

The Tracy Biller Newsletter

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A scammer gets caught!

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

About a month ago I got message on my voice mail that went like this:

“Hi, this is Chuck. I was at your web site and what you have looks interesting. I have a question to ask you about your product. Please give me a call at [number]. Thanks.”

At that time I thought it was a legitimate call. I didn’t know that the call was a scam.

Since then I’ve received about 10 similar calls, each with a different recorded voice, each with a different Caller-I.D. number, yet all saying the same exact thing:

“Hi, this is [first name]. I was at your web site and what you have looks interesting. I have a question to ask you about your product. Please give me a call at [number]. Thanks.”

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Like I said, the first time it happened I thought it was a legitimate call. So I called the number and got a recorded message that went something like this:

A scammer gets caught!

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“Hi, this is Chuck [last name]. I really appreciate you calling me back. I was at your web site and I have a question to ask you: if I could show you a way to have many interested prospects to call you, instead of you having to call them, would that be of interest to you? If so, then visit my web site. It’s www.[name].com. That’s www.[name].com.

I went to the guy’s web site. It was promoting harvesting software that goes out on the Internet and grabs phone numbers from web sites.

I knew then that the whole thing was a scam, and that the original message on my voice mail was a recording, left on my voice mail by an auto-dialing system.

I also knew that the person had never gone to my web site, but that they too were using the harvesting software and that’s how they got my number and other numbers from other web sites.

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In the weeks to follow I got more of the same types of calls, each time from a different person. So I decided to take action and track a caller down, just to have a little “fun” as well as to blow a little steam, as I was getting tired of these recorded calls coming in.

This past Tuesday my phone rang, and it was another one of the recordings. The guy said his name was “Bob”. He gave a number to call, I called that number, and it was the same recording as the others, and it too, promoted a web site. And so I went online and went to the web site.

On the home page of the web site was a capture box asking me for my name, email address, and phone number, and it said I had to enter that information so that I could advance further into the web site to get the “information” about their money-making program.

I entered my name as “Bob Butthead”, I entered my email address as “bobisabutthead@bobbutthead.com”. And I entered Bob’s phone number. I hit “enter” and it took me to another web page.

NOTE: More often than not, when a web site tells you to enter your contact information in order to gain entry to another web page, you can enter fake information, just as

I did at Bob's site. Whatever information you enter is received by the web site's owner. One can only imagine the look on Bob's face when he read that a "Bob Butthead" had visited his site. Ha!

I scrolled down that page and randomly clicked on one of the leads services offered, which took me to another web page. It was there on that page that I had a "Eureka" moment, as Bob's first and last name were shown, along with another telephone number, which I assumed was his home or cell phone number.

Now that I had his last name, I went to Google and did a search on Bob's full name. Lo and behold, he had his own web site with the URL being his first and last name! I clicked on the link, visited Bob's web site, and there on the home page was a picture of Bob along with his home address and home phone number.

As I scrolled down his web page, I laughed out loud. It was plainly obvious that Bob is a disciple of "attraction marketing" as his entire home page was dedicated to making him seem like some "wealthy, successful, all-knowing, all-seeing, all-wise guru" of network marketing.

Like most "attraction marketing disciples", Bob had been brain-washed into believing that if you "pump yourself up and make yourself look important and successful, others will be 'attracted' to you, and they'll want to follow you and associate with you", with the result being that you'll build a big downline as a result.

Candidly speaking . . . all that "attraction marketing" stuff is pure nonsense. It's just a bunch of B.S. Making yourself appear as something you're not is both disingenuous and dishonest. I'll go into more details about it in an upcoming newsletter.

Now that I had Bob's home address, I went to Google Maps and entered the address. I clicked on "satellite" and zoomed down to the street level to see what kind of house Bob lived in.

I'll describe Bob's house in two words: 1) little, 2) rickety.

I then went to the Zillow web site, entered Bob's address, and learned when the house was last purchased, what it sold for, and what it's worth today.

Zillow said the house last sold in 2002 for \$93,000.

Zillow said it that today the house was worth \$82,000.

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Zillow doesn't say if a person owns or rents a home. Either way, you don't have to be a real estate expert to realize that a home that's worth \$82,000 doesn't reflect someone whose website claims he's a "top earner" and a "six-figure-a-month-earner" in the network marketing industry.

Of course, there's the very slight possibility that Bob is amazingly prudent with all the hundreds of thousands of dollars he claims he's earned, and that he intentionally chooses to live in a little run-down house in a run-down neighborhood.

But that's doubtful.

