

# The Tracy Biller Newsletter

© 2010 Tracy Biller. All rights served.

“Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

\*\*\*\*\*  
\*\*\*\*\*

## A \$10K-per-month income requires lots of leads.

Dear Network Marketer,

Most network marketers have absolutely no idea how many leads they need to succeed.

Consider the following statistics:

- 74% of all network marketers think 100 leads is enough to succeed.
- 11% of all network marketers think 500 leads is enough to succeed.
- 8% of all network marketers think 1,000 leads is enough to succeed.
- 6% of all network marketers think 3,000 leads is enough to succeed.

The fact is that all of them are wrong. It takes many more leads to succeed. Only 1% of all network marketers know how many leads they need to succeed.

And when you're finished reading this newsletter, you too, will know how many leads you need to succeed in order to make \$10K-a-month in network marketing.

-----o-----

---

**A \$10K-per-month income requires lots of leads.**

Copyright © 2010 Tracy Biller. All rights reserved.  
[www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

## **So how many leads do you need to succeed and make a five-figure monthly income in network marketing?**

To answer that question, we'll need to do some simple math.

Please note that I am writing this newsletter on September 7, 2010. Today marks the first day of the new Prime Recruiting Season. It begins today and runs to mid-December.

If you're serious about succeeding and making a five-figure (\$10,000+) monthly income in network marketing, then you need to make an average of 250 dials per day, six days a week, starting today and running through December 15. (It sounds like a lot, but it isn't. If you do as I teach on the Ultimate Success CDs, then you're talking about dialing for 4-5 hours a day, give or take a few minutes.)

Accounting for Sundays and holidays, you will be making calls on 85 days between now and December 15.

So how many leads do you need to succeed in network marketing? Simply figure the math:

**85 work days x 250 dials per day = 21,250 leads needed**

Simple math shows that you'll need a minimum of 21,250 leads. But that's only for this current Prime Recruiting Season that begins today and runs through December 15. Remember that the next Prime Recruiting Season begins on January 3, 2011 and runs to the end of May. It's a longer Prime Recruiting Season. Accounting for Sundays and holidays, it contains 126 days on which you'll be working your business. So for the next Prime Recruiting Season that begins on January 3, 2011 and runs to the end of May, you'll need 31,500 leads.

**126 days x 250 dials per day = 31,500 leads needed**

-----o-----

### **Unrealistic expectations lead to failure.**

Unfortunately, the typical network marketer starts choking and making gagging sounds when they hear that they need 21,250 leads for this current Prime Recruiting Season. A few of them may even pass out. (I'm just kidding!)

Joking aside, the problem is that most network marketers have unrealistic expectations about what it takes to succeed. 99% of all network marketers think that 100 leads to 3,000 leads is a lot of leads.

Sadly, their unrealistic expectations lead to failure.

The fact is that the typical network marketer doesn't want to accept the fact that they need lots of leads, even if it's explained to them using perfect logic (as I've done in this newsletter). So what the typical network marketer says to himself is, "Well, I'll start small and work up to it. I'll get a few leads now to 'try it out' and see how things go."

Of course, such a mindset leads to failure.

## **You've got to prepare to succeed.**

Preparing to succeed in network marketing means that you learn what needs to be learned, and then you acquire what needs to be acquired. It's that simple.

Sincerely,

Tracy Biller  
[www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

**© 2010 Tracy Biller. All rights reserved.**

\*\*\*\*\*

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: [www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)

\*\*\*\*\*

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

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

---

**A \$10K-per-month income requires lots of leads.**

Copyright © 2010 Tracy Biller. All rights reserved.  
[www.UltimateSuccessCDs.com](http://www.UltimateSuccessCDs.com)