

Pre-Lead Generation Checklist for Network Marketing

Task	Description	Status
Define Your Target Market	Identify the ideal customer or distributors you want to attract. You can consider demographics, lifestyle, goals, age, and pain points to make a decision.	<input type="checkbox"/>
Determine Your Value Proposition	Understand and articulate what makes your offer unique. Especially focus on this crucial question: <i>Why should someone join your MLM company over another?</i>	<input type="checkbox"/>
Prepare Marketing Materials	It's efficient to develop essential brand assets beforehand. Prepare brand logos, color schemes, introductory presentations, videos, one-pagers, compensation USP ads, and product overviews.	<input type="checkbox"/>
Choose a Duplication-Friendly System	Pick tools and workflows that are easy for your team to adopt and replicate without technical complexity.	<input type="checkbox"/>
Set Communication Guidelines	Define a set tone, language, style, and level of professionalism expected across emails, messages, social media, and other channels.	<input type="checkbox"/>
Clean Up Your Online Presence	Ensure your social media and all other public-facing profiles align with the brand guidelines that you've decided on and remove outdated, conflicting, or anything unprofessional.	<input type="checkbox"/>
Prepare Follow-Up Systems	Set up basic tools for follow-up, such as calendar apps, CRM systems, MLM lead generation software, or spreadsheets, to track interactions and commitments.	<input type="checkbox"/>
Define Your Goals and Metrics	Outline what success looks like for you, including daily activity goals, conversion rates, and long-term business targets.	<input type="checkbox"/>