

# The Tracy Biller Newsletter

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## How to recruit chiropractors.

**A street-smart networker expands his “recruiting net” to increase both his sales volume and commission check, resulting in an extra \$22,800 annually.**

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U.S. Chiropractors Marketing List  
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Dear Network Marketer,

A month ago I sent an email to my subscribers informing them about one of my customers who sponsored 14 chiropractors during a two-month span, and in the process created an extra \$1,200 in monthly income.

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**How to recruit chiropractors.**

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It's been one month since then, and that extra \$1,200 monthly income he created has increased to \$1,900 monthly.

The reason I refer to it as "extra" income is because he has a downline of nearly 4,000 people, on which he's getting paid as well. The recruiting of chiropractors increased his total sales volume as the chiropractors are selling the company's health products through their practices, which resulted in the "extra" income.

Of course, an extra \$1,900 a month for many people can pay the mortgage, and/or make the car payments, and/or pay the health insurance, and/or pay the college tuition, and more!

And in case you haven't yet done the math, an extra \$1,900 a month equals an extra \$22,800 a year.

Not bad for a few months work!

### **The secret? Widen your "recruiting net" and do it right!**

As I wrote in my email a month ago, because of the worsening condition of the U.S. economy, a growing number of savvy network marketers are widening their "recruiting net" and are quickly reaping rewards from their efforts.

While they are still aggressively recruiting from within the network marketing industry (i.e. "hitting their target market"), these distributors are also going after niche markets such as: chiropractors, insurance agents, realtors, travel agents, etc.

One distributor who is a long-time customer of mine told me in August that throughout the months of May and June he devoted thirty minutes a day, three days a week to the recruiting of chiropractors. His results were that he sponsored 14 chiropractors as customers, and three of them have sponsored several others.

The sales volume created by those chiropractors is now earning him an "extra" \$1,900 a month.

### **I asked him why he had sought out chiropractors?**

He answered, "I used a search engine to learn about the chiropractic industry. I read in several places that many chiropractors are struggling because of the economy, that a growing number are behind on their financial obligations, and that many are leaving the profession all together. To me it made sense to widen my recruiting net and target

chiropractors, and show them how they can make more money selling our company's products through their practice.”

**FYI . . . According to the U.S. Bureau of Labor Statistics, there are about 49,100 working chiropractors in the U.S. Most are self-employed in a solo practice. Others are in group practice or working for other chiropractors.**

### **I asked him how he went about recruiting chiropractors?**

He pointed out that his chiropractor recruiting strategy was created with much attention to sales and marketing professionalism.

He said, “I called each chiropractor's office first, introduced myself, and asked permission to email an introductory letter. I told the person who answered the phone that I would only be doing it one time, so 90% of the time they told me it was okay to send over my letter. The letter I wrote was one-page and it was personalized for each chiropractor. In that letter, I had a headline that presented a benefit. In the actual letter I told him what he could gain by selling our products to his patients. And I provided URLs for him to learn more about the products.”

**NOTE:** His marketing strategy is extremely effective, because it's rooted in logic and professionalism. He explained, “Most network marketers would get a list of chiropractors and would just do an email blast or a phone blast, and that's ineffective and unprofessional. Plus, it's just plain wrong. Yet that's what so many networkers do because they are lazy or they don't know any better.”

### **I asked him how he learned to write an effective sales letter?**

He answered, “I did exactly what you teach on your Persuasion CD. I've studied more infomercials than I can remember, and I'm still studying them. I also applied a lot of what I learned from your Speak CD, as that CD has helped make me a better communicator.”

### **I asked him if he's going to continue going after chiropractors during the Prime Recruiting Season?**

He replied, “My primary focus is on the target market. That's how I got to 3,500 distributors in six months. But yes, I'm going to diversify more. It only makes sense in

this economy. I'll be recruiting chiropractors, but will also be going after some realtors and travel agents. They're all hurting in this economy!"

### **I asked him if he'd be using the same method for realtors and travel agents as he did the chiropractors?**

He answered, "Yes, it works."

### **I asked him if he thought all network marketers should "widen their recruiting net"?**

He answered, "No, because not everyone is capable of doing it effectively. You must be disciplined, your communication skills must be sharp, and your sales tools must be effective. But if all those things were in place, then by all means I would tell someone to widen their recruiting net. The economy is in the tanks, and that's a fact. There are lots of people hurting out there. Show them how you can help them. Show them that you've got an answer to their dilemma. Do this correctly and professionally and you'll sign people up. That's for sure!"

It only makes sense to "widen your recruiting net" during this economy. However, do make sure you know what you are doing, and that your recruiting efforts are done so with much professionalism and integrity.

Sincerely,

Tracy Biller  
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