

The Tracy Biller Success-Training Newsletter

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It's the person, not the list.

Most network marketers who recruit from a “target market” leads list blame their failure on the leads.

They should blame the person in the mirror.

Dear Network Marketer,

In previous newsletters I've given examples where two people got the same network marketing distributor list from which to recruit, with the result being that one of them signed up a bunch of people while the other person signed up not one single person.

In other words, the one guy was successful with the list, while the other one failed.

Not surprising, the person who signed up nobody – the one who failed with the list – blamed the list and not himself.

It's the person, not the list.

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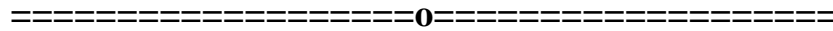
This happens all the time in the network marketing industry.

It's like a violinist who plays a wrong note . . . and blames the violin.

It's like a golfer missing a putt . . . and blames the ball.

It's like a skinny person who gets fat . . . and blames the food.

I could go on and on. I'm sure you get the point.



Read the following sentence slowly:

If the list you're recruiting from consists of your "target market", then all of your success and/or failure lie not with the list but with YOU, as you are the person using the list.

The bowling glove.

Here's a prime example to illustrate what I'm saying . . . Pretend you own a company that manufactures a glove that teaches a bowler how to put the exact amount of "English" (spin) on their bowling ball so as to increase their chances of throwing strikes.

Question: Who is your target market?

Answer: Why, it's bowlers, of course, because bowlers have already exhibited the desire to buy what you are selling.

To reach bowlers directly, you would contact a list broker and purchase/rent a list of bowlers, which is an easy list to obtain.

Then, you send a mailer to the list of bowlers to persuade them to buy your glove.

Whether your mailer is a success or failure is not a function of the list, assuming of course that the list contains bowlers. Your mailer's success or failure is a result of its **persuasiveness**.

If your mailer is persuasive, then it is effective, and you'll receive orders.

But if your mailer is not persuasive, then it will be ineffective.

Either way, it's the mailer and not the list.

Moreover . . . blame the person who created the mailer! They're the one to blame!

It continually amazes me how many network marketers who recruit from a genealogy report or distributor list don't understand that it's **them** and not the list.

They do not accept the **FACT** that if their strategies and tactics are effective, that the result will be that they'll sign up a bunch of people. But if their strategies and tactics are flawed, then they will not sign up a bunch of people or any one for that matter.

Sally's grossly flawed "30-second pitch".

I'll always remember a call I got from a lady who I'll call "Sally Jones" (not her real name).

Sally had purchased a list from me a couple of months prior to her call. For the record, Sally has a corporate background, has a great phone voice, and communicates very well on the phone.

Sally called to "vent" and to tell me that she wasn't signing anyone up.

Heck, she said she couldn't even get anyone to take a look at her program!

Of course, she called me to blame her list.

As Sally was soon to learn however, the problem was not her list.

The problem was Sally.

Sally complained that nobody wanted to "take a look" at her program. And that was why she thought she got a "bad" list.

Without a second of hesitation, I asked Sally, **"What's your 'yes ratio?'"**

Not surprising, Sally didn't know what it was. Like most people, she didn't keep track. I don't even think she knew what a "yes ratio" was, even though she swore she'd listened to the Ultimate Success CDs.

I then asked her to give me her "30-second pitch."

She did, and within the first eight seconds I heard two serious flaws that were the primary reasons her "30-second pitch" was ineffective.

Whenever I want someone to deliver his or her "30-second pitch" to me, I start by saying "brrriinnnggg, brrriinnnggg," to mimic the sound of my phone ringing. Then I pretend to answer my phone and I say, "Hello?"

Sally then said, "Hello, is this Tracy Biller?"

I replied, "Yes, it is."

She then said, "How are you?"

That was her first flaw and she didn't even know it!

What Sally wasn't aware of is that when we receive a phone call from a stranger who asks us "How are you?" before giving us their name, we immediately know that it is some type of sales call. And most of us will do anything – even lie! – to get out of hearing a sales call.

To play along with Sally's flawed "30-second pitch", I simply said, "I'm fine. How are you?"

Sally replied, "I'm fine, thank you. My name is Sally Jones and my company is Jones Marketing Incorporated, and the reason I'm calling is . . . "

That was her second flaw and she didn't even know it! By saying the name of her company right after her name, she again tipped off the person she was calling that this was indeed a sales call. And again, most of us will do anything – even lie! – to get out of hearing a sales call. Me included!

