

The Tracy Biller Success-Training Newsletter

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How To Work The Calendar

Dear Network Marketer,

My mentor taught me many things about succeeding in network marketing.

One of the most important things he taught me was how to work the calendar, especially the summer months and winter holidays.

Here's what he taught me: "Tracy, to succeed quickly in network marketing you must keep the recruiting pipeline full. To do so you must never slack off. It is most critical that you consistently recruit throughout the summer months and winter holidays. Don't worry about the fact that most network distributors slack off during these periods. They are either dumb or lazy, or both. Work the calendar year round and keep the pipeline full during the summer months and winter holidays. Do this and you'll score big."

My mentor also told me, "Tracy, there's two big Prime Recruiting Seasons each year. The first one is the 'Winter-Spring Recruiting Season' which starts on the first business day after New Year's Day and runs through the end of May. The second one is the 'Fall Recruiting Season' which starts on the Tuesday after

Labor Day and runs through the middle of December. If you don't take advantage of these two recruiting seasons then you are a lazy fool."

My mentor's teachings on how to work the calendar were proven true. And since then I've read a number of essays and reports on how successful network marketers work the calendar. Each of them has the same simple message. One of these essays was submitted to me by a network marketing distributor named Dwight Borger. It's an essay that's been passed around through the years, called ***"I Have A Little Secret."***

The author of this essay is unknown, although it's believed to have been written by an industry "heavy hitter" in the late 1980s.

Regardless of who wrote the following essay and when, I urge you to read this newsletter very carefully, and pass it on to your entire downline of distributors, as its message is timeless.

As you read the following essay, there should be three (3) things that should stand out. They are:

1. You must consistently recruit throughout the entire calendar year. While others may "slow down" during the summer and winter holidays, you must not.
2. Throughout the year you must keep the "pipeline" full of new prospects, recruits, and new distributors.
3. Any time you slow down or stop recruiting, it creates a void that can never be filled no matter how hard you work afterwards.

And now . . . the essay ***"I Have A Little Secret"***.

Enjoy, learn, and apply!

“I have a little secret.”

– author unknown –

I have a little secret that I believe is one of the BIGGEST reasons for my success in network marketing. Here it is:

One of the BIGGEST mistakes I see 95% of network marketers make is that they slack off during the summer months and the winter holiday period. And if you are doing this, it will KILL your business.

It is no secret that during the summer months and winter holidays (Thanksgiving, Christmas, New Year's Day) the network marketing business has a tendency to slow down some. Most businesses do.

People go on vacation and there is a natural tendency to be a slacker, take time off, be less active, buy less, etc.

But as a network marketer, you must never get lulled into this vacation-cycle mentality. If you do then you will NEVER, EVER have success in this industry.

Let me show you why, by demonstrating a typical network marketers work habits:

Let's pretend that it is mid May and a network marketing distributor named "John Doe" decides that everyone is on vacation during the summer.

John is mistaken! No one gets a three-month vacation from the job except teachers and they usually work a second job.

But because John is stupid, he tells himself he is going to take the summer off as well. So right off the bat, that is three months out of the year in which John isn't working his network marketing business.

Then around the middle of September, after the kids are back in school, John decides it is finally time to get back in action because EVERYONE is now back from vacation. Again, John is mistaken, but for him it is an easy way to justify why he took the summer off.

So now it's mid-September and John starts back to work with his network marketing business with a flurry. He gets in the groove, starts prospecting, promoting, retailing product, etc.

The ONLY problem is it takes a couple of months to fill up the pipeline with prospects, get back in the swing of things and get the momentum going.

Well by the time he does that, guess what? It's the middle of November. And it'll soon be Thanksgiving and then Christmas is right around the corner, and then New Year's. John's now thinking, "Who works during the holidays? What's the point? I may as well wait until they are over. And besides, there are so many good football games on the television!"

So before John realizes it, it is now the middle of January and two more months have gone down the drain. And then the cycle starts all over AGAIN. It takes another two months to get back in the groove.

So it's the middle of March before John really gets humming. He now has everything in place to REALLY start building for next two good months - April and May! And boy does he. BUT DARN IT ALL!!! It's summer again. So he HAS to take summer off because EVERYONE is on vacation, right? WRONG!!!

The scenario I just presented is without question the DUMBEST way in the world to build a network marketing business. Yet this is the cycle that most network marketers get lulled into. I see it happen every year. And it is one of the BIGGEST reasons why so many fail.

This example brings up two issues you have to address in your business.

First, lack of discipline. Most people have never learned to discipline themselves to work for themselves. So they have a tendency to mentally give themselves all sorts of reasons and excuses why they should take time off. And let me tell you it is so easy to do.

But think about this: If you had an employee who worked for you the way you work your network marketing business, would you keep them or fire them?

It's a tough question, but the answer tells all. Of course you would fire them!

If you want to succeed in network marketing and make \$10,000+ a month, then you MUST control your work habits. If you want to achieve success in network marketing, then you must discipline yourself to CONSISTENTLY work your business.

CONSISTENCY is the BIGGEST factor to your success in network marketing. More than talent or brains.

Second issue you need to address is: Incorrect thinking.

Everyone is NOT on vacation during the summer months! Yes, business does slow a little. But guess what? There are so many OTHER people who take this VACATION mentality, that there is less competition in the market place. The summer months are a great time to recruit.

But more importantly... if you take the vacation attitude and slack off during the summer and the Winter Holidays, guess what happens?

You miss the two HOTTEST times of the year in network marketing.

When are they?

Early-January to late-May, and then early-August to mid-December.

And if you don't spend the summer and winter holidays actively working the business, filling that funnel with prospects, when the hot periods HIT, you will have nothing in the pipeline.

And instead of reaping the harvest, you will be spending HOT periods trying to plant seeds. You will be missing the most productive times of year, because you slacked off during slower times. You will NEVER, EVER be able to create momentum in your business if you fall into this vacation mentality trap.

Use the slower times to be planting seeds, consistently filling that pipeline. NEVER letting it get empty or stagnant. There is a time to sow and there is a time to reap.

By knowing the cycles of network marketing throughout the year, you can strategically put yourself in place to take maximum advantage of them.

There are definitely times to take personal or family vacations and mini breaks. But there is no way you can continually take extended VACATIONS from building your network marketing business, and expect to have success. It is just not going to happen.

You must discipline yourself and consistently work during the slower times of the year so you can take **MAXIMUM ADVANTAGE** of the **HARVEST** times.

Apply this proven principle to your network marketing business and you will see a tremendous increase in your commission check.

– Author unknown –

Again, I urge you to pass this newsletter on to your entire downline of distributors, as its message is timeless.

Sincerely,

Tracy Biller
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