

# The Tracy Biller Newsletter

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## 20 Choices you must make to succeed in network marketing!

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

Last week I did an Advanced Super Training titled “Why there is NO competition at the top in network marketing, and what YOU MUST DO to make it to the top!”

During that call I listed “20 Choices” you must make to succeed in network marketing. I told the listening audience that I’d provide a list of those 20 choices; hence the reason for this specific newsletter.

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But before I list out the Twenty Choices, I want to point out that on several of the Ultimate Success CDs, on many Super Training Calls, and in many Power Recruiting Newsletters, I have stated the following:

**“In network marketing there is no competition at the top. The competition is at the bottom with all the people who are lazy, who have a poor work ethic, who have no desire, who procrastinate, who are not teachable, who over-analyze, and who continually make poor choices.”**

I also state the following:

**“Success in network marketing is so simple that ‘smart’ people routinely screw it up. By ‘smart’, I don’t mean people who have a high I.Q., or have a college degree or a PhD. By ‘smart’ I mean people who allow their over-active brains to get in the way of their success.”**

The bottom line is that your success in network marketing and the amount of money you earn as a result is based solely on the choices you make.

You either make the right choices . . . or you don’t.

Here’s the list of “20 Choices” as presented in the recent training call:

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## **20 CHOICES FOR SUCCESS IN NETWORK MARKETING**

1. You choose to have a good work ethic – or you choose to have a crappy work ethic.
2. You choose to have a tremendous desire to succeed in network marketing – or you choose to have little or no desire to succeed in network marketing.
3. You choose to be teachable – or you choose to be unteachable.

4. You choose to acquire the best training available – or you choose to acquire inferior training, or no training at all.
5. You choose to apply what you learn – or you choose to not apply what you learn.
6. You choose to be self-responsible – or you choose to be irresponsible.
7. You choose to be self-motivated – or you choose to seek motivation from others.
8. You choose to be self-functional – or you choose to be dysfunctional.
9. You choose to be independent – or you choose to be dependent on others (such as your upline, your sponsor, your sideline associates, etc.).
10. You choose to be disciplined – or you choose to be un-disciplined.
11. You choose to join a stellar network marketing company that actually presents you with the opportunity to succeed – or you choose a network marketing company that offers a less-than-stellar opportunity.
12. You choose to receive competent, effective, and repetitive training – or you choose to receive incompetent, ineffective, and one-time training.
13. You choose to hit your target market and thus put the odds of success in your favor – or you choose to not hit your target market and rely instead on “luck of the draw”.
14. You choose to design and implement your own 90-day blitz business plan – or you choose to not implement a 90-day blitz business plan.
15. You choose to be an effective leader to your downline – or you choose to be an ineffective leader to your downline.
16. You choose to speak well and communicate effectively – or you choose to speak poorly and thus communicate ineffectively.

17. You (and your downline) choose to place much emphasis on producing large amounts of sales volume on an ongoing basis – or you choose to not place much emphasis on producing large amounts of sales volume on an ongoing basis.

18. You choose to develop and use sales and marketing tools that are persuasive and thus effective – or you choose to use ineffective sales tools.

19. You choose to communicate persuasively – or you choose to not communicate persuasively.

20. You choose to be undistracted by petty things – or you choose to be distracted by petty things.

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Sincerely,

Tracy Biller  
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