

The Tracy Biller Newsletter

© 2010 Tracy Biller. All rights served.

“Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: www.UltimateSuccessCDs.com

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: www.UltimateSuccessCDs.com

Network Marketing Myths – Part #3

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

Recently I recorded a free audio training that is being talked about throughout the network marketing industry.

The audio training is titled **“The Truth About Biz-Opp Leads”**. 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 **“The Truth About Biz-Opp Leads”**. Many of them comment on the “Myths” that I talk about, and have requested I put those myths in writing.

Two newsletters “Network Marketing Myths – Parts #1 and #2” have already been released. You can read them at my web site in the “Newsletter Archives”.

This is Part #3 of the ongoing series “Network Marketing Myths”.

-----o-----

MYTH: Network Marketers are “entrepreneurs”.

TRUTH: Network marketers are NOT entrepreneurs!

The notion that network marketers are “entrepreneurs” is false.

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

Moreover, it is a label that is put on new network marketers to make them “feel good” about signing up into their network marketing company.

On top of that . . . it is a label put on new network marketers to avoid using the “S” word. (What’s the “S” word? Keep reading for the answer!)

-----o-----

The definition of “ENTREPRENUER”

There are many variations of the definition of the word “entrepreneur”.

The overwhelming majority of those definitions contain the word “risk”.

Here are a few definitions of “entrepreneur”:

- 1. One who assumes the financial risk of the initiation, operation and management of a given business or undertaking.**
- 2. A risk taker in the business world. Usually applied to a person who sets up as a business owner using their own money or an obligation on borrowed money.**
- 3. Someone who organizes a business venture and assumes the risk for it.**
- 4. Individual or group of individuals who take on the risk of starting a venture.**

5. An entrepreneur is a person who has possession of a new enterprise, venture or idea, and assumes significant accountability for the inherent risks.

By definition, it is the owner(s) of the network marketing company who is the “entrepreneur”.

The owner of the network marketing came up with the idea for the company, the products and/or services.

The owner organized the venture and set up the operations, the manufacturing, the offices, the accounting, the shipping and receiving, etc.

The owner manages (or pays employees) to manage the day-to-day operations of the business.

And most important of all . . . **the owner is the one who assumes significant accountability for the inherent risks. It is the owner who takes on the risk. It is the owner who has “skin in the game”.**

-----o-----

So . . . what is a “network marketer”?

The person who “joins” a network marketing company is a “sales and marketing representative” for that company.

The proof of this is the fact that you are paid a “commission” on the sales volume that you and your downline create.

For many years we have called people who join a network marketing company “distributors” because in the old days of network marketing you had to actually keep an inventory of your company’s products at your home, and you were responsible for “distributing” those products to your local customers.

Today however, keeping inventory is no longer necessary, as the network marketing companies now ship their products directly to your customers while you receive the retail profit.

I'll say it again: **The person who joins a network marketing company is a “sales and marketing representative”.**

When you sign up to represent a network marketing company and your objective is to make a lot of money, then you must embrace the fact that your job is to SELL, SELL, SELL and MARKET, MARKET, MARKET.

Your job is to PERSUADE people to BUY your company's products and/or services.

Your job is to PERSUADE people to JOIN the network marketing company that you joined, and their job is the same as yours, that being to SELL, SELL, SELL and MARKET, MARKET, MARKET.

The “S” word in all of this is either “sell” or “sales”. While considered a “bad word” to some, the word “sell” or “sales” is the very essence of our industry, for something has to sell in order for you to make any money. It's just that simple.

-----o-----

“But Tracy! What about my risk?”

Once when I was speaking about this topic in front of a live audience, a fellow raised his hand and said, “I agree with everything you've said except for the part about risk. I've got risk. I spent money to join.”

I laughed and replied, “We're going to have to agree to disagree. The owner of your company has several million dollars at risk. What have you spent so far?”

He answered sheepishly, “Well . . . uh . . . about . . . uh, er . . . \$300.”

“So you're telling me you believe that because you've got \$300 in the game, that you've got risk?” I asked sarcastically. “Let me tell you something and you should already know this. Three-hundred dollars is chump change. It isn't risk. The owner of your company has millions of dollars invested. Now that is risk! He's got skin in the game. You don't have any skin in the game. You didn't risk anything to join your network marketing company.”

“Nobody risks anything when they join a network marketing company,” I continued. “\$300 is not risk. It's chump change in the grand scheme of things. And if someone thinks they've ‘risked’ something by signing up in a network marketing company and incurring \$300, \$500, or even \$1,000 to get their little business up and running, then that

person needs to wake up and smell the proverbial coffee. They need to get real. \$300 is not risk. Do you understand what I'm saying?"

He answered, "I do. I really do. Now I get it."

I then addressed the entire audience and said . . .

"The 'risk' you feel you've incurred is the fear you have of either succeeding or failing. The 'risk' is something you feel. It's your ego working overtime.

"Put your ego aside and put all of your fears aside, and that feeling of 'risk' disappears. Your risk in network marketing isn't financial. Your risk is emotional.

"That's why I teach people to remove their emotions when working this business."

-----o-----

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

Sincerely,

Tracy Biller

Email: Tracy@UltimateSuccessCDs.com

Web site: www.UltimateSuccessCDs.com

© 2010 Tracy Biller. All rights reserved.

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: www.UltimateSuccessCDs.com

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

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