

# The Tracy Biller Success-Training Newsletter

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## A 'leader' lies on video.

**By not telling the truth, a so-called 'leader'  
actually sets his downline up for failure.**

**This happens all the time in network marketing.**

**Sadly . . . it's been going on for years.**

**– By Tracy Biller –**

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Recently . . . one of my customers emailed me a link to a 36-minute “rah-rah” training video her upline recently posted. She told me to fast forward to the 17-minute mark and watch.

What I heard was not surprising.

It happens all the time in network marketing.

This kind of crap has been going on for years in this industry.

The so-called ‘leader’ looked into the camera and said this to his downline:

**“Do you want to hit a home-run in network marketing? If so, then you’re going to have to stick with it for five to seven years because that’s how long it takes to succeed in network marketing.**

**“Nobody hits a home-run their first year. I sure didn’t. It took me three companies and five years before I hit a home-run and made it big. And now I’m in my seventh year in the business, and I’m enjoying life on the ‘beaches of the world’ because I finally hit the home-run.**

**“And to hit that home-run – and that was in my fifth year in the business – I did exactly what I did with the first company in my first year. And it’s what I did during the second year in the business, and the third, and the fourth year. The reason I finally did it successfully in the fifth year is because I was better at what I was doing those first four years.**

**“I did the same thing that fifth year that I did during my first four years. I made my list of my warm market people. It took me two days to make that list, but I wrote down every person I have ever known in my entire life. Many of them I’d already talked to during my first four years, but I went after them again, because that’s what you’re supposed to do.**

**“And then I called each and every one of them, even those who had told me to never talk to them about network marketing. I was not going to fail. I was 100% committed to success. Nothing was going to cause me to quit.**

**“So if you’re going to make it with [this company], then you have to stick with it for five, or six, or seven years.”**

What this ‘leader’ said on the video is total B.S., and that’s a fact.

Candidly . . . he lied on the video.

That’s because I know for a **FACT** that the leader who recorded the video built a pretty good-sized downline of over 1,500 people with his first company. And it took him only 18 months to do so.

How did he do it? He did it by recruiting other network marketers.

Even though it was his first venture in network marketing, he knew to go after network marketers because his direct sponsor – a very successful network marketer and a long-time friend of mine – taught him to recruit from the “Target Market”. His sponsor also told him to get my audio tape and learn how to do it. (Note: that was seven years ago. At that time I had only one audio tape called “Power Recruiting”. Everything that was on that tape is on the current “Momentum CD”. )

And in case you’ve never heard my “Power Recruiting Tape” or my current “Momentum CD”, and you don’t know what the “Target Market” is, then pay attention to the next two paragraphs.

**#1:** The “Target Market” is other network marketers and/or people who have already been in network marketing at one time or another. Those people have already exhibited the desire to do network marketing by virtue of the fact that they’ve already been in network marketing at one time or another.

**#2:** The reasons recruiting from the Target Market greatly accelerates the business-building process is because, A) they’ve already been sold on network marketing, B) they already know something about network marketing, and C) they more than likely know some other network marketers they can quickly recruit.

**What you just read in the previous two paragraphs is the most powerful, the most productive, and the most profitable method for building a large and successful network marketing downline.**

**Anyone who tells you different is a liar, an ignoramus, or they have an ulterior motive.**

Back to the ‘leader’ who made the recent training video – like I said earlier, right after he signed up with his first network marketing company, his sponsor (my long-time friend) also told him that the best way to find other network marketers was from genealogy reports and distributor lists.

And not surprising, he bought his lists from me. In fact, he’s purchased a lot of lists from me over the past seven years, for both himself and his ever-expanding downline.

### **HIS FIRST COMPANY RUNS INTO PROBLEMS**

Unfortunately for him, the first company he was with ran into some troubles at the 20-month mark, so he joined another company.

His second downline grew to over 8,100 people in just two-and-a-half years. He built his second downline entirely by recruiting other network marketers, including many who were in his previous downline from his first company.

### **DÉJÀ VU ALL OVER AGAIN**

Unfortunately for him once again, his second company ran into some troubles after he’d been with them for about three years. Only now this ‘leader’ is a proven downline-builder and heavy-hitter. And that made him a “Free Agent” heavy-hitter, making him a valuable commodity to an upstart company.

## **HE'S NOW A FREE AGENT**

As a proven free-agent-heavy-hitter, he was in a position to “shop around” his talents and skills in order to “strike a deal” with a network marketing company, which is exactly what happened.

Yes, his third company – a new upstart company – offered him a sweet “deal” if he joined them. Although I don’t know the details of such a deal, it no doubt included extra commissions, and/or bonuses, and/or stipends, etc.

## **HE BUILDS HIS THIRD DOWNLINE THE SAME WAY**

Armed with his “deal”, he went to work building his third downline. And like his first two downlines, he built his third downline by recruiting network marketers. He’s been with this company for over three years, he’s got a huge downline, and he’s one of the top five earners in the company.

## **DO YOU SEE THE PATTERN?**

Hopefully, you see the pattern. I’ve certainly made it clear.

The pattern is this:

1. With each company, he built his downline by recruiting from the Target Market.
2. He used the telephone as his primary contact tool. He didn’t use email blasting. He didn’t use phone blasting. He didn’t use ‘attraction’ or ‘magnetic’ marketing.
3. He used several sales tools. His primary tool is a voice mail audio presentation.

## **SO . . . WHY DID HE TELL A LIE ON THE VIDEO?**

By now you’re wondering, “Why did he tell a lie on the video?”

Truth be told . . . I don’t know why he lied about how he actually built his three downlines.

I don’t know why any of these top earners lie about how they built their downlines.

But so many do. And it’s flat out wrong.

I can't count the number of times I've heard a top earner say, "I built my downline by going after my friends and family, and so should you!"

I can't count the number of times I've heard a 'leader' tell the downline to recruit from the "warm market".

Again . . . why do these top earners teach such nonsense? I simply don't know the answer to that question.

All I know is that the overwhelming number of top earners in the network marketing industry built their downlines by recruiting from the Target Market.

And all I know is that there is NO REASON why you should have to labor and toil through five or six or seven years of failure in order to "hit a home-run".

The **FACT** is that you can hit a home-run in this industry with your very first company. You can do it if you are teachable, if you are willing to work, if you apply right strategies and tactics, and if you have a strong desire to succeed.

The next time you hear some 'leader' say something silly, disingenuous, or flat-out wrong, tune them out, because it's more than likely that what they're teaching will set you up for failure.

You know what to do to succeed in network marketing as a result of reading this newsletter.

Now go do it.

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