

The Tracy Biller Newsletter

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An idiot trainer teaches a stupid recruiting strategy.

Sadly, many people bought off on it.

By Tracy Biller – producer of the Ultimate Success CDs

A few weeks ago Shelly Harris – my office manager – noticed something peculiar.

Shelly had proofed a newsletter I had written, she got it ready for broadcasting to my customers and subscribers, and then she sent it out.

Within a few minutes three of the emails bounced back and they all three contained the same two words in the subject line: **VACATION REPLY**. But what was really interesting was that in the body of all three emails were three of the most poorly written piece-of-crap solicitations I’d ever read.

This had never happened before. Not once!

Another idiot trainer!

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The “vacation reply” function in email programs is used almost extensively by people who are in upper management positions and/or who own their own traditional business.

Few if any people outside corporate America and traditional business ever have a real need for using the “vacation reply” function.

When someone uses “vacation reply” for what it’s intended for, they usually write in the body of the email something like this:

“I’m out of the office until November 21 and will reply to all emails when I return. If you need to speak with someone immediately please call our office and the receptionist will put you with the right person.”

Here are two of the stupid solicitations we received from network marketers’ “vacation reply” functions:

Free Cash Machine! With ABC you can make money online by simply signing up for and promoting trial offers from well-known Fortune 500 companies without doing any selling or cold calling. Sign up now to earn. It’s quick, easy, and free. You’ll get paid in the next 2 to 3 hours! Start today! Call John Doe at 555-5555.

[At least this goofball had the presence of mind to leave his name and phone number.]



Lose weight! Look great! Take the challenge! I'm doing it and so can you! This is big! This is huge! This is the one you've been waiting for! I didn't believe it at first but it's the one I've been waiting for! Go to this website and join now!

[Note: This goofball left no name and no number to call. A real professional.]

So when we got back three “vacation reply” emails with stupid solicitations, Shelly took note.

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Several days later I wrote another newsletter and Shelly sent it out. This time we got back eight “vacation reply” emails. And all eight had crappy solicitations in the body of the email.

The following week we sent out another email, and got back 14 ‘vacation replies’ with crappy solicitations in the body of the email.

Shelly knew something weird was up, but she didn't know what it was.

I asked her to look up the emails in our customer database and see whom they belong to, and to send me the names so that I could see if I recognized any of the senders.

I recognized one of the names. I called the guy. In this email I'll call him "John".

John answered the phone. I introduced myself. He knew right away who I am. I asked if he had a few minutes? He said he did.

I asked him, "Have you been on vacation recently?"

"No, I haven't," he replied.

"Then why is your email software set up to bounce back a 'vacation reply' to everyone who sends you an email?" I asked.

"Oh, that," he said hesitantly. "Uh, well, I was taught to do that."

"So you haven't been on vacation, you're not currently on vacation, but your subject line says 'Vacation Reply' and the body of the email contains a stupid solicitation. Who taught you to do such a silly and stupid thing?" I asked.

"I learned about it on a webinar last week, conducted by [trainer's name]," he said.

[For the record, I have never heard of the trainer's name.]

"How many people were on the idiot trainer's webinar?" I asked.

"I think they said about 3,000," he answered.

"They usually lie about the numbers. More than likely there were less than 500. But regardless, let me make sure I've got it straight," I said. "This jackass trainer told all of you money-hungry sheeple on the webinar to turn on your 'vacation reply' function, and have it do a reply bounce-back to anyone and everyone who sends you an email, and that you bounce back to the sender a solicitation. And I'm assuming this jackass trainer told all of you sheeple on the webinar that this was a proven and productive strategy for

building a network marketing downline, and you all believed him. Is that what happened on the webinar?”

“Yeah, that’s pretty much it. Does it bother you that he did this?” he asked.

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“No, it doesn’t bother me that some jackass trainer told a bunch of struggling network marketers to do something that’s silly, stupid, and unproductive. This kind of crap has been going on in network marketing for many, many years. There will always be jackass trainers who tell people to do stupid and unproductive things.”

“Heck, there’s another jackass trainer out there who is right now selling a training that teaches network marketers how to get hold of resumes on the Internet at websites like Monster-dot-com and others, and to recruit those people who are looking for jobs. Even though he made his fortune in network marketing by doing those very things that are taught on my CDs, he’s making money selling a training that teaches a strategy that flat out doesn’t work.”

“There will always be trainers who teach crap, and that doesn’t bother me. What bothers me is that the overwhelming majority of all of you adults on the webinar didn’t use your common sense and logical thinking to see immediately that the ‘vacation reply’ recruiting strategy not only is stupid and silly and unproductive, but such a strategy is just one more gross misuse of the Internet.”

“Tell me . . . how long have you been doing this ‘vacation reply’ bounce-back recruiting strategy?” I asked.

“About two weeks,” he answered.

“How many bounce-back replies has your email sent out?” I asked.

“A lot. Hundreds. Maybe thousands,” he replied. “The trainer on the webinar also told us to go online and to opt-in to anything and everything that we can, so that we receive thousands of emails that we can bounce-back to.”

“And you bought off on all this crap, and for the past two weeks you’ve been trolling and surfing the Internet and opting in to everything you find?” I asked.

“Yeah, that’s what I’ve been doing,” he replied.

“Of all the hundreds or thousands of ‘vacation reply’ bounce-backs your email software has sent out, how many people have called you for more information?” I asked.

“Not one,” he answered.

“I’m not surprised. But here’s a more important question for you: during this two week period, how many calls have you made to your Target Market?” I asked.

“None,” he answered.

“So let’s get this straight . . . two years ago you bought my CDs. Shortly thereafter you got sucked into ‘attraction marketing’ and that didn’t work for you. Then you got sucked into ‘vacation reply bounce back’ and that isn’t working for you. You’ve had my CDs for two years. When are you going to do what the Top Earners repeatedly do to build their big downlines quickly, and quit screwing around with strategies that are destined for failure?” I asked.

“I don’t know,” he answered. “I seem to get distracted easily.”

“In my opinion, it’s not that you are easily distracted. The problem is that you have an aversion to actually working. It takes a helluva work ethic to make

the big bucks in network marketing, and way too many people have the lazy lottery mentality. They think that with attraction marketing they can simply create the illusion that their successful, troll the Internet, and that people will beat a path to their door and make them successful. They think they can do ‘vacation reply’ or email broadcasting or phone broadcasting or dialing service, and make it big. Of course, none of these things work in the real world.”

“What works are the time-proven strategies that are taught on the Ultimate Success CDs. What you’ve got to remember is that there is no “new” in network marketing. The only thing that’s changed in eight decades of network marketing history are the communication tools that we use. And because there are so many communication tools to use, today’s network marketer must be a better communicator, a better persuader, and a better marketer than the network marketer of yesteryear.”

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