

Leads On Any Budget

Leads are the life-blood of your business. With them, you can make all the money you can stand. Without them, you can't do anything. Good leads are essential. It's better to have 5 great leads than 50 lukewarm leads. Would you rather spend your time talking to the 5 hot prospects or spend ten times as much time talking to a bunch of tire-kickers? The solution? Get great leads to begin with! Here's a few ideas to get you started. You know what your advertising budget is. Look at what you can do, and come up with even more ways to make it happen! (For sources for great leads, see next page.)

No Budget / Low Budget Approach (\$0 - \$50.00 per week)

- Place a classified ad in a paper
- People you know and know of. (Make two lists: 1- People who love to travel, and 2- People who want to make more money.)
- Referrals, Churches, and other group affiliations. (Fundraising)
- Flyers at Swap Meets, Colleges, Malls, etc.
- Hand out business cards to EVERYBODY!
- Give out prospecting audio or videotapes.
- Cold calls from phone book, etc.... (where permitted by law)
- Contact Businesses in person who could use this package as an incentive for their company
- Home Parties (sort-of like Tupperware parties... but WAY better!)

Medium Budget Approach (\$50.00 - \$300.00 per week)

- Everything above, plus multiple ads.
- Fax and email blasting
- Purchasing leads from lead sources
- Mailing postcards.
- Vacation and Travel Magazine display ads.

High "Let's Make It Happen" Approach (\$300.00+ per week)

- Everything above
- Card Deck for Opportunity Seekers
- Home Business Seminars & Opportunity Meetings
- Trade shows & Bridal Fairs
- Infomercials
- Radio Ads

Purchasing Leads

Why purchase a list of leads? Well, because when you are first starting out, and you're advertising budget is stretched thin, you need to get the most **BANG** out of your BUCK!

When you run ads, the main problem is that it is a gamble. You might spend \$200 on a USA Today ad, and get 150 leads, or 3 leads. And you won't know until it happens which it will be. By purchasing leads, the advertising has already been done for you. The companies supplying the names have already assumed the risk and ran the ads. You are just purchasing however many names you'd like to have.

There are thousands of companies that sell names of opportunity seekers. The challenge is to find a good list. The quality of the leads you call will determine how much you will make in Coastal. Just Remember..... **FOLLOW-UP IS ESSENTIAL!!! It usually takes 3-4 phone calls before someone joins Coastal.** If you are terrible at follow-up, you will never make money in Coastal. It takes patience. It's like priming the pump on an old well.... you will pump and pump and pump and nothing.... and pump and pump and pump and then the water comes gushing out and it keeps coming even after you've let go of the handle! That's how sales are... you will work really hard the first few months in Coastal, but then people will start falling off the fence and you'll have sales coming from everywhere! If you already know you are the king/queen of disorganization and lack of follow-up, PLEASE..... go print out the prospect tracking form and start now before your leads start coming in. It is impossible to go back and fix it once it's a mess.