Right then I interrupted Sally and told her that her "30-second pitch" was doomed before she even got a third of the way through it. I told her of her two flaws and sent her on her way.

What's interesting is that I asked Sally, "Did I teach you to ask 'how are you?' on my tape? Did I teach you to say the name of your company on my tape?"

Sally response was, "No, but I thought it would enhance the call. I now understand that it caused my call to be ineffective."

Had Sally applied common sense to her strategy, perhaps she would have realized that her additions to the "30-second pitch" caused it to be grossly flawed, which is why no one wanted to take a look at her program.

Believe me when I tell you that even the smallest thing can render your "30-second pitch" ineffective, as I've demonstrated in the previous example.

The problem is however, that most people don't think their "pitch" is bad, and they mistakenly blame their list.

What you've just read about Sally happens all the time! A networker calls me, tells me they're not getting anyone to look at their program, I ask them to deliver the 30-second pitch, and within seconds I hear the problems with it.

In virtually every case, the person has done something to the pitch to render it ineffective and flawed.

It's the person, not the list.

I received an email from Joe Herlihy containing some interesting statistics he received from two of his colleagues.

Joe and his colleagues understand that when you recruit from a distributor list, that it's the person working the list and not the list that determines the success rate.

The following is what Joe wrote in his email to me. Read each of his four points very carefully as there's much to learn throughout Joe's email.

EXACT EMAIL FROM JOE HERLIHY

Tracy,

1. I just heard from two colleagues who started calling yesterday.

(a) One called for 2 & 1/2 hours. He "dialed" 100 numbers, left about 40 messages, and actually spoke with 22 people.

Sixteen (16) people said, "Yes," and asked him to send further information.

Fully 72.7% of the people he contacted wanted more information. And this was from one of the lists that I got from you two years ago.

(b) The second called for about 90 minutes. Being a bit slower, he "dialed" about 50 numbers, left about 25 messages, and spoke with 8 people.

Five (5) people asked for more information. That is 62.5%. He also used a list that I got from you two years ago.

2. I never let anyone tell me that calling network marketers does not work. I never let anyone try to tell me that only "fresh" leads are worth one's time and effort. I never put up with anyone saying that this method is outdated.

3. While calling may not be easy "per se", one can make it much "easier" by just getting off the dime and doing it over and over until it basically becomes "second nature". (Ted Williams practiced his swing for hours every single day until the day he retired.)

4. As you keep saying, this is very simple, and no one really has come up with a better alternative.

Joe Herlihy

Their lists were two years “old”.

It's important to note that both of Joe's colleagues recruited from a list that Joe got from me two years prior, and both of them had success.

I'm not surprised.

The fact is that genealogy reports and distributor lists have a very long "life span."

Unfortunately, way too many brainwashed network marketers mistakenly believe that only a "fresh" list will serve them. That's not the case when recruiting from genealogy reports and distributor lists.

If you've been brainwashed to ask such stupid and silly questions such as: "How old is the list?", "How fresh is the list?", "How many others are getting the list?", etc., then you need to listen to my free audio training titled "The Silliest Question."

Click on this link to hear it:

www.UltimateSuccessCDs.com/AudioTraining

Joe's 4th point.

I particularly enjoyed reading Joe's fourth point in which he writes:

As you keep saying, this is very simple, and no one really has come up with a better alternative.

What Joe said is true. Succeeding in network marketing is very simple and no one has come up with a better alternative than what I teach on the Ultimate Success CDs and at my web site.

A person can waste months, even years, trying to "figure out" the best way to quickly succeed in network marketing. I can teach it to them in just four (4) sentences:

- 1. Recruit network marketers from genealogy reports and distributor lists.**
- 2. Use only those strategies and communications that are effective.**
- 3. Tell the people you sponsor to do the same.**
- 4. Distribute leads to your ever-expanding downline.**

Of course, there's a few more details involved, such as: how to best reach network marketers, what to say, when to follow up, what to say during the follow up, the importance of persuasive sales and marketing tools, etc.

It's all quite simple, which is why I've said before and I'll say again and again until my lips turn blue . . .

"Success in network marketing is so simple that smart people routinely screw it up."

Sincerely,

Tracy Biller
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