

The Tracy Biller Newsletter

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The Freedom Essay

Dear Network Marketer,

Every day I receive emails from people raving about the wonderful training information on my Ultimate Success CDs.

Not surprising, many of them comment on hearing me read “The Freedom Essay”, and they write that it really helped them to understand the concept of “time freedom.”

Achieving “time freedom” is the primary reason I got into network marketing. Frankly speaking, I was obsessed with achieving “time freedom.” I was totally obsessed with my goal of being totally “free” of any boss and the trappings of a job or traditional business.

My goal of achieving “total time freedom” wasn’t something I was consciously aware of prior to network marketing. However, I was aware of the fact that I hated going to the office each day, I hated seeing my wife Lori go off to work each day, and I hated having to travel away from home one to two weeks each month (which was part of my job).

At the time Lori and I got married, I was the vice president of a sporting goods company and she was a high school teacher and the varsity volleyball coach. My job required me to be at work for 10-12 hours a day, as did hers. Plus, I had to travel out of state 7-14 days a month, sometimes more.

I hated being away from Lori, and she hated being away from me.

The Freedom Essay

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We got married in April 1990, and throughout the summer of 1990 we began to talk about what it would be like if we kept up the crazy pace of the rat race. We knew that if we kept doing what we were doing, then our kids wouldn't see much of us, and that we'd continue to see even less of each other.

It was not what we wanted.

My sponsor gave the "Freedom Essay" to me on September 17, 1990, the very first day I signed up and became a Network Marketing distributor.

My sponsor into network marketing, a guy named Bill, was a real nice guy. Prior to network marketing, his job was doing interior design of elevators. He traveled around the country doing interior design for newly built or remodeled elevators. Once when he and I attended a training together at a Los Angeles hotel, he took me in the elevator to show me his design work. Up until that time I had never paid any attention to the interior design of elevators! Since then I'm always checking out the interior design of every elevator I'm in.

On top of that, Bill was a great artist. He could duplicate great works of art. Hanging on the walls of his home were incredible reproductions of Rembrandt, Monet, and Picasso that he'd painted. Once during an in-home network marketing recruiting meeting, Bill jokingly told our prospects that the paintings on his walls were real and that they'd been purchased with his monthly commissions. One of the prospects said, "How can that be? A Picasso is worth over a million dollars!" Of course, Bill told the truth, that he had actually painted it. We all had a good laugh!

Bill didn't know much about how to succeed in network marketing, but he was real passionate about the whole thing. Plus, he too, hated his job.

Bill's the first one to admit that he didn't give me much practical knowledge on how to succeed in this business. Like most sponsors, he told me what his sponsor had told him, that being to make a list of your family and friends, to run ads, do home parties, put out flyers, pass out videos, etc.

But there's one thing Bill gave me that delivered a lot of inspiration.

He gave me a photocopy of an essay called "Freedom." I read it as soon as I got home. It hit me like a ton of bricks.

I read it again and it hit me even harder.

The next day I retyped the entire “Freedom” essay on a piece of paper and put it into a frame, and it has hung on the wall above my desk while I build my two big downlines.

Every time I needed inspiration to keep moving forward, I would read the essay.

Here it is . . . “The Freedom Essay”:

“FREEDOM” (author unknown)

Within the United States of America lies a large industrial city that is the sight of one of the world’s largest slave labor camps.

Located in and around the center of this city are community settlements where the slaves live.

Each morning the slaves move herd-like from their quarters into the slave labor camps.

Each one is at his or her station by 7:30 AM. Here they report to their master for the day’s duties. And here they remain chained until 5:00 PM when they’re released to go home.

The slaves have no choice as to how many hours they must labor. Sometimes they are required to work overtime until their master tells them they may leave and go home.

Each year the slaves are told when to take their vacations, for how long, and when they must return.

They have little choice as to how much money they earn as they are paid not what they are worth, but what the job is worth.

They are allowed very little time for lunch and coffee breaks during the labor hours.

The slaves will remain in their chains in great fear because the master can punish them with the “firing” or “layoff” whip.

It is said that even some of the older slaves who have been good and faithful have felt the sting of the whip.

Day by day, year-by-year, the slaves toil and grow older until the master decides it is time to release them to the retirement camps where they’re forced to sit idle and wait for death.

It’s a well-known fact that the old slaves who try to keep working are sometimes whipped with a “stop-their-pension” whip.

I know these slave camps exist for I once was a slave.

But now I am a free man who lives among the slaves.

The reason I am free is because I am in business for myself as a Network Marketer.

Yes, I am truly free!

I arise in the morning called for by my schedule!

I decide my own hours!

I can even sleep in late while the slaves are at work!

I can vacation when, where, and for how long I please!

I'm free to take my coffee break and lunch when I decide!

And of course, I can decide my own paycheck because I am not a slave!

I can choose to work when and where I please and with whom I please!

I'm free to stay in the city for as long as I want, or to move on to greener pastures if I decide to!

I've seen many slaves sadly pack their belongings to leave their city in search of a new master, but it is always the same.

There is however, a ray of hope for the slave.

He or she can buy their own freedom.

The cost is not high, yet it seems high to those who do not have the courage to pay the price.

What is the price?

One must be willing to be their own master.

ONE MUST BE WILLING TO BE THEIR OWN MASTER!

I wish you and your downline much success in network marketing!

Sincerely,

Tracy Biller
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