



# **Why Can't My Upline / Team Generate Good Leads Consistently?**

## **We Generate Customized MLM Leads for Our Downline**

**If you have called lead company leads, then you have experienced the horror...you might realize that lead companies are in the business of making money...not generating good leads.**

**Leads generated by lead companies often say things like: "You're the 5th person to call me..." or "Who are you and why are you calling me?" ...sound familiar?**

**You have probably tried lead system after lead system which all are a variation of "replicated" website systems that promise massive amounts of leads.**

**What about the attraction marketing systems out there? Many people have wasted hundreds or thousands of dollars on that garbage..**

**Maybe you successfully generated leads for a while, BUT the "Google Slap" shut down your account...you still can't figure out what's wrong with Google. Now, you find out that Facebook prohibits MLM companies from advertising on their platform.**

**If you haven't dealt with any of the above examples, then you will If you don't pay attention to what we have to say here.**

**What we learned years ago about lead companies was actually born out of a need we**

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encountered in our own network marketing organization.

See, we started out as new network marketers and then new leaders trying to provide leads to our own downline, some 10-odd years ago. We ran a pretty successful network marketing business with a worldwide downline.

We can't remember how many lead companies we went through, but it was a lot. We had no problem with teaching people how to recruit new team members: Once we got them through the training, we knew they could recruit new team members.

But in most cases, people would struggle, because the leads would be "good" for at first, then after a while (usually a couple of months), the lead vendors would start sending us leads that were absolute crap; and it didn't take a genius to figure out why...

The companies were seeing dollar signs when they would come across an organization of our size (all the lead sales they could get out of our downline, because we have a big organization) and they would send us their best internet traffic; once they got us "hooked" and our team exposed to the good traffic, they would start sending the usual garbage leads they sent everyone. This happened over and over, until we got fed up.

Have you ever had a lead answer the phone only to yell at you that "you're the 5th or 15th person to call?" There are people out there who put their information in 10 different forms online, but that's pretty rare (despite what the lead company tells you.) What is really happening? They are sharing the leads with 5, 10, or more people like you. Yet, when you complain to them, they say, "it's the people. They fill out more than one form and they are confused." In our testing, we have found that generally to be false. Bottom line, why is it the leads we generate ourselves (that are exclusive to us...one lead for one person) never present this problem for us?

Really, what causes this is pretty interesting. There are really only a few real lead vendors in the entire industry that actually generate the leads themselves. The vast majority of companies out there are resellers or affiliates of the real lead vendors.

## KEY POINT

Lead companies cannot be profitable without selling leads multiple times. Often times, a lead is sold to over 5 people; sometimes it's over 10 people.

Typically a true lead vendor (who generates their own leads and are not an affiliate or reseller) will only sell their leads 2 or 3 times. That's reasonable, but once they sell the lead to a reseller or affiliate they no longer have control over that lead. The reseller

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will often sell that lead a couple times and sometimes even to another reseller!

You can probably see how easily it can mushroom from 2 or 3 people into 15 or 20. You call to complain and everyone points the finger at everyone else.

So you're left there with an over-called lead who now blames you.

Have you ever called a purchased lead and the person has no idea who you are and doesn't even remember requesting information? Now believe it or not, we have found (through our own testing) that some lead vendors have sold leads that got from the phone book or some list. But really, that's not what is happening in most cases to cause the "I have no idea who you are and why you are calling" lead.

Most purchased leads come from "Co-Reg" or Co-registration. What's that?

## KEY POINT

Most lead companies sell leads that aren't even leads. They are really "co-reg" which are people who didn't knowingly request information.

Co-Reg is when a person is registering or signing up for something online and they also register for other things at the same time. As the person is registering they are required to check 3 or 5 boxes of other areas of interest (Everything from Automobiles to Yoga) BEFORE they can move onto the next page.

Guess what one of the boxes is? Yup, "Work from home" is on there (or "make money from home", etc). So without even realizing it, the person who was registering for a free email account is now a "Hot Home Based Business Lead."

Now do you see why often times they have no idea who you are when you call?

In a perfect world, you could conclude that you just need to generate your own leads, right? You just need to create a website and advertise, right? Well, that's where these attraction marketing, lead marketing funnels, and all the other similar garbage cropped up and these lead generation systems are dying one by one as each marketing platform bans their use. In the real world, when you find a "simple" tool that allows anyone to set up a website with a few simple clicks and a little bit of content, you've got to know that it's too good to be true.

