

# The Tracy Biller Newsletter

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## IGNORANCE = FAILURE, Part 1

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**“Ignorance”:**     **having no learning or education; lacking awareness; uninformed; inexperienced; not knowing.**

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Dear Network Marketer,

The other night my wife and I watched a television special on Tom Hanks, one of the greatest actors of our time. We learned that Tom began acting in high school, he studied acting in college, and he honed his acting skills in many small theater productions . . . all of this ***prior*** to landing his first jobs in television and motion pictures.

Simply said, to succeed in acting Tom Hanks first acquired lots of “acting knowledge” and he applied what he learned. Through the years he’s earned many tens of millions of dollars. He was not an “ignorant actor” who got lucky and succeeded.

Rather, Tom Hanks was a very “knowledgeable actor”. In fact, if you were to name the top 50 male and female actors, you would see that each of them acquired lots of acting knowledge prior to becoming successful actors. Not one of them became successful as an “ignorant actor.”

The same thing applies to professional golfers. Whether it’s the PGA (men) or the LPGA (women), there are no “overnight successes” in professional golf. All professional golfers began playing golf as kids or teens. And over the years they have received professional instruction from numerous coaches, they have played thousands of rounds of golf, and they have spent countless hours practicing while hitting countless numbers of balls.

Simply said, professional golfers acquired a lot of “golf knowledge” and they applied what they learned prior to becoming professional successes. Many of them are millionaires many times over. There are no professional golfers who were ignorant about golf.

**Do you want to succeed in network marketing?**

**If so, then memorize the following equation:**

**Knowledge + Correct Application = SUCCESS**

It should go without saying that in order to succeed at something – in order to become proficient or skilled at something – you must first acquire “knowledge” about that thing for which you desire to become successful.

After that, you must correctly apply that knowledge.

If you want to make a lot of money in network marketing, then you **MUST** acquire knowledge about network marketing. You must learn how to produce sales volume. You must learn how to develop a business plan. You must learn how to communicate effectively and persuasively. You must learn how to hit your target market. You must learn how to generate your own leads. And you must learn how to be 100% self-motivated.

Best of all . . . you can acquire this knowledge in just a few days by listening to the Ultimate Success CDs, the network marketing industry's most duplicable and productive training program.

Once you have acquired the knowledge you need, then you apply what you've learned. The results you achieve can quickly change your life!

## **You will experience life-changing results.**

For some network marketers, the knowledge they acquire and apply results in a \$5,000 to \$10,000 a month income.

For others, it results in a much higher income – \$20,000 to \$50,000 a month and more.

Whether you earn \$5,000 a month or \$40,000 a month or anything in between, the ability to work casually from your home and make a full-time income while having total time freedom is truly a life-changing experience for you and your family.

I can also tell you from first hand experience that earning over \$40,000 a month gives you an incredible feeling of accomplishment. It makes you feel very good inside to be able to give your family the “finer things in life.”

Sadly, the overwhelming majority of network marketers will never acquire the knowledge that's necessary for success. They will forever be ignorant about network marketing, and their ignorance will result in failure.

Remember these four facts:

1. Ignorance + No Application = Failure
2. Ignorance + Application = Failure
3. Knowledge + No Application = Failure
4. **KNOWLEDGE + CORRECT APPLICATION = SUCCESS**

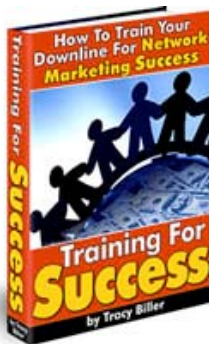
Acquire the knowledge and apply what you learn, and you will soon be on the  
“beaches of the world!”

Sincerely,

Tracy Biller

email: [Tracy@UltimateSuccessCDs.com](mailto:Tracy@UltimateSuccessCDs.com)

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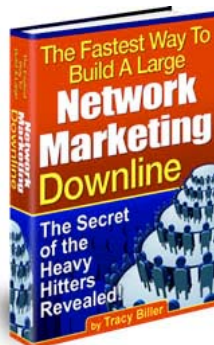


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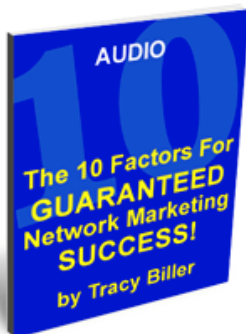


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