

The Tracy Biller Newsletter

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10 TIPS TO HELP YOU SUCCEED IN NETWORK MARKETING.

By Tracy Biller – producer of the Ultimate Success CDs

Here are 10 Tips that will help you succeed in network marketing:

TIP #1

You must accept that fact that there IS NO NEW in network marketing except for the communication tools (sales tools) that we use. Therefore do not get distracted when some guru advertises some new strategy, or marketing method, etc.

TIP #2

Today’s network marketer has so many more communication tools and sales tools to use than the network marketer of yesteryear – therefore today’s network marketer **MUST** be a better communicator and persuader than the network marketer of yesteryear.

TIP #3

Fundamentally speaking, there are four primary pay plans in network marketing: breakaway, hybrid, binary, and matrix. Everything else is a mixture or hybrid of two or more of these pay plans.

Regardless of how “super-duper” your company’s pay plan is, your sales tools should **NEVER** sell the pay plan. Rather, your sales tools should sell the opportunity, the potential, and the possibility of what your company and its products/services and do for the prospect.

TIP #4

99% of the time a network marketer fails because of the choices they make or don’t make it. In other words, their failure is a result of what goes on between their ears.

TIP #5

Human nature is the same today as it was 80 years ago when network marketing was first used. Moreover, human nature is the same today as it was 3,000+ years ago. People respond to the same modes of persuasion today as they did centuries ago.

TIP #6

All marketing is “attraction marketing”. All sales tools should “attract” the prospect to what is being promoted. It’s been that way for centuries.

But in network marketing, the recruiting strategy called “attraction marketing” means that the person using it is trying to “attract” others to want to sign up under that person. In order to “attract” others, the person must create the illusion that they are all-successful, all-knowing, all-wise, etc. Unfortunately, most people using “attraction marketing” are using a false and dishonest image of themselves.

TIP #7

The telephone is the single most powerful recruiting tool, and should be used as the initial contact tool.

When using the phone to recruit, try to use a land-line that has a crystal clear connection.

If you must use a cell phone, make sure it sounds good at the other end, and that the connection is clear.

Whether land-line or cell phone, do **NOT** use the speaker phone.

TIP #8

Regardless of what your ignorant upline or sponsor tell you, do **NOT** do email broadcasting, and do **NOT** do phone broadcasting. Even if such methods were legal, they do not work. Moreover, the recipient does not like to be on the receiving end of such methods.

TIP #9

The amount of time that someone has been in network marketing has no relevance to whether or not they are successful, and/or whether or not they actually know what they are doing, and/or how effectively they can train and manage others in their downline.

There are many people who have been in this industry 5 years, 10 years, 15 years and more, yet they've never even come close to earning a full-time income, or even a part-time income.

What's funny (and sad) is that most of these failing network marketers can recite word-for-word all of the decades-old network marketing quotes and clichés, thus making themselves “sound” like they're experts and/or successful.

In other words, they “talk a good game”, but that's all they can do.

TIP #10

The cliché that “it takes 5 years or more to succeed in network marketing” is total B.S. If it were true, then why are most people who’ve been in network marketing 6 years and longer still failing?

Success in network marketing isn’t about “how long” someone’s been in this industry. Success comes primarily as a result of what STRATEGIES a person is using, and HOW HARD they work.

If some network marketing expert ever tells you that it takes 5 years or more to succeed in network marketing, then ask them to explain how it is that Top Earners (i.e. Heavy Hitters) routinely build large downlines and get their monthly checks up to \$10,000+ in eight months or less?

The answer to this question is simple: the Top Earners recruit other network marketers, they use the phone as their initial communication tool, they use persuasive sales tools, they communicate effectively, they are 100% self-motivated, they build their business in 90-day blitzes, all of which is taught on the Ultimate Success CDs.

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Tracy Biller's "Success-Training" newsletter is published and distributed by:

Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077