

A Primer for Newbie Online Marketers

By Windsong

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I was just sitting here contemplating downlines. I have learned a lot about people since I began my ventures in online marketing.

One thing you must understand. A lot of people out there will sign up for anything and everything, especially if it is free. You can conservatively figure on getting one good downline person for about every ten that sign up. Don't let that discourage you. Its just the way it is.

Always work with your downline. What I mean by this, is to work with those downline members who are going to work the program. Am I telling you to basically forget the others? Yeah, sort of. You see, 99% of those other sign-ups are just wasting your time. They are looking for an easy way to get a buck and a free ride. Don't waste your time on them. You will only be robbing your producing downline of your valuable time.

Occasionally you may find one of those other sign-ups who you feel has potential. They just need to be taught. Jump right in and do all you can for them. They may turn out to be your best producer. Then again, maybe not.

What is a downline?

If you have a product to sell, and you really apply yourself, you will probably make a lot of money. It will take up most of your time doing this. So, what you need is someone else to do some of this work for you. How about several someone else's. Say you have 10 people selling your product for you. Lets for the moment, assume that they will work about as hard as you would and bring in about the same money as you would. And lets assume that you have agreed to split the profits with each of them. So now you only make half of what you would if you sold it yourself. But you have 10 people out there selling your product and you are getting half the profit from each of them. Thats 5 times what you would make by yourself. And this is also allowing you to "lie on the beach" while they are out there making you rich.

It stands to reason then, that if you work with your downline, help them to prosper, you will be doing the very best for yourself as well. Setting up a good, productive downline takes a little effort. The rewards can be tremendous. Its up to you.

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