

The Tracy Biller Success-Training Newsletter

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Brainwashed no more!

A distributor discovers the truth about succeeding in network marketing.

Dear Network Marketer,

I got a call from a distributor whom I'll call "Jim".

Jim said, "I first heard about you last fall, and started reading your newsletters. You wrote a newsletter last fall about the importance of having lots of leads. You wrote that if I want to make \$10K a month, that I need to be dialing something like 18,000 numbers during a 90-day blitz. When I first read it, I thought you were full of crap. But that's because I was brainwashed. I now realize you teach the truth, and that to succeed in this business we have to get 'down & dirty' and go after the target market and use the phone and everything else you teach."

"What do you mean, you were 'brainwashed'?" I asked.

"Well," he answered, "I got into this industry about four years ago and I got brainwashed into believing that all you have to do to succeed in network marketing is sign up one or two people."

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“You’re not alone. Lots of networkers believe the same thing.”

He responded, “And then about a year and a half ago, I got brainwashed into believing that I could use Facebook and Twitter and all that social networking stuff to ‘attract’ people to me. But that’s doesn’t work like they say it works. It’s just a bunch of people writing nice stuff to you, and you’re doing the same to them, and everyone is hoping to ‘attract’ others to sign up with them. It reminds me of a bunch of dogs sniffing a fire hydrant, and then peeing on it.”

“Now that’s an interesting analogy!”

“But it’s true!” he added. “Everyone who’s doing that attraction stuff just spends so much time bouncing around everyone else’s web sites and Facebooks and stuff, writing nice stuff and compliments, hoping that they do the same, and it’s a merry-go-round. Nobody gets anywhere.”

“That’s also an interesting analogy.”

“So I’ve finally come to the conclusion that what you teach is the one tried and true way to build a big downline quickly. I got your CDs last month, I’ve heard them all twice, and I’ve got to say that you make more sense than anybody out there. And so I’m diving in and doing it just like you teach. This morning I ordered a leads package from your web site, and I can’t wait to start calling and doing the 30-second pitch. I’m no longer brainwashed!”

“Was there any one thing that opened your eyes to the reality of what it really takes to make \$10,000 a month in this industry?”

“Well,” he answered, “like I said earlier, the newsletter about leads made me think you were full of crap. But what you wrote kind of got under my skin. And the more I thought about it, the more it made sense. I probably read that newsletter six or seven times. And each I time I read it, I kept thinking ‘this makes sense’. So then I started listening to your free audios, and reading your other newsletters. And I realized you speak the truth.”

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The TRUTH about your leads inventory.

A \$10,000-per-month income requires lots of leads.

Most network marketers are absolutely clueless about how many leads they need to succeed.

Consider the following statistics:

- 74% of all network marketers think 100 leads is enough to succeed.
- 11% of all network marketers think 500 leads is enough to succeed.
- 8% of all network marketers think 1,000 leads is enough to succeed.
- 6% of all network marketers think 3,000 leads is enough to succeed.

The fact is that all of them are wrong. It takes many more leads to succeed.

Only 1% of all network marketers know how many leads they need to succeed.

And when you're finished reading this newsletter, you too, will know how many leads you need to succeed in order to make \$10,000-a-month in network marketing.

So how many leads do you need to succeed and make a five-figure monthly income in network marketing?

To answer that question, we'll need to do some simple math.

Let's pretend that today you are launching your first 90-Day-Blitz and that your goal is to make a five-figure (\$10,000+) monthly income in network marketing.

If you are truly serious about making \$10,000+ per month and you just aren't blowing smoke, then you need to make an average of 250 dials per day, six days a week, starting today and ending 90 days from today.

CLARIFICATION: Way too many network marketers who don't pay attention to what words actually mean think that when I say they must DIAL 250 numbers a day that they have to TALK to 250 people per day.

Not once have I taught that you “talk” to 250 people a day.

What I teach is that you need to DIAL 250 numbers per day. Of those 250 dials, you’ll reach some people live, you’ll get some voice mails, you’ll get some ring tones that never answer, and you’ll get some wrong numbers and disconnects.

250 numbers dialed per day sounds like a lot, but it isn’t. Not at all!

If you do as I teach on the Ultimate Success CDs, then you’re talking about dialing for 4-5 hours a day, give or take a few minutes.

Of course, those people who are easily distracted and/or who have a poor work ethic and/or who piddle diddle around will never be able to make 250 dials per day. They’ll be lucky if they make 5-10 dials per day!

During a 90-Day-Blitz you’ll be working six days a week. Plus there may be a holiday or two, plus there may be other days when you simply can’t work your business. So it’s fair to assume that during the typical 90-Day-Blitz you’ll actually be working on about 75 of the days.

75 work days x 250 dials per day = 18,750 leads needed

Simple math shows that you’ll need a minimum of 18,750 leads. But that’s only for your first 90-Day-Blitz. You’ll also need leads for your second, third, fourth 90-Day-Blitzes.

You should be doing four (4) 90-Day-Blitzes per year. So simple math shows that in one year you will need 75,000 target market leads.

18,750 leads x four 90-Day-Blitzes in one year = 75,000 leads needed

HOWEVER . . . you’ll actually need MORE leads than that, as you must always have a large inventory of leads to distribute to your ever-expanding downline!

Unrealistic expectations lead to failure.

Unfortunately, the typical network marketer starts choking and making gagging sounds when they hear that they need 18,750 leads for one 90-Day-Blitz.

A few of them may even pass out. (I'm just kidding!)

Joking aside, the problem is that most network marketers have unrealistic expectations about what it takes to succeed. 99% of all network marketers think that 100 leads to 3,000 leads is a lot of leads.

Sadly, their unrealistic expectations lead to failure.

I talked with a lady last week who told me she has 300 leads in her inventory. She said she thinks it's enough for her to succeed.

A fellow I spoke with last Thursday said he has 1,000 leads in his inventory. He said he thinks it's enough for him to succeed.

Just this morning a fellow told me he has 100 leads. He said he thinks it's enough for him to succeed.

The sad truth is that not one of these three people will succeed with the small number of leads they have. All three will fall flat on their faces and fail. And then they'll do like most network marketers who have failed: they'll blame the leads, and/or they'll blame their company, and/or they'll blame their upline, etc. etc. etc.

The "I'll start small" strategy always leads to failure.

The fact is that the typical network marketer doesn't want to accept the fact that they need lots of leads, even if it's explained to them using perfect logic (as I've done in this newsletter). So what the typical network marketer says to himself is, "Well, I'll start small and work up to it. I'll get a few leads now to 'try it out' and see how things go."

Of course, such a mindset leads to failure.

You've got to prepare to succeed.

Preparing to succeed in network marketing means that you learn what needs to be learned, and then you acquire what needs to be acquired. It's that simple.

Sincerely,

Tracy Biller

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The Tracy Biller Success-Training newsletter is published and distributed by:

Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077