

# The Tracy Biller Newsletter

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## A Network Marketer who “gets it”.

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

Over two hundred people emailed me to request that I make a recording of the training call I did last Thursday titled “The Truth About Biz-Opp Leads”. Just so you know, I went into the studio yesterday morning (Tuesday) and recorded the presentation, and the mastering is getting done this morning (Wednesday). I hope to have it ready and on my web site as an MP3 download later on this afternoon. You’ll get an email from me when it’s available. If you don’t get an email today, then I’ll send it out tomorrow. Thanks for your patience.

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One of the people who sent me an email requesting that I record the presentation is David Strother, a network marketer out of Austin, Texas (one of my favorite cities).

I read David’s email. When I was done I actually smiled and said, “Yeah! He gets it!”

Here’s what David wrote:

*Tracy,*

*Let me encourage you to record last night's call. It was outstanding.*

*By the way, I came across a genealogy list that I had for a least six years. Started calling. Lot of bad numbers, lot of good numbers.*

*Out of 203 calls made: 46 live answers & 15 yes's [33% "yes ratio"]*

*I left 88 voice-mail messages; 9 called me back so far.*

*The age of the list doesn't really matter, does it?*

*David Strother  
Austin, TX*

Take a good hard look at David's last sentence:

**“The age of the list doesn't really matter, does it?”**

Clearly, David “gets it”! It's exactly what I've been teaching for years!

I absolutely love getting emails like this! It makes my day.

Unfortunately though, way too many network marketers don't “get it”. They simply don't or won't understand that all lists will have a degree of bad numbers.

Moreover, they think that a newer list is necessary for their success. Nothing could be further from the truth.

Whereas David has focused on the positive aspects of the list he worked, most network marketers would focus on the negative. Most networkers would complain, “This list has too many bad numbers. This is an old list. I made 203 calls and only got hold of 46 people. This list sucks. I'm not going to work it any more.”

**FOR THE RECORD . . .** it only takes about 3-4 hours at the most to make 203 calls. In David's case, he made 203 calls, and got 15 people to agree to take a look at his network marketing program.

**FOR THE RECORD . . .** if David's sales tools are persuasive, and if his follow up is timely and effective, then he can expect to sign up 2-3 people from his efforts, perhaps more.

**NOT BAD FOR A FEW HOURS WORK.**

**MOREOVER . . .** if David does this for four or five days a week, for 90 straight days, he'll be well on his way to establishing both personal and downline momentum. Such is the result of the effective application of proven strategies and tactics.

Unfortunately, there will be those who will have read this newsletter, and they still won't "get it". There are those who get off on complaining about things. It's just their character.

Or . . . maybe they don't want to "get it" because it would mean they actually have to work to succeed in network marketing.

It's something to think about!

Sincerely,

Tracy Biller

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