

# The Tracy Biller Newsletter

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## Dishonest advice from a guru.

**There’s advice like this throughout  
the network marketing industry.**

**It’s dishonest.**

One of my customers sent me a link to the web site of a so-called network marketing “guru”.

What I read there was no surprise, as I’ve read similar advice at many dozens of web sites.

In fact, such advice is all over the network marketing industry.

Such advice is both worthless and misleading.

Worst of all . . . it’s dishonest.

Scroll down and read what was written. My comments are included within the text.

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**Dishonest advice from a guru.**

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(The following was taken from the web site of a so-called network marketing “guru”.)

## How you can succeed in Network Marketing

To succeed in network marketing you only need to master the simple art of attraction marketing.

**TRACY’S COMMENT:**

This opening sentence is so fundamentally flawed that my jaw dropped open when I read it. First of all, “marketing” in and of itself is NOT an art. Second, there is much more that you must “master” than just “attraction marketing”. For a list of all that you must master, read and listen to my free report “The 10 Factors For Guaranteed Network Marketing Success”. Click [HERE](#) to access it.

This is your ability to market yourself. It doesn’t matter what company you’re in, just market yourself as a successful network marketer. Everything else will then fall in place.

**TRACY’S COMMENT:**

In these three sentences lie the root to all of the problems with “attraction marketing”. The fact is that the overwhelming majority of people who are doing “attraction marketing”, while never having succeeded before in network marketing by any degree, are falsely portraying themselves as “all knowing, all successful, all wise”. It would be like me buying a violin (which I can’t play), and then setting up a web site where I portray myself as a violin instructor.

**There are so many people who make network marketing more difficult than it really is.**

**TRACY'S COMMENT:**

**At its most fundamental level, network marketing is relatively easy and simple. But it's a tricky business, and that makes it difficult and challenging. The problem with this sentence is that the writer wants the reader to believe that "attraction marketing" makes it easy and/or easier to succeed in network marketing than other methods, and that's simply not true.**

**All the fireworks and hype boils down to one thing, and that is that you've got to work the numbers.**

**TRACY'S COMMENT:**

**There's an old saying that "success in network marketing is merely a numbers game". Well, if that were the case, then you could succeed in network marketing simply by calling numbers in the telephone book.**

**Yes, your success is based on the "numbers", but only if your "numbers" are from the target market. That's why 99% of the industry's top earners built their large downline quickly by recruiting others who have been in network marketing.**

**All you need to succeed in network marketing is a marketing system that allows you to attract tens of thousands of prospects to you and then you work the numbers from there. You never chase anyone, ever. Your prospects simply flock to you. If you don't believe me, then call me and I'll show you how it's done. And the best thing of all is that you can get started today for just pennies.**

**TRACY'S COMMENT:**

**If you believe just one word of the previous paragraph, then please give me a call as I've got 10 acres of beach-front property here in Tennessee that I'd like to sell you for \$100 an acre.**

**Look . . . this is the type of advice that sets people up for failure. The advice in this last paragraph is worthless, misleading, and downright dishonest.**

**Throughout your network marketing career, you will constantly be exposed to the "latest and greatest" business building strategy. Believe me when I tell you that it all boils down to the fundamentals. There is no "latest and greatest", and there certainly aren't any "secrets".**

**Many years ago some great leader in network marketing said that it takes three things to succeed in network marketing: 1) you must have a tremendous desire to succeed, 2) you must be teachable, and 3) you must have a tremendous work ethic.**

**I agree with him 100%. And so should you.**

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