

The Tracy Biller Newsletter

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Call it a Flexible Business!

The term “time freedom” is good, but the term “flexible business” better defines what we offer!

Dear Network Marketer,

For many years, network marketers have used the term “time freedom” in their sales and marketing tools.

Back in September of 1990, the initial video that my future sponsor gave me to watch was titled “You Deserve Time Freedom”.

I’ve been involved with this industry now for over 20 years, and I can’t count the number of times I’ve said “time freedom” in conversations and speeches, or used the term in various sales tools.

“Time Freedom” is a good term. It truly describes what we have when we are successful in network marketing. Yes, we have time freedom!

However . . . the term “time freedom” – in and of itself – is a bit vague for someone who has never conceived of it, or achieved it.

Call it a **FLEXIBLE BUSINESS!**

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The bottom line is that “time freedom” is a non-specific term.

It allows for too much variance with interpretation.

So . . . how can you give the term “time freedom” a more precise definition and more impact?

It’s really very simple!

Starting today, you should use the term “Flexible Business” to describe what it’s like to work from home as a network marketer.

The term “flexible business” creates a more specific image in the mind of your prospect, especially when you state that we can “work our network marketing business around our busy lifestyles because this is a flexible business.”

There are many people out there who will relate better to the term “flexible business”, people such as: moms, dads, people with jobs, working mothers, single mothers, students, etc. etc.

Remember . . . your prospects are – more often than not – busy people. They often times cannot quite grasp the idea of being able to “find more time” to do a network marketing business. Using the term “flexible business” will help you to overcome that mindset.

The bottom line is that you should use the term “Flexible Business”. It will add more impact to your conversations with prospects, and it will make your sales tools more persuasive and thus more effective.

Sincerely,

Tracy Biller
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