

# The Tracy Biller Newsletter

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## Cliches that breed failure.

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

There’s a lot of clichés in network marketing. Some are good. Some are bad.

Some of the bad ones actually breed failure.

One of the bad clichés is the one that says, “Network marketing is just a numbers game.”

When I first got into network marketing (September 1990) the “numbers game” cliché was told to me by my sponsor. No doubt he heard it from his sponsor, who heard it from his sponsor, and so on.

Since then I’ve heard the “numbers game” cliché at dozens of live trainings and conventions.

I’ve also read the “numbers game” cliché in numerous “how to succeed” network marketing books.

Indeed, the “numbers game” cliché seems to be just about everywhere in the network marketing industry. (I spoke with a fellow this very morning who told me he heard it at his company’s convention last week!)

The problem with the “numbers game” cliché is that it sets people up for failure.

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That's because the "numbers game" cliché creates the illusion that in order to succeed in network marketing, all you have to do is contact lots of people.

If that were the case – if succeeding in network marketing were indeed "just a numbers game" – then you could succeed in network marketing by simply recruiting from the phonebook.

Moreover, if succeeding in network marketing really was "just a numbers game", then all you have to do is send out broadcast emails to millions of people. It's easy to do! Email lists are cheap!

Spam, baby, spam!

Of course spamming is not only ineffective, it's also highly illegal.

A couple of times a month I'll get a call from some success wannabe who tells me they've figured out a way to do bulk broadcast email without getting shut down. "After all," they justify, "network marketing is just a numbers game."

"No," I tell them, "it's not just a 'numbers game'. And you're a blithering idiot if you've bought into the notion that it's just a 'numbers game'."

**The reason why the "numbers game" cliché is just plain silly is that it shows total disregard to the importance of target-market recruiting, speaking and communicating effectively, working a 90-day business plan, using persuasive sales tools, establishing sales volume, being self-motivated, being an effective leader, etc.**

In conclusion, the "numbers game" cliché is a bad cliché.

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Another bad cliché is the one that says, "It takes 2-5 years to succeed in network marketing."

It does **NOT** take 2-5 years to succeed in network marketing.

The **FACT** is that if a person knows what they're doing and they apply the right strategies and tactics, they can be earning \$5,000 to \$8,000 and more within 6-8 months.

The **FACT** is that it's a whole lot easier to succeed **QUICKLY** in network marketing than it is to succeed slowly.

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The reason it's harder to succeed slowly is because actually emotionally painful to move at a slow pace, and thus to succeed slowly.

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Beginning today, whenever you hear a guru speak a cliché, ask yourself, "Is it a success-producing cliché, or is it a failure producing cliché?"

Sincerely,

Tracy Biller

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