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Building Downlines and Keeping Them

By Anna-Marie Stewart Venton

Building Downlines and Keeping Them

by: **Anna-Marie Stewart Venton** You know the scenario: You join some program, work your butt off to promote it, to get signups, and you feel like you're hitting a brick wall. After a few months, you give up, and try something else, or give up completely.

Know what's missing? Active, helpful sponsors/uplines. Have you ever tried mailing your upline, only to get NO response? It's a horrible feeling. Makes you think "Why should I bother trying to help this guy make some money??"

Been in this situation? Or maybe you're guilty of being this type of sponsor? Either way, you need to read this:

I try to actively help anybody who signs up under me, no matter what. I always have done, and in 4 years of marketing, I still have mostly the same loyal people following me into any program I show them.

Doesn't matter if the program turns out to be a flop, or the best thing on earth. Those people are with me all the way, and they are fantastic!

I try to promote their pages/programs, pass on signups to them etc. and at the risk of sounding big-headed: They love me for it! This is why, even if a program flops, they follow me on to the next one, because they KNOW I'll help as much as I can.

Mail your upline if you need help with anything, let them know you're struggling. Ask for what you want. Believe me, it works wonders, and people aren't mind readers.

If you don't ASK for help, most will assume that you're doing just fine. If you don't get any support from your sponsor, go higher, even as high as the program owner if you have to.

Building Downlines and Keeping Them

I am pseudo-blonde with techie stuff, asked a friend to help with building my ezine (he's a programmer) and VOILA! website all built. So I am living proof: It DOES help to ask.

Do NOT be a "dead" sponsor. Keep in touch with your signups regularly. Offer your help in any way you can, offer to exchange hints, tips and info with them.

Search the net for some good e-books that may be helpful to them, and pass them on. Free ones are best for this purpose. (Just make sure you read the books yourself first, so you know they're not rubbish)

Got some software you use, that you find helpful? Pass it on to those below you. Anything that you've ever found helpful, pass on. Just remember to never, ever, ever spam your downlines with other stuff.

Send a mail maybe twice per month, offering your help. Make sure you give them multiple ways of

contacting you, email, msn, yahoo messenger just to name a few, and ALWAYS make time for them.

If somebody asks you a question you can't answer, you know what to do, right? Ask YOUR upline, don't allow them to be slackers. After all, they want YOU to help THEM make some money too, so ask them to help you if you need it!

Bottom line: Never be afraid to ask for, or offer to, help. Works for me, and most of the people in my downlines now practice the same. Now get out there and help each other, it WILL pay off :)

Anna-Marie Stewart Venton

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Anna-Marie Stewart Venton publishes Not Just Another Ezine at

Dedicated

to helping marketers succeed, and have a bit of fun at the same time. She also hosts weekly "Get To Know Each Other" chats for all online marketers. Download your free Money Chatter Viral Marketing Tool here:

What Network Marketers Don't Tell You!

By John Colanzi

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Network Marketing. You either love it or you hate it.
There's no in between.

I tried it off and on over the years and I always ended up
running into a brick wall.

Why?

Because what the "Heavy Hitters" do is vastly different
from what they teach.

Are they trying to lie to you? Mislead you?

Maybe some are, but maybe they're just repeating what their
sponsors told them. So let's forget the scripts.

In the words of Pink Floyd, I want to "Tear Down The Wall!"

Rule # 1

Network Marketing is a business!

Forget about "Getting Rich Quick!" If you're looking to "Get
Rich Quick," you better take some heavy risks or be awful
lucky, because this business like any other business takes
time and hard work. No way around it.

Rule # 2

You must make a 1 year commitment!

Patience is the key. It takes about 1 year before true
"Geometric Progression" begins to take place. It's no
coincidence that:

* Most network marketers quit within the first year.

* Most network marketers fail.

* Network marketers that stick it out for a year or more,
usually end up becoming the new "Heavy Hitters."

Rule # 3

Building Downlines and Keeping Them

Build your downline wide fast!

Make a commitment to recruit a new member into your first level on a daily basis. There are two major reasons for doing this.

A. Momentum is a key factor in keeping you dedicated to your efforts.

B. Only about 5% of your front line members will contribute to building your downline.

Rule # 4

The majority of your time should be spent recruiting.

This fits in with Rule #3. Most programs tell you to spend your time training your downline to duplicate your efforts.

Guess What?

We're all unique.

- * Some network marketers build downlines mailing postcards.
- * Some are strong in getting top search engine placement
- * I enjoy using classifieds and email.

You can't force your downline to be you, you can only help them build their own system.

You'll also get a major headache trying to work with the 95% that aren't going to do anything.

Offer your help and those that are serious will contact you.

Rule # 5

There is no real secret to a large downline!

The "Gurus" didn't build those large downlines. They're no different than you or I.

Stop The Presses!

Building Downlines and Keeping Them

If they didn't build their downline, who did?

Patience + Geometric Progression!

99% of a large downline is built by giving "Geometric Progression" time to do it's work!

So if you want to be a network marketing "Heavy Hitter," get out there and start recruiting.

Wishing You Success

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