

recruitment to the company. For the purpose of this paper, linguistic features include grammatical structures, the subject of each sentence, and who or what is given agency in each sentence. What discourse strategies are used in the online training and marketing materials to persuade Papara's consultants to recruit additional consultants? Discourse strategies include choices made at the word and phrasal level to further the rhetorical goals of the author.

Methodology

The data examined in this study were taken from a [website](#) created by a consultant at a multilevel marketing company called Papara's. The website consists of blogs, podcasts, and more. The data for this study come from a blog post intended to be used as training material for other consultants who are thinking about recruiting additional consultants to the company. Though the blog post is labelled as training material, it is written from the first-person perspective of the author. The text was analysed using a critical discourse analysis approach, following Fairclough (2000) and Paltridge (2001, cited above). In the analysis below, I will focus on representative examples from the text collected to illustrate the patterns found.

Methodology

• mnp e

sentences

their selling and recruitment efforts, she then starts to talk about the process in more explicit

Language is used to frame recruitment as a noble way to help struggling women without acknowledging that to recruit a woman struggling to put food on the table for her kids is to ask her to spend her limited resources on a bulk of inventory that she will need to sell before seeing any returns on her investmentsF sales that are not guaranteed to be successful.

Admittedly, this was a very small-scale study. It would be interesting if future research could conduct a similar critical discourse analysis, but with a larger data sample collected from multiple multilevel marketing consultants from a number of different companies. A larger-scale study would be able to investigate whether the trends found in this study are present in the larger multilevel marketing discourse. Future research should also examine how gendered language is used in the broader multilevel marketing discourse. Although it was not analyzed, the data examined in this study contained a significant amount of gendered language. Future research could look at data from many different multilevel marketing companies to see if this gendered narrative is a trend in the broader discourse.

The findings of this study confirm the importance of approaching text or any other media through a critical lens rather than taking it at face value. This importance should be conveyed to language learners in the classroom. It is essential to give language learners the tools they need to identify the ways in which language is used and manipulated to achieve unspoken agendas. While this may be most relevant for upper-level B2E learners who will use their new language skills to consume new information, we can also promote this view even at lower levels. This can be done through incorporating authentic reading materials such as newspaper articles in lessons to help students identify how framing, word choice, and sentence structure can be used to leave the reader with certain impressions. Doing this would promote critical thinking among learners while also helping them to hone their English skills.

Appendix

Link to original blog post: <http://www.paparockstars.com/grow-your-team/>
The text below is directly from the blog post.

Training

Building a team with Papara™ is a great way to help other people as well as expanding your business.

When you should want to build a team

When you have a team, you can reach greater ranks in Papara™, get achievements like the 'rown' clubs and you get a downline bonus check every month that will only add to the money you are already getting with your personal sales.

As you are growing leaders in your business, you get to connect with other women who are fun, excited and motivated in their business. It is really fun to make new friends and get to know people because of Papara™.

This is something I talk about a lot because I wasn't a super popular kid and that is something I didn't expect when I joined Papara™. I don't think I would have believed it if someone had told me Papara™ has given me friends, great relationships, an increase in our family funds and a way to take amazing vacations with my husband.

Whether the reasons your friends and customers will want to join can be as various as they are, a lot of times they will also discover that Papara™ is more than just jewelry.

Another great reason to build your team is because you have the opportunity to help other women too. You can be the person that helps them get out of debt or helps them find a way to put food on the table. Or maybe they are able to work less and be with their kids more. Whatever the reason, you can be the person that helps them change their lives.

You are probably thinking, I don't know the first thing about being a leader or training someone. Not a problem! This episode will get you started on the right foot.

So now that we've covered how you can grow your team, let's cover the how.

Whether you've been with Papara™ for several years or are just getting started, sharing the business doesn't have to be complicated. Usually I just say something like, "Hi, you just love this jewelry so much, have you ever thought of just joining? Our passion would be contagious and I'm sure your friends would love looking as amazing as you do!"

See, that's simple! I think a lot of times we over-complicate the process and make it a lot more difficult than it has to be.

Here are a few tricks that I've learned to help me out.

Ask questions

Start out by asking them what questions they have about Papara™. This may be the only thing that you need to do. Most people only have a concern or two before they are ready to jump in. Talk about those and get them started.

here are some people who like numbers, facts and data to look over. Share with them the Compensation Plan. Be sure to add your consultant information to the top so that they know who to contact when they are ready to join your team.

Don't over complicate this! It is really as easy as talking. If you get asked a question you don't know or get stumped, tell them that you don't know, and you can find out and let them know. You don't have to have all the answers before you get going! Your potential team member will love that you will look into their question and get back with them! This shows them that you care and that you will find them the answers they need.

Be interested in them!

Learn about their personal life. Do they have kids? Family? Are they married? Are they new to the area? Do they stay at home? Do they work outside the home? Do they like jewelry? What is it about Papara that they like most? How could Papara make the biggest difference in their lives?

These are all great questions that will help you get to know that person better. Be sure to keep things conversational and not like an interview. You want them to get a feel for who you are at the same time. Make it not sound scripted.

Listen before you talk

When I get excited or nervous and sometimes just because I'm awake, I like to talk and talk

Walk the walk

When you are wanting to build a team, the best way to attract people to you is to be an amazing example of a Papara's consultant. Wear your jewelry, take it with you while you are out and about. When you sell a little or a lot, TELL people about it. You don't have to brag, but simply sharing those little things will start to get your friends and family thinking that they want to have that kind of success too! Or maybe they will share what you are doing with the people they know and you will get referrals. It all starts from those little seeds you sew every day, so be sure you are planting seeds that you want to harvest!

Be consistent with the parties, events, and posting you do. Work your business consistently over time will be what gets you the results. I know it can be discouraging when you have been posting and posting and no seems to be buying, but just keep it up! Have a party. Get some new blood in your sales group. Shake things up a little bit. But keep with it! When you push through those difficult times, that's when you will find the tremendous, amazing, Blite kind of growth that we all want to achieve.