



# Network Marketing Lifelines



Everything You Need To Know About  
Uplines And Downlines

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# Table Of Contents

Foreword

Chapter 1:  
***Upline Basics***

Chapter 2:  
***Make Sure Your Upline Sponsor Knows The Product***

Chapter 3:  
***Make Sure Upline Has A Positive Outlook***

Chapter 4:  
***Make Sure Upline Is Consistent***

Chapter 5:  
***Make Sure Upline Has A Good Reputation***

Chapter 6:  
***Downline Basics***

Chapter 7:  
***Learn Recruiting Techniques***

Chapter 8:  
***Teach Duplication***

Chapter 9:  
***The Importance Of Training***

Wrapping Up

# 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*

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# 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*

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### 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*

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### 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.



# Chapter 4:

## *Make Sure Upline Is Consistent*

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### Synopsis

Consistency is something that everyone expects and even demands when embarking on any endeavor. If there is no element of consistency evident it would be rather hard to have a high level of trust and commitment that would create the desired success intended.



## **Consistency Is Key**

The following are some of the points that should be evident in a consistent up line individual:

- Consistency is gained through a thorough knowledge of the workings of the business and the merits of the service or product being promoted. Having this high level of knowledge in every aspect of the business will allow the up line leader to be a better presented and thus making the job of convincing anyone to join would be better handled.
- Knowledge of the industry and its competitors is also another trait consistent up line leaders' possess. They are so well informed that addressing any potential problems or questions new recruits may have would not pose a problem to them.
- Consistent up line leaders are also very well equipped to answer questions on the compensation plan and history of the company being presented. They are also able to simplify the explanations to suit the listener.
- These up line leaders are also be present arguments and convincing points that are both consistent and plausible. The consistency in the presentations is always dependable and this



in turn will help to eradicate any possible confusion that may arise.

- Effective action plans are another element the consistent up line leader is able to both practice as well as pass on to the recruits. These action plans will be well designed and easy to understand and put into practice as they are usually well thought of ideas and skill that have already been successfully applied previously. Good actions plans contribute to consistent positive results and are a vital marketing tool.



# **Chapter 5:**

## ***Make Sure Upline Has A Good Reputation***

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### **Synopsis**

A person's reputation today plays a very important role in the success or downfall of anything they get involved in.

This is mainly because most people associate reputation with character traits and if both are not found to be contributing positively into each corresponding area then the outcome would not be something that is admirable.

Thus being able to admire someone and desire to follow in their path in the business arena would usually mean the individual has a good reputation.

## **Track Record**

People with good reputations, particularly those in the position to influence others positively are more likely to be capable to ensuring their character traits include one of willingness to be of assistance wherever needed.

This willingness to help especially new recruits will also help to foster stronger and better ties that will eventually churn out strong business relationships that are both successful financially and mentally.

Up line leaders with good reputations will usually do their best to deliver on their promises so as not to tarnish their reputation which they have painstakingly developed over time.

Having an up line leader that has a strong and good reputation will also help to create the confidence in both the business consideration and also the product.

It is usually taken for granted that a person with a good reputation will not want to be involved or associated with anything less than perfect, thus the said business or product will be above reproach in most people's mind.

This is a good tool to capitalize upon when trying to promote the business or product to prospective clients. Good reputation usually also means people who are dedicated to the cause and dependable, thus the fear of being left to handle any business problems or queries without any up line assistance is very unlikely.

# Chapter 6:

## *Downline Basics*

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### **Synopsis**

Any networking business that intends to make it big or create a significant impact in the industry intended has to have a good marketing plan that consists of strong sales generating personnel.

These personnel are also known as downlines or recruits. Without the assistance of a good, strong and wide group of downlines it may be quite hard to get the business to the attention of the target audience thus severely hampering the possibility of making the business a success.



## **High Points**

Downlines are basically individuals who are recruited by other existing members of the business plan to promote the product or services with the intention of generating sales for the company.

These downlines are usually compensated through a series lucratively designed revenue earning plans. The intention of joining or signing on as a downlines is to earn an income that is both rewarding and hopefully at the same time liberating in terms on individual time commitment. Initially most downliners sign on to do a business on a part time basis but there are some who eventually commit to a fuller and more fulfilling schedule.

Generally the more performing downliners one is able to recruit and build into the business plan the better the chances are of reaching or achieving high sales targets and earning good residual income.

Downliners makeup the back bone of any networking business endeavor, therefore having a strong and contributing team of downliners will eventually contribute to getting the product being sold gain recognition and awareness among the masses.

