

Published based on [Prospecting Is The Life Of Your Credit Repair Company](#)

Prospecting Is The Life Of Your Credit Repair Company

Prospecting is the life of any kind of business. If there are no new leads coming into your business then you're going to have a tough time running a solid **credit repair company** because without clients there is no business.

This is one of main tasks that a [Credit Repair Company](#) needs to concentrate on. There are numerous paths to attract new prospects in your pipe line. Just so we are on the same page all though this document, when the words "prospect" or "lead" is employed it is meant as a future customer, someone who has not paid yet. When the words "client" or "customer" is employed it is talking about someone who has paid for your service.

So in order to get clients you first need to get prospects. It is easy to get prospects by many methods

1) By asking for referrals from others. A good method to use for that is to supply a commission to associates. They bring you a client and you pay this affiliate a set charge per client. A good tool you can use to signup affiliates is by working with portals. A portal will permit your affiliates to submit their leads directly to you. It'll also give them access to updates on when their commission is going to be paid. This is a crucial tool when trying to recruit affiliates to promote your **Credit Repair Company**. They're in a way partnering with you to expand your enterprise. Be sure to make it a powerful offer, your affiliates are going to be bringing leads your way that you did not have to procure yourself. Try and imagine having 1 or 2 dozen affiliates bringing you one or two deals per week. The most effective way to motivate is to compensate. So treat your affiliates good, they can offer a big part of your corporations money.

2) Personal recommendation. This strategy is comparatively simple, since you are in the business of repairing credit, and a good percentage of our population has credit Problems, you have to open your mouth and let folk know that your company exists. There are several individuals that carry around business cards with them everywhere they go: grocery store, networking events, Doctor visits, the list keeps going and on. They do this because they understand that the power of recommendation by friends can bring in new customers and simply because it works. That prospect gets to see you in the eyes and gets to meet you in real life. This prospect will then be left with your card in hand, always keeping you under consideration if they were to ever need of your services.

3) Advertising: There are actually lots of paths to publicize. We may just discuss a couple. There are two ways you can advertise: there's the off-line method and then there is the web methodology.

Methods:

- Giving out business cards in malls
- Placing business cards on car windows in parking garages
- Creating short surveys and asking people to fill them out
- Hire a booth during networking events
- Join your local Chamber of Commerce
- Go from house to house placing your card on their door handle
- Hiring a gang of people to walk around crowd areas with your company shirt on with a familiar logo and your contact data.
- Hire company to blast mass SMS messages for you
- Promote in local news paper.
- Promote in community stories papers (often cheaper)

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As you can see, the facility to gather prospects is vitally important for the over all longevity of your [Credit Repair Company](#). It is easily one the most, if not the most, critical thing that you can do for your Credit Repair Business. Please bear in mind that there are plenty of plenty more ways you can market your [Credit Repair Company](#). Learn and master one method and then add another one to your armoury. This will guarantee a regular stream of leads that will turn into eventual clients.