

The Tracy Biller Newsletter

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A fake top earner?

By Tracy Biller – producer of the Ultimate Success CDs

I frequently receive calls from network marketers asking me if I know a particular “top earner”?

What they really want to know is if the top earner is real or fake.

My advice to them is always the same:

1. Find out where they live – get their physical street address.
2. Use Google Maps to see their home, street, neighborhood.
3. Use Zillow’s web site to see the value of their home, etc.

If the top earner is for real – if he/she is telling the truth about their success in network marketing – then more than likely they are going to live in a nice home, a nice townhouse, a nice condo, etc.

More than likely they’re going to live in a nice area, in a nice neighborhood, perhaps have a bit of acreage, etc.

Please note . . . I'm not saying that the top earner has to live in a mansion or million-dollar home, although some do.

What I'm saying is that the overwhelming majority of top earners – people who have routinely earned \$100,000 and more annually in network marketing – do indeed live in nice homes, in nice areas, etc.

A fake guru?

Two days ago a networker called to ask if I knew or had heard of a particular top earner?

I said that I had not heard of that person.

I asked the networker why he wanted to know if I knew the top earner? He said that the alleged top earner was trying to recruit him into the top earner's downline, and that the top earner said he'd "share all of his secrets" to help the networker succeed in network marketing.

I told the networker, "Let's go online and see what we can learn about this individual." I then did a search on the top earner's name.

The alleged top earner had several "self promoting" web sites. It was obvious that he is a disciple of "attraction marketing".

At several of his web sites he claims the following:

- that he's been in network marketing nearly 20 years
- that he's in the top 1% of all earners
- that he's earned millions of dollars in network marketing
- that he's built several "international downlines"
- that he's built a downline of nearly 300,000 people
- that he designs comp plans for many companies
- that he consults for many network marketing companies

Maybe all of the top earner's claims are true.

Then too, maybe the top earner is a complete fake and he's blowing smoke and lying through his teeth.

I asked the networker if he knew where the alleged top earner lives? The networker knew the city and state, and told them to me.

The networker also said that the top earner routinely boasted that he lived in an upscale neighborhood in a million-dollar lakefront home.

So . . . I went to the White Pages web site and entered the top earner's name, city, and state. Lo and behold, there was a listing for him, complete with the address and phone number.

I called the phone number, cloaked my own number, and got a voice mail.

I went back to his web sites and played two of his self-promoting videos.

BINGO! The voice on the videos was the same voice that was on the voice mail.

I then used Google Maps to see the place where he lived. The house was nowhere near the lake. Candidly, the neighborhood was not very nice.

I then used Zillow to see the size and value of the house. Zillow told me that the house was 1,300 square feet in size, and was purchased in 2008 for \$60,000.

Just in case you aren't familiar with real estate prices, the fact is that \$60,000 doesn't buy much house these days, and that's a fact.

WHAT DOES ALL OF THIS INFORMATION MEAN?????

As I told the networker, all of this means nothing at this time. It's possible that the top earner really does live on the lake in a million-dollar home, and that his current address isn't listed in the White Pages, and that he bought the small inexpensive home as an investment.

Then too, it's possible that the top earner is a complete fake, a fraud, and a liar.

My advice to the networker was that he sign up into a network marketing company not because some alleged top earner says he'll make you rich, but because the opportunity is there to make good money regardless of who is your upline.

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