

# **A Practical Guide On How To Grow A Massive Downline**

**By: Lana G. Robinson**

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*"You can have everything in life you want, if you will just help enough other people get what they want." ~ Zig Ziglar*

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## A message from the author...

The aim of this eBook is to help you build a productive downline in any company or program you may be involved with now or in the future.

The secrets you'll discover in this guide are not really secrets at all; instead they are the actual ideas and strategies that have worked for me and many of my team members who have taken action and applied them.

This eBook is dedicated to those of you that apply the secrets revealed here and take massive, life changing action!

## Success is Yours!

Lana Robinson



## P.S. Want More Freebies?

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## INTRODUCTION



My name is Lana Robinson, and for the past 4 years, I've been using the secrets that I'm about to expose to earn an income both online and offline; but not just any income... one which is enabling me to earn a **7 figure income**. I don't consider myself **a guru** and I will never claim to be one. As a matter of fact, I'm probably not much different from you. I just tried everything I could think of, read and listened to everything that I could get my hands on, attended training seminars and webinars.... until I found what worked.

I'd never seen myself as being a home business owner much less someone that sells lipstick and lotions or that did any sort of network marketing. I graduated as Salutatorian of my high school class and then attended college (and dropped out due to financial reasons), then got married to my high school sweetheart, 4 years later we had two children. My life consisted of being a wife and mother and an employee. And I was loving every minute of it.

### **I didn't know any better!**

I've worked as a photography studio appointment setter, a bank teller, a new accounts specialist (WTF???), and an Item Processing Supervisor. I've been in Accounts Payable and was responsible for a companywide systems conversion. I've worked as a customer service rep for a publishing firm and as a customer service rep for a help-desk providing support to billing software. I've traveled all over the United States training company employees on healthcare services billing software and I've held a positions in Quality Assurance and Systems Design.

### **No J.O.B. ever really made me feel fulfilled.**

One thing you should know about me is that I grew up as an 'Army Brat', and in my family failure was not an option. My father told me that if something was worth doing it was worth doing right the first time. He drilled into my head that if I was going to do something... anything... that I should give it all I've got. Failure was not an option - not for an officer's kid! So, I went to work. And I worked really hard.

Funny thing about that working part of my day. **I didn't want to.**

Now, I'm not saying I don't want to work. The work isn't what bothered me. It was the fact that I was **no better off financially approaching the age of 40** than I was when I first started working part-time at age 16. I was stuck in the rat race and I wanted out. **My first exposure to a home based business was during the aftermath of Hurricane Katrina.** I live in Central Alabama (a long way from New Orleans... but we still got hit pretty hard for being so far way)... we had a lot of trees down and our power was out for 4 days because one of the trees in the front yard was blown down by the straight-line winds and fell onto the power line going from the pole to the house. My husband (the one in the picture below wearing the yellow shirt) and I knew that we were 'last on the list' because we were just one house, and the Alabama Power representative **was not shy about telling us** the same thing as he drove by assessing the damage. The power company had entire neighborhoods to restore, and we knew we had to 'suck it up' and wait it out. However, good news! We found out that not everyone in our community was hit by the high winds that blew through our area. Some people actually had electricity!!!



### Can you say "opportunity for air conditioning"?

Yep, I had been invited to a 'home party' presentation... the way I looked at it was that they had electricity and air conditioning (it gets really HOT in the South in August!). I went to the presentation and explored my options. Yes, I was able to take a shower because we have gas hot water. Showered and ready to go... I headed out the door.

I explored my options... **the next thing I knew, I was a home based business owner.** I did all the usual stuff like making my 100 names list, talking to everyone I came in contact with about my business, bothering friends and family, doing home presentations in my own home (with zero guests because nobody ever showed up), passing out business cards like they were FREE. I eventually paid 6 arms and 3 legs for those so-called "targeted leads" and ran up my phone bill with long distance calls on 'less than targeted' prospects. I was totally discouraged... and I was broke. I was

out of business before I could even get started. My upline disappeared and my small downline was disappearing just as quickly.

I started looking for alternative methods to grow my business. I knew that this whole 'home based business' thing could and WOULD work. I just needed to figure out how it was all done!

I did everything that my upline taught me. I made a list of my friends and family and contacted them all several times. I handed out flyers, posted 'work from home' signs at every 4-way traffic stop in town, purchased expensive leads, made 50-100 cold calls per day on my lunch break and after work, I wandered around shopping malls, grocery stores and health food stores prospecting strangers. I went to every outdoor festival and booth sale available within a 75 mile radius and set up my booth and watched everyone stroll right by without taking a second look. I set up fishbowls in area stores. I went to networking events, and even cold called business owners from the yellow pages. Zip. Zalda. Nothing.

I never did go test drive cars at dealerships just to get business cards so I could prospect the sales person the next day.... however, that was an option that I had thought about. I did get kicked out of the parking lot at Target by the man that picked up the garbage because I was putting flyers and cards on car windshields. Does that mean I was garbage, too? Ridiculous and embarrassing.

