

The Tracy Biller Newsletter

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Fear of Failure or Success?

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

There’s much to be learned in this newsletter that can help you build a large downline.

The following email was sent to me late last night:

“Dear Tracy,

“I just finished reading your recent newsletter about making my downline accountable. I read it three times. It’s a great newsletter.

“The reason I’m writing is to ask if you know why so many network marketers don’t acquire the higher education and knowledge that’s necessary for success? In the examples you gave in the newsletter, you praised those two people who were able to get about 40% and 50% of their downlines to invest in higher education. To me, those seem like low numbers. Maybe they’re not low numbers, and I need to know why.

“Here’s what confuses me: since 90% or more of all networkers get into the business to make money, why is it that 50% or less invest in training programs and education?”

Is it a money issue? I mean, let's be real here, your sale price of \$19.95 is such a little amount that I can't imagine money being an issue.

“Or . . . is it something else besides the money?”

“I look forward to hearing your opinion on this. Thanks.”

The sender of the email asks a great question. Basically, what's he's asking is this: **“If the overwhelming majority of network marketers are in the industry with the desire to make money, then why is it that the majority of them choose to NOT invest in necessary training and higher education? Is it a money issue, or is it something else?”**

Here's what I wrote back:

“It's not a money issue. I'll repeat –it's not about the money. Never has been. Doesn't matter if the Ultimate Success CDs are \$500, \$200, \$100, \$70, or the current sale price of \$19.95.

“Here's the harsh reality about the network marketing industry, and you should read this next sentence multiple times: The fact is that the overwhelming majority of network marketers simply don't know what they don't know. And even if they know what they don't know, most of them choose to continue not knowing out of fear – either fear of failure an/or fear of success.

“Let me put it another way another way. Most network marketers simply are not aware of the fact – or they choose to ignore the fact – that to succeed in network marketing they MUST become HIGHLY EFFECTIVE at effectively communicating, effectively persuading, effectively leading, effectively working a business plan over a sustained time period, effectively creating–advancing–sustaining sales volume, etc.

“On top of that, they must be self-motivated and self-disciplined.

“The reality is that because these network marketers are not aware of those elements of success – and/or they choose to ignore these elements of success – they therefore choose to not pursue and invest in a higher level of education and training.

“The root of it all is their underlying fear of success and/or their underlying fear of failure. Either one will cause a person to NOT do what needs to be done, such as investing in a higher education that leads to success in network marketing, even if the education is a mere \$19.95.

“How can they overcome their fear of failure and/or their fear of success? They overcome it with a strong will . . . a will to succeed. It’s that simple.”

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

– Vince Lombardi

Sincerely,

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