

# Your Dollar Per-Customer

By Scott B Lucas

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For People Who Hate Network Marketing <http://www.abnormalthinking.com>

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Ever sit down to figure out how much you spend to get a customer or a business associate? It's tough sometimes to figure this out, but the sooner you figure out your dollar-per-customer or per-enrollee, the quicker you will start making wise decisions in prospecting and recruiting.

The quick fix is to always have an enormous list of people to contact. It's very hard to be in the SORTING business (as we all are) without a lot of people to sort through, wouldn't you agree?

There are many, many ways to come up with prospects and customers. The trick is finding the method that works for you, and DOING IT!

The easiest way get pre-qualified leads of customers and business associates is to simply purchase them. There are many great lead generation companies that will find the prospects for you if you pay for them. For serious Internet marketers, you already know what I'm talking about.

For those of us that are comfortable making telephone calls and using autoresponders, we find it very easy to just purchase a lead list and go to work. This is a method that everyone in network marketing uses, or has used. Also, it's very responsive while you always have people to market to.

The only negative to using lead generation programs is there are some hefty costs involved. For an experienced network marketer, you know how many leads you must contact before you get someone enrolled.

This is what we all need to figure out.

If you know how much you can spend to find a business partner and still make profit, then your job is 100 times easier. For instance, if you earn \$50 every time you enroll a new person into your business, would it make sense to invest \$50 to find that person? Of course it would.

You will break even in the initial deal, plus you'll have someone else building your business for you and earning you residual income. So, find out your dollar-per-customer and start investing wisely in your advertising endeavors.

As a side note, there are many lead programs out there, but many have hidden obstacles for their clients. Some leads are sold many times over and over and are usually inexpensive, but you are just buying cheap junk. Others have great leads, but they are very, very costly.

Use a lead program that sells their leads only once to you, and also offers an affiliate program with extra perks so you can recover the cost of your leads on a monthly basis.

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The latest lead program is Web Cash Leads. This was started by MLM millionaire and mentor Dale Calvert. It's worth checking out and can really help a focused business builder. For more information, visit <http://snurl.com/29gg> and register for the call with Dale Calvert.

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