
FRONT COVER:

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Foreword

Upline is a term used in network marketing or multilevel marketing. Upline refers to independent distributor, including sponsor and representative above sponsors. A leader is someone who leads, being a director or head of company, organization, etc. Why is the existence of upline and leaders important? Get all the info you need here.



The Service Oriented Upline

Network marketing tips on being the perfect upline and leader

Chapter 1:

Upline And Leader Basics

Synopsis

Here are some reasons why leaders and uplines are important.



The Basics

- Most people who start to get involved with network marketing do not understand what network marketing really does. Thus, they look up to upline and leaders to guide them in network marketing. Network marketing is based on helping others to achieve goals.
- Leaders motivate and bring a team together. Being cooperative and helping each other will bring better positive effects to the business. Without a leader it is like having a loose team with no motivation to be successful in business.
- Leaders help to pick up the pace of enlisting distributors. Different distributors will have different working attitudes and different ways of approaching business. For people who are new to network marketing, a leader is important as they are yet to understand how things work.
- Leaders detect and use an effective system or procedures quickly. A leader knows well about the missions and visions of doing business. Therefore, leaders can direct downlines to efficient working, and resolve issues together. Leaders could also expand chances of improvement in business.
- Leaders initiate actions. Downlines may have no idea what to do next. Leaders know more than they do. Leaders direct and give proper instructions to downlines upon the next move. Leaders give

best suggestions, advice and ideas on improving their network marketing. Some downlines depend on leaders a lot and wait for their leaders to respond.

- Leaders build confidence. With a leader, downlines are more confident in what they do, and towards their leader. A leader could build confidence through his/her working efforts, and when giving guidance to downlines.



Chapter 2:

Truly Understand What It Means To Be A Leader

Synopsis

A leader is someone who leads. In network marketing, a leader or upline plays an important role in direct downlines or people under your guidance into their marketing paths. These are some common mistakes a leader should avoid:



What Is Required

Being bossy.

You are a leader in network marketing, not a manager. People involved in network marketing generally do not wish to work for others. Network marketing is helping others in achieving goals, not crushing them in a way they did not wish to have.

Reproaching others in public.

Do not express disappointment or disapproval of your downlines in front of all the others. Correct your downline personally and privately. You would not know how he/she would react towards your reproach, if you did it publicly.

Being too gentle and kind.

When training downlines, make sure you point out their mistakes. Do not say things that encourage them in a way that could not help them. Tell them what is right and what can be done to improve themselves in network marketing.

Waiting for others to respond.

A leader generally knows what to do next. When you make a decision, give your downlines suggestions and ideas immediately. Approach

your downlines quickly if you have a change of mind or you have a perfect plan for it. Some downlines will wait to hear from you.

Breaking promises.

If you have said it, do it. This is a matter of gaining trust from others. A leader keeps and fulfills his/her promises. If you are uncertain of something that you may not be able to fulfill, do not promise. With trust, people respect you and your work.

Complaining.

Complaining about everything will define who you are, and may expose your weaknesses to others who hear. A true leader will not complain, yet take every little step to achieve greater success, as a team with the downlines.

Chapter 3:

Lead By Example- You Must Be A Success

Synopsis

Leaders lead. Leaders set examples for others to follow. Leaders or uplines in network marketing guide downlines to achieve goals with success- as a team. What are the traits that make a successful leader?



Have A Look At Yourself

Stay positive. Be positive and generate positive energy in working with downlines. Downlines look up to you so you are important when it comes to motivating them. Do not carry personal stress and feelings to work. Nobody else knows why and what you are experiencing.

Accomplish missions. Leaders know about their missions. A successful leader will seriously consider and work with missions to fulfill the goals. A leader who always keeps missions in mind while working will also show good examples to the downlines who follow them.

Capability. A successful leader shows traits of being an expert in either your field or leadership. It could be hard for people to follow your steps, admire, or respect you as a great leader if you seem to have shallow knowledge.

Be wise. Not all teams can work well together. A wise leader will gather or group an effective team with abilities and skills, thus trusting them with their capabilities in their work. As a leader, one must be wise as in being humble to learn from mistakes- no one is perfect.

Good communication skills. It is somewhat useless to have great ideas and working experience without expressing or conveying the message well. It is important to keep in touch with downlines, through e-mails

or online messenger. However, it is best to have face-to-face meetings, as this would bring better effectiveness of expressing ideas.

Good interpersonal skills. A successful leader is generally an extrovert, meaning they could join and blend in well with downlines. Approachable, likable leaders make downlines feel comfortable enough to interact with their leaders. When there are troubles, downlines will find it easier to discuss with the leader to resolve problems together.



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