

# The Tracy Biller Newsletter

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## A great April Fools prank.

Dear Network Marketer,

Today is April 1, 2011. It’s April Fools Day. Over the past week, quite a few people have emailed or called to ask me if I was going to send out another April Fools joke email like I did last year?

I told them **NO!!!**

And the reason I’m not doing it is because I don’t have the time to deal with all of the people who will think it’s for real! ☺

In case you don’t know what I’m talking about, let me fill you in. Last year on this day, I sent out an April Fools joke email to all of my customers and subscribers. In that joke email I told them of a “new tax on network marketers” that was to go in effect on April 16, the day after tax day.

What I wrote in that email was totally untrue, yet I wrote it in a way that was very convincing. However at the end of the email, I wrote the following paragraph, which was designed to “tip off” the reader, that the whole thing was a joke:

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**A great April Fools prank.**

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**If you've read this far, then string together the first letter of each paragraph, and you'll discover what this is really about. And remember this Latin phrase: "Rideo risi risum ultum rideo risi risum sepius." (Laugh much. Laugh often.)**

What I grossly underestimated was the number of people who either, A) didn't read all the way to the end, or B) they didn't string together the first letter of each paragraph as instructed.

The result was that they thought the whole thing was true!

Had they simple read the last paragraph, and had they simply strung together the first letter of each paragraph as instructed, they would have seen that the letters spelled out "April Fools".

Well . . . here's what happened. Within minutes after the email went out, I started getting emails and phone calls from network marketers who were very upset and angry that the feds were creating a new tax against network marketers!

I also got many emails from those who followed the instructions and realized it was all a joke!

Two of the funniest things that happened afterwards involved some pretty important people. One fellow called me and said he worked for the Direct Selling Association. He said he had been forwarded my email, that he had read it from top to bottom, plus he received several calls from network marketers who were upset about the new tax.

He said he didn't know anything about the new tax, and demanded that I tell him where I got my information?

I asked him if he read the last paragraph? He said he had. I told him to read it again while I was on the phone with him.

He read it aloud, and yet he still didn't get it! I started laughing out loud! He asked, "What's so funny!" So I read the paragraph for him, and then I instructed him to look at the first letter of each paragraph. I told him, "It spells out 'April Fools'. The whole thing's a joke. I got you!"

He said he didn't think it was very funny. I told him, "Well, if you don't think it's funny, then you must be constipated or something! I mean, come on! It's funny." He didn't think my constipation remark was funny either.

I also got a phone call from a high-powered attorney in Dallas who said to me, "One of my clients sent me your email about the new tax on network marketers. I just got off the phone with my congressman, and he's not aware of such a tax. I went to the Washington Times web site, but can't find the article. Please elaborate for me."

I asked him if he had read the last paragraph of my email? He said no. So I said, "Well, go ahead and read it right now. I'll wait."

A few seconds later he said, "Wait a minute, so the whole thing is a joke?" After I told him it was, he then laughed out loud! He said, "That's one of the best April Fools jokes I've ever seen. Well done. You got me on it!"

## **Here it is again . . . my April Fools joke email!**

### **This is the same one I sent out one year ago today!**

The following is the exact email that I sent out one year ago today.

I want to say for the record that none of the following is true. **It's a joke!**

Also . . . as you're reading the email, pay attention to the first letter of each paragraph and you'll see that together those letters spell "April Fools".

Here it is!!!!!!

**Subject line: New tax on network marketers**  
**Sent: April 1, 2010**

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**Federal government to impose new excise tax  
on network marketers beginning 4/16/10.**

Dear Network Marketer,

As if there wasn't enough for network marketers to worry about, now the federal government wants a bigger piece of your income. According to an article that appeared yesterday in the Washington Times, effective April 16, 2010, (just fifteen days from today, the day after "tax day") all direct marketers and network marketers will have a 20.8% Federal Excise Tax automatically deducted from their commission checks.

Paul Finch, the CEO of Letronix, Inc., a network marketing company based in Salt Lake City, Utah, said that they had no idea this was going to happen so soon. "We knew that the feds were talking about some sort of new excise tax, but we didn't think it would apply to network marketers," Finch said. "On top of that, we were told that any implementation of a new tax was at least 3-4 years off. With the economy the way it is, this really comes at a bad time."

Regardless of when the new tax goes into affect, it is my opinion that this is just another example of the Federal Government taking more of what rightfully belongs to the people. In this case, it's a whopping one-fifth of a person's commission check. And that's on top of the federal income tax that networkers are paying.

I understand that the government needs money to function. But this time they've gone too far. The bottom line is that the federal government spends too much, thus it has to keep taking more money from the people to cover its ever-increasing debt load.

Lots of network marketers are hurting, and that's a fact. Taking nearly 21% out of their commission checks is a total abuse of power.

Frank Lipscomb, an account in Miami, Florida who has several dozen network marketers as clients, said, "This new excise tax is so fundamentally wrong. It's way over the top. Hopefully when congress gets back from its spring break, they'll overthrow this new tax."

