

# The Tracy Biller Newsletter

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## Silly and Stupid Titles

by Tracy Biller – Network Marketing’s #1 Trainer

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**Many network marketers put a silly  
and stupid title after their name.**

**Read this newsletter and you’ll  
discover why this is not a good idea.**

Dear Network Marketer,

I got an email over the weekend from a network marketer named Rob who asked this question:

*Hey Tracy,*

*I’ve been in network marketing for nearly five years. During that time I’ve noticed that many networkers give themselves silly and stupid titles at the end of their emails. Yesterday I got an email from a networker who put “Lifestyle Coach” after their name. It seems so stupid!*

*What are your thoughts on this?*

*Thanks.....Rob*

I laughed out loud when I read Rob's question. That's because I too, receive lots of emails from network marketers who use silly and stupid titles at the end of their emails.

Here are some examples of just a few of them . . .

### **“HYDRATION CONSULTANT”**

For example . . . yesterday I got an email from a fellow who put the title “Hydration Consultant” after his name. After I read it I actually said aloud, “What the hell is a ‘hydration consultant’?” And then I started laughing, thinking that the next time I'm thirsty I'll call the guy and seek his advice on A) what I should drink, and B) when I should drink it, and C) how much I should drink.

**I've got a hydration tip for you that I'll give you free of charge:  
When you're thirsty, drink a glass of water.**

**The previous hydration tip is a courtesy from Tracy Biller,  
Newly Appointed Hydration Coach. All other hydration tips  
will cost \$5.00 each. 😊**

### **“WEALTH ACCUMULATION COACH”**

I recently got an email that had this title after the person's name: “Wealth Accumulation Coach”. The fellow who is using this title more than likely believes that such a title will give them more credibility. Or perhaps he believes that such a title will cause the reader/prospect to want to sign up under a “wealth accumulation coach”. I can assure him that neither is going to happen.

### **“HEALTH, WEALTH, and HAPPINESS ADVISOR”**

A lady sent me an email with the title “Health, Wealth, and Happiness Advisor” after her name.

I emailed her back and asked, “Where did you go to school to learn how to be a ‘health, wealth, and happiness advisor’? And is there a specific license that you have to purchase? And if I pay you to advise me on how to achieve ‘health, wealth, and happiness’ and I don't get them, do I get my money back? Please call me to talk about this as I'm real curious!”

Not surprising, I didn't hear back from her. I'm bummed, as that would have been an entertaining conversation! 😊

### **“RAGS TO RICHES CONSULTANT”**

The fellow who sent me an email with the title “Rags To Riches Consultant” also included his home address. Curious about what kind of home such a consultant would live in, I plugged his address into Google Maps and then zoomed in and clicked on “street view” and took a look at his house. I then went to the Zillow web site and plugged in his address, which showed that the

1,100sqft house he lives in is currently worth \$92,000. The whole process took less than two minutes.

In his email he asked me a question about web sites, so I wrote back for him to call me. He called me the next day, and for ten minutes I taught him some things about how to make his web site more persuasive and user-friendly.

At the end of the conversation I asked him if the address he put in his emails was where he lived? He said yes, it was.

I then asked, “You also put a title that says you’re a ‘Rags To Riches Consultant’. Is that correct? Is that what you are?” He said that yes, it was.

I then asked, “Have you yourself gone from ‘rags to riches’?” He said that yes, he had.

I then asked, “So you’re a top earner in your company?”

He answered, “Yes, I am. I earn a five-figure monthly income.”

“Congratulations!” I shot back. “How long have you been earning a five-figure monthly income?”

“A little over two years,” he answered.

Right then I asked him, “Would you consider yourself ultra-frugal and ultra-conservative when it comes to spending your money?” He answered, “No, not at all. Why do you ask?”

I replied, “Well, you put a title in your email that says you’re a ‘Rags To Riches Consultant’, and you just voluntarily told me that you’ve been earning \$10,000 or more a month for about two years. That’s over \$120,000 a year, and the fact is that that’s a way-above-average income. More often than not, when people earn a six-figure annual income, they usually live in a home that reflects their above-average income. But you on the other hand, live in a home that reflects a way-below-average income. And I’m wondering why that is?”

There was a long silence on the other end of the phone. In fact, for a second I thought he wasn’t on the other end, so I said, “Hello? You still there?”

“Yes,” he said meekly. “I’m still here. I’m, uh, kind of embarrassed.”

“Look,” I continued, “I don’t mean anything offensive by my question. It’s just that you chose to put a title after your name that states you’re a ‘Rags To Riches Consultant’. You obviously believe that such a title will boost your credibility and persuade the prospect to believe that you’re successful. And maybe you are. But the problem is that if the prospect does what I did, and plugs your address into Google Maps or Zillow, they might believe otherwise.”

I continued, “The issue isn’t whether or not you include your address in your emails. The issue is whether or not you’ve really succeeded in network marketing. Have you really succeed in network marketing and you’re very frugal with your money? Or, are you ‘faking it until you make it’? It’s one or the other.”

He said quietly, “The truth is that I’m faking it until I make it.”

“That’s what I figured. So you really aren’t earning ten grand a month, are you?” I asked.

“No,” he replied, “I’m not. Not even close.”

**“Look,” I said, “Here’s the problem as I see it. Let’s just forget the fact that you’re ‘faking it until you make it’. You were probably told to do that, as are many network marketers. I was told to do the same thing when I first got into network marketing. In fact, in a big training meeting one of my upline heavy hitters actually told us to wear fake Rolexes until we can afford the real thing. What a jerk! What I want you to realize is the issue isn’t whether or not you’re making big money. The issue is that you’re using a silly and stupid title. Outside of network marketing, who in their right mind would call themselves a ‘Rags To Riches Consultant’? Absolutely no one! And you shouldn’t either. You don’t need to call yourself anything! Just sign off your emails with your name, followed by either your home number or your cell phone number, or both. Trying to dazzle the prospect with some fancy title is stupid, and I promise you that it impresses no one.”**

He thanked me and we parted ways. Hopefully he won’t be using any more silly and stupid titles in his emails.

Hopefully he’ll use no title at all, as none is needed.

Sincerely,

Tracy Biller

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