And after all of that, my best month ever was \$62.53. After 3 years.

I was working for a major life insurance company in their IT department as a Business Systems Analyst when I ordered a book written by Mike Dillard. Why is that important? Well... because that company downsized 130 people the week before Christmas. And by downsized... I mean that 130 people were escorted out of the building by security guards. Yep. The week before Christmas. **That was my wake-up call.** Some of the people that were let go had been with the company for almost 20 years and others were just a few months away from retirement. The president of the company still took his \$1 Million Dollar bonus that year, too. I was furious. For the first time, it occurred to me that no job is safe and that I was responsible for my financial future - not the company that I had dedicated so much of my life to. I mean, here I was working 40 to 60 hours per week for someone else and all I could think about was whether or not I was next on the chopping block.

**I decided that enough was enough.**

Sure, layoffs happen. But you know what I realized? I realized that it was me, and only me, that decided to work for that company. I was the one that made the choice to work 40 to 60 hours a week for someone else. I was the one that accepted my boss telling me to "suck it up and take some Motrin" when I wasn't feeling well and had to stay and finish up someone else's project that was on vacation (I later found that I had walking pneumonia and had potentially infected 2,500 co-workers during that 3 weeks of "sucking it up and taking Motrin".) I made the *choice* to never have to go through that again. **It was my responsibility.** I re-read Mike's book ('cause I had a lot of time on my hands...), and I read it again and again and again. I implemented what I learned and then it happened - I started generating my own leads and enrolling people into my business! Let me tell you one thing, if you can generate your own lead just once.... You can generate tons of your own leads forever.

It is not rocket science. However, if you don't have someone to show you or tell you how to do it, you can spend years of frustration and waste a lot of your valuable time.

A good friend of mine, Gene Derieg, told me recently that successful network marketers are like ducks on a pond. On the surface, they glide around so smooth looking like they don't have a care in the world... but underneath the surface of the water their little webbed feet are pumping like crazy. I beg of you to look beyond the smooth, easy surface and look under the water. All successful marketers have either 1) worked their tails off to get where they are or 2) have processes working for them at all times so they can do the things they want in life.

Network Marketing takes work (hey, that word *work* is in there you know!) But it doesn't have to be hard, it doesn't have to be crazy and it doesn't have to eat up every last minute of your precious time. You don't have to fail and you don't have to take orders from someone else for the rest of your life.

I'm a strong believer in personal development and that your income follows your personal growth. I love to learn! I also love to teach others. I hope you find something of value from this guide.

At the time I began writing this guide (February, 2009), many were saying we're in the worst economic recession since the Great Depression...

**Here are just a few ugly statistics:**

1. The national unemployment rate is a staggering 7.6% - and many respected economists are anticipating this will rise to 9% over the next 10 months.
2. 3.6 MILLION people have been laid off from their jobs since December, 2007.
3. Home values are down nearly 50% in many states.
4. Our National Debt is about 11 TRILLION DOLLARS!

This list could go on and on...

However...

**For MANY, this is the BIGGEST economic BOOM of their lifetime...**

Don't "buy" into the Doom and Gloom...

1. Many of the top leaders in the home based business industry are earning as much as \$23,000.00 or more PER MONTH (yes, even in this UGLY economy).
2. There are MORE people now than ever before looking for ways to supplement or replace their current income - many are looking at home based business options (this arena is actually ON FIRE right now).
3. Wealth isn't disappearing (as the media often portrays), it's simply CHANGING HANDS
4. Those who have a "burning desire" and are willing to get things done - are raking in cash faster now than EVER before.

I just spoke with a realtor about a week ago who stated during the month of January she sold a staggering 37 houses...putting more than \$150,000.00 in her pocket (for one month's worth of work!).

**Yes, money's out there and those who want it are snatching it up faster than ever before.**

In the home based business industry, one of the single, quickest ways of generating cash is by getting your hands around LEADS - preferably, leads of prospects that are looking for what you have...

So, I thought, "What can I do RIGHT NOW to put cash into the pockets of those that are willing to work for it?"

If you are working for someone else, you are living his or her dream and not yours! If you are willing to work as hard, or harder, for yourself as you do for someone else, then I hope this guide gives you at least one piece of information you were missing. My wish for you is that you become one of the top leaders – if not THE top leader – in your organization.

The most important thing you can do to grow your business is to be trustworthy. If you say you are going to do something.... Then by all means do it!

Your prospects and your new recruits must be able to come to **know** you, to **like** you and to **trust** you. Whether these things are done online, in person and/or on the phone, you must be trustworthy and you must provide value to your prospects. You need to be able to solve a problem that they have and you must provide a method for them to solve that problem.

Even if you are so broke you can't pay attention, I hope there is something in this guide that you can make use of, and make money after implementing.

You will notice as you scan this guide that I'm all about freebies. If it's free and if it's worked for me... it's in this guide. There are also some programs that cost money. Rest assured, however, that only the best ones made the cut.

Let's get started!

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