



DIGITAL *Upline*

01

TEAM DUPLICATION



**ENROLLING SOMEONE IS
THE FIRST STEP...**

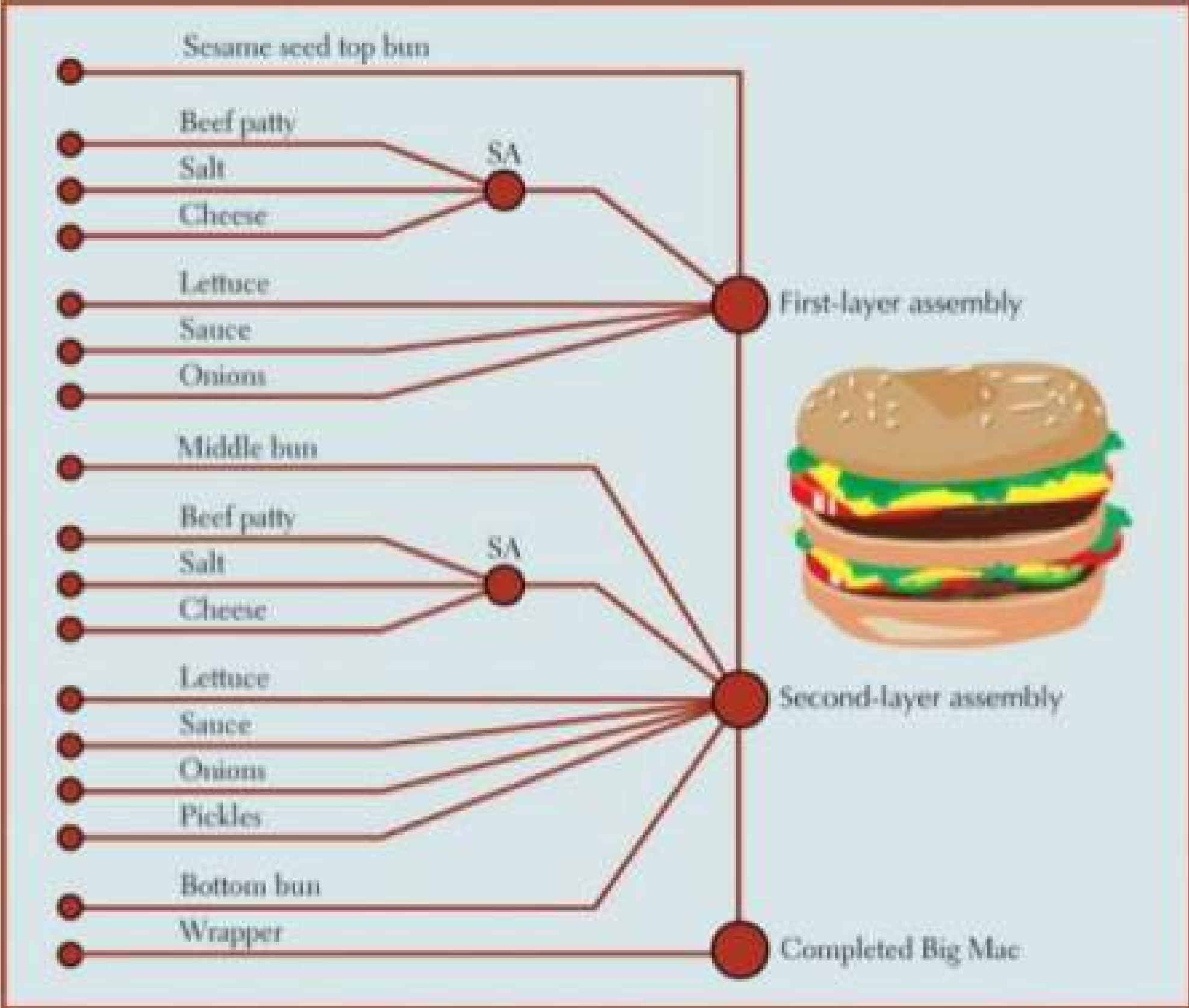
NOT THE LAST.



50% Of MLM Participants Drop Out After One Year

- 2018 AARP Study

Assembly Chart



Long Term Vision of Support

Create a simple, step by step process that anyone can do. Then use it and teach it.



Welcome

Make introductions and connections immediately



Mentorship

Within 48 hours.
Establish why and initial goals



Early Win

Get a new rep paid within 30 days and they will stay with you



Training

What will you focus your training on? What will your company provide?



Leadership

Provide opportunities for recognition and leadership



First 30 Days: Roadmap to Success

- ✔ Welcome: Make them feel connected
- ✔ Expectations: Theirs and Yours
- ✔ Social Proof: Community and Results
- ✔ Early Win and Recognition: Launch and Earn
- ✔ Systems: Share and Require

BELIEF



**Industry
&
Company**



Products



Self

Warm
Market

Cold
Market





Lead Gen
Recruiting
Marketing

Management
Duplication
Mentoring



A good system shortens
the road to the goal.

Orison Swett Marden



Hands On

- Mentorship
- Strategy
- Connections



Automated

- Systems
- Marketing
- Communications



Company

- Product details
- Comp Plan
- Back Office Tools

**Determining Where Training
Comes From Matters**

Systems & Automation

DIGITAL

CoPilot



Marketing Assets



Communication



Training



Lead Gen



Follow Up



10. BELIEVE IN YOUR VISION AND YOUR TEAM

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

—
John Quincy Adams

Keys to Duplication

- **Systems**
- **Community**
- **Results**
- **Leadership**