

The Tracy Biller Newsletter

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Network Marketers benefit by watching “The Biggest Loser”

There’s more to the show than just weight loss.

The real lesson is that we must make good choices in order to accomplish our objectives.

Dear Network Marketer,

I’m assuming you’ve seen or heard of the TV show called “The Biggest Loser” in which a group of extremely overweight people check into a fitness facility where for several months two aggressive fitness experts – Bob Harper and Jillian Michaels – whip their big butts into shape.

The show first aired in 2004. It’s now in its ninth season and has become a worldwide hit, airing in over 90 countries and produced in 25 countries.

The show is a huge success (pun intended), and the weight loss achieved by the obese people is both phenomenal and inspiring.

But beyond the incredible weight loss, what I believe is the most valuable thing to learn from the show is that we be tough on ourselves, we must be brutally honest with ourselves, and we must make good choices in order to accomplish our objectives.

The overweight people who are on “The Biggest Loser” didn’t become obese overnight. Their extreme overweightness occurred gradually over the course of many years during which time they routinely made bad choices such as eating the wrong foods (and too much of those foods), and not exercising regularly.

What we see by watching the show is that although these overweight people express the desire to loss the fat and become thin again, they often times revert back to making the bad decisions that led to their obesity. When that happens, the fitness experts Bob and Jillian get right in their face and get on them like stink on a skunk to get them back on the right track!

Bob and Jillian are tough on the overweight people. They need to be, because many of the overweight people on the show are not tough enough on themselves. Left to their own device, many of them would stop choosing to make good decisions, and revert back to choosing to make the bad decisions that led to their obesity. Thus, Bob and Jillian use every psychological trick in the book, which includes lots of yelling, to “get into the heads” of those overweight people who start to slack, who lie to themselves, who exhibit weakness, and who make bad choices.

Those viewers who perceive Bob and Jillian as being abusive don’t have a fricking clue as to what a good coach is all about, and is supposed to accomplish. Bob and Jillian are great coaches. It’s the job of the coach to “raise the level of expectation and performance” for the athlete, because most athletes – left to their own device – don’t raise the bar high enough.

It’s the coach’s job to get the athlete to perform at a higher level, and that requires brutal and blunt honesty. The coach says what needs to be said. Numerous times throughout my football career (high school and college) I’ve had coaches give me a verbal a** kicking. Not only did I deserve it, their words caused me to perform at a higher level. I always appreciated my coaches getting on me to do better.

Weak people will often times mistake a coach’s blunt honesty as “abuse”. Weak people will say things such as: “You’re making me feel bad”, “You’re hurting my feelings”, “You’re attacking me”, “You’re being mean to me”, and other similar things.

What these weak people don't understand is that the coach is merely holding up the "mirror of truth", and is showing them their own reality, which are the bad choices they are making.

For Network marketers – because they work alone – it's easier to lower their level of expectation. It's easy for them to "slide by" and make bad decisions, because there is no one to hold them accountable; they are accountable only to themselves.

That's why I routinely hold up the "mirror of truth" to many of the network marketers who call me for help, especially those who own the Ultimate Success CDs. I show them the error of their ways, and make it clear that their failure is a result of their making bad decisions.

I know human nature like the back of my hand, and I know that 90% of those who invest in the Ultimate Success CDs choose to not listen to them, or they choose to listen to them once or twice without taking notes. The result is that they learn very little of what's on the CDs.

It's not the CDs' fault! The Ultimate Success CDs contain the greatest training in the history of the network marketing industry. The fault is in "human nature". It's easy to choose laziness. It's easy to choose procrastination. It's easy to choose to be distracted. It's easy to choose to not have the desire to succeed in network marketing.

If the overweight people who are on "The Biggest Loser" become lazy, or if they make bad choices, then Bob and Jullian are there to kick them in the butt and get them back on track.

As a network marketer, you don't have someone right there to kick you in the butt. What you do have however, are the Ultimate Success CDs. Simply listen to them over and over and over again. They will help you to stay on track and to make good choices that will lead to your succeeding in network marketing.

Sincerely,

Tracy Biller

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

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