

# The Tracy Biller Newsletter

© 2010 Tracy Biller. All rights served.

“Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

\*\*\*\*\*

## Bad Leadership – Part #4

by Tracy Biller – Network Marketing’s #1 Trainer

\*\*\*\*\*

Dear Network Marketer,

Many network marketers have bravely sent the first three newsletters of this series “Bad Leadership – Parts #1, #2, and #3” to their sponsors and upline in an effort to get them to provide better and more effective leadership.

I’m not surprised.

As I said in Parts #1, #2, #3, and as I’ll say again in this Part #4 newsletter, bad and ineffective leadership permeates the network marketing industry.

I provided numerous examples of bad leadership in Parts #1, #2, and #3. Here in Part #4 I’ll provide you with another example.

-----o-----

### **Nothing has changed except for communication tools!**

In the nearly 80 years since the network marketing industry was born, and especially over the past 30 years . . . nothing has really changed in the industry except for the communication tools that distributors use to build their business.

Fundamentally speaking, compensation plans haven't changed. There are four (4) types of compensation plans and everything else is a hybrid or mixture of those four.

Objectivity hasn't changed. The primary objective of this business is to create sales volume by taking your company's product/service to market. You do that with retail sales, and by building a downline network of distributors who have the same objective.

Human nature hasn't changed. Human nature remains unchanged after 3000+ years of recorded history.

Corporate structure hasn't changed.

Accounting hasn't changed.

Goals and dreams haven't changed.

Etc. Etc. Etc.

Like I said earlier, the only thing that's changed in the network marketing industry over the past 30-80 years is the communication tools that people use to build their business.

-----o-----

## **An arsenal of communication tools!**

Today's network marketer has an arsenal of communication tools that can be used to build his business, such as:

cell phone  
voice mail  
three-way calling  
call forwarding  
speaker phone  
text messaging  
emailing  
email broadcasting  
web sites  
video presentations  
flash presentations  
webinars

podcasts  
power point presentation  
conference calls  
CDs  
DVDs  
MP3s  
PDFs  
Faxing

Not one of these communication tools existed in the 1940s, 50s, 60s, or 70s.

A few of them existed in the 1980s.

A few more came to use in the 1990s.

And the rest came to be in the 2000s.

All of these communication tools make it possible for a network marketer to build his business QUICKER, FASTER, and BETTER.

These tools break down any and all geographic barriers.

**To not use these tools is sheer idiocy.**

Of course, in order to use these tools effectively a network marketer MUST have excellent communication skills. Such skills can be easily learned (as taught on my [Speak CD](#)).

Moreover . . . these tools must be made to be PERSUASIVE. Persuasiveness is also a skill that can be easily learned (as taught on my [Persuasion CD](#)).

-----o-----

**Imagine the network marketing “leader” who purposely hinders downline growth by telling his downline NOT to use modern communication tools, and to recruit and sponsor with “belly-to-belly” and “face-to-face” methods, along with “home meetings”.**

**AAARRRRGGGGGHHHHHHH !!!!!!!!!!!!!**

A fellow called me a couple of weeks ago. He had a special request that caused my “red flag of skepticism” to be quickly raised.

I asked a few questions to see if my skepticism was warranted.

Indeed, it was.

He told me that he had recently signed up with a network marketing company, that he had nobody in his downline . . . yet.

He said he didn’t like all of the communication tools that are available, and that he was “going back” to using the strategies of yesteryear.

He said . . .

**“Even though I know that most heavy hitters built their big downlines by recruiting people with previous network marketing experience, I do not want my downline recruiting network marketers. And I don’t want them recruiting business opportunity seekers, regardless of how bad the economy is.”**

He continued . . .

**“I don’t want them using the Internet or any high-tech stuff. I just want my downline to just go after their warm market, and people they run into.**

**“I want them doing ‘face-to-face’ and ‘belly-to-belly’ and the ‘3-foot rule’.**

**“I want them doing home meetings, and then when they run out of room I want them doing hotel and motel meetings.”**

For a few seconds I was speechless. And for me, that’s a rare event.

I was thinking to myself, “Did I just hear what I think I heard?”

So I asked him . . .

**“ARE YOU JOKING . . . OR ARE YOU SERIOUS?”**

He said he was totally serious.

I said, “You realize of course, that you are purposefully hindering your downline’s ability to grow their business and to make lots of money. You know that, don’t you?”

He said, “I don’t care. I believe that going back to the way things were is the way to go. I’m going to do it my way.”

I replied, “And while you’re doing it ‘your way’, be sure to have the song ‘My Way’ playing in the background. I prefer the Frank Sinatra version, although Elvis Presley did a pretty good rendition of it as well!”

-----o-----

I’ll be the first one to admit that sometimes “going back to the way things were” is indeed, the best way to go.

But I don’t want to give up my car and go back to riding a horse.

I don’t want to give up my washing machine and go back to washing clothes on a rock by the creek.

I don’t want to give up my toilet and have to use an outhouse. (And I don’t want to give up using toilet paper and have to use torn-out pages from a magazine as my grandmother told me she and her family did on the farm when she was a little girl.)

I don't want to give up my HD Plasma TV, my cell phone, my iPod, and my digital range finder.

There's a whole lot of stuff that I don't want to give up and have to "go back" to the way things were.

And I'm sure that 99% of all network marketers will agree that they would much rather use modern and more efficient communication tools to build their business, because they DO NOT want to go back to the "3-foot rule", "face-to-face", "belly-to-belly", in-home meetings, and hotel/motel meetings.

-----O-----

Before we hung up, I told the fellow "good luck" and I invited him to call me in a year and let me know how he's doing.

He said he would.

I won't hold my breath waiting on his call.

-----O-----

It goes without saying that you must be a great leader in order to succeed in network marketing.

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](mailto:Tracy@UltimateSuccessCDs.com)

Web site: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

© 2010 Tracy Biller. All rights reserved.

\*\*\*\*\*

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

\*\*\*\*\*

Tracy Biller's "Success-Training" newsletter is published and distributed by:

**Owens & Lane Publishing, LLC**  
**P.O. Box 1752**  
**Hendersonville, TN 37077**