

The Tracy Biller Newsletter

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This is your competition!

Dear Network Marketer,

A while back I wrote a newsletter titled “This is your competition!” that was a huge hit with my customers and subscribers. Hundreds of people sent emails saying they thoroughly enjoyed it. In that newsletter I told the story of a network marketer I nicknamed “Goofball” and I pointed out the error of his ways. (Much can be learned from that newsletter. I suggest you and your downline read it. It’s available at my web site in the newsletter archives.)

Well . . . here is another newsletter titled “This is your competition!” and it contains some more examples of network marketers I’ve nicknamed “Goofball”.

There is **NO** competition at the top!

For years I’ve been telling network marketers that there is “**NO COMPETITION AT THE TOP.**”

This is your competition!

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Here's my actual quote:

“In network marketing there is absolutely NO competition at the top. Your competition is at the ‘bottom’ where you find all of the people who are not teachable, who have little or no desire to succeed, who are lazy, who procrastinate, who over-analyze, and/or who are not honest with themselves.”

The fact that there is no competition “at the top” goes hand-in-hand with what I teach in my free report titled **“The 10 Factors For Guaranteed Network Marketing Success.”** If you haven't heard or read this free report, then you should, and so should everyone in your downline. Many leaders email this free report – both the MP3 and the PDF transcript to their downlines. Both are available at my web site.

GOOFBALL #1 . . . he wants a “shortcut”.

I spoke with Goofball #1 a month ago. He called, said an “associate” had told him about my training, said he had gone to my web site but hadn't read anything. He said he didn't have the time.

And then he said something that caused me to laugh out loud. He said, “I don't want to spend time on being trained. Just tell me the shortcut is to succeeding in network marketing.”

Like I said, I laughed out loud. Then I told him, “There is no shortcut. There are however, specific strategies that, when applied correctly and consistently, are proven to put the odds of success in your favor.”

He asked, “Have you made big money in network marketing?”

“Yes, I have.” I replied.

“Can you quickly tell me what you did?” he asked.

I decided to have a little fun with this arrogant and irresponsible Goofball. And so I said, “I’m going to give you the ten things I did that allowed me to twice become my company’s #1 earner. Do you have something to write with to take good notes?”

“Yep, I’m ready,” he said.

“Good,” I replied. “Get ready to write because I’m going talk fast. Here it goes . . .”

And then I spoke at a rapid spitfire pace that would cause even the most complacent observer to take notice. In less than 30 seconds I told him the following, “First, I picked a good company to represent. Second, I received competent and effective training. Third, I learned how to hit my target market. Fourth, I designed and implemented a 90-day blitz business plan. Fifth, I learned how to be an effective leader to my downline. Sixth, I learned how to speak well and communicate effectively. Seventh, I learned how to produce large volumes of sales volume. Eighth, I learned how to be self-motivated. Ninth, I learned how to make my sales tools persuasive. And tenth, I learned how to be 100% honest with myself. There, that’s it.”

He said sarcastically, “Did you really expect me to be able to write down what you said?”

“Of course not,” I replied with a chuckle. “What you must heard me say is the very essence of what I teach on my Ultimate Success CDs. But that’s not the point. The point is that you are lazy. You are irresponsible. You are arrogant. You claim that you want to succeed in network marketing, but you don’t want to put in the time and effort. So my humble suggestion to you is that you get out the industry. It’s not for you because you don’t have what it takes.”

I hung up the phone.

He placed an order the very next day for the Gold Package. Two weeks later he called and said, “I want to thank you for being so tough and honest with me. I was mad at you when you hung up, but now realize that you were giving me a good kick in the a**. I needed it.”

Although I was able to “get through” to this Goofball, I assure you there are many thousands of people just like him in the network marketing industry. They are your competition.

GOOFBALL #2 . . . doesn't know how to learn.

I spoke with Goofball #2 just this week. He had sent me an email that contained questions to which the answers were found on the Momentum CD. I called him and asked if he had heard the Momentum CD? He said he had, that he had listened to it three times.

I asked, "Where were you when you listened to the CD?"

He answered, "I was sitting at my computer. I played the CD in my computer, listened to it with my headphones."

"Good," I replied. "But answer me this. While listening to the CD, were you surfing the Internet? Were you receiving and sending emails?"

