

The Tracy Biller Newsletter

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Do you know what you don't know?

Dear Network Marketer,

Most network marketers don't know what they don't know, even if they've been in the business for a number of years.

What do I mean by that statement?

To explain, I ask you to consider whether this assumption I have about you is true or false: **You do not know how to fly the space shuttle.**

Assuming I'm correct – that you do not know how to fly the space shuttle – then please consider whether this next assumption is true or false: **You KNOW that you do not know how to fly the space shuttle.**

If I'm correct again – that you KNOW that you don't know how to fly the space shuttle – then we're on the same page!

The typical “newbie” starts out clueless.

In network marketing, most new people (“newbies”) get into this industry with the hopes of making \$5,000 to \$10,000 a month and more.

However as a newbie, they have no clue how to make the big money. They do not know what they need to know in order for them to make the big money, and they shouldn't be expected to.

Most newbies get their training from their sponsor, their upline, and/or their company. Only a small percentage of newbies acquire training from a truly competent and honest industry “guru”.

As the years go by, that newbie (no longer a newbie!) has had a morass of incompetent and ineffective training put into their brain by their sponsor, upline and various gurus, with the result being that they still don't know how to make the big money.

The paradox is that even after having been in the industry for a number of years, they don't know that they don't know.

Specific knowledge and skills are a necessity for success.

There is specific knowledge and there are specific skills that a person must have in order to succeed in network marketing.

For example, The fact is that a network marketer must be able to think and communicate persuasively in order to be successful, but most of them don't know this, and they don't know that they don't know this, simply because no one has told them.

Unfortunately most network marketers receive inferior training, but they don't even know they received inferior training. They don't know what they don't know. Of course, the result of having received inferior training (or no training) is failure.

The cycle of failure.

The bad news is that ongoing “cycle of not knowing” has been part of network marketing for decades, and is the primary reason so many good people have failed.

The good news is that the “cycle of not knowing” can be easily changed with competent and effective training.

If there’s something you want to accomplish, such as earning \$10,000 or more a month in network marketing, then you must receive competent and effective training. And you must apply what you learn.

As your business grows, there will be times when you’ll be able to identify a specific bit of knowledge or a skill that you don’t know but that you’ll want to acquire. In other words, you’ll then know what you don’t know, and you’ll strive to know it.

Identify that which you don’t know.

As soon as you are finished reading this newsletter, I urge you to go to the page at my web site that shows the content of each of the Ultimate Success CDs. You should read the detailed description for each of the training CDs. This will help you identify what you don’t know but need to know in order to succeed in network marketing and make the big money. Here’s that link:

<http://www.ultimatesuccesscds.com/uscds>

Succeeding in network marketing requires specific education that is learned through competent, effective, and repetitive training. There is no other way unless you are relying on luck – and that’s a foolish thing to do.

Sincerely,

Tracy Biller
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