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# **digital lead generation**

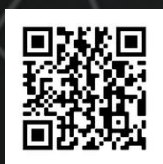
**WHAT IS THE POWER LEAD SYSTEM?**

THE SYSTEM SENDS THE EMAILS TO YOUR PROSPECTS, HELPING YOU MARKET AND PROMOTE YOUR NETWORK MARKETING BUSINESS.

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**HOW DO I JOIN POWER LEAD SYSTEM?**

I HAVE BEEN USING THIS SYSTEM MYSELF AS A PART OF MY OVERALL MARKETING SYSTEM AND FROM THAT WOULD I RECOMMEND IT TO OTHERS?



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# **Is digital lead generation a must for fanatical prospecting?**




BY STEVEN JACKSON

MLM business success is the ability to have a continuous flow of prospects added to your warm leads list, but does the Power lead system have the solution?

My name is Steve Jackson and I have been involved with the home based and MLM industry for over 20 years. For the last few years I have been with a great company called doTERRA, which focuses on therapeutic grade essential oils.

Since, moving my attentions to online and content marketing to promote my network marketing business I haven't really had a issue with enrolling people into my business. However, during a quiet period I decided to see what was available from the digital lead generation websites. There is a lot available, but one that took my notice was a free lead platform called, "Power lead system".



# What is the Power lead system?

This prospecting system was founded in 2014. It allows their members to share the system and get paid via an affiliate link. Once you have enrolled the rest is done for you. The system sends the emails to your prospects, helping you market and promote your network marketing business. Many people have told me that this is revolutionary in the MLM industry, but I am not convinced. Yes, it is a great tool to help someone new to the industry build a prospect list without bother their family and friends. Personally, I use many methods and this is one small piece of the puzzle of having a continuous flow of prospects into my list.

## A quick overview

PLS is a digital lead generation system with a twist

Firstly you can use the system to share your own network marketing business and then make extra money from collection warm leads. It could be argued that you are getting paid twice. Once when you get paid for the leads and a second time if someone joins your MLM business. It is an idea setup by Neil Guess and Michael Price who are masters in the lead generation industry.

You can join PLS for FREE with upgrades. At the time of writing this review it was possible to upgrade to lead lightning level for a one off payment of 7\$, which is a steal. The upgrade means that every time someone purchases a 7\$ upgrade you receive a 6\$ commission.



# IS IT REALLY FREE?

Yes, it is and it is called "Free Leads For Life". The free system is of course not as good as the upgrades, but it is still a powerful lead generating platform. I am not suggesting that you use this as your sole lead generator, but considering it is free it is great value for money. If you have a existing downline struggling to build a team, this maybe something that will help them.

## **Is PLS a scam or a great opportunity and lead generator?**

I have been asking about this program from many reliable sources and the main criticisms comes from it past. Most of the serious online marketers felt it was not for them. Since those early days and after many tweaks and improvements PLS has become the go to place for lead generation for the network marketing newbie and online marketing professionals.

## **How will PLS benefit me and my MLM business?**

It is good to say from the start that it may not benefit your business, even though it is benefiting mine. Once I had fully understood the platforms back office and how the system worked I started to believe that the system could in someway work for me.

I am happy to find that the program functions well and the conversion rate is quite exiting. I would almost say, that if you are running a mildly successful MLM business, PLS would offer two main benefits.

- Additional income stream
- Additional lead generation system

## **A niche digital lead generation platform for the 21st century**

This lead system is an interesting product in the world of prospecting and lead generation. It has lots of value and it has learnt from its past experience. Considering it has been around since 2014, it has a long reputation as a trusted platform. However, unlike some systems, this one does allow you to learn while you make money from home.

## **How does this system give the user value for money?**

There are four main ways that you will gain value from this lead prospecting system.

- As I mentioned, if you have an existing MLM business it will surely take it to the next level.
- This system offers the latest products and vital online tools needed for your business
- It will optimize to amount of money you spend on lead generating
- PLS offer training and weekly mentoring to help you achieve your goals
- The platform gives the user the opportunity to leverage their earnings and create a long term residual income

# DOES POWER LEAD SYSTEM OFFER ANY OTHER PRODUCTS?

*Always in development and always moving forward*

Over the years PLS has added other products to their arsenal of tools. The latest ones to date are:

- Lead System: Free Level
- Lead Lightning: Basic Level
- PLS: Gold Level
- Free Ad Secrets: Diamond level
- Social Profit Academy: Platinum Level
- Master Traffic Institute: Master Level

## **What type of training and marketing education does PLS offer?**

This is one of the best bits in my opinion, because PLS offers training to people at all skill levels. I have found that when I have a new distributor in my MLM business, they are excited and want to build a business.

The main issue is that they lack the skills and knowledge to get there. Simple duplication is important, however the internet has changed everything in the MLM industry so new skills need to be learnt.

