaining Leads for Your On-Line Business

By Chuck MacLellan

Obtaining Leads for Your On-Line Business

Chuck MacLellan
ezinearticles@screwtheboss.com

"Screw the Boss" Times <http://www.screwtheboss.com>

Obtaining Leads for Your On-Line Business

We all want to generate traffic and hopefully sales to our on-line business. Probably the best way to do so is by using "Opt-In" Leads. An "Opt-In" lead is where an individual fills out a form on a web site giving their personal information, i.e. name, e-mail address, phone number, and sometimes a physical address. They fill out these forms looking for information about making money with their computer.

There are many things to be careful of when using these leads. Unless you find a reputable lead supplier, chances are you will receive used and abused leads which will definitely lead to SPAM complaints. You want to purchase leads that haven't been sold more than once or twice. Yes, these will be more costly, but it will be money well spent! The best leads will also have an IP and Date Stamp when the people filled out the form requesting information about a home-based business.

Most of the leads you will find readily available are from people who see a pop-up ad that says "Fill out this form and win a prize" Come on....admit it...You have filled out at least 1 of these forms before. Don't worry...we all have. I think I'm still receiving unwanted e-mail from a company promising me a free widget. Here is the problem, I don't remember filling out forms for a lot of the junk mail I receive. Not to say I didn't fill it out, I just don't remember doing so. I'm sure if I wasn't involved in Internet Marketing, I'd be pretty upset by all the junk e-mail I receive.

Another source of cheap leads are from Free For All (FFA) programs. We all know how FFA's work. You submit your page link to an FFA and the owner of the page you submitted to

sends you a confirmation e-mail with their own ad in it.
I don't recommend purchasing leads from the aforementioned sources. If you do, you are only asking for trouble!!
I could actually write complete articles describing why you wouldn't want to purchase leads from the sources I mentioned above.

There are very reputable lead companies out there that you can purchase leads from. If you are interested in more information, just drop me an e-mail.

Thanks and Have a Great Day!!

Sincerely,
Chuck Maclellan
webmaster@screwtheboss.com

\$

Chuck MacLellan is a successful affiliate marketer who writes and publishes "Screw The Boss Times". A weekly ezine dedicated to those of you who want to kick the job habit and stay at home to make an income. All original articles, informative content and tips to make money with affiliate programs. Go sign up today and start receiving your FREE "Screw The Boss Times!"

<http://www.screwtheboss.com>

\$

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](http://www.get-articles.com)