

The Tracy Biller Newsletter

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“TO DO . . . OR NOT TO DO?”

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Dear Network Marketer,

Every year on or about May 11, my wife and I go out for a celebration dinner. The reason May 11 is special for us is that it was on May 11, 1995 when I was first taught the major strategies and tactics that caused my network marketing business to take off. Indeed, it was just four months later that my monthly check skyrocketed to over \$15,000 a month, and it kept on growing from there.

Two years ago at our celebration dinner something happened that I’ll always remember, and I wrote about it in a past newsletter and I want to share with you again because the lesson to be learned is so very important for your success in network marketing.

Two years ago during our celebration dinner (which was at Morton’s of Chicago), after the wine had been poured, I held up my glass and said, “Here’s to applying the right strategies and tactics.”

Our son Christopher (who was ten years old at the time) raised his glass of Sprite and asked, “Daddy, what are strategies and tactics?”

To Do . . . Not To Do?

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I answered, "They are things we do so that we can accomplish a goal."

Christopher thought for a couple of seconds and then said, "Do you mean like when I want to finish my homework real fast so I can go outside and play?"

I chuckled and said, "Yeah, that's sort of what I'm talking about. Your goal is to go outside and play with your friends. But in order for you to accomplish your goal, you must first finish your homework. So your strategy and your tactic is to do your homework quickly, and of course, to do it correctly. Do you understand now?"

"Yes, daddy," Christopher said. "But what strategies and tactics are you talking about that you learned?"

I answered, "Back in 1990, about six months after mommy and I got married, almost seven years before you were born, I started a business, a business that I could work from home. My goal for that business was to make a lot of money. But for the first five years my strategies and tactics were not good. They were wrong, and I only made a little bit of money. But then about five years later on May 11 of 1995, about a year and a half before you were born, I met a man who told me about some really good strategies and tactics. He told me how to do things better so that I could make a lot of money quickly with my business. So I right away did what he said, I started applying the strategies and tactics he taught me, and mommy and I made a whole lot of money, more money than we had ever made before. We made more money than both of our mommies and daddies had ever made before. And that's why we celebrate on every May 11th. We are very thankful we learned and applied the right strategies and tactics. And now I teach people those very same strategies and tactics that I was taught."

Christopher asked, "Are those people making lots of money, too?"

"Yes," I answered, "Some are making lots of money. But sadly there are some who are not."

"Why are some of them not making money?" he asked.

I answered, "Well, it's because they either don't apply the strategies and tactics they've learned, or they don't do them correctly. It's just like when you and I play golf. I've taught you what to do, plus you've had golf classes and you've had some coaching from Mr. Rick [the head pro at our club]. Mr. Rick has taught you how to grip the club correctly. He taught you how to stand correctly. And he taught you

how to swing the club correctly. So you know how to correctly grip the golf club, stand, and swing, don't you?"

"Yes," he answered.

"Well, think of those as your strategies and tactics for hitting the golf ball well. The grip, the stance, and the swing," I said. "But if you don't grip the club correctly, or if you don't stand correctly, or if you don't swing the club correctly, then you're going to hit the ball incorrectly. It's not going to go where you want it to go. Well, believe it or not there are people who listen to my CDs and read my newsletters and they learn the correct strategies and tactics, but then they don't apply the strategies and tactics correctly. And instead of fixing their strategies and tactics, which is very easy to do, they instead blame somebody or something else for their poor results, instead of blaming themselves. That would be like you hitting the golf ball poorly and then blaming Mr. Rick, or blaming the ball, or blaming the club, or blaming the grass, or blaming the air, when actually it's your fault. But here's something else to think about: what if you don't swing the golf club at all? I mean, what if the ball is just sitting there on the grass but you don't even pick up the club and take a swing at it. Then what happens?"

"The ball will just sit there. You won't even hit the ball," he answered.

"Exactly!" I said. "And there are people who hear my CDs and read my newsletters and they've learned the correct strategies and tactics, but they don't even try to do it."

"Why, daddy?" he asked.

"Because they choose not to do it," I answered. "And because they choose to not apply the right strategies and tactics, they are actually choosing to not make any money, or to make just a little bit of money with their business."

"But that's stupid!" Christopher exclaimed.

"Yes, it is, son," I said. "Yes, it is."

To Do . . . Or Not To Do?

Once you know the right strategies and tactics – such as those taught on the Ultimate Success CDs – then network marketing success is really about choosing "to do" versus choosing "not to do."

I've said it before and I'll say it again: I'm not the smartest guy nor am I the hardest worker. But once I learned the right strategies and tactics for network marketing success (taught to me on May 11, 1995), my conviction to choose "to do" was stronger than steel. I didn't waffle. I didn't "anal-ize". I didn't procrastinate. I didn't ponder. I just chose "to do." And the results of my choosing "to do" were that I built two huge downlines in four years and made a whole lot of money.

You can do the same.

To do . . . or not to do? The choice is yours.

Sincerely,

Tracy Biller

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