

The Tracy Biller Newsletter

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Why your brain cannot multitask.

Dear Network Marketer,

At the beginning of each Ultimate Success CD, I tell the listener that in order for them to retain most or all of the information on the CDs, they must listen to each CD multiple times along with taking copious notes.

Sadly, the overwhelming majority of people who own the Ultimate Success CDs do not heed my advice. If they listen to the CDs at all, then they listen to them while they’re doing something else such as: driving a car, surfing the Internet, emailing, texting, housework, yardwork, etc.

Because they are doing something else while listening to the CDs, their retention rate will be lower than 10%.

The reason their retention rate is so low is because the human brain cannot multitask. This isn’t my opinion. It’s a matter of science. The human brain can only do one thing at a time.

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