

The Tracy Biller Success-Training Newsletter

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Distributors confess their inactivity.

Dear Network Marketer,

As I write this, only four of the twelve Boot Camp Audio Trainings (BCAT) have been released. The first one was released a mere nine days ago.

Yet in the past nine days, hundreds of network marketers have emailed to say that the BCATs have served as a “kick in the rear” to get them up and moving.

Most interesting however, are the conversations I’ve had with a lot of distributors over the past nine days.

In many of those conversations, the distributor reluctantly admitted that they’ve had my CDs for some time, that they’ve known about past Prime Recruiting Seasons, yet over the past one, two, or three years they’ve never really did what needs to be done in order to succeed in network marketing.

Simply said, those distributors “confessed their inactivity.”

Here what transpired in just a few of those conversations . . .

Distributors confess their inactivity.

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A distributor named “Diane”.

For the record, Diane is not her real name. I’ve changed all of the names of those who “confessed their sins”.

Diane called me the day after the first BCAT, the one titled **“The five things you must do in order to achieve a successful Prime Recruiting Season.”** (Click [HERE](#) to hear it.)

She said, “I’ve been listening to you for over three years. No other trainer comes close to what you teach and how you teach it. But I’ll confess that I’ve done nothing to build my business. Twice each year I hear you tell us to get ready for a Prime Recruiting Season, but I never do. And I feel like crap because of it.”

I told her, *“What you’re feeling is guilt, and it’s normal. Want to get rid of that guilty feeling?”*

“Yes, I do.

“Then get to work. Be productive. Working and productivity erases your guilt. Works every time. Guaranteed.”

“Is it really that simple?”

“Yes, it’s that simple. Listen to your CDs and take notes. Get a bunch of leads and get to work. It’s really that simple.”

The very next day I saw that she had ordered the Success Package, giving her enough leads to make 250 dials for each of the 128 work days that are in the next Prime Recruiting Season that begins on January 3.

I can only hope that she finds it within her to make the choice to be productive. I know she can do it, but she’s the one that has to make that decision.

A distributor named “Brian”.

For the record, Brian is not his real name.

Brian called me the day after the third BCAT, the one titled “**The Ultimate Marketing Sin.**” (Click [HERE](#) to hear it.)

He said, “My web site is horrible.”

“Did you create it, or did your upline or company create it?”

“It was created by my company. It’s a replicated site.”

“I’m at my computer right now. Tell me the URL and I’ll give it a quick look.”

[I went to his web site and looked at it for about 10 seconds.]

“Oh my. This is absolutely ineffective. There so much that’s wrong with this site that I don’t know where to begin.”

“See, I told you,” he said.

“How long have you had this site?”

“About a year.”

“And how long have you known it’s ineffective?”

“Ever since I got it. For a year.”

“Do you recall me teaching that sometimes distributors have to take matters in their own hands and create their own persuasive sales tools?”

“Yes, I remember that.”

“So . . . why haven’t you done that? I mean you’ve known for a year that this site was ineffective.”

“I don’t know. Laziness, I guess. I get distracted easily.”

“Have you ever studied infomercials? Have you ever studied radio ads? Have you ever got a ‘National Enquirer’ and looked at headlines? Have you ever written down the benefits for why someone should sign up in your company? Have you ever written a sales letter?”

“No. I didn’t do any of that.”

“Surely you realize that you can’t use your company’s replicated web site, and that you’ll have to create your own?”

“But I don’t know how to build a web site.”

“You don’t have to know how. There are companies out there that sell web site templates. Did it ever dawn on you to do a search on ‘website templates’?”

“No.”

“Well, now you know. When you do a search on ‘website templates’ you’ll get over 10 million hits. There are so many companies out there that provide website templates that it will make your head spin. And the prices are very low.”

“I knew you’d do this to me.”

“Do what?”

“Show me that my excuses are weak.”

“That’s what I’m here for.”

Two days later he emailed me that he secured a domain name, and had spent \$35 for a website template that he really liked.

I’m proud of him. He took a big step forward. I can only hope and pray that he continues to take big steps and move forward.

A distributor named “Tony”.

Tony called me the day after the second BCAT, the one titled **“The 9 undeniable truths of network marketing success.”** (Click [HERE](#) to hear it.)

I had called Tony to perform a marketing consultation on her sales letter.

It was a brief conversation.

“What you’ve submitted to me isn’t a sales letter.”

“What do you mean?” she asked.

“It is obvious that all you’ve done is copy a bunch of sentences and phrases from your companies sales tools, and you threw them together like a patchwork quilt on a piece of paper, thinking that you’ve created a sales letter. Am I right, or wrong?”

“You’re right.”

“You’ve got to realize that I’ve been doing this a long time. I can easily tell the difference between something that someone’s actually written, versus something that’s been copied and pasted together.”

“Well, is it good?”

“It’s not a question of whether it’s ‘good’ or ‘bad’. The question is ‘Is it effective?’ And the answer is no, it’s not effective. What you’ve copied and pasted together is just a bunch of statements of fact about your company. And facts don’t ‘sell’, they merely ‘tell’. It’s benefits that ‘sell’. And you should know that if you’ve listened to my Ultimate Success CDs. Have you listened to them?”

“No, not all of them.”

“Of the ones you’ve listened to, did you take notes?”

“No, I didn’t.”

“What we have here is a prime case of someone who simply isn’t educated about what it takes to succeed in network marketing. That’s all it is. My suggestion to you is that you listen to all seven CDs while doing nothing else. And while you listen to them, you must take copious notes. It’s the only way to get the information into your brain, and it will help you retain much of what you hear.”

“What about my sales letter? What should I do with it?”

“Do you have it printed out on paper?”

“Yes, I do.”

“Then I would use that paper as toilet paper on your next camping trip. Seriously, your letter is ineffective. Throw it away, delete it off your computer, and do as I teach on the Persuasion CD.”

I can only hope and pray that she does just that.

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Each of these distributors confessed their “inactivity”.

It is not uncommon.

In fact, inactivity runs rampant throughout the network marketing industry.

The “cure” for inactivity is activity. You simply do that which needs to be done.

Right now as I write this newsletter my front and back yards are covered with leaves. I want them picked up before the weekend (as we’re hosting a dinner party), so later on this afternoon I will run my trusty Honda quad-blade mower over them, and they’ll be sucked up and mulched up into the mower bag. It’ll take me about two hours. It’s no big deal. I’m simply choosing “activity” to get the desired results.

After that’s done, then I’m going to put some distilled water in the batteries of our golf cart, and air up the tires.

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Then after that's done, I'm taking our dog for a two-mile walk.

And after that's done, then I'm going to work out while watching tonight's NFL game featuring the Tennessee Titans versus the Indianapolis Colts.

Again, none of these things are a big deal. I'm just choosing "activity" to get the desired results.

Throughout each person's day many decisions are made that require "activity". If they choose "activity", then they get desired results. If they choose "inactivity", then they don't get the desired results.

With network marketing, it's all about choosing "activity" to get the desired results.

Sincerely,

Tracy Biller
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