

# The Tracy Biller Newsletter

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## This stuff works!

Dear Network Marketer,

Not a day goes by that a customer doesn't contact me to tell me of the success they're having with the strategies and tactics taught on the Ultimate Success CDs.

I don't publish all of them simply because of the redundancy. However, a few years ago I published a newsletter called “This stuff works” because that's what Joe Herlihy wrote to me after he had achieved some pretty remarkable results. (If you haven't already, you should tap into the “Joe Herlihy Letters” training that's available at my web site.)

Yesterday I got an email from a network marketer named Susan Allen who shared with me some remarkable results, and she too wrote, “This stuff works!”

Here's what Susan wrote:

**Dear Tracy,**

**I got your CDs about two months ago and I love them. When I heard you say that 99% of the top earners built their large downlines because they were recruiting other network marketers, I knew you were speaking the truth. I've been in this industry for 6 years, and while I keep hearing the top earners say to “recruit your warm**

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**This stuff works!**

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market”, a little voice inside my head told me different. I just knew they were recruiting their “target market” as you call it.

As soon as your CDs arrived I started listening to them. I listened to each one four times and took extensive notes, just as you say to do. I also got leads from you so once I was “educated” I went to work doing what you teach.

During the first four weeks I made calls 2-3 hours a day for five days a week. I did exactly as you teach. The first week I signed up 5 people, then I signed up 8 people in the second week. The 3rd and 4th weeks were awesome, because some of the people I had talked with in the first two weeks came on board later. So I signed up 10 people in week 3, and I signed up 9 people in week 4.

You know what? This stuff works! (I know you already know that!)

I’m on my way, and I can’t thank you enough.

Thank you! Thank you! Thank you!

Susan Allen

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Susan’s letter reminds me of two emails I got from Joe Herlihy a few years back.

Here’s what Joe wrote:

Tracy,

I have done wonders with the training you provided. I had 24 paid sign-ups in 5 days using the methods you teach. For example, I spent 2 hours on the phone today, spoke with about 15 people, left messages with about 35 people, and received 9 inquiries about the company I am in. This stuff works. Keep it up.

Joe Herlihy

Then just one day later, Joe sent me this email:

**Tracy,**

**By the way, I now am up to 27 paid sign-ups, and I had 3 messages last night from people I had called Saturday afternoon. In fact, one person signed up based solely on the message I had left for him. Again, keep up the good work.**

**Yours sincerely,**

**Joe Herlihy**

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Although I do not know Susan Allen personally, there's some things I know about her, just as there are some things I know about Joe Herlihy.

I know that Susan . . .

1. Is teachable
2. Has a great work ethic.
3. Is eager, driven, and enthusiastic.
4. Is self-responsible.
5. Is self-motivated.
6. Is self-determined.
7. Is self-functional.
8. Will provide great leadership and guidance to her ever-expanding downline, and many of them will succeed in part because of Susan's mentoring.

As Susan is proving, and as the overwhelming majority of top earner have proven (contrary to the hypocrisy of their trainings), it's easy to quickly succeed in network marketing when you recruit the right people (your target market) with strategies and tactics that work!

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**Yet another ineffective new network marketing book.**  
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I just finished reading a brand new network marketing training book written by a well-known industry "guru".

Not surprising, his book is endorsed by several other self-anointed network marketing "gurus". (They all do that for each other to get "exposure" so to sell more of their trainings.)

And not surprising, his book is no different than 99% of all the other network marketing trainings that have ever been produced. (Most network marketing trainings are just rehashed versions of the same stuff that was written 20 and 30 years ago.)

That's because like all those other network marketing trainings, this new one once again teaches the same old flawed strategies and tactics that rely primarily on "luck" in order to succeed in network marketing, instead of teaching strategies and tactics that put the odds of success in your favor (like those taught on my Ultimate Success CDs).

And it's these same old flawed strategies that cause the masses of hard-working network marketing distributors to fail.

Want to know what's in the book? I'll save you both the money (\$19.95) and the time it would take you to read the 214 pages.

Here's the bulk of its content:

1. Set your goals.
2. Be positive.
3. Plan your time.
4. Make a list of contacts (family, friends, and associates).
5. Know what to say.
6. Close with kindness.
7. Don't let negative people steal your dreams.
8. It's a marathon, not a race.

Do you want to know what's the absolute worst thing is about this new network marketing book?

The worst thing about this book is the fact that the author did **NOT** build his large downlines by applying the strategies and tactics he teaches in his book.

Yep, that's right. I know for a FACT that the author recruited network marketing distributors from genealogy reports and distributor-specific lists to build his current downline and past downlines.

Of course, you shouldn't be surprised by the blatant hypocrisy, as it's been going on for many years in the network marketing industry.

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**Three (3) Proven Success Strategies**  
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As I teach on my Ultimate Success CDs, most network marketing distributors fail because the strategies and tactics they use are seriously flawed.

The strategies and tactics are flawed because they rely primarily on luck to bring success to the distributor.

To quickly succeed in network marketing you **MUST** apply strategies and tactics that put the odds of success in you favor.

Here's three proven success strategies that are taught on my Ultimate Success CDs:

1. Only recruit network marketing distributors. If you don't know lots of them then get some downline genealogy reports and distributor-specific databases.
2. Teach your ever-expanding downline to do the same, to only recruit network marketing distributors.
3. Keep your downline "focused and productive" with the continual pre-promotion and post-promotion of impending events.

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With that said, go build a huge downline and make a ton of money in network marketing.

As Susan Allen (and Joe Herlihy) will tell you, "This stuff works!"

Sincerely,

Tracy Biller

Email: [Tracy@UltimateSuccessCDs.com](mailto:Tracy@UltimateSuccessCDs.com)

Web site: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

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