

The Tracy Biller Newsletter

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Bad Leadership – Part #3

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

Many network marketers have bravely sent the first two newsletters of this series “Bad Leadership – Parts #1 and #2” to their sponsors and upline.

I’m not surprised.

As I stated in Parts #1 and #2, and as I’ll state again in this Part #3 newsletter, bad leadership permeates the network marketing industry.

I provided numerous examples of bad leadership in Parts #1 and #2. Here in Part #3 I’ll provide you with more examples.

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Professional Football Players

Each year during the pre-season, the teams of the National Football League allow the general public to attend some of their practices. As we’ve done in previous years, the Biller Family went to the Tennessee Titans’ practice facility to watch the team practice.

Not surprising, the drills the players were engaged in are fundamentally simple, and virtually identical to the drills being done by college, high school, and junior high football players throughout the country

For example, the Titans' quarterbacks were doing drills that were virtually identical to the drills I did thirty years ago when I was a quarterback in high school and college. The Titans quarterbacks did drop back drills, hand-off drills, center snap drills, various throwing drills, etc.

Like many QBs in the NFL, several of the Titans' quarterbacks are earning well over \$1 million a year – and yet million-dollar athletes were doing some of the very same drills done by both college and high school quarterbacks.

Why are they doing the same drills day after day, week after week, month after month, and year after year?

They do the drills because they know they have to in order to succeed and accomplish their objectives.

They know that if they don't do the drills, they will fail.

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Professional Golfers

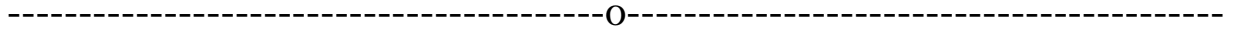
If you attend a professional golf tournament and go to the driving range or putting green, you'll see the best golfers in the world doing the very same drills that amateur golfers do all over the country.

The pros will lay a club down on the ground to help with their alignment. They will put a towel under their right or left arms when swing the club to help them stay connected. They'll stick tees in the ground in front of the ball to help them maintain proper swing path. They'll put balls around a hole at various distances to help determine the speed of the green, and to maintain consistency.

Why are the world's best golfers doing the same drills day after day, week after week, month after month, and year after year?

They do the drills because they know they have to in order to succeed and accomplish their objectives.

They know that if they don't do the drills, they will fail.



Network Marketers

The overwhelming majority of network marketers NEVER seek out top level training.

Of the few who do, even fewer retain what they learn because they don't repeat the instruction.

Of the few who repeat and retain the instruction, even fewer apply what they've learned on a consistent daily basis.

Therefore it's no surprise that the primary reason the overwhelming majority of people fail in network marketing is because they didn't learn what needs to be done, and/or they didn't correctly apply what they learned.

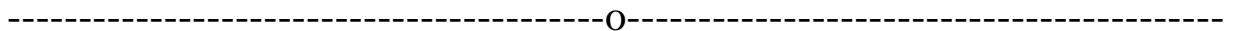
AND YET . . . the overwhelming majority of people in network marketing say that they're in the industry because they WANT TO MAKE MORE MONEY.

They think they can have it both ways . . . they think they can earn the big money without learning what needs to be done.

They are lying to themselves.

The players in the National Football League learned long ago how to play football. Virtually all of them played little league football, junior high school football, high school football, and college football. They have more than mastered the fundamentals of the game. And yet they continue to practice basic fundamentals on a consistent daily basis.

The same goes for the golfers of the PGA. Virtually all of them began playing golf when they were youngsters. They have more than mastered the fundamentals of golf. And yet they continue to practice those basic fundamentals on a consistent daily basis.



A Bad Leadership Strategy

I spoke with a fellow yesterday who said, “Your CDs are the best I’ve ever heard. I’m going to train my downline with them.”

“How big is your downline?” I asked.

He answered, “I’ve got nine people.”

I asked, “How are you going to train your downline with my CDs?”

“Well, uh, uh,” he stammered. “Uh, I really don’t want them, uh, to have to spend, uh, any more money. I mean, they already had to spend \$20 to sign up in my program. What I’m, uh, going to do is, uh, invited them to my house once a week and, uh, play for them one of your Ultimate Success CDs. In eight weeks they’ll be trained.”

I replied, “Sir, don’t be upset by what I’m going to say next. The fact is, you’re both a fool and an idiot. You have absolutely no understanding of proper training. Moreover, you have absolutely no understanding of what it takes for knowledge to be retained in the human brain. The fact is that repetition is the mother of retention, and retention is the mother of proper application. In order for your downline to both learn and retain the information that’s on the Ultimate Success CDs, they absolutely MUST listen to the CDs multiple times. There are no exceptions to this rule. I state this at the beginning of each CD. And yet somehow you missed it. The very idea that a person can hear a CD one time and retain the information is just plain silly.”

“Let me ask you this,” I continued. “Let’s say that one of the people you’ve signed up, say a fellow named Jack, comes to your house on the first night, hears the Momentum CD, and then goes home and the next day signs someone up. So how’s Jack going to train his new distributor? Is he going to invite him to your house for the once-a-week CD playing training? Or is Jack going to get his own set of CDs and start hosting his own in-home CD playing training? The bottom line is that your downline will do not what you say, but what you do. And your strategy for training has more flaws in it than you realize. You really need to demand that each person in your downline gets their own set of CDs.”

He paused for a second, and then said, “I get it now. I need to have my downline get their own set of CDs. But what if they don’t want to spend the money?”

“Well then,” I replied, “then you’ll discover that they aren’t very serious about succeeding in network marketing. Better that you find out early that they aren’t serious so that you don’t waste your precious time and money on them.”

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.

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,

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