

The Tracy Biller Newsletter

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Bad Leadership – Part #1

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

A while back I read an article about General Norman Schwarzkopf speaking to the graduating class of West Point Military Academy. The article told of a cadet asking General Schwarzkopf how he became a great leader?

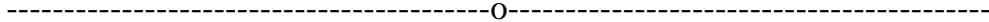
General Schwarzkopf’s reply was that he learned what great leadership was all about by studying the inept and incompetent leadership he was under during the Vietnam War.

The cadet said that he didn’t understand how the general could learn great leadership by studying bad leadership.

General Schwarzkopf said that by doing the opposite of what he observed his inept leaders doing, he became a highly effective leader and one of our nation’s greatest military commanders.

“You learn far more from negative leadership than from positive leadership. Because you learn how not to do it. And, therefore, you learn how to do it.”

General H. Norman Schwarzkopf
aka: “Stormin’ Norman”
aka: “The Bear”



FACT:

If you provide bad leadership, ineffective leadership, and/or incompetent leadership to your downline (assuming you build a downline), you will fail in network marketing.

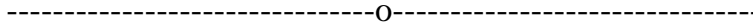
FACT:

Bad leadership permeates the MLM industry.

Bad, ineffective and incompetent leadership runs rampant throughout the network marketing industry.

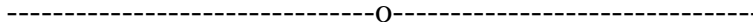
Keep an eye out for it. Identify it. It's all around you.

Once you've identified it, then learn from it and do the opposite.



In network marketing, leadership is exhibited primarily by what we tell people to do (the training and advice you give to people in our downline) and the application of strategy and tactics (what you do to build your business).

If you give bad advice or bad training, and/or if you apply weak and ineffective strategies and tactics and instruct your downline to do the same, then you will not be an effective and competent leader, resulting in failure.



Whenever your sponsor or anyone from your upline gives you advice and/or tells you what to do, ask yourself, "Does what they're advocating actually makes sense?"

Ask yourself, “Is it viable?”

Ask yourself, “Does my sponsor or upline know what the heck they’re talking about?”

Ask yourself, “Am I going to succeed if I do as they say and do, or am I better off doing something different?”

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Some examples of ineffective, incompetent and negative leadership:

1. The “leader” tells you to do something stupid, such as “make a list of your warm market.”
2. The “leader” asks you to invest a lot of money in a marketing scheme. For example, several months ago I spoke with a lady who invested a whopping \$8,000 to put an ad in a rag “opportunity seeker” magazine. What’s bad is that she persuaded some of her inexperienced downline to share in the expense. The downline people are victims because they don’t know any better. Bottom line is that advertising in the magazine is like flushing their hard-earned money down the toilet.
3. The “leader” is caught lying.
4. The “leader” has no “vision”. For example: I spoke with a fellow last week that told me he had 50 people in his downline. At the same time, he raved about what he had learned on the Ultimate Success CDs.

I asked him if he thought his downline would grow rapidly if he got 20-25% of his downline trained by the Ultimate Success CDs? He answered, “Of course it would!”

I asked him, “You’ve had the CDs for three months now. Have you told your downline about them?”

He replied, “No, I forgot.”

Bottom line: He has no vision.

5. The “leader” does something that illegal and/or stupid. For example: spamming. Another example: reverse baiting.

I’m assuming you know what spamming is, so I won’t go into details here.

“Reverse baiting” is when a network marketer opts in to receive another network marketer’s materials not with the intention to learn something and/or acquire something of value, but rather to “reverse bait” and email that person solicitations.

This happens almost every day to me, I’ll get an email (or several emails) from some unethical network marketer who opted in to receive my free training materials (such as this training newsletter) not with the intention to learn something of value, but to merely to have me as a contact so they can blast me with their stupid email solicitations.

Recently a network marketing success-wannabe numbskull that I’ll call “Rick” sent me one of the most idiotic and poorly written email solicitations I’ve ever received.

Here it is exactly as it was sent to me (same fonts, color, mistakes, etc.), although I’ve changed his name, contact info, and company name:

[EXACT EMAIL RECEIVED]

Please take the time to listen to this recorded blog. This is something potentially Huge!

John Doe (CEO of ABCMLM did an interview on a blog and that recording can be heard at this website: <http://www.com> he talks about ABC. I was very impressed and I think you will be too.

This new [stuff] is going to change the Industry as we know it and you have a chance right now to be in a position to benefit from it as a reseller. Go to my site at www.com . We need your help.

Rick & [wife] Wannabe
123-456-7890

I read it twice and counted at least twelve (12) fundamental errors and flaws in this broadcast email.

I'm sure if I spent ten minutes on it, I'd find even more.

On top of that, because this person uses an ISP that puts advertisements at the bottom of outgoing emails, there was an advertisement with the email touting a genre of music of which I am not a fan. In fact, the genre of music appeals to less than 15% of the population. Although the sender of the email has no control over the ads, the fact is that the ads add to the unprofessional image of the email.

To be blunt . . . this fellow's email solicitation sucks.

It sucks big time.

I emailed the fellow back and told him that it was one of the worst email solicitations I'd received this year.

Surprisingly, he took offense, emailed me back, called me some names, etc.

And therein lies the fundamental problem and challenge for many/most of the people who want to be "leaders" in the network marketing industry and ultimately succeed and earn \$10,000 and more a month.

The problem is that not only do they not know what they must do in order to succeed in this industry – they don't even know that they don't know.

THEY DON'T KNOW WHAT THEY DON'T KNOW.

And if you point it out to them, they become defensive.

The reason they become defensive is because of both pride and arrogance.

Well . . . that's easy to fix! They need to swallow the pride and throw out the arrogance!

In future segments of "Bad Leadership" I'll share with you other examples of "bad leadership".

Until then . . . strive to be a great leader! Do the right thing, and teach the right thing. In doing so, you'll make a lot of money and so will your downline.

Sincerely,

Tracy Biller

Email: Tracy@UltimateSuccessCDs.com

Website: www.UltimateSuccessCDs.com

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