For a long time, these marketing platforms worked for people, and frankly, it leveled the playing field and took the competitive advantage from us for a while, BUT we knew that

**this would last only so long with our knowledge of the marketing platforms. Then it happened... "the Google Slap" (as the phrase has been coined) destroyed all of these lead generation systems for a multitude of reasons. These platforms violate so many rules in Google's policies that we don't have time (nor will we share our knowledge anyways) to discuss here.**

**The big thing after the Google Slap was for these "marketing gurus" in network marketing to say things like: "Google is dead for network marketers; the big thing now is Facebook." Then Facebook became the next big thing. The problem is that Facebook is starting to ban these same platforms, because advertising MLM on Facebook is against policy.**

## KEY POINT

Lead generation systems are simply replicated or copied websites which are strictly against the policies of most marketing platforms.

**Let's look at what caused Google (and other sites) to "Slap" so many MLM websites. In late 2009, the Federal Trade Commission (FTC) concluded "Operation Short Change" which cracked down on online scammers because so many people were getting scammed out of money online. To avoid any potential legal issues Google and many other sites cracked down on scammers.**

**Yes, we know MLM is NOT a scam. While Google was cracking down they also revised many of their advertising rules and policies. Google wanted to make sure it was still delivering good search results to the person searching for information. The standard practice that many MLM and affiliate people did was to just advertise the same capture or sales page with a different affiliate ID embedded in there.**

**Often times many different ads would link to the exact same website! What benefit does that give to the searcher? Not much. In addition, many practices used by these lead generation systems made searching on Google unsafe for their users.**

**This policy change really improved Google's search results. But it did remove a lot of the MLM people who did not have unique content or were not providing any value to the searcher.**

## KEY POINT

The "Google Slap" was a good thing. This policy change improved Google's search results and made the internet safer at the expense of lead generation systems.

**Most MLM people never took the time to learn the underlying skills of marketing and advertising (believe it not, you probably know more than most after reading this - seriously). They just ran around and marketed this website that some course told them too.**

**You want to work with leaders who "play the long game" in business. We still generate leads and we do it safely for the web searcher and really match people who are looking for what we have to offer.**

**What is the common sense approach to business when it comes to marketing your business? It's setting up a marketing plan that works for your business i.e. considering what area you live in, your competitive advantage, tapping into the resources available to you. Lead company leads and lead generation systems don't do this. It's a one size fits all approach which doesn't work.**

**By creating custom marketing campaigns for each of our key people we're working with (in the admittedly limited number of cases where we were able to do it successfully at the time), we were able to help people reach goals they had long since abandoned. We broke through plateaus and saw results that surprised us.**

**That's when we became fascinated (some might say "obsessed") with marketing as it relates to the network marketing business model. We had seen first-hand what was possible with an effective (and compliant) marketing campaign, and we wanted to immerse ourselves in it, master it, and figure out how to teach it to our downline members - especially the ones we hadn't been able to get "over the hump" in their MLM business. If the people who have struggled in the past with leads can have success with us, then it proved our approach to marketing. We proved this a long time ago and this area in our MLM business alone gives us a competitive edge over other opportunities.**

## KEY POINT

No one is really teaching network marketing professionals how to market through "tried and true" marketing principles used by companies for years.

Soon after, we shut down all the lead company connections and relationships, and set out to learn everything we could on the subject.

Looking back, getting good at marketing for our network marketing businesses hurt our income in the short term (because we had to put so much focus and energy into it that it affected our production), but as we look at the long-term approach we have always taken, we realize the advantage we have over others out there especially after the Google Slap and Facebook rules brought most network marketers to their knees.

**Doesn't it make sense to work with network marketing leaders who are Certified Adwords Professionals?**

You can verify that [Jason Wells](#) and [Chris Lopez](#) are AdWords Certified with Google, Inc. by clicking on their names.

You wouldn't believe how many network marketers contact us and say "how is your website still up on Google after months and months?" That tells us three things:

First, they have been stalking and tracking us for a while (which is kind of funny to us).

Second, it shows us how little these people in network marketing know.

Third, and most importantly, it shows how little these so-called "gurus" of MLM online marketing know about compliance, rules, and what a REAL business owner must do to advertise on the internet. We say this because, the people we speak with all tell us what they do in their marketing and who they learned it from. We can tell you now that this information is wrong nearly all of the time.

