

The Tracy Biller Newsletter

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Persuade . . . or fail.

Dear Network Marketer,

Most network marketers communicate in an informative way because that’s how they were educated.

From the first grade through high school and college we are graded, judged, and evaluated on how well we can regurgitate the information that we learned from our teachers and textbooks.

Virtually all of the tests we take during those 12-16 years of schooling are set up for us to evaluate how much information we have memorized.

Tests come in the form of “true/false”, “multiple choice”, “fill in the blank”, “essay question”, etc.

So the reality is that for 12-16 years, students are conditioned to “memorize” information.

Unfortunately however, very few people graduate from high school and college with an understanding of “what persuasion is” and/or “how to persuade others”.

Therefore when a person gets into network marketing, more often than not they are lacking the education and skills that makes one an effective persuader. And this is one of the primary reasons why so many people fail in network marketing.

To succeed in network marketing a person must be able to think persuasively so that they can communicate persuasively.

A successful network marketer can persuade others to join his company.

A successful network marketer can persuade his downline to “do” something.

A successful network marketer can create persuasive sales tools.

Can a person who knows little or nothing about persuasion become a skilled persuader?

Yes, they can.

But if they don't, they will fail.

Sincerely,

Tracy Biller
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