

7 Secrets To Building A Productive Downline

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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 below 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!

A handwritten signature in cursive script that reads "Lana Robinson".

Lana Robinson

P.S. Want in on a little secret? [Read page 31](#)

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Introduction

Allow me to start first by congratulating you for having the courage to go after your dreams and pursue a better life for you and your family. Despite the pitfalls you'll likely face, **don't ever quit... your freedom is worth it!**

Second, I want to help clarify some of the "lingo" that exists out there; some of which can be confusing.

As far as I'm concerned, the terms:

- * Network Marketing
 - * Affiliate Marketing
 - * Multi-Level Marketing
 - * Referral Marketing
- ... are all very similar.

In other words, if you're getting paid on any "Multi-Level" including a 2 tier affiliate program all the terms are pretty much interchangeable. However, there are a few exceptions...

Certain affiliate programs pay you only one time on your personal referrals.

Others will pay you on one level as well, but pay you over and over each month as long as the customer that you referred remains a customer. This can add up to a nice monthly income over time if you're willing to work hard at first and if the product is something like website hosting that the customer will likely use for years.

But to sweeten the pot even more, wouldn't it be nice to get paid when the people you refer make a sale and the people they refer make a sale?

As you may already know, programs that have their commission structure set up this way are typically known as "Network Marketing" companies and also require a monthly commitment. However, in my opinion, this is the best way to go for long term residual income :-)

Before we get to Secret One, first a question...

Do you know the ONE thing all successful network marketers have in common?

- It's not that they're smarter than anyone...
- It's not what type of product they sell...
- It's not that they got in early...
- It's not that their up-line was the best...

The **one** thing that EVERY serious network marketer agrees on is that you must be able to **teach** your team to duplicate in order to sustain long-term growth.

And that is the very reason I created my free online recruiting system; to provide net marketers like you with a proven recruiting system that duplicates for YOU while you're out doing other things like enjoying your free time with friends and family. :-)

Please pay close attention, because the ideas and concepts you'll learn here are the same concepts that are responsible for growing a downline from 16 to over 4,293 members (as of this writing) in six months and added over 8,215 people to a subscriber list.

May they do the very same for you :-)

Now let's get to those secrets!

SECRET ONE

Become The Sponsor You Never Had

As Network Marketers, most of us have searched and searched for a simple yet effective way to "Clone" ourselves; knowing that if we could overcome the duplication problem we would reach the levels of success we ALL dream about in this business.

The problem is that 95% of the people in a MLM business usually fail. The inability to duplicate, I believe, has a lot to do with it.

Let's say the 95% failure rate is accurate for a minute...

I'm not the best at math, but that would mean that 5% of the people in this business are successful and some probably wildly successful? It's also likely that most of us are recruited into a program by someone in the 95% category.

Now for those of us that want to join the ranks of the 5%, it's our job to sift through as many prospects as we can until we find other 5%'ers like us; people who want to work hard and build a long term residual income business.

The problem for me was I had to figure out how to do this while I kept my full time job. My family needed health insurance and my son was about to start college... and while I can't stand my current job, it does provide us with needed things such as insurance and helps pay a few bills.

The solution for me was to build **a system that sorted and sifted for me** while I was working at my full time job. The great part about it (and honestly shocking too) is that it worked like crazy and my team started to explode. It literally felt like I hit the JACKPOT at a casino or something. With one big difference though... **I get paid every month and it keeps growing and growing with each passing month :-)**

(You'll learn how to do the same a little later)

For now, let's talk more about the solution.

It's simple actually...

You need to **"Become The Sponsor You Never Had"** (as I like to call it) and become a leader for others to follow.

That's it... it really is THAT simple!

Do you think you're up for it?

I didn't think I was when I first started...

But I did know one thing... If I didn't step up to the plate right then and give it a shot, when would I ever get around to it?

Tomorrow?

Next week?

Maybe Never...

Would I step up to the plate "after" I became successful (never works that way) **or would I step up right then and start leading?**

It was at that point that I made the strengthening decision to take charge of my life and start branding myself as a leader in this business and it was the best decision I have ever made!

Now, before you take the same plunge, the one thing you must **"Get"** first is that it all starts from within you...

The strengthening decision to become a leader and really go for it is the first step and one you must take seriously and follow through on.

That really is the true secret to this whole crazy "success" thing.

By stepping up and becoming the sponsor you never had, you will end up in the 5% ranks much sooner, opposed to later or never.

And just to be clear... when I say **"Become The Sponsor You Never Had"** I'm mainly referring to a mindset or philosophy...

The philosophy of wanting more from life and **knowing that helping people and making a difference** is what's it's really all about.

"You Can Have Everything You Want In Life If You Will Just Help Enough Other People Get What They Want." – Zig Ziglar

That mental shift is all I needed in order to help my team expand and duplicate. This same mental shift may be all you need to take your business to the next level. Only you will know.

Once I stopped thinking about "making money" **and started thinking about how to help others make money** is when I started to make money. (Read that sentence slowly one more time)

My confidence level seemed to skyrocket too after I stopped focusing on how "I" could make money.

I'm sorry to be the one to tell you this, but if you're in a tight spot right now and needing money is your main motivation for getting involved in network marketing... your chances of attaining success will be severely hindered.

Hindered, yes. Impossible, no.

This eBook is going to reveal how you can step up to the plate and transform yourself into a leader and start succeeding.

It's time to stop following the 95%'ers around and it's time for YOU to start leading them!

Let's get to work...

SECRET TWO

How To Recruit Properly From Day One

If you ask any successful Net Marketer they will tell you that in order to successfully build your Network Marketing business you must first uncover what it is your prospect wants. Then you must teach them to do the same once they start prospecting.

Is the person you're talking to deep in debt?

Do they just want a few bucks each month for the extra things in life?

Or...

Do they want to build a huge MLM organization and be filthy rich and travel the world and live like a rock star?

These are important things you must know first before you start talking about your product or business opportunity.

The easiest way to uncover this information is to ask specific open ended questions...

Question such as:

"Can you tell me why you're looking to earn extra money from a part time business?"

"How would your life change if you had an extra \$1,000 coming in each month?"

"Tell me a little about your last experience with a home business or will this be your first time?"

...Then be quiet and listen, I mean really listen! Listening will build rapport and great rapport has built empires!

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