

The Tracy Biller Newsletter

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“THE FEAR OF SUCCESS”

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

You've probably heard it before but it bears repeating.

**More people fear success
than those who fear failure.**

The same holds true for network marketing distributors.

**More network marketing distributors fear success
than those who fear failure.**

So why is this important?

It's important because you must determine who in your downline is worth your time, and who isn't. You must determine who truly wants to succeed, and who is merely pretending to want to succeed.

One of the ways to determine who is worthy of your time is with the implementation of **mandatory training**.

Many of my students have figured this out and have called or emailed me to tell me about it. Several years ago I received an email from network marketing distributor named Carl Taylor that says it all:

“After I’ve signed up a new distributor, it’s real quick and easy for me to learn if they are serious about this business, or if they are just blowing smoke.

“What I do is tell them that they must order Ultimate Success CDs for their training and listen to the CDs within a week after receiving them.

“If they do that, then I know they are serious about success and I work with them.

“If they don’t, then I don’t work with them. I mean, I literally cut them off!

“I’m sick and tired of people telling me they want to succeed in network marketing, but then they do nothing about it.

“The Ultimate Success CDs are a blessing in disguise both for training and for determining who is truly serious about success.”

Carl’s method is similar to what I did when I built my two big downlines, although his method is much more efficient.

Note: Carl told me he learned this method from my free ebook **“Training For Success”**. (Click [HERE](#) to read **“Training For Success”**.)

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Self-imposed fear.

Recently I spoke with a lady who told me she'd been in network marketing for three years but had not had any success.

She said that for three years she'd been trying to build her business by recruiting family, friends, and opportunity seekers.

She claimed to have read my web site, read my **“Training For Success”** ebook, and heard my **Ultimate Success CDs**.

For a half hour she asked me questions about what I teach on my CDs and I answered her questions.

She said that she agreed with everything I told her about recruiting and building a downline, etc.

But then she said, "I'm scared to make the switch."

I asked her, "Huh? You're scared to make what switch?"

She said, "You know, I'm scared to stop recruiting family and friends and start recruiting network marketing distributors from genealogy reports although I know that's what most of the heavy hitters have done. It just seems scary to stop doing what I've been doing, and do something else."

With that single sentence, I knew that she was scared of success. And I told her so. I said to her,

"You have piddled around in this industry for three years pretending that you wanted to be successful. And that's not necessarily a bad thing.

“But it's amazing to me that you've taken the time to order my CDs, listen to them, read my free ebooks, call me on the phone, question me, and seek a better way.

“And now you've finally been taught the one true proven way to build a large downline quickly and make tons of money in network marketing, and you've said so yourself that you know that everything I've told you is right on the mark.

“And yet all you can say is that's it's ‘scary’?

“I'm going to say something that may cause you some grief. And that is that I think you're scared of success. And if I'm right and if indeed you are scared of success, then you have some bigger issues to deal with, don't you?”

She was silent. I knew right then I had struck a nerve. (Note: if she wasn't scared of success, then she would have said so right away. But she said nothing.)

I then told her, "You know I'm here to help you, otherwise I wouldn't have given you 30 minutes of my time. Call me any time." And we said goodbye and ended the call.

You may think I was a bit "rough". But the fact is I did her a huge favor by pointing out that she's scared of success. And she's not the first distributor I've told that to.

What's always amazed me is that whenever I've pointed out to someone that they're scared of success, one of two things always happens. Either they quit network marketing, or they move ahead full steam and become successful network marketing distributors.

There is no in between. It's always one or the other.

Three Rules You Should To Live By When Building a Network Marketing Business:

- 1. Value your time. Cherish it, guard it and use it wisely.**
- 2. Spend your time only with the people in your downline who truly want to succeed, and not the ones who pretend to want to succeed.**
- 3. Implement a strategy to determine who is scared of success, and who embraces success. If you don't, then you'll waste a lot of time with people who are merely pretending they want to succeed.**

Sincerely,

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