

# Control Your Downline

By Michael Sheridan

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The Compleat Advertiser <http://www.mlm-email-lists.com>

You look at the new program. It really works for you. The potential is obvious, but.....

It means you have to start recruiting all over again!

You know you can't offer it to your downline - not without risking the wrath of your current program - and the thought of going through the whole process again is just too overwhelming.

Of course, if you are a member of a downline club you may be able to persuade the powers that be to take an interest and they just might. On the other hand.....they wouldn't have built a downline club in the first place if they didn't want to be at the top.

No, you need your own list all right - and not just for the reasons given above. You need it because then you control it. You decide what offers are made and when. And above all, you reap the rewards as the people in it jump on your bandwagon and start to promote it.

But building a responsive list can be tricky. You can't just launch a website that says 'hey! come and join my list' - not with any expectation of success anyway. And you already know how difficult it can be to sell even the best of products on the web.

On the other hand, it is extremely easy to give things away. Especially things of value that people actively want. And one of the things that most people marketing on the internet are continuously hungry for is information. They can't get enough of it and readily subscribe to any newsletter or ezine which they feel may help them in their quest for the elusive 'secrets' of internet marketing.

That's why top marketers like Corey Rudl, Ken Evoy, Jimmy Brown and the like make extensive use of them. They offer them for you to use as well, but only so that you can recruit for their programs. You will never own the list itself. For that, you need your own newsletter.

Ezine's are surprisingly easy to set up. All you need is a word processor and an autoresponder. You write your articles - maybe one a week or so - and you despatch them to your subscribers. The newsletter will be slanted towards some of your offers, of course, and you can add new ones any time you like.

You can also email your downline as often as you like about anything you like.

On top of that, you only ever have to advertise one thing - your ezine; and you're giving that away.

No more selling.

Can you see why newsletters are so popular among savvy marketers? They let the ezine do the selling while they get on with the really important things in life - like fishing. After all, how much does it take to place a few ads and write an article once a week?

In fact, you don't even have to do that. There are scores of places on the net where you can download excellent articles written by other people. All you have to do in exchange is publish their signature file and web address in full. Why would you care if a few people join their program? What you are doing is building your list.

Remember; without a list in this business you might as well not be here. It is arguably the single most important aspect of internet marketing you are ever likely to encounter.

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Michael Sheridan is the editor of The Compleat Advertiser, the free newsletter which builds into a powerful, personalized marketing tool for its subscribers. Subscribe by email to <mailto:tingirablue@magicbiz.net>  
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