

The Tracy Biller Newsletter

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It all starts with a sales letter.

A well-written, well-crafted, persuasive and effective sales letter will serve you well as the foundation for creating all of your sales tools.

Dear Network Marketer,

Today’s network marketer has at his disposal many more sales tools than did his predecessor of 10, 20, 30 years and more.

There are two types of sales tools: **visual** (something that is seen with the eyes) and **auditory** (something that is heard with the ears).

A telephone is an auditory sales tool. A conference call is an auditory sales tool. Three-way calling is an auditory sales tool. A web site (and all it encompasses) can be both a visual and auditory sales tool. Email is a visual sales tool. The fax machine is a visual sales tool. Printed materials are visual sales tools. MP3s, voice mail, and CDs are auditory. A flash-presentation, PowerPoint Presentation, and DVD are both visual and auditory sales tools.

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Most network marketers have little or no experience in creating persuasive and effective sales tools. Therefore they must use the sales tools that were created by their sponsor, their upline, and/or the company they represent.

Unfortunately however, most sponsors, upline (even the gurus and heavy hitters) and most of the people who work at the companies have little or no experience with persuasion and in the creating persuasive and effective sales tools.

The result is that the overwhelming majority of network marketers are using sales tools that are ineffective and they don't even know it! This is one of the primary reasons why so many network marketers fail, especially newbies!

NOTE: The Heavy Hitters who “get in early” with a start-up company don't have to rely on using effective sales tools to build a big downline quickly. That's because the Heavy Hitter is his own sales tool. He's able to get on the phone, call a bunch of acquaintances, and persuade some of them to “come on board” by virtue of his credibility and ability to communicate persuasively and effectively.

It all starts with a sales letter.

In order to succeed in the modern era of network marketing, today's network marketer must possess the ability to think and communicate persuasively so that if need be, they can create their own persuasive and effective sales tools.

As taught on the Persuasion CD, the process of creating persuasive and effective sales tools begins with the creating of a well-written, well-crafted, persuasive and effective sales letter.

Such a sales letter can then be used as the foundation, the core, and the nucleus for the creating of all other sales tools, both visual and auditory.

Sincerely,

Tracy Biller
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