

# The Tracy Biller Success-Training Newsletter

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## Hit Your Target Market – Part 2

**Hitting your target market is the logical thing to do. It puts the odds of success in your favor.**

**All other methods rely entirely on luck.**

Dear Network Marketer,

The newsletter I wrote last week called "Hit Your Target Market – Part 1" has received an amazing number of responses. Many people wrote that they sent it to their upline and sponsors and told them to “get on the ball” with their training.

The reason this particular newsletter has fueled so much positive response is because in it I make a bulletproof case for recruiting MLM distributors in order for you to quickly succeed in MLM.

Why is this strategy so important?

Because when you recruit family, friends, and opportunity seekers, then you're relying almost exclusively on luck to succeed in MLM.

But when you recruit MLM distributors, then you put the odds of success in your favor.

The reason you put the odds of success in your favor is because you're hitting your target market!

Believe me when I say that this is so simple that smart people routinely screw it up!

## Specified Lists

For years I've received several direct marketing publications, magazines, and trade journals.

One of my favorites is DMNews (Direct Marketing News).

Just about every issue contains many informative articles on just about any subject you can think of that's related to the direct marketing industry.

But for me, one of the most interesting things about these publications is the many advertisements for specified leads lists.

Each week as I flip through the pages, I'm amazed at how many specified lists are available for direct marketers to choose from.

**(Note: not one of them features lead lists for MLMers. Continue reading to learn why.)**

For example, there's lists available that feature just librarians. That's a good list to rent if you're marketing something to librarians.

There are lists available that feature people who've just bought a home within the past two months. That's a great list to rent if you're selling something that can benefit new homeowners.

There are lists available for rent that feature:

"outdoor enthusiasts"  
"college bound students"  
"tomato growers"  
"wool sweater wearers"  
"music educators"  
"vegetarians"  
"left-handed golfers"  
"frequent flyers"  
"big spending dog owners"  
"nudists who ride mountain bikes" (I swear I'm not kidding!)  
"dentists"  
"upscale shoppers"

..... and the lists go on and on.

Not only are many dozens of lists featured each week in these publications, but each specific list can be further "specified" in order to hit a more defined target market.

Always remember that the more defined your target market, the greater the possibility for success!

For example, say you're selling a book that teaches people how to quickly master guitar playing. There's a list available that contains 117,955 people who subscribe to "Guitar Player" magazine.

Now, one could assume that most of the subscribers to "Guitar Player" play the guitar.

But that's too vague of list.

To make the list more specific, you would call the list broker and tell him that you want the list broken down to feature just people who've purchased their first guitar within the past three months. This would give you a greater chance of reaching those who might be interested in learning how to play their new guitars.

You could further "break down" the list and make it more "target specified" by telling the broker that you want the list to feature people who've also used their credit card to purchase a guitar playing course within the past three months.

Why?

Well, it's a fact that people who've purchased a "how-to" course within 90-120 days are more "ripe" to purchase another one.

Get the picture?

The bottom line is that the more "target specified" your list, the more likely you'll have success selling them your product and/or service.

In other words, you must hit your target market!

## **There are NEVER any MLM distributor lists offered in any of the direct marketing publications.**

In the 10-15 years that I've been receiving these direct marketing publications, I can say that not once has an advertisement featured a list of "MLM Distributors."

Granted, I've seen a couple of generic "home business enthusiasts" lists, as well as a couple of "MLM Leads" lists (the lists were just "opportunity seekers").

But not a single list that contains just "MLM Distributors."

Why?

Because in the "traditional sense" of list compiling (information services, warranty cards, subscription services, financial services, order processing services, applications, etc.) MLM distributor-specific lists **do not exist**.

**The fact is, MLM distributor-specific lists ONLY exist in the form of downline genealogy reports.**

Therefore if you're a MLM distributor and you want to hit your target market (you want to reach only MLM distributors), then you MUST recruit from MLM downline genealogy reports.

**There are no exceptions.**

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Only once has a person challenged me on this. He called me and said, "There's got to be other MLM lead lists besides genealogy reports. I don't believe that those direct marketing publications don't feature MLM distributor lists, or that genealogy reports are the only way to get lists of MLM distributors."

Instead of arguing with this person, I merely challenged him to read a few past issues of DMNews.

I also invited him to contact some of the big list brokers who are listed in DMNews and ask them for a list of MLM distributors (and NOT home-business opportunity seekers!).

He called me back two weeks later and said, "Holy s---! You were right! The only distributor-specific lists are MLM genealogy reports. We can only find MLM distributors from genealogy reports."

Like I said, this is so simple that smart people screw it up.

## **The Bottom Line**

Success is easy to achieve when you hit your target market.

If you're selling golf clubs, then sell them to golfers.

If you're selling cigars, then sell them to cigar smokers.

If you're selling super-soft, gel-filled bicycle seat covers that have time-release odor-eating molecules, then sell them to nudists who ride mountain bikes.

**If you're in MLM and you're selling a MLM home-business opportunity, then sell it to MLM distributors.**

Because to do anything else doesn't make any sense, and you won't be hitting your target market.

Just hit your target market and success is virtually guaranteed!

**Hitting your target market is the logical thing to do. It puts the odds of success in your favor.**

**All other methods rely entirely on luck.**

Sincerely,

Tracy Biller  
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