

The Tracy Biller Newsletter

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An \$18,000 mistake.

by Tracy Biller – Network Marketing’s #1 Trainer

IGNORANT: Lacking knowledge, information, or awareness about something in particular.

Example in a sentence: Most new network marketers are ignorant about how to correctly and effectively build his business.

Dear Network Marketer,

Last week a network marketer called me to discuss his 30-second pitch, and his sales letter.

During that conversation he said, “Your CDs are the best training I’ve ever heard. I wish I had them three years ago. They would have saved me a whole lot of money.”

“Really?” I asked, “How much?”

“Oh . . . about \$18,000,” he answered.

“WHAT???” I replied.

“Yeah,” he said, “I spent \$18,000. Actually, I spent more than that. But I keep the \$18,000 figure in mind because that’s what I spent on a single project.”

An \$18,000 mistake.

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I said, “Let me guess. Your upline told you that you needed to spend eighteen grand on some kind of new marketing scheme or leads-generation scheme. Am I right?”

He said, “Yep. That’s exactly right! I spent the money on an online leads generation system. Me and a bunch of others bought into all the B.S., now we’re out a lot of money.”

He went on to tell me that his upline “guru” told them that the “new leads-generating system” was the greatest thing in the history of the industry, that it was “revolutionary”, that it would “transform their business”, that it would “make them all **RICH**.”

Of course, it did none of that. It was a total waste of their money. For all of them, it was a mistake, an \$18,000 mistake!

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He said, “I should have known better.”

I told him, “Don’t blame yourself. You were ignorant. And your ignorance caused you to be a victim. I wrote about this in my free ebook entitled ‘Training For Success’. You put trust and faith in your upline guru. You thought that he knew what he was doing. You thought he was looking out for you. You thought he had your best interest in mind. And now you know that none of that is true. And of course, the result is that you spent \$18,000 because you were persuaded to believe that it was the right thing to do, that it was the smart thing to do, and that you’d succeed in network marketing as a result.”

“DON’T BLAME YOURSELF,” I told him again. “It’s not your fault.”

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BEWARE OF THE HOT AIR & BLUE SKY FALSE HYPE

Right now as I’m writing this newsletter, I am aware of at least four (4) industry gurus who for the past several months have all been pitching some “new” leads-generation system or recruiting system.

Guru #1 says that his super-duper new system is only for “in the know” distributors.

(I’m wondering how he’s going to determine who is “in the know” and who is “out of the know?”)

Guru #2 says that his amazing new womp-um, stomp-um system will “change the face of the industry.”

(If I had a dollar for how many times I’ve heard that a new system or tool would “change the face of the industry”, I could buy a new set of Ping golf clubs.)

Guru #3 says that his fantastic new system will put you “light years ahead of your competition.”

(I wonder if his favorite Disney character is Buzz Lightyear?)

Guru #4 says, “My new system is the accumulation of over 190 years of network marketing experience. It will be the last system you’ll ever need to make \$100,000 a month in network marketing.”

(The network marketing industry is almost 80-years old. The average person has been in the industry two years. So does that mean that he’s got 95 people working on his new system?)

WHEW! There sure is a bunch of hot air and blue sky in those claims.

Unfortunately however, there will be many ignorant network marketers who will buy into the false hype and B.S.. They’ll end up losing a lot of money as a result.

Don’t be one of them!

Sincerely,

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