Sometimes these downliners function more effectively than any advertising campaign can in getting recognition for the product. This form of getting the business recognized has very effective far reaching

implications as most downliners have their own set of possible customers they can reach out to thus creating a wider platform for the product gaining awareness among the general masses.



# Chapter 7:

## *Learn Recruiting Techniques*

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### Synopsis

Working towards making a success of growing a business endeavor through the network marketing style requires the ability to be able to successfully recruit the right people to work with. The recruiting techniques may vary between businesses and individuals but the same common goal is always evident and that is to ensure that all recruits remain participative and productive at all times.



## **Getting People In**

Here are some points to consider in the quest towards effective recruiting techniques:

Time plays a very important part in the recruiting process. When one is about to commence on a recruiting exercise, the level of knowledge and experience on the product or business plan should be well versed and flawless.

This is only possible if the time invested in acquiring this knowledge is maximized. Then being able to set aside an equally committing time frame to spend nurturing the potential recruit into becoming independent themselves is also needed.

Once the potential candidate is identified then the process of setting up appointments and taking the individual to meetings and presentations to get the person interested and committed should be exercised.

“Walking the talk” is another way of successfully getting people interested in the product or service being sold. If the individual is excited about the product or business that is being presented the body language and manner should show the enthusiasm for it.



If this is evident the actual recruiting exercise will be much easier and less stressful as the enthusiasm exuded will be a convincing tool in itself.

Through constant practice in approaching people with the intention of talking about the business or product one will eventually build the confidence levels that will eventually make the whole process easier.

Getting people excited about what is being presented and then using follow up sessions that keep the excitement alive until they eventually commit to the business is very important. Capitalizing on the excitement should be maximized.



# Chapter 8:

## *Teach Duplication*

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### Synopsis

Being a keen observer on how to introduce and encourage potential prospects to make the commitment to the business is something that is very much encouraged.



## **Repeat**

Taking the time and effort to fine tune these observation sessions to tailor make it for one's own recruitment exercises will help the individual to be more confident when approaching potential recruits. Following these methods used by the more experienced and knowledgeable up line leaders is also called duplicating.

When there is already a good system in place simply duplicating it will ideally help the new member get started.

One way of making the duplication process more accessible is to ensure it is designed for easy understanding and application. Creating a training module that incorporates easy to follow steps will allow the intended duplication process to proceed with as little problems as possible.

Also using systems that have previous proven and solid success records or results will also help the duplicating process to be easier and more confidently used.

Ensuring the designed plans and outlines for the business is used consistently and continuously when presentations are made will help those involved become more familiar with the style and thus become more comfortable with the presentation exercise thus creating effective duplications of the originals.

The duplication method should also include the idea of concentrating on a smaller group of prospects who are targeted to make a success of the business as this will ensure the dedication percentage committed to the exercise is not done so wastefully.

The energy and focus set aside for this said target group will be better spent rather than spending time randomly approaching anyone and everyone.

By constantly reassuring the new recruit of the commitment levels of the up line the duplication process can be further enhanced as the recruit will be able to experience this first hand upon observing how the up line handles himself or herself .



# Chapter 9:

## *The Importance Of Training*

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### **Synopsis**

If a business presentation is well designed and delivered, a getting person to sign on to do the business usually does not pose much problems but just stopping at this point in terms of assistance could prove to be disastrous.

Therefore there is a need to consider the follow up course that should be introduced in the form of training so that the new recruit will be a benefit to the group and business expansion.



## **Important Tips**

The following are some reasons why a good training program is important:

Leaving the new recruit to fend for themselves will not benefit and will eventually cause the individual to lose interest especially if the product or service is either difficult to promote or is expensive.

Training programs will help to teach the newbie how to effectively tackle such situations as they arise and how to confidently convince others of the merit of the product, service or business in spite of its high cost.

Training programs are also a good way for the newbie to exchange ideas and experiences within a comfortable and learning environment.

The queries and apprehensions can be addressed and the right supporting advice can be immediately given to reassure the individual that they are not alone in this journey.

Training programs are also a very effective way to keep motivation levels at a constant high. Often times the initial enthusiasm and

excitement wears off at the first sign of a challenge when trying to promote, sell or expand the business.

The training sessions are usually designed to address possible scenarios where the encounters with the customers have been less than successful thus allowing the newbie to see that it is not the end nor are they defeated.

Training sessions that are well designed will give those attending a new lease of confidence and this is very important.

Training programs also show recruits tried and true methods that have proven successful in the past and also how to develop the skills to apply these methods.

# Wrapping Up

Getting your network marketing business under control doesn't have to be as hard as you think when you have the correct tools and knowledge. Hopefully we have given you a great start here.