We have even heard people out there in network marketing (including the gurus) say things like:

*"Google hates MLM."*

*"Using Google is a dead strategy for MLM businesses..."*

*"Google is dead; Facebook is the new gold mine for MLM businesses..."*

**What is our response to this?**

**False. Google has no policy against MLM; it's just that 99% of network marketing marketers violate their rules.**

**False. It still works for us; why eliminate a high percentage of advertising real estate based on ignorance?**

**False. What's ironic is that Facebook is the platform that has direct policy against advertising MLM opportunities...**

**Here's the bottom line: we spent over a year and over \$15,000 researching and making the necessary changes to our marketing so we could be in compliance with Google and other marketing platforms after the changes that hit in 2009.**

**Who is that committed and has those kind of resources committed to their downline other than us? No one. Period.**

**Hopefully, you can see the value of working with leaders who know what they are talking about and why having the proper credentials matters.**

## **What's the Solution to All of This?**

**In the end, our intention is to show why you should be in our downline, because that's THE solution...**

**Let's go through what people working directly with us in our downline get. In addition, as you read this (read between the lines while you are doing it), you'll see that we have a plan for you:**

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## Custom Lead Generation Made for YOU

We generate custom leads for you to get you started. We will customize the leads for you, based on your location (country, state/province, city, etc.), languages you speak other than English, etc. Once you're good at sponsoring people, then we'll show you everything and even help setup your marketing campaigns.

You'll probably notice that we are actually targeting you in the Washington, D.C. Area. We would use marketing techniques like these to help you build your business in the Washington, D.C. Area as well as utilizing other strategies based on you and who you are.

## Lead Generation Backed by the Credibility of Authors of Multiple Books

A lot of marketing and its success is based around books that we have written on the subject of network marketing and entrepreneurship. There is a lot of stuff out there and people want to know that their reputation is trusted to someone that won't ruin it. If any of your prospects doubt what we have to offer, they can read our books and find out exactly who we are and what we believe in.

We welcome you to purchase and read our books:

[Complete Networker](#), [How To Choose a Network Marketing Opportunity](#), and the [Anti Suit Entrepreneur...](#)

## In-House Marketing System, Computer Programmers, Website Designers, Graphic Artists, & Marketing Experts

We don't know of any marketing, contact management, or training system that is custom designed by network marketers and used exclusively by their own team. Leaders who claim they have a system sub-contract with third-party companies and re-brand them and call the system their own. This isn't the same...at all. Trust us on this.

We have our own marketing system complete with a staff of computer programmers, website designers, graphic artist, and marketing experts. (not outsourced people from India, China or wherever else people do that)

Why does this matter, you ask? Because we aren't messing around and pretending we're



something. We operate our systems, training, and marketing like a Fortune 500 company. What network marketing leader can say that? Really? Who?

## **We Control 100% of the Marketing**

Over the years, we have made every effort to bring all facets of running our network marketing businesses in-house, because we wanted have to complete control of everything especially the marketing.

Never again will you have to rely on lead companies, outside lead systems, or bogus lead "gurus."

## **Anti Suit Entrepreneur Seminars: Local To YOU**

Our master plan for you and others in our downline is simple: To dominate your area and grow your downline in your area

Once we help you grow your local area through our custom marketing programs and have helped you build a downline in your area, we multiply that growth by holding a local Anti Suit Entrepreneur Seminar. We'll even setup more local marketing campaigns to help drive people to the seminar. One or both of us will travel to the event, present, and then help you recruit even more people.

This strategy can explode your organization.

## **A Final Note**

We're very proud of what we have setup for our downline. This is what we've wanted to do ever since we first became fascinated with lead generation many years ago...it's up to you at this point whether or not your going to take advantage of what we have done.

It's the culmination of over 12 years of ceaseless effort by our team to create something - from the ground up - that will get you leads and eventually become a true marketing expert. And we guarantee you, it will do just that.

There aren't many spots available in each area we market to; remember, we really train our downline, so we can only train so many people... If you want in, now's the time to [apply](#). Let's raise the bar. Let's create the "new elite team" in MLM. And most importantly, let's start getting better results for you, your future downline, and for anyone else in MLM that can see our vision.

APPLY NOW



**THE UNIT**  
INTEGRITAS GROUP

The IG Unit is an exclusive group of people in the Integritas Group community who work directly with Jason Wells and Chris Lopez.

We cannot take everyone. We really train you how to build network marketing, so obviously we must be selective.

Click the link below for more information on joining our team -- because as always, spots are first come, first serve, and when they're gone, they're gone.

[Begin Application](#)

POWERED BY:  
INTEGRITAS GROUP

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