



Tip Sheet Twenty-Eight: Who Do You Want In Your Downline and Upline?

Have you ever given any thought to who you want in your downline (or as Sponsor)?

Would it be your immediate family?

Maybe you want your closest friends? And what about a big hitter?

Have you thought about it?

Maybe you don't dare talk to your family and friends about MLM for fear of ridicule?

Maybe you don't feel comfortable talking to them about your Business if your Business isn't working for you?

So what's the alternative?

Continue to advertise on the Internet and sponsor anyone you can find?

But how do you find them?

And once you do, how often do you talk to them or how much do you help them?

Or do you just conveniently forget about them after they've joined the Business?

Mmm?

It's an interesting equation MLM... you want your friends and family in your Team... you want to give them the benefit of the products you buy because they add value and they're beneficial.

But you don't want to drag them into an inefficient business model, do you?

Nor do you want to drag them down into the crazy World of Internet Marketing – what would that do to your reputation?

What would your recommendation for online advertising be?

Email Marketing?

Article Marketing?

Or maybe...



Social Network Marketing?

Video Marketing?

Banner Advertising?

Directory Submissions and One Way Linking?

Search Engine Optimisation and Pay per Click?

Blog Marketing?

Safe List Marketing?

Attraction Marketing (using someone else's site)?

Mall Links?

Co-Registration Leads

Press Release Services

Re-Direct or Pop Under Advertising?

Buying Leads?

Guaranteed Leads?

Guaranteed Visitors?

Guaranteed Signups?

Mmm?

There's so much choice... so many variables...

And everyone has an opinion which is best. The Internet is full of experts and gurus selling you this 'how to' or that 'how to' for \$197...

It's madness!

But what else can you do if you simply cannot or will not approach your friends and family?



Perhaps you're thinking you should turn your back on Internet Network Marketing and take your business offline again?

Mmm!

Yes... Internet Marketing and Online Advertising for Network Marketing is an interesting dynamic and understanding the importance of traffic and how that plays into downline development is crucial...

Remember our goal is to generate revenue for our chosen MLM Opportunity. No sales = no revenue = no commission = waste of time!

In other words, we need to get savvy and efficient quickly otherwise our Business is dead...

So, if that's true for us... then it's true for everyone...

Indeed, all Network Marketers need to get savvy and efficient quickly otherwise all of our dreams and all of our Businesses are dead!

Mmm?

Aren't they already dying?

Can't get motivated to sign up to autoship?

Not ready to buy?

Not sure which opportunity to join?

You're already on your fourth opportunity because the others have just been a waste of time?

Internet Marketing is just so confusing?

You can't find leads?

Don't know where to advertise?

OMG!

Isn't Online Network Marketing a nightmare?

We started of discussing who we want in our Downline and Upline...



And now we're confronting the reality of Online Network Marketing!

You don't want to spend 3 hours every night in front of our PC trying to get leads?

You don't want to be spending the next Year or two just trying to sponsor a handful of people?

You don't want to see all of your hard won efforts disappear, because your downline is failing to buy products or sign up to autoship; and so stopping you from becoming a qualified distributor, do you?

Of course you don't... no one wants that!

We want the opposite... we want to QUICKLY FIND AND BUILD a stable downline comprising a handful of qualified Distributors who want to remain with us for the long term?

We know in the main our family and friends won't join us, because online network marketing IS totally inefficient... don't deny it... take the rose tinted glasses off!

Confront reality and then take the steps to change it.

That's what we all need to do now!

Stop living in your bubble.

Maybe then we can all move on!

And that's what we all need to do... remember Network Marketing isn't ever going to be perfect... but we have to work with what we've got.

We've got to collaborate.

We've got to learn from each other.

We've got to get economies of scale into each of our businesses – and quickly.

We've got to forget the rules of the past and start again.

Now are you up for it?

Do you want to sponsor your entire 1st Level in the next Month... people who want to remain with you for life?

Yes?



If so, just looking for faster, cheaper ways to advertise online is NOT the answer.

The answer lies within each of us...

In our ability to understand just what we need to do... and how to do it!

That has to be with Thought Leadership and with Strategic MLM Business Development.

Stop thinking of you as a sales person... you're not just a Distributor...

You're an extremely knowledgeable and efficient CEO of your own Business, ready to earn life-changing sums of money... predicated on working with a Team who are exactly the same...

None of this Leaders nonsense... we're ALL leaders... we're all entrepreneurs... it doesn't matter where you live... or what education you have... or how much money you have in the bank... or what job you do!

We have a common dream and a common desire... and that's what we need to focus on.

Remember in the 1989 Film 'Field of Dreams' with Kevin Costner... build it and they will come were the words...

Now if we build an exciting Online Network Marketing framework... one that isn't just focused on advertising and where everyone wants to take an equal share in the future success of everyone else... and where everyone just wants to do their small bit...

...at the right time ...with the right company ...getting the right benefits ...then you MUST join us!

This way you're family and friends might just join you!

If you consider yourself as a forward looking and committed Network Marketer then you MUST join us!

It's all here... just plug in and spread the word... others will come:

<http://www.mlm-friends.com/friends/index.php?mode=join>

It's not where we advertise that's important... it's what we say and what we do that counts!



About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>