
FRONT COVER:

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Foreword

Making a success of a networking business is not difficult to do and having the supporting tools that are helpful and geared towards assisting in the journey towards success ensures the goal is eventually and successfully met. Get all the help and tools you need here.



Network Marketing Lifelines

Everything You Need To Know About Uplines And Downlines

Chapter 1:

Upline Basics

Synopsis

Being a success in marketing is essential when it comes to having good support from leaders or from the person who introduced the business to the individual.



The Basics

The following are some points to look out for when deciding if the potential up line is going to of help to the individual and to the business relationship:

Perhaps the most important point to be asking or judging is that – is the individual introducing the business plan, otherwise known as the potential up line, knowledgeable enough about the business.

This knowledge element is important as it is what will ensure the plan is well presented and understood by the receiving party and whether he or she is able to adequately address any possible questions posed.

If the initial contact made has been friendly and not pressuring it would make the prospect feel comfortable and more likely to be interested in committing to the business.

The up line should be experienced enough, patient and comfortable to talk to.

Another point that would be attractive and attention grabbing is the passion the up line has for the business. This will be evident in the way the up line talk about the business. This passion can be quite a convincing tool is well played out.

Good up lines will be more than willing to spend time training and explaining the business and be willing to assist the prospect in introducing the business to others. This level of commitment is

important on the part of the up line as it will be the deciding factor for the new recruit on whether to join the business or not.



Chapter 2:

Make Sure Your Upline Sponsor Knows The Product

Synopsis

As making money is the name of the game, making sure one is equipped with the best tools and knowledge about company products is beneficial to have in an upline.



The Products

Ever questioned why only few individuals build a successful network marketing organization. Would you like to build one too? Building a successful network marketing business is the dream of all seasoned network marketers and novices alike.

Success in network marketing requires that you, the distributor, and you upline must first use and understand your products. Use and understand your products and be consistent at it. Many network marketers brush aside this really crucial step, and it cost them big time.

Utilize your products and get to truly love them and make sure your upline does as well. Without this, every attempt to make income network marketing will be hard for you.

How does utilizing your products make successful network marketing possible? Let's consider an illustration. How would you react if I sold you something but I told you that I don't utilize it? You'd think I don't trust in the product myself and the product likely doesn't work, wouldn't you?

How do you expect your buyers to react when you tell them you sell the products but really don't utilize them yourself? They'd think you don't trust in the products. You might think this of your upline if the same goes for them.

Why you and your upline should utilize your products:

You acquire product knowledge! Knowing your products is an all-important part of your selling or retailing part of your network marketing business. The best way to acquire this indispensable knowledge is by utilizing the products yourself.

You become better set to explain the advantages of your products to your buyers! By acquiring first hand information of what advantages your products offer makes it simpler to explain the advantages to your buyers.

It makes dealing with protests simpler! Imagine... Your buyer tells you product so and so is better than yours. Unless you understand your products very exceedingly well, you'll have no sale.

You may acquire useful qualifying points! Almost all network marketing compensation plans pay commission established on points gained during the pay period. Every product you purchase from your company earns points. You are able to easily gain the minimum points required from products purchased from personal consumption only. This is especially helpful if you've very a limited time to do real selling.

Whatever you do, utilizing your products consistently will go a long way in helping you construct a successful network marketing business.

Building a flourishing base of retail buyers is essential to successful network marketing:

It's much easier to convert an existing product user to a distributor than to attempt and recruit a non-product user.

Retail buyers may be a source of your working capital. Because you sell on a cash basis, you're likely to have the much needed money flow while still waiting for commissions to be disbursed.

You earn retail profit from your retail buyers.

Chapter 3:

Make Sure Upline Has A Positive Outlook

Synopsis

In a lot of cases of success in the network marketing arena, most people would attest to the fact that the reason they first considered the business in the first place is because they were impressed with the individual presenting the opportunity to them. This first impression is very important and having an up line with a positive outlook will benefit in many ways.



Great Outlook

Here are some traits a positive up line leader should have:

Up line leaders who possess positive outlooks on the business will generally be good trainers. These people will be well equipped in helping potential prospect or even new recruits deal with any challenges they may encounter.

The guidance given will be done in a positive and encouraging manner thus leaving the new recruit feeling confident and energized. Up lines that are positive in their approach will definitely be popularly sought after and will be an asset to have around.

Positive up line leaders are also well versed in the actual business plan and product thus making their training sessions both informative and highly motivating.

The knowledge in the company's marketing machinery and supporting promotional tactics will be shared constantly with the recruits to ensure they stay positive about the business too.

All action plan developed to help the recruit will be done in a positive and encouraging manner so as not to overwhelm the potential recruit or prospect.

Up lines that are positive also assist and encourage every step of the way. They are also always willing and available to be of service whenever the new recruit needs their assistance.

These up lines are also committed to organizing other supporting tools that will further equip the recruit with the necessary skills to become successes in their own endeavors.



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