Overthrowing a tax, however, is not something that congress does, as they've overspent so much that they are desperate for more money and are constantly scheming for different ways to take money from the people.

Ordinary taxes aren't enough for our members of congress. There are literally **HUNDREDS** of taxes that we pay, but we don't see. They're "built in" to the costs of goods and services. It never ceases to amaze me.

Like my father always told me, "Once in power, politicians forget what it's like to be a regular hard-working citizen. So they tax you, they tax you some more, and then they tax you some more on top of that. At some point in time, the people will revolt."

Seems to me like maybe that time will come soon. There are around 15 million people involved in direct sales and network marketing. That's about 5% of the entire country's population. Making these people angry is not a good thing, and they'll take out their anger in the next election. If you've read this far, then string together the first letter of each paragraph, and you'll discover what this is really about. And remember this Latin phrase: "Rideo risi risum ultum rideo risi risum sepius." (Laugh much. Laugh often.)

Sincerely yours,

Tracy Biller

## **The Aftermath . . . !!!**

OKAY . . . now that you've read my joke April Fools email about the fake tax on network marketers, I want to share with you the follow-up email I sent out the very next day on April 2. In that email I included a few dozen of the hundreds of the emails I received.

As you're reading the emails I received, notice how many of them got the joke, and how many of them thought it was real!

Here it is . . . !!!!!

**Subject line: April Fools joke follow-up**

**Sent: April 2, 2010**

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**Yes, the email article I sent you yesterday about the "new excise tax" was an April Fools joke.**

**What's really funny are the replies I got!**

Dear Network Marketer,

Yesterday (April 1) late afternoon, I went to the Sports Illustrated web site (which I do at least once daily). On the home page I saw the link to one of the greatest practical jokes ever, the story of Sidd Finch that appeared in the magazine back in 1985. The article was about this weird fellow named Sidd Finch who could throw the baseball 150mph with pinpoint accuracy. I remember the very day the article came out. I devoured the article, I literally screamed shouts of excitement, I took the article to work and read it to my co-workers, etc. For the rest of the day we talked about Sidd Finch and what he would accomplish in baseball.

The next day, I learned the whole story was a farce, that it was an April Fools joke played on all of us by the great writer George Plimpton.

Here's the link to the Sidd Finch article. Whether you're a sports fan or not, the article is worth reading.

<http://sportsillustrated.cnn.com/vault/article/magazine/MAG1119283/index.htm>

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After reading the Sidd Finch article, an idea hit me: I should play a joke on my customers and subscribers. I decided right then to write a newsletter informing my readers of a huge excise tax that's going to be taken out of their commission

checks. With the current state of the economy, along with the idiotic decisions the pompous politicians in Washington are making, along with the fact that the congress is spending us into oblivion while taxing us to death, I correctly assumed the article would strike a nerve in a few people.

Hundreds of network marketers emailed us after reading the April Fools email I sent out regarding the "new excise tax". I've only read about 100 of them.

Below are some of the replies I received. I've removed the names and email addresses so as not to embarrass anyone.

As you read them, notice which ones who "got" the joke, and which ones who did not get it (and thought the email was real). It's really quite funny!

Have a great weekend!

Sincerely,

Tracy Biller

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### **Replies to the "Excise Tax" April Fools joke. Names and email address have been removed.**

Damn you Tracy! you got me going I was looking for this article all over the web I didn't get much past the 20% excise tax and I was already loading my shotgun! ha ha just kidding. That was good though thanks for that!!

-----  
You SOB! Damn you! I was so mad I was screaming! And then I read the last paragraph. You got me good!

-----  
What the hell??? Are you serious????? I can't believe this. I called my upline and he doesn't know anything about this. We're calling our company tomorrow to complain. Damn this government.

-----  
That was really good Tracy! I was slowly getting physically ill reading that because I know what's coming with this new healthcare bill. I'm waiting for the Obummer bill that will eliminate home based business altogether.  
-----

Tracy your bad! Man you got me with that last email. I'm thinking to myself, "crap 21%? That can't be." I pull up snopes.com, start searching the internet, search the Washington Times and I'm not pulling up anything at all. Then it dawns on me, "ah crap it's April 1. He got me." I'll have to remember that one.  
-----

Tracy Biller....YOU....are a turkey! I can't begin to tell you how many April Fool's jokes I've had played on me today and how many I've fallen for....and this was the latest. It sure sounded believable, especially in light of the health care bill being rammed down our throats recently. We're all in that mind set of the government constantly in our pockets....so all I can say is.....WELL DONE MAN! LOL  
-----

I was getting P\*\*\*\*\*Off reading that!!! Love your sense of humor.  
-----

So if I make \$10,000 they're going to take \$2,800? Plus I'm paying nearly 30% income tax. That's 50% tax on my commissions. Screw them! It's time to revolt, big time.  
-----

Tracy, I'm searching everywhere on the net for that article from yesterday's Washington Post but find nothing. Do you have anything else? This will put an awful lot of us under the bus!  
-----

What the \*\*\*\*!!! Tracy is there some place to protest this and why didn't anyone have a chance to vote on this?? Our government must be on the edge of collapse to try and take the loss of corporate America tax revenue out on the broke jobless network marketers who are salvaging their own lives from the ruin of broken promises and dreams this country was based upon . . . where do we go to start this revolution? The companies themselves are going to take this tax out?? Why hasn't our company mentioned this yet?? This is beyond belief...thanks for the news .. now I'm so mad I could scream. Just give me a direction!

