

# The Tracy Biller Newsletter

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## Widen Your “Recruiting Net”

Dear Network Marketer,

Because of the worsening condition of the U.S. economy, a growing number of experienced and marketing-savvy network marketers are widening their “recruiting net”.

While they are still aggressively recruiting from within the network marketing industry (i.e. “hitting their target market”), these distributors are also going after niche markets such as: chiropractors, insurance agents, realtors, travel agents, etc.

In the past month I’ve personally spoken with nine network marketers who called to seek my advice on their expanded recruiting strategies.

One distributor who is a long-time customer of mine told me recently that through the months of May and June he devoted thirty minutes a day, three days a week to the recruiting of chiropractors. His results were that he sponsored 14 chiropractors as customers, and three of them have sponsored several others.

He told me, “The sales volume these chiropractors are creating by selling our company’s products through their practices is already earning me an additional \$1,200 monthly, and that will increase through the fall months.”

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Widen Your “Recruiting Net”

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***I asked him why he was seeking out chiropractors?***

He answered, “I read in several places that many chiropractors are struggling because of the economy, that a growing number are behind on their financial obligations, and that many are leaving the profession all together. To me it made sense to widen my recruiting net and target chiropractors.”

***I asked him how he went about recruiting chiropractors?***

He pointed out that his chiropractor recruiting strategy was created with much attention to sales and marketing professionalism. “I called each chiropractor’s office first, and asked permission to email or fax an introductory letter. I told the person who answered the phone that I would only be doing it one time, so 90% of the time they told me it was okay to send over my letter,” he said. “The letter I wrote was one-page and it was personalized for each chiropractor.”

“You see,” he continued, “Most network marketers would get a list of chiropractors and would just do an email blast or a phone blast. Such a strategy is both ineffective and unprofessional. Yet that’s what so many networkers do because they are lazy or they don’t know any better.”

***I asked him how he learned to write an effective sales letter?***

He answered, “I did exactly what you teach on your Persuasion CD. I also applied a lot of what I learned from your Speak CD, as that CD has helped make me a better communicator.”

***I asked him if he’s going to continue going after chiropractors during the Prime Recruiting Season?***

He replied, “My primary focus is on the target market. That’s how I got to 3,500 distributors in six months. But yes, I’m going to diversify more. It only makes sense in this economy. I’ll be recruiting chiropractors, but will also be going after some realtors and travel agents. They’re all hurting in this economy!”

***I asked him if he’d be using the same method for realtors and travel agents as he did the chiropractors?***

He answered, “Yes, it works.”

***I asked him if he thought all network marketers should “widen their recruiting net”?***

He answered, “No, because not everyone is capable of doing it effectively. You must be disciplined, your communication skills must be sharp, and your sales tools

must be effective. But if all those things are in place, then by all means I would tell someone to widen their recruiting net. The economy is in the tanks, and that's a fact. There are lots of people hurting out there. Show them how you can help them. Show them that you've got an answer to their dilemma. Do this correctly and professionally and you'll sign people up. That's for sure!"

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It only makes sense to “widen your recruiting net” during this economy. However, do make sure you know what you are doing, and that your recruiting efforts are done so with much professionalism and integrity.

Sincerely,

Tracy Biller  
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