

# The Tracy Biller Newsletter

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## Get a Backbone!

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Dear Network Marketer,

American Way Magazine (American Airlines Magazine) featured an article titled “No Backbone? Then It’s High Time You Built One” written by Janene Mascarella.

I read the article on a recent flight to Los Angeles and immediately realized that it pertains directly to network marketers.

The article focuses on a new business/management book Courage Goes To Work: How To Build Backbones, Boost Performance, and Get Results by Bill Treasurer.

“When the economy is down, the need for courage goes up,” Treasurer says. “It’s the lifeblood of leadership, innovation, sales, and many other important business concepts.”

I agree wholeheartedly with the author.

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The fact is that courageous network marketers are always more productive.

They're more willing to be leaders.

They're more willing to accept challenges.

**And as a result, courageous network marketers ALWAYS MAKE MORE MONEY.**

The article states that courage is a skill that can be honed and developed, that it is learned through trial and error and strengthened when it is exercised and used.

Treasurer's book presents three specific kinds of courage:

- 1) **TRY COURAGE:** the guts to take initiative and try something new.
- 2) **TRUST COURAGE:** the guts to let go and follow the lead of others.
- 3) **TELL COURAGE:** the guts to speak up and go against the grain.

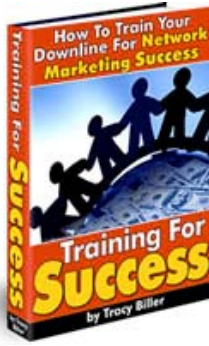
Be courageous. The effective on your network marketing business will be profound.

Sincerely,

Tracy Biller

email: [Tracy@UltimateSuccessCDs.com](mailto:Tracy@UltimateSuccessCDs.com)

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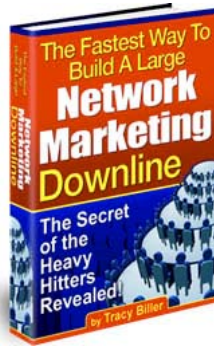


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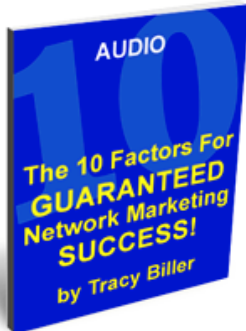


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