

The Tracy Biller Newsletter

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Liars and idiots.

By Tracy Biller – producer of the Ultimate Success CDs

Two years ago I had an interesting conversation with a network marketer – who I’ll call “John” (not his real name) – who was and still is a disciple of “attraction marketing”.

Before I go any further, I want to clarify something. As I’ve written in previous newsletters and as I’ve said on various audio trainings, I believe that all marketing – regardless of the industry, business, product or service – is supposed to “attract” prospects and customers.

I’m sure you’ll agree with me.

But in this newsletter, the “attraction marketing” I’m referring to is the strategy that has permeated the network marketing industry over the past several years. It’s the strategy in which a network marketer uses social media to falsely portray him or herself as all-successful, all-knowing, all-wise, and more.

The reason they do this is to “brand” themselves as successful so that prospects are “attracted” to them and sign up under them.

Back to the discussion I had two years ago with John – a network marketer who was into “attraction marketing”. During that conversation – the one I had TWO YEARS ago with John – I told him that what he was doing was blatantly dishonest and unethical. I told John, “With your glitzy web site, your half dozen poorly produced YouTube videos, and all the trolling and blogging you’re doing online, you are lying about your success. You haven’t had any. I know it. You know it. You know that I know it. Yet you are portraying yourself as having made it ‘big’ in network marketing in an attempt to get people to sign up under you.”

John argued back that he was providing “value” to those who contacted him.

I asked him, “What do you mean by that? How do you provide ‘value’ to them?”

John replied, “I teach them how to be successful.”

I asked, “Successful doing what? Lying about themselves?”

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John answered, “I teach them how to ‘brand’ themselves with social media, so that others will be attracted to them.”

I laughed and said, “John, I’m all for ‘branding’, as long as there’s something worthy to ‘brand’. But in your case, you haven’t made a nickel in network marketing, which you’ve admitted to me. So there’s really nothing for you to

‘brand’, except for the fact that you are a liar and that you are dishonestly portraying yourself as something you’re not. It would be like me ‘branding’ myself as a successful in commodities in order to get people to buy something from me, or join me in some commodities endeavor. I’d be lying if I made those claims, because I’ve never invested in commodities.”

John’s final retort not only was weak, it was also an admission that he had no problem with lying. John replied simply, “Well, there’s different ways to do network marketing. And I choose this way.”

We said goodbye and hung up. I hadn’t heard from him for two years.

And then last week he called me.

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Like I said, I hadn’t heard from John for two years. And then last week he called me. He called to ask a question about writing a sales letter.

As we were chatting about sales letters and persuasion, I quickly googled his name and went to his self-promoting web site. I also went to his YouTube page where he had 14 videos.

Not surprising, John was still doing the attraction marketing. That was obvious!

I asked him, “How’s the network marketing doing for you?”

“Fantastic!” John replied.

“How big is your downline?” I asked.

“Oh, I don’t know exactly,” he replied. “It’s probably around 30,000 people.”

I said, “Probably? You mean, you don’t know?”

“Well,” John stammered, “It’s growing real fast. I can’t keep track.”

“So you’re making good money, yes?” I asked.

“Oh, yeah,” John said. “Real good money.”

“With that many people, you’re probably making over \$20,000 a month now, correct?” I asked.

“Yeah, I’m making the big money. It feels good!” John said.

“And did you build your big downline by way of attraction marketing? Did you use all of those YouTube videos of yourself to persuade them to join you?” I asked.

“Yep, that’s exactly how I did it,” John said.

“So let me get this straight — you simply branded yourself and had people visit your web site. And while there they watched your videos and read your posts. Is that correct?” I asked.

“Yep, that’s correct,” John said.

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“Wow!” I exclaimed. “I’m happy for you! To build a downline of 30,000 people, your YouTube videos had to have been viewed by many hundreds of thousands of people. Right?”

“Yeah, that’s right,” John said. “I got a lot of views.”

Right then I had him in my trap.

“Huh, John,” I said slowly, “I’m looking at your YouTube page right now. I’m at that web site right now. I’m looking at the counters for your 14 videos. I got some news for you, buddy. Not one of them has over 100 views. I repeat: not one of your 14 self-promoting videos has over 100 views. One has 5 views, another has 16 views. The leader is the one with 84 views. Add them all together, and you don’t even have 250 total views. So either the YouTube view counters are not working correctly, or you’re lying. It’s either one or the other. Which one is it?”

There was ten seconds of silence. It seemed like an hour.

“John . . . you still there?” I asked.

“Yes, I’m here,” John said meekly.

“You got caught didn’t you? You don’t have a big downline, do you?”

“No, I don’t,” he answered.

“You’re not making a lot of money in network marketing, are you? In fact, you’re not making much of anything in network marketing, are you?” I asked.

“No, I’m not,” John answered.

“John, you’ve been lying to me, haven’t you?” I asked.

“Yeah,” he answered.

“The fact is that your ‘attraction marketing’ scheme isn’t working is it?” I said. “Just as I pointed out to you two years ago, you can’t build a network marketing downline by falsely portraying yourself as something you’re not. Yet that’s exactly what you’ve been doing for two years. So for two full years you’ve been engaged in a dishonest and unethical recruiting scheme. That’s two full years. Twenty-four months. Over 700 days. And it hasn’t worked for you, has it?”

“No, it hasn’t” John said.

“And it will never work for you,” I said. “The overwhelming majority of network marketers who are doing ‘attraction marketing’ are liars and idiots. They’re liars because they are lying about how successful they are, when they clearly are not

successful. And their idiots because they know they're lying, and they know their scheme is not working, yet they keep on doing it. It's like the old saying goes: 'The definition of an idiot is someone who keeps doing the same thing over and over expecting different results.' So where do you go from here?"

"Well, I guess I'd better stop doing attraction marketing and do something else," John said.

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We hung up a minute or two later. I don't know what John's going to do. I doubt he'll stop doing the attraction marketing. What happens with so many attraction marketers is that they get addicted to the methodology. It's a huge ego booster for them with all of the daily trolling, the blogging, the postings, the Tweets, Facebook, Linked-In, MySpace, and more.

And the reason it's all so addicting is because it fulfills three of the five "Maslow's Hierarchy of Needs", those being: Self-Actualization, Esteem, and Love/Belonging.

I can only hope that John and others like him see the light. I can only hope that they realize that they are liars and idiots.

Why do I call them liars and idiots?

I call them liars because they are falsely portraying themselves as something they clearly are not.

I call them idiots because they keep on doing the same thing over and over, expecting different results.

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