He answered, "Yes, I was."

"So can I correctly assume that you did not take notes from the CD?" I asked.

"No, I did not take notes," he replied.

I then told him that his initial email contained questions that indicated that he either had not listened to the CD, or that he retained little or none of the information. I told him that in order to retain the information, one must listen to the CD several times while doing nothing else, and that one must take copious notes.

Hopefully I was able to "get through" to this Goofball. I assure you there are many thousands of people just like him in the network marketing industry. They are your competition.

GOOFBALL #3 . . . a victim of bad advice, and of his own poor judgment and choices.

I spoke with Goofball #3 two days ago. This Goofball sent out a spam email that made me laugh out loud. Here's the exact text of what he sent out, bad grammar and spelling errors included, but with the actual URL, email address, and his name removed.

Hi,

I'm sorry if I missed your call earlier, my phone has been ringing off the hook from this cheap little \$25 business that's making over \$12,000 a month on autopilot.

Check it at: [his website]

Seriously, this is the cheapest, easiest, and most lucrative business I've ever been a part of.

Again, it's only \$25 to start, but you'll make over \$12,000 per month, in 8 weeks, guaranteed!

Go to [his website] for all the details and then get back to me ASAP.

Regards,

[his first name and last initial]

[his email address]

To be removed from our list, just reply with the word remove in the subject line.

I went to his web site. It was a “gateway” page that required me to enter my information in order to enter the actual website where supposedly the “good stuff” was. So I entered a fake name, fake email address, and fake phone number. Viola! I was in. And there at the bottom of the web page was Goofball’s name and phone number.

I called him and he answered. I said, “My name is Tracy Biller. I’m the creator of the Ultimate Success CDs. I’m calling you from my office. Do you see my phone number on your caller ID?”

He said, “Yes, I do.”

“Good,” I replied. “I just want you to realize that I’m not hiding behind a cloaked phone number and that I am who I say I am. I have two questions for you. First, to the best of your recollection, have we ever spoken before? And second, have you ever heard of me?”

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“No, we haven’t ever spoken. And no, I’ve never heard of you,” he answered.

“You’re right. We’ve never spoken. And up until this moment I’ve never heard of you and you’ve never heard of me. So the question I have for you is this: Are you a liar?”

“No, I am not a liar,” he answered.

“So tell me,” I continued, “When you sent me your spam email solicitation, and you wrote at the top ‘I’m sorry if I missed your call earlier’, was that the truth? And if it is the truth, then can you please tell me when I called you earlier?”

He was quiet for a few seconds. Then he said sheepishly, “That was just to get the person’s attention. It’s not really true.”

“I know it’s not true, and I appreciate you admitting it isn’t true,” I said. “Did you think of that sentence yourself, or did your upline teach it to you?”

“My upline wrote the whole email. He emailed it to everyone in his downline and told us it was making him rich,” he answered.

I asked, “But deep down inside you know you’re spamming, don’t you? And deep down inside you know that your spam email is horribly written, and that it’s making false claims? Please tell me that you know these things.”

He answered, “Yes, I know what you’re saying is true. But I got caught up in all the hype and stuff, and my upline swears that his email letter is making him rich. I suppose I know deep down inside that it’s all B.S.”

“Yes, it is all B.S.” I pointed out. “And what you must do if you’re going to succeed in network marketing, is that you must use your own common sense to identify that which is crap, and that which is productive. Your spam email is horrible. The claims it makes are horrible. The web site you’re using is horrible. The bottom line is that you are a victim of bad advice, and of your own poor judgment and choices.”

Hopefully I was able to “get through” to this Goofball. I assure you there are many thousands of people just like him in the network marketing industry. They are your competition.

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What you **MUST** understand is that people like these Goofballs are your competition in network marketing.

People like these Goofballs generally are not teachable, and/or they don't correctly apply what they've learned, and/or they are lazy, and/or they procrastinate, and/or they are not honest with themselves, etc. etc. etc.

People like these Goofballs are your competition in this industry!

Just remember this fact . . .

“In network marketing there is absolutely NO competition at the top. Your competition is at the ‘bottom’ where you find all of the people who are not teachable, who have little or no desire to succeed, who are lazy, who procrastinate, who over-analyze, and/or who are not honest with themselves.”

Sincerely,

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