

The Tracy Biller Newsletter

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A silly and illogical belief.

Dear Network Marketer,

In today’s Tennessean newspaper were several display advertisements. Ads such as these appear daily in newspapers throughout the country.

AD #1 – This ad was placed by a private country club. The ad said, “The premier golf club in Middle Tennessee. New memberships now available. Special reduced pricing.”

AD #2 – This ad was placed by a local health club. The ad said, “Get in shape for summer! Special package memberships now available!”

AD #3 – This ad was placed by an insurance agent. The ad said, “Free Quotes! Save money now!”

AD #4 – This ad was placed by a painter. The ad said, “Free Quotes! Hundreds of references! Satisfaction guaranteed! Make your house look new again!”

AD #5 – This ad was placed by a heating and air conditioning company. The ad said, “Complete inspection of your air conditioning unit only \$25. Do it now before the summer heat kicks in.”

AD #6 – This ad was placed by a restaurant. The ad said, “Happy Hour 4pm-8pm Daily. Free hors d’oeuvres.”

Each one of these businesses – the country club, the painter, the restaurant, the insurance agent, etc. – continually chases after new business.

Each one of these businesses continually works to find and create new customers.

Why? Because if the businesses stop going after new customers, then those businesses will eventually go out of business.

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It’s probably fair for us to assume that the overwhelming majority of network marketers know that businesses are constantly going after new customers.

Therefore the question that begs to be asked is this . . .

Why does the overwhelming majority of network marketers possess the silly and illogical belief that they can build a big downline, receive big commission checks as a result, stop working, park their butts on the “beaches of the world”, and that they will continue to receive a “residual income” for the rest of their lives?

Here’s another way to ask the question . . .

Why do so many network marketers hold onto the silly and illogical belief that after they build a large downline,

that they can quit working the business, and that their downline will either “grow” or “stay as it is”, that their downline will keep producing the same level of sales volume, and that they (the distributor) will keep getting a large commission check . . . forever and ever?

Contrary to what you believe or may have been taught, the fact is:

If you stop working your network marketing business, your downline will stop growing and will actually shrink over time. The end result is that your commission check will continually decrease proportionately.

And that’s a fact.

You can make a lot of money in network **IF** you know how to “play the game” of network marketing. And you can play the game for as long as you desire. The education you need is on the Ultimate Success CDs. It’s that simple.

Sincerely,

Tracy Biller
www.UltimateSuccessCDs.com

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