

# Maximum MLM Results with Multiple Newsletters

By Jeff Neil

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Jeff Neil  
jeff@4mlm.com

The MLM leads Directory <http://www.leadsforthelazy.com>

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Email marketing isn't always what it's cracked up to be. At least when it comes to network marketing. It's still effective. It's still inexpensive.

But the results just aren't as high as they used to be.

All those email filters. Over quota inboxes, and just plain competition. Those mlm leads you bought are just not reading your messages.

Even if they are double optin. Even the leads that have been prequalified. Even the ones that were phone surveyed.

Yes, they wanted information about network marketing. They really did. But they are getting much more email than they expected. So they start ignoring it, if they get it.

But not to worry.

Anyone with a calculator can figure out that if you buy "x" amount of leads and put them in an autoresponder, "y" amount of prospects will join your business. Pretty much day in and day out.

You`ve heard the saying: "It`s a numbers game". So let`s get bigger numbers.

There are many factors involved when a person actually decides to join you and your business. But two of them are trust and timing.

When someone joins your business without getting to know you, that`s timing. Timing rarely happens. Our leads, even our hot prospects, are so busy they just don`t have time to start today.

Tomorrow. or next week, month... Whatever. But not today.

Maybe they are having a bad hair day. The wife is yelling, or they got chewed out by their boss. But for whatever reason, the day your email arrives in their inbox...

That is not the right day. Maybe the next letter will be, if they read it.

Don`t settle for "if".

Offer them a free newsletter. Offer them something they will want to read. With a newsletter you can build a relationship with your leads. You can be at the right place (their inbox) at the right time.

There are many networkers doing this and having great success. But let`s take this a step further.

Newsletters about making money in a business, or on the Internet are effective. But there are tons of them already. You will get some of your leads to subscribe to that type of newsletter. But that will only capture the interest of one particular group.

What else can you offer?

What are your hobbies? What experience do you have that others would want to know about?

Just about anything.

For example are you a good golfer? You could start a newsletter offering golfing tips. Or how to deal with teens. Or dieting or any other interest you have.

Anything that interests you will interest someone else. And if it is interesting, your leads are more likely to read it.

Writing about something you enjoy is easy. No sales letter is required. Write your golfing tips as if you were explaining to your best friend how to improve their game.

Write as if you were telling your sister how to deal with her teenager. Write as if you were...

You get the idea. Spend a weekend and write up a few articles on your favorite subject and put them in an autoresponder.

Offer your newsletter to your leads. Be a real person to them. Develop trust. Make them feel you are there \*for\* them. And once in awhile "mention" about your business.

Repeat this with a newsletter on a different topic and create even more relationships. Being at the right place at the right time with even more people.

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Jeff Neil is the webmaster of The MLM Leads Directory. Your primary source to find MLM leads Tested, Reviewed, and Compared. Visit <http://www.leadsforthelazy.com> now for the best leads for your needs. [a href="http://www.leadsforthelazy.com"](http://www.leadsforthelazy.com)Click here/a

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