Fortunately, training starts with little steps up to the expert level. So regardless what type of entrepreneur you are, PLS has the tools and training for everybody. The main point to consider is that everyone can learn to work online, generate leads and sell their company's products. The fact is without these three key elements in your business success is very unlikely.



# DIGITAL LEAD GENERATION

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## *DOES PLS OFFER ANY ADDITIONAL SERVICES?*

Yes, they offer many other services to help and support the network marketer who wants to work online. It is important to remember that the internet is simply an extension of the physical world. Traditional network marketing methods do still work and have a place in the industry. However, working and sharing your business online means you are offering to the world your products and business opportunity 24 / 7. This is not the case with the traditional method of marketing your MLM business. This means, if you are not working, everything stops.

Below are some of the other tools and service PLS offers:

- Unlimited Capture Pages
- Unlimited Sales Pages
- Unlimited Sub-Domains
- Video Post Cards
- Create Entire Sales Funnels
- Unlimited Autoresponder Campaigns
- Unlimited Broadcast Email To Your Entire List
- Ad Tracking
- Floating Capture Forms

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**Can I share my sales funnels with my teams members?**

One important issue I have found with many of these type of services online is that sharing a system or sales funnel is very difficult. PLS does make this easy by allowing you to share a project link to your team members. This in my opinion connects with the duplication concept fundamental to the MLM ideology. Being able to share exactly what you are doing is very powerful and a game changer for anyone seeking success.



# How easy is it to use this digital lead generation system?

Like anything there is a learning curve and like when you first joined a MLM company you go through the training and information videos. This company offers lots of videos and guides that will push you in the right direction, so take your time and internalize the information.

I would suggest that you take four to six week to work your way through the back office. The system offers lot of marketing tools that in theory will provide you with everything to make a great home based income. Yes, it may take a few years to get there, but Rome wasn't built in a day and nor does any business. Like anything in life and business set realistic goal, make a plan and your will achieve success.

## How does the Power lead system compensation plan work?

You can join PLS for Free and use it as a lead generating system, but you won't earn any bonuses until you have joined one of the levels. The starting level is called Lead Lightning, however, if you like what you see you can upgrade to higher levels later..

## What do I get with to basic level?

Many start from the basic level to simply find out what it is all about, but also the basic level offers lots of the benefits that the Gold level offers.

The basic level costs a one-off payment of 7\$ which in my opinion is a bargain.

Making money from this system is quite simply. Every time someone purchases the Lead Lighting package, you will earn 6\$. However, any upgrades to higher levels such as the Gold level, the commission is past up to the next member that qualifies in your upline

Only  
**7\$**

# SHOULD I UPGRADE TO GOLD?

Of course, the decision is yours. You need to ask yourself how much you want to commit to this system. If you only want the benefits of the lead generating platform then maybe the first level is enough for you. However, if you want more tools and services and earn a real additional income stream Gold is the way to go.

If you decide to go directly to Gold you will benefit from some powerful features in the PLS platform. This means you will earn not only from the basic customers, but also the Gold customers. Plus, you will earn an additional income of 50% from your personally enrolled members. This means every time you sell a Gold memberships you will receive 20\$ a month.

## How much does it cost to join the other levels?

As you can see there are prices to fit everybody's pocket, starting from nothing to 1497\$, but finally the choice is yours.

- Lead System: Free
- Lead Lightning: 7\$ one-time
- PLS Customer Only (no commissions): 30\$
- PLS (Gold Level): 54\$ per month
- Diamond Level: 147\$ one-time
- Platinum Level: 497\$ one-time
- Master Level: 1497\$ one-time





# HOW DO I JOIN POWER LEAD SYSTEM?

I have tried to share with you everything I know about this company and system. I believe by this time you should have enough information to make an educated decision whether this system is for you.

**The point is, would I recommend this program?**

I have been using this system myself as a part of my overall marketing system and from that would I recommend it to others?

Yes, all day long and on weekends. This is a great platform for the home business owner and network marketer. So, if you are looking for an additional income stream and a lead generating system in one package, this is it. Even with no experience the newbie can break out and expand their MLM business over night.

It is strange, but I wasn't really looking for a lead generating system. In fact I still using many of the tools that I have been using for some years. However, I need to remind myself that I have skills in online marketing, coding, SEO and content marketing. Many people do not, so having a platform that does the job for you is really helpful to get your team learning and understanding the benefits of working online and these digital lead generation methods.

This is a complete system, so if you use nothing else you will have enough tools in PLS to make it work. So, consider embarking on fanatical prospecting and take your business to the next level.

To find out more about digital lead generation for your home based business click on the source link below and add your name and email address and sign up for FREE today.

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**Source: Is digital lead generation a must for fanatical prospecting?**