-----  
WOW that really made me Mad. i sure am glad you let me in that it was an April fools joke. best one I have ever had played on me.

-----  
You had me going!!!! My blood pressure and pulse were steadily rising!!!;-) But I must thank you because as I was reading your April Fools email about being over taxed, I wasn't thinking, "oh poor me", instead I was thinking how to overcome this obstacle and continue on my path to financial freedom! You forced me to re-assess my resolve and think creatively...and for that I thank you My friend!

-----  
You son of a gun. You got me good.

-----  
I've been searching online for this and can only find one source, some guy named [ ] who talks about this. A search of the Washington Times has not turned up such an article. Can you provide more direct information? This may be a hoax. Can't find a company names Letronix in Utah. The only person putting out this info is [ ].

-----  
You got me!!! that's the best one I've seen or heard today...you son of a ..... gun:-)

-----  
This was the best april fools joke that anyone  
played on me today...thanks for the  
laugh...after the scare that was because at  
first I was mad...  
-----

Tracy ... this was baaaaaaaaaaaaaaaaaad. Thanks  
for resetting my heart.  
-----

Oh Mr. Tracy you are bad, you got me and I just  
got off the phone getting my nephew, I was  
steaming mad until I got down to the bottom.  
-----

Tracy . . . Do you know where this article is? I  
have searched Washington Times archive online and  
have not found anything referencing this tax.  
Could you help on this? Thanks,  
-----

You totally had me going! Well played!  
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Tracy - Call me suspicious but this sounds like a  
bad April Fools joke. Would you happen to have  
the bill # on this item? I have been looking and  
can find no info. I have also been searching  
Letronix (a name I don't recognize) and find only  
a parked page and a novelty button maker.  
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Please tell me you have a great sense of humor  
and this is your way of saying "April Fools".  
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That was just cruel!!  
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Tracy you really had me going! My BLOOD WAS  
LITERALLY BOILING! Good one!

-----  
Thanks for the heads-up, Tracy. WOW! Perhaps this will help more people will wake up! Can you send me the article or a link to it? I tried to get to it on Washington Times site and via other searches and could not. Once again, you are ahead of the pack!

-----  
Great heads up. Disappointing...to say the least.

-----  
Scared me TO DEATH!! Great joke!!!

-----  
That was good.. Too bad what this government is doing to this country I love isnt just an April Fools Joke.

-----  
You got me .... you #\*@(&\$!!!! Fortunately I read to the end before I forwarded this ... otherwise I would have looked bad!

-----  
Now THAT was a real masterpiece, Tracy...well done!

-----  
you're wrong for that! LOL. You really had me going. Glad I read the email to the end. God love ya! That was a good one. Now let's just pray that this joke doesn't become a reality

-----  
Your email sounded so real - and given the insanity of our politicians and a sleeping electorate - that it never even occurred to me that it might be a joke. And it didn't surprise me that I couldn't find it via Google because as you know, the news today is lagging on important issues. The current state of affairs is like a Halloween nightmare! Thanks for the laugh. Have a great day!

-----  
Good one. However, it doesn't surprise me much anymore what these Bozos in Congress are capable of.

-----  
TRACY!!! ....LMAO!!! GOOD ONE ....Cruel...So Cruel... BUT it was a Good ONE !!! By the way great traing call this morning GOOD JOB...THANKS a MILLION!!!!

-----  
Almost got me wound up Tracy. Good one!:-}

-----  
You are an evil man. My blood pressure went up at least 30 points. The Thanksgiving song wasn't enough? Gobble gobble. (It still creeps into my brain) I was mentally writing my letter to our representatives. You're good, but then you knew that. LOL

-----  
That was cold brother, I was ready to get the guns out and head for the hills!!!

-----  
Well, I read to the end of your announcement thinking that I would see a BIG APRIL FOOL at the end. Hard to believe that they are placing an excise tax on our wages.

-----  
So once again, no April Fools joke from me this year.

But I'll warn you right now . . . maybe next year! ☺

My wife and son got me good this morning. They put a fake dog poop on the floor of my office, right by my desk. It looked real! I immediately blamed our new

puppy Mollie. So I yelled out, “Who didn’t let Mollie out this morning?” They both had a good laugh!

Happy April Fools Day to you and yours. Laugh much and laugh often!

Sincerely,

Tracy Biller  
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