

The Tracy Biller Newsletter

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Thirteen words that say it all.

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

If you have been accessing the ongoing free training series called the “Herlihy Training Letters”, then I salute you. You’ve made a wise decision.

In one of the trainings, there appeared two sentences that say it all about succeeding in network marketing.

Together those two sentences contain a mere thirteen (13) words.

Thirteen words that say it all about succeeding in network marketing.

Those thirteen words are . . .

**Succeeding in network marketing IS simple.
Succeeding in network marketing is NOT easy.**

When you analyze network marketing from a purely logical perspective, and you break down what needs to be done in order for a person to succeed in network marketing, it becomes obvious that the fundamentals for success are really amazingly simple.

Thirteen words that say it all.

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In fact, “simplicity” is the very foundation of the training that’s on the Ultimate Success CDs.

“Simplicity” is the very reason the titles of each of the Ultimate Success CDs are so fundamentally blunt, direct, and of course, **simple**.

Read over each of these titles, pausing on each one, and ask yourself, “What does this mean to me, and why is this necessary for success?”

Momentum
Persuasion
90-Day Blitz
Speak
Sales Volume
Leadership
Motivation

Every now and then, someone will ask me, “Tracy, when are you coming out with a new Ultimate Success CD?”

My reply is the same today as it was when I first produced the Ultimate Success CDs. I say to them, “I don’t know. You tell me. What did I miss?”

Of course the fact is that I didn’t miss a thing. And that’s because there is no “new” in network marketing, except for the communication tools we use.

The fundamentals that are necessary for success are the same today as they were last year, five years ago, ten years ago, twenty and fifty years ago.

Moreover . . . the fundamentals for success will be the same next year, five years from now, even twenty years from now.

As I’ve said repeatedly and will continue to say, “There is no ‘new’ in network marketing. Nothing has changed except for the communication tools we use.”

The space between our ears.

Day after day, week after week, month after month, I talk with struggling and failing network marketers.

With virtually every one of them, the reason they are struggling and failing is because of what goes on in the space between their ears.

They are failing because of the choices they make – or don't make.

They are struggling because of the things they do – or don't do.

The few who are honest with themselves will make the necessary changes that will lead them on the path to success.

But sadly, most of them will not be honest with themselves, and will instead blame something or someone else for their failure. And the result will be that because they will not make the necessary changes, they will continue struggling and failing.

**Succeeding in network marketing IS simple.
Succeeding in network marketing is NOT easy.**

Sincerely,

Tracy Biller

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