

The Tracy Biller Newsletter

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Email spam recruiting is stupid!

Dear Network Marketer,

Several times each week I’ll get a call from a network marketing success-seeking wannabe who asks for my assistance with “email broadcasting”.

I ask each one of them the same question, “*What’s the purpose of your email broadcasting? What are you doing it for?*”

Their answer is, “To recruit people into my downline.”

“To whom are you sending the email?”

They reply, “I’m emailing the leads I bought from you.”

“You mean the target market leads – the people who have already been in network marketing?”

“Yep,” they reply, “those leads.”

“Tell me you’re not serious?!”

Their answer is always, “I’m serious.”

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I then ask them, *“Why in the heck do you want to do email broadcasting as a means of recruiting instead of picking up the phone and calling your target market, which, by the way, is the most powerful, proven, productive, and profitable method of recruiting? Please tell me why you’ve made this totally illogical decision to do email broadcast recruiting?”*

They give a variety of illogical answers such as . . .

“I can reach more people!”

“I can do more in less time!”

“I have their email address -- might as well use them.”

A few of them give these answers . . .

“I don’t like calling people.”

“I’m not good on the phone.”

“I’m scared to make calls.”

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To each one of them, I give this advice . . .

- 1. Email broadcasting is spamming.**
- 2. Spamming is against the law.**
- 3. Spamming gets you shut down by your ISP.**

I also give them this advice . . .

- 1. Even if you use an offshore account or if you own your own server, the odds are slim and none that your spam email solicitation will even reach their inbox. The odds are overwhelming that your spam email solicitation will go to their spam or junk folder.**

2. The odds are slim and none that the person to whom you are sending your spam email solicitation will even click on it and open it. It just isn't going to happen.

3. The odds are slim and none that your subject line will cause them to want to click on, open, and read your spam email solicitation.

4. Even if they open your email, the odds are slim and none that the person to whom you have sent your spam email solicitation will click on whatever link or links you put in your spam email.

And lastly, I give them this advice . . .

1. Even if you sent out 1,000,000 (one million) spam email solicitations, the odds of even 100 of those people opening your spam email are slim and none.

2. Even if a whopping 1,000 of the 1,000,000 people opened your spam email solicitation, the odds of even 1/10th of them (100) actually reading your spam email solicitation are slim and none.

3. Even if 100 of the 1,000,000 people actually read your spam email solicitation, the odds of even 1/10th of them (10) actually signing up with you and doing something productive are slim and none. The reality is that it just isn't going to happen.

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Do you want to succeed in network marketing?

I always finish the conversation by asking the person, *“Do you really want to succeed in network marketing, or are you just piddle-dinking around?”*

They always say, “Oh, I really want to succeed!”

“Good. Then you need to make better decisions. You need to make mature, adult, responsible decisions. I do believe that deep down inside you know that email spam recruiting is stupid. You know it’s ineffective. You know it’s something that lazy people do. You know these things, don’t you?”

“Yes, I do,” they reply sheepishly.

“The network marketing industry greatly rewards those people who apply the right strategies and tactics, and who work hard. The strategies and tactics taught on the Ultimate Success CDs are irrefutably the most powerful, productive, and profitable strategies that you can apply. Everything that’s taught on the CDs is time-proven. Are you aware of this?”

“Yes, I’m aware of it,” they reply.

“It comes down to making good choices, mature choices, responsible choices. The choice to do email spam broadcasting is a bad choice. If you’re going to succeed in this industry, then you need to make good choices. Do you understand this?”

“Yes, I do,” they reply.

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You will succeed after you’ve mastered the fundamentals.

You must choose to learn and master the fundamentals in order to succeed in network marketing.

The fundamentals are:

- Learn who to recruit.
- Learn how to recruit.
- Learn to communicate effectively.
- Learn to persuade effectively.
- Learn to lead.
- Learn to do a 90-day blitz.
- Learn to create sales volume.
- Learn to be self-motivated.

These are the fundamentals that are necessary for succeeding in network marketing.

If your goal is to earn \$5,000 a month or \$10,000 a month or more, then you must choose to learn the fundamentals.

I talk with network marketers daily who have a set of Ultimate Success CDs, yet they haven't a clue what the fundamentals are. They either haven't listened to the CDs, or they listened once or twice while they were doing something else, or they didn't take notes, etc.

They don't know the fundamentals, and they are failing.

If you do not learn the fundamentals, then you will fail.

Sincerely,

Tracy Biller
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