

The Tracy Biller Newsletter

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Make your downline accountable. By doing so, you’ll be successful. Hint: Learn to “pre promote”!

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

On Friday, November 27, I announced a “Black Friday Sale” (now called the “Holiday Special”) in which the entire 8-CD collection of Ultimate Success CDs (regularly priced at \$70) can be purchased for only \$19.95.

Right after I launched this sale I got calls and emails from distributors asking me for assistance in getting their downlines to take advantage of this special. As one distributor said, “Bottom line is that I want as many people in my downline trained by your CDs as possible. I’ll make more money as a result.”

“Yes,” I told him, “You will!”

I told him and the others who contacted me to do three things.

FIRST . . . I told them that they must promote this special in all communications to their downline including: emails, newsletters, training calls, one-on-one calls, etc. In other words, tell your downline about it whenever you communicate with them.

SECOND and more important, I told them to hold their downlines accountable. I told them to say (and email) the following to their downlines: *“Email me right after you have ordered your Ultimate Success CDs. I’m keeping track of who in my downline has the CDs, as these people will receive specialized training from me after the first of the year.”*

THIRD . . . I told them that beginning on January 4 (which is the start of the next Prime Recruiting Season), they need to create an ongoing series of simple and brief email trainings in which they emphasize different things that are taught on the Ultimate Success CDs. I told them to “pre promote” their email trainings to their downlines.

IMPORTANT NOTE: The instructions I gave them is the strategy known as “Pre Promotion of Impending Events”. It is a critical part of your success in network marketing. Both “pre promotion” and “post promotion” are taught on the Ultimate Success CDs.

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The Black Friday/Holiday Special sale was launched twelve (12) days ago. Quite a few distributors with large downlines have had tremendous success with instructing their downlines to get the CDs at this sale price. One fellow emailed me yesterday and said, *“I’ve got just over 2,300 in my downline. I did exactly what you told me to do. I promoted your sale in emails I sent to them and on two training calls. I told them that they must email me right after they’ve placed their order. As of this morning 982 of them have emailed me that they’ve ordered. That’s almost 43%! Even you’ll agree that’s a great number!”*

Yes, that is a great number! To get 43% of your downline to invest in higher education is a great accomplishment.

Another distributor emailed me last Friday. She wrote, *“I’ve got 116 people in my downline. I did as you told me and emailed all of them to tell them about your \$19.95 special, and I told them to email me after they’ve ordered. As of today, just one week since the sale started, 63 of my downline have ordered the CDs, which is about 54% of my downline. That’s pretty good, isn’t it?”*

Yes, that’s darn good!!!!

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Learning how to “pre promote” and then doing it regularly is critical to your success in network marketing. Now is a good time to put it to good use!

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To order a set of Ultimate Success CDs simply go to my web site and place your order.

www.UltimateSuccessCDs.com

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Remember . . . the next Prime Recruiting Season begins on January 4. Use this special to get your downline trained so that your business explodes beginning on January 4!

Sincerely,

Tracy Biller

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