It's not that Bob has to have a million-dollar home. In many parts of the country, a very nice and conservative home can be purchased for less than \$300,000 – and many successful network marketers choose to do just that. It's just that Bob's home just didn't reflect a person who had succeeded big-time in network marketing, a person who claimed to have earned \$100,000-a-month.

I was soon to learn however, that Bob wasn't and isn't successful in network marketing.

I learned that Bob's a liar, which wasn't surprising.

I call Bob. We have an interesting chat.

I called Bob's home number and he answered. I introduced myself, gave him my real name, and told him I was calling him because of his initial call to me.

He said happily, "Great!"

I said, "I'm interested in what you've got going. But I've got to ask you a couple of questions. Have you really earned a lot of money in network marketing?"

"Yes!" Bob answered. "I've been a top earner for eight years."

"Wow! What's it like to make \$100,000 in a month?" I asked.

"It's absolutely amazing!" Bob answered. "You should see the look on the face of the bank tellers when I deposit my checks!"

"Wow! I want to achieve that too," I said.

"You can!" Bob replied. "Just join me with this program."

I asked, “Are you making much money with this new leads program?”

“Tons!” Bob exclaimed. “This is the best program I’ve been in.”

“That sounds great,” I said. “I really want to give my family a better life. I’d like a nicer home for them. Have you been able to do that for your family?”

“Oh, yeah!” answered Bob. “I bought a new house just four months ago. I paid cash.”

“Wow! That’s awesome!” I said. “How big is the house?”

“It’s over 6,000 square feet,” Bob answered. “It’s my dream home.”

I could hardly keep from laughing out loud. “Hey, Bob,” I said. “You live in [city/state], don’t you?”

“Yes, I do,” Bob answered.

“And is your address [number/street]?” I asked.

Bob was silent for a few seconds. “Yes, it is,” he answered slowly. “How do you know that?”

I laughed out loud and said, “Bob, if you’re going to lie to people, don’t put your home address on your web site. The bottom line is that you’re the biggest B.S. artist I’ve seen in a long time. I’ve seen your house on Google Maps. I looked up its value. Your house is worth about \$82,000. You’re not successful in network marketing, or anything for that matter. You’re operating a scam program, using an auto-dialer to make calls, calling numbers you’ve harvested off the Internet, hoping to get ignorant people to sign up with you and do the same. On top of that, your personal web site is one big lie. You know it, and I know it.”

I had barely gotten out the last word when Bob exploded on the phone. He ranted and raved, he yelled and he cussed. He was mad! He accused me invading his privacy, and he called me all sorts of vile names.

I just listened and smiled! It was so funny!

After he finished his rant, I asked, “Why do you have to lie about being successful?”

Well, that set him off again. He didn’t like being called a liar.

After he got done yelling, I said jokingly, “Hey Bob, I’m going to be in your area a month from now. I’ll have a rental car, so I’m going to come by your house, knock on your door, and see how you’re doing. We can have a beer together! How about that?”

That set him off again! He was on a roll! He called me every name in the book. It was hysterical! Had I recorded the call and put it on my web site for you to hear, I’d have to “beep” out 75% of the recording.

Bob had been caught red-handed, he was lunatic mad about it, and he was determined to go down with a fight!

When he got done screaming, I said calmly, “Hey Bob, I have some advice for you. Stop the anonymous calling. Stop the harvesting of numbers. Stop the auto-dialing. If you’re going to do network marketing, do it honestly and legitimately. And stop lying about your success. In the end, you’ll always get caught. Just be honest and tell the truth. Goodbye.” And then I hung up.

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There are a lot of people out there like Bob. They lie about being successful. They lie about their experience and expertise. They lie about a lot of things.

People like Bob don’t understand that honesty, integrity, and a good work ethic are of the utmost importance, and that when you conduct your network marketing business accordingly good things will happen.

What makes the 30-Second Pitch so effective (as taught on the Momentum CD) is its directness, its honesty, and its integrity. When delivered correctly, it is the single most powerful recruiting tactic you can implement. But people like Bob don’t understand that. Instead, they utilize “stealth” tactics that don’t work.

On top of that, people like Bob don’t want to work. They have a crappy work ethic. They’ve got the lottery mentality. They think they can turn loose their autodialers, steer people to a web site, and sit back and collect the money. As they all discover, it doesn’t work that way.

Bob is no different than a person who does mass email broadcast spamming. It’s wrong, it’s illegal, it’s ineffective, etc.

If you get a recorded message call from someone like Bob, do as I did and track them down and call them back. Have a little fun with it! At the very least you'll get a good 10-15 minutes of entertainment.

Sincerely,

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