

# The Tracy Biller Newsletter

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## 7 more tips to help you succeed in network marketing.

*By Tracy Biller – producer of the Ultimate Success CDs*

My previous newsletter was titled “10 Tips to help you succeed in network marketing.” The response and praise to the “10 Tips” newsletter was overwhelming!

One fellow wrote, “Your tips are so blunt and so full of common sense. Several of them hit me over the head!” A lady wrote, “You’re the best in the business, Tracy. No other trainer in this industry makes as much sense as you. The 10 tips were awesome!”

Many people wrote in asking for more tips.

Okay! Here are 7 more tips to help you succeed in network marketing:

## **TIP #1 – Phone Broadcast Systems**

Network marketers who use a phone broadcast system for recruiting have zero common sense, and/or they are overwhelmingly lazy, and/or they have the I.Q. of a crowbar.

Nothing makes people madder than to answer their phone and hear a recorded message. As studies have shown, over 99% of them hang up their phone in disgust. Although most network marketers already know this, there will always be those network marketers who are so fundamentally lazy and stupid that they will somehow justify in their pea-brains the use of such a device.

It is interesting to note that the sellers of phone broadcast systems market their systems almost exclusively to network marketers. Now why do you suppose those sellers target network marketers? Hmmm?

## **TIP #2 – Leaving a message on voice mail.**

When you are recruiting (using the methods I teach on the Momentum CD) and you get a voice mail, when leaving your message you should always use the person's first name at the beginning of your message and again at the end. In doing so, you both personalize your message **AND** you give yourself some credibility.

Network marketers who use phone-dialing systems can't do this, as their system is automatically programmed to leave a generic message when a voice mail is reached. Of course, network marketers who use phone-dialing systems are lazy, and they really don't care about increasing their odds of success.

## **TIP #3 – Being in the present moment.**

On the Ultimate Success CDs it is taught that you should be “emotionally detached” when building your network marketing business. This is extremely important when you are recruiting.

The only way to be emotionally detached is to be totally “in the present moment”.

Most human beings are rarely if ever in the present moment. They are never present in the now. That's because their thoughts are either in the past or in the future.

Being perpetually in the now is truly life changing. Numerous books are available on the subject. One of the best is "The Power of Now" by Eckhart Tolle. Such a book needs to be read multiple times.

#### **TIP #4 – Your first goal should be \$5K per month.**

Most network marketers want to achieve a \$10,000+ monthly income. But instead of focusing on that number, they should focus on reaching the \$5,000-a-month mark.

Getting from \$0 to \$5,000 a month is where the challenges lie. It is during that time that a network marketer learns the strategies, applies the strategies (correctly and consistently), and develops the habits and skills necessary for network marketing success.

Once the \$5,000 monthly income is achieved, you'll discover that going from \$5K to \$10K a month is quicker and easier than going from \$0K to \$5K per month. And that's a fact!

#### **TIP #5 – Drop the "achievement title".**

Your "achievement title" with your network marketing company means absolutely **NOTHING** to the prospect. So don't use it in your sales tools, especially your sales letter. Just close with your name, phone number, and email. That's all.

#### **TIP #6 – Drop the famous person's quote.**

Putting a famous person's quote in the signature of your email does nothing to enhance your credibility or likeability. So don't use one.

That fact is that network marketers are more prone to using a quote in the signature of their email than any other profession. Now why do you suppose that is? Hmmm?

**TIP #7 – Strengthen your sales tools.**

Your sales tools must come out of the gate **SWINGING** and **HITTING HARD**. You have zero time to waste getting it into the head of your prospect that there's something of value for them with your company, etc.

Way too many sales tools “beat around the bush” and take too long to make their case.

(If you study infomercials as I teach on the Persuasion CD, this should be quite evident to you.)

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