

# The Tracy Biller Newsletter

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## Bad Leadership – Part #2

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

Many network marketers sent the first newsletter of this series “Bad Leadership – Part #1” to their sponsors and upline.

I’m not surprised.

As I stated in Part #1 and again in this newsletter, bad leadership permeates the network marketing industry.

I provided several examples of bad leadership in Part #1. Here in Part #2 I’ll provide you with more examples.

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Lots of people wrote in that they enjoyed reading about General Norman Schwarzkopf in Part #1. As I wrote in that first newsletter, years ago while the general was speaking to the graduating class of West Point Military Academy, a cadet asked the general 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”

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## **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.

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**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.**

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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 make 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” lies about his income, or his background, or how much money he’s making.
2. The “leader” changes strategies frequently.

3. The “leader” is clueless when it comes to marketing. For example, I recently received a rather silly and stupid solicitation broadcast email from a network marketer. Here it is in its entirety (with the product name changed to “XYZ” changed):

**[EXACT EMAIL RECEIVED]**

**Subject line:**

XYZ is burning your calories not your health

**Text:**

XYZ has been on the news on different channels trying to help the people who suffer from excessive weight live a complete life. Find out how popular it is in the media. Click immediately.

When I read the email my first reaction was, “You’ve got to be kidding me! Who in the world would send such a stupid solicitation?”

Is this email solicitation effective? NO!

Persuasive? NO!

Well written? NO!

Silly? YES!

Stupid? YES!

It’s obvious that the sender of this email hasn’t a clue what he is doing. One can only hope that he isn’t teaching others to do the same, as they will only fail.

4. Here’s another example of a stupid and silly email solicitation I received this week (with the sender’s name changed to John Doe and the company named changed to ABC).

There are several interesting notes about this email.

Firstly, the sender references the “great things” he’s learned from me. However upon speaking with him via telephone, it was revealed that he only has two of the eight Ultimate Success CDs, that those CDs were purchased two years ago, and that he’s lost them. Also, he just recently opted in to receive my free training.

Also . . . the sender indicates he’s “retired”. The fact is, he’s not retired. He claims he puts that on his solicitations because as a CPA he’s not allowed to advertise his service in states he’s not licensed.

Candidly . . . that’s a rather flimsy excuse.

Here’s his email complete with the errors, and misdirected link (that contained two periods after the “www”):

**[EXACT EMAIL RECEIVED]**

**Subject line: (nothing was written)**

**Text:**

Hi Tracy.

John Doe here. I love your materials and the great things I have learned from you.

Would you be a founding distributor for a network marketing company that is pre-launch?

Would you if it is FREE to join thru launch...for you and all your downline?

Would you if you are paid the same on each person regardless who signs them up?

Would you if you could be about 5 or 6 levels from the top of the entire company?

Would you like to bring in over a million dollars per month?

How about if every month you made way more than you pay out?

Would you if it is all run and recruited on auto-pilot?

Want another passive income stream with no upfront risk or cost?

You have nothing to lose, and everything to win!

This is a pre-launch network marketing deal. ABC has a flagship product that is expected to be the leader in the XYZ market.

I would like to ask you to visit my temporary website, [www..JOHNDOEABC.com](http://www..JOHNDOEABC.com). Please forgive the rough nature of my website, I did it myself and will only use it until my company site is up and running.

The company founder will be happy to talk to you and help you with your due diligence.

Sincerely,

John Doe, CPA (ret)

It should go without saying that this fellow's email solicitation sucks.

It sucks big time.

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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

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