

# The Tracy Biller Newsletter

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## Network Marketing Myths – Part #2

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

Recently I recorded a free audio training that is being talked about throughout the industry. It is titled **“The Truth About Biz-Opp Leads.”** This free audio training is available for you and your downline to hear. You can listen to it at my web site, or download the MP3 version. (Click [HERE](#) to hear or download the presentation.)

I’ve received over a thousand emails from people praising this free training. Many of them comment on the “Myths” that I talk about, and have requested I put those myths in writing.

I’ve already released “Network Marketing Myths – Part #1.” You can read it at my web site in the “Newsletter Archives”. In that newsletter I dispel the myth that “it takes 3-5 years to succeed in network marketing.”

This is Part #2 of the ongoing series “Network Marketing Myths”.

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**MYTH:** Success in network marketing is merely a “*numbers game*”.

**TRUTH:** No, it is NOT merely a “*numbers game*”.  
And it never has been!

The “success in network marketing is merely a numbers game” myth is total B.S.

It is nothing more than a cliché that people use out of ignorance.

If it were merely a numbers game, then why do 99% of the industry’s top earners – when switching from one company to another – recruit other network marketers to build their big downlines quickly?????

Those top earners know it’s not just a “numbers game.” They know it’s much more than that. They know it’s a “target market numbers game.”

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## **LUCK-OF-THE-DRAW NUMBERS GAME METHODS**

Think about this . . . if indeed succeeding in network marketing were merely a “numbers game”, then you could succeed merely by calling people out of the phone book.

If it were merely a numbers game, you could succeed by putting flyers on cars.

You could succeed by taping mini-flyers on mailboxes.

You could succeed by hiring an airplane to fly while pulling a sign with an advertisement.

You could succeed by hiring the Goodyear Blimp to fly around a big city at night time with the lights on the sides flashing out your advertising message.

If it were merely a numbers game, you could succeed merely by handing out business cards to people on the streets, in airports, at bus stops, at ball games, at the grocery store, at WalMart, at the mall, at the school, etc.

You could succeed standing at the corner of a busy intersection, holding a big sign with an advertising method on it.

You could succeed by putting flyers on telephone poles.

You could succeed by utilizing the 3-foot rule. (Yuck!)

**NOTE:** While I'm poking fun at the methods listed above, I do know at least one (1) person who did each of them, and a few of them actually had some success doing it. But the fundamental problem with each of the above methods is that they rely entirely on luck of the draw. Not one of these methods hits the target market. Therefore with each of these methods, the odds are much greater that you'll fail. But when you recruit previous network marketers, you put the odds of success in your favor.

So from this day forward, use this phrase: *"Success in network marketing comes when you hit your target market, and do so in great numbers."*

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Keep a lookout for future newsletters in which I reveal other bogus "myths" from the network marketing industry!

Sincerely,

Tracy Biller

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