

# The Tracy Biller Newsletter

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## A distributor has a “EUREKA” discovery!

Dear Network Marketer,

Through the years, I’ve conducted many consultations on the sales tools that my customers (i.e. network marketers) are using in the hopes of persuading their prospects to join their company.

Over ninety percent of the sales tools that I’ve seen are ineffective, and the primary reason for their ineffectiveness is that the person who created them doesn’t know how to persuade.

And the reason they don’t know how to persuade is because they didn’t listen to their Ultimate Success CDs, or they listened to them once or twice without taking notes, or they listened and took notes but didn’t do what was suggested so that they would learn how to persuade.

I spoke with a distributor yesterday who has owned the Ultimate Success CDs for five months. Four months ago I did a consultation on his extremely flawed and ineffective web site. Yesterday he had me look at it again. Virtually nothing had changed on it. It was the same flawed and ineffective web site. The distributor admitted to me that he had

not taken notes while listening to the Ultimate Success CDs, nor had he done any of the exercises taught on the Persuasion CD.

The mistake he has continually made is that he has fallen “in love” with his web site and he is “emotionally attached” to it.

I told him, “If the web site is flawed as yours clearly is, it will not persuade people to join your company, no matter how much you ‘love’ your web site. I would suggest you become emotionally detached from your sales tools, and instead learn to ‘fall in love’ with the results you’ll achieve when you use effective and persuasive sales tools.”

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## **Yahoo! She gets it!**

A couple of weeks ago a customer of mine emailed me her sales letter as she was entitled to a complete marketing consultation because of a leads package she invested in. I’ve had several phone conversations with this lady, and I can tell you she’s an absolute joy to speak with.

BUT . . . before I got to her sales letter, she sent me an amazing and revealing email.

You can read her entire email below. As you read it, consider what she’s discovered. I will bet that much of what she’s discovered would also serve you.

As you’ll soon read, her email is a wonderful testimony to someone who has a “eureka” moment.

And in case you don’t know what “eureka” means, it’s a “cry of joy or satisfaction when one finds or discovers something.”)

Here is her email . . .

Dear Tracy,

I have been studying what you teach EVERYDAY. I am reading everything at your web site, listening to your CDs, listening to your MP3s at your web site, doing everything I need to set myself up to do my 90 day blitz.

But now I just want to bang my head against a wall! As you know, I have sent you my sales letter. I know realize that my letter is no good.

After reading your newsletter "Tell Them What You Are Selling", I literally SCREAMED! I didn't do that!

I read my sales letter again, the very one I sent to you for the consultation, and I now realize it is weak, weak, WEAK!

When I first wrote my sales letter, I did as my upline said to do and I focused on selling our company's "dream compensation plan". But as I've learned from you, there is NO dream compensation plan and we aren't in the business of selling compensation plans!

And so I rewrote my sales letter and did something else that's stupid. I again did as my upline told us to do and focused on selling our "team". But that was also a mistake. I now know that we're not in the business of selling "teams".

After reading your newsletter "Tell Them What You Are Selling", I realized that I did not tell the prospect what I was selling until the end of the letter. Weak again! Big mistake!

Not really being experienced in building a network marketing business, I just figured that everything my upline tells me to do is the way it's supposed to be. But I now know that much of what they have taught me isn't very effective.

It takes time to go through everything you teach, to listen, read, comprehend, etc., but it's time well spent. And if I don't learn it all, then I'll fail. Of course, then I have to apply it all. It takes time for all of the wonderful information to "marinate" one's brain, especially a "newbie" like me.

But I'm just going to "Run Like Seabiscuit" (I love that newsletter!) and continue diving in.

I wish I hadn't sent you such a weak sales letter. I'm reminded of the class you took in college in which you failed many times until you finally got it. WELL I JUST GOT IT!

I am so grateful that you teach the TRUTH about network marketing. I can see my future clearly now!

Is it asking too much for you to trash my sales letter, and let me submit another one, the one I'm working on now?

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I just love getting emails like that!

Of course, I responded to her and told her "No problem!" to letting her re-submit a different sales letter.

It's the least I could do!

Sincerely,

Tracy Biller  
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