

The Tracy Biller Newsletter

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The “fake it until you make it” crowd.

Most of the people engaged in “attraction marketing” are “faking it” – which is a nice way of saying they are lying.

Dear Network Marketer,

Each week I meet 2-3 network marketers who have been engaged in “attraction marketing” (they drank the Kool-Aid) yet have accomplished virtually nothing with their network marketing business. They’re making little or no money because they’ve signed up few or no people and they’ve produced little or no sales volume.

I spoke with one fellow yesterday who for two years has been actively engaged in attraction marketing.

He said that during the past two years he’s signed up 11 people, and that they collectively signed up 5 others, for a grand total of 16 people. Thus, over a 24-month period, his downline has grown by a pathetic 0.66 people per month.

At the rate he’s going, he may reach 100 people in his downline in the next 6-8 years.

Fake it until you make it.

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What I find appalling is the lengths this fellow has gone to in order to portray himself as an “all knowing and all accomplishing” network marketer, in order to “attract” others to him, in hopes that they’ll sign up with him.

For example . . .

1) his voice mail says he couldn’t answer the phone “due to high call volume”, which simply isn’t true.

2) his URL is [www.workwith\[his name\].com](http://www.workwith[his name].com) , as if working with him will lead to the visitor’s success in the network marketing industry. (That’s a fantasy!)

3) the banner on his web site says in big bold letters “Network Marketing Superstar Coach”. (That’s so over-the-top brazen and misleading. Moreover, it’s a flat-out lie.)

4) On his “about me” page at his web site, it actually says, “I started to sponsor daily and earn huge commissions.” (That too is a flat out lie.)

5) On another page of his web site it says, “An Opportunity To Work With [his name] And Create An Absolute Passive Wealth Machine. Simply put, what you’re about to see is the best, simplest, most powerful way to create passive wealth that I’ve seen in the last 5 years of professionally building Empire after Empire in the MLM industry.” (ALL of that is one big lie.)

There’s much more at his web site that, simply said, is just a bunch of crap.

He's not the only "fake it until you make it" network marketer out there. The fact is that there are thousands of people doing it!

There are many people who are portraying themselves as "successful" network marketers when the truth is they haven't accomplished a damn thing.

They create web sites that put forth the lie that they are successful, accomplished, rich, wise, and much more.

Why do they do it?

They do it because they "drank the Kool-Aid" of attraction marketing. They got brainwashed into believing that if they create the illusion that they are successful, that out of the millions of people trolling the Internet that a significant number of the trollers will be "attracted" to the successful networker, and those trollers will want to sign up with the successful networker.

It's one big farce, plain and simple.

There is one downline-building strategy that stands heads and shoulders above the rest.

There are many ways to do network marketing, but most of them lead to failure because they create a situation in which the odds of failure are much higher than the odds of success.

One strategy however, has stood the test of time, and stands head and shoulders above the rest.

This strategy – when correctly applied – creates the situation where the odds of success are **GREATER** than the odds of failure

In fact, 9 out of 10 top earners in the industry used this strategy to build their large downlines quickly.

It's the strategy of recruiting people who have already been in network marketing.

Try to prove me wrong. You can't.

It's all on the Ultimate Success CDs.

Do you want to build a large downline quickly?

If your answer is "yes", then do what the "big dogs" do. Do what the "top guns" do. Do what the "heavy hitters" do.

Do what's on the Ultimate Success CDs.

1. Recruit people who've been in network marketing at one time or another.
2. Find them using genealogy lists, distributor lists, company lists, etc.
3. Use the telephone to make the initial contact.
4. Use the 30-second pitch.
5. Use persuasive sales tools.
6. Follow up correctly.
7. Lead effectively.
8. Communicate effectively.
9. Persuade effectively.
10. Create, advance, and sustain sales volume.
11. Be 100% self-motivated.
12. Work your business in consecutive 90-day blitzes.

It really is that simple.

Sincerely,

Tracy Biller

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