

The Tracy Biller Newsletter

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Ignorance causes failure.

Imagine this scenario . . . you take a person who has never snow skied before on a ski trip. You put the skis and boots on him, give him some poles, help him to the ski lift, you take him to the highest mountain top, and you push him down the steepest and most treacherous part of the mountain, the Double Black Diamond run.

Because this person is ignorant about snow skiing, they will fail to make it down the Double Black Diamond ski run.

Imagine this scenario . . . you take a person who has never before been in a car on a ride. You drive onto the freeway, pull over and park on the side, and tell her to switch seats with you, putting her in the driver’s seat. You then tell her to drive on the freeway.

Because this person is ignorant about driving a car, they will fail to in their attempt to drive the car on the freeway.

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NOW IMAGINE THIS SCENARIO . . . you take a person who has never before owned their own home-based business and you signed them up into network marketing because you convinced them that they can earn a full-time and big-time income in doing so.

Because this person is ignorant about network marketing and all of the tangibles that lead to network marketing success, they will fail in their attempt to succeed in network marketing.

Why will they fail? They will fail because they don't know how to recruit, sell, market, persuade, communicate effectively, create a business plan, be self-motivated, lead others, and teach others to do the same.

MOST NETWORK MARKETERS DON'T KNOW WHAT THEY DON'T KNOW

Most of the people in network marketing are failing, and will continue to fail. The reason is because they are ignorant about what it takes to succeed in this industry.

Even worse is that most of them don't know what they don't know. For example, time and time again I speak with people who have been in network marketing for 5, 10, 15 years and more, during which time they have failed, failed, and failed some more. And yet while talking with these people, it becomes obvious that they don't know what they don't know!

Most of them actually think they are well schooled in network marketing simply because they've memorized all of the jargon and clichés. But jargon and clichés do not alone cause one to be successful in network marketing.

The bottom line is that these success-seeking network marketers who have spent years toiling in this industry have never learned those critical fundamentals that are necessary for success.

Those fundamentals are:

- Learn who to recruit.
- Learn how to recruit.
- Learn to communicate effectively.
- Learn to persuade effectively.
- Learn to lead.
- Learn to do a 90-day blitz.
- Learn to create sales volume.
- Learn to be self-motivated.

These are the fundamentals that are necessary for succeeding in network marketing.

If your goal is to earn \$5,000 a month or \$10,000 a month or more, then you must learn the fundamentals.

I talk with network marketers daily who have a set of Ultimate Success CDs, yet they haven't a clue what the fundamentals are. They either haven't listened to the CDs, or they listened once or twice while they were doing something else, or they didn't take notes, etc.

They don't know the fundamentals, and they are failing.

If you do not learn the fundamentals, then you will fail.

Ignorance causes failure. It always has, and it always will.

Sincerely,

Tracy Biller
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