

The Tracy Biller Newsletter

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REVEALED: The details of a Heavy Hitter’s sweetheart deal!

By Tracy Biller – producer of the Ultimate Success CDs

FOR THE RECORD . . . To my knowledge I was the first trainer in the history of the network marketing industry to reveal the TRUTH in a comprehensive training program about how the overwhelming majority of the industry’s top earners actually built their big downlines quickly.

It all started eleven years ago back in 2000 when I released an audio cassette tape called “How To Make a Fortune With MLM Downline Genealogy Reports and Databases”.

I replaced that tape in 2003 with the release of another audio cassette tape called “Power Recruiting: How To Build a Large Downline Quickly With MLM Genealogy Reports”.

Then in 2006 the entire set of Ultimate Success CDs were released, and they have been hailed by many as the greatest network marketing training program in the industry’s history.

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On the two cassette tapes and now on the Ultimate Success CDs, I tell the listener the truth about what the majority of Heavy Hitters have done and are doing to build their big downlines quickly, and I tell the listener to do the exact same thing.

The reason I teach the truth about how the big boys build their big downlines is because, A) it's how I built my two big downlines, and B) it's the single most powerful, productive, and profitable way to build a big downline quickly.

AND THAT'S A FACT!!!!!!!!!!!!!!!!!!!!



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HERE'S THE PROOF . . . The facts are irrefutable. Read the following four facts carefully!

1. The primary objective of 99.99% of all young start-up network marketing companies is to become as profitable as they can as quickly as they can.
2. In order for a young start-up network marketing company to become profitable quickly, much sales volume must be created quickly.
3. The fastest way for a young start-up network marketing company to create much sales volume is to have many distributors jump on board as quickly as possible.
4. The fastest way to cause many distributors to jump on board a young start-up network marketing company is for the company to:

A) search throughout the network marketing industry for any available “free agent” heavy hitters. (A “free agent” heavy hitter is a top earner who is looking to join another company. At any given time there are many dozens of them looking to join another company).

B) offer “sweetheart deals” to some of those free-agent heavy hitters to entice them to join, and

C) enroll some and “turn them loose”!

Again, these four facts are irrefutable.



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Sweetheart Deals

Over the past eleven years I have routinely told my customers and subscribers the TRUTH about how Heavy Hitters are routinely given “sweetheart deals” to join a new or young company in order to give that company a significant “boost” in sales, and that those Heavy Hitters build their big downlines quickly by recruiting from within the industry, etc.

The fact is that over the past 20, 30, 40 years and more, such sweetheart deals have been used by just about every young start-up network marketing company. And the heavy hitters who receive those sweetheart deals deserve everything they receive, but only if they are productive and build a big downline quickly that produces lots of sales volume.

Sweetheart Deals are kept SECRET!

Unfortunately however, over the past eleven years I have never been able to share with my customers and subscribers the exact details of what is contained in those sweetheart deals. That's because those sweetheart deals are secret; the company and the top earners are contractually bound and both parties are prohibited from revealing the details.

Instead, I told my customers and subscribers the "basics" of what the sweetheart deals contain, such as: monthly stipends, travel expenses, stock options, instant promotion to the top of the play plan, and more.

I can't even tell my customers and subscribers the details of the sweetheart deal that was given to me after I built my first big downline and prior to building my second big downline. The reason is because I'm contractually bound to keep it confidential.

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But the point I want to make is this: if you learn what the Heavy Hitters do that enables them to build their big downlines quickly (as I teach on the Ultimate Success CDs), and you do it correctly on a consistent daily basis, then you'll succeed in network marketing in a very big way!

Moreover . . . if you ever get to a point where you have to change companies, then you too, will be able to negotiate some sort of "sweetheart deal" because now you are a proven and valuable commodity to a young start-up company.

And that's a fact!

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A sweetheart deal is revealed in a lawsuit!

Like I said earlier, I have never been able to share with my customers and subscribers the exact details of what is contained in sweetheart deals. And the reason is because sweetheart deals are secret; the company and the top earners are contractually bound, and both parties are prohibited from revealing the details.

But not anymore! And that's because the details of a sweetheart deal have been revealed in a recently filed **lawsuit** between a Heavy Hitter and the network marketing company that gave him the sweetheart deal.

FOR THE RECORD . . . in this newsletter I will not name the Heavy Hitter, nor will I name the company that gave him the sweetheart deal. That's because this newsletter was written to educate my customers and subscribers about sweetheart deals; it was not written to defame the distributor or the company even though I have the utmost respect for both. However at the end of this newsletter, I have provided a link to the actual lawsuit so that you can read it for yourself. I suggest you do so that you can, A) verify the details of the "sweetheart deal", and B) learn additional information about the nature of sweetheart deals, etc.

Background Information:

It's important that you understand the background information that's contained in the lawsuit prior to seeing the details of the sweetheart deal.

The lawsuit from which this information was obtained was filed recently on October 14, 2011. The lawsuit states that the Heavy Hitter joined the company in May of 2009. According to the lawsuit, he became an independent distributor. The lawsuit also states that both parties agreed to an amendment. As the lawsuit shows, the amendment contained what I call the "details" of the sweetheart deal.

Interestingly, the lawsuit states {in Section 20} that **"direct sales companies like [company name] hire [Heavy Hitter] to consult and work in the development and growth of such companies in the risky and fragile start-up phases of the company."**

The lawsuit states {in Section 26} that the Heavy Hitter **"was not an employee, agent, partner, or franchise of [company]. Rather, [Heavy Hitter's] relationship with [company] was that of an independent contractor."**

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The lawsuit states {in Section 27} that [Heavy Hitter] “**agreed to provide the following during the twelve month period beginning May 2009 (the “Support Period”)**”:

- a. **attend meetings and training events;**
- b. **support, recruit, and train other [company] distributors; and**
- c. **work to develop sales aids to be sold to [company’s] distributor force using [Heavy Hitter’s] likeness.**

The details of the Sweetheart Deal:

Here are the details of the sweetheart deal that was given to the Heavy Hitter, as stated in the lawsuit.

In Section #28 of the lawsuit, it states: “**In consideration of these additional duties by [Heavy Hitter], [company] agreed to provide [Heavy Hitter] with the following compensation:**

- a. **\$20,000 per month for the first three months;**
- b. **\$10,000 per month for the subsequent nine months of the Support Period;**
- c. **an option to purchase 120,000 shares of [company’s] common stock at \$0.70 per share;**
- d. **full qualification at the highest active rank under [company’s] compensation plan; and**
- e. **paying [Heavy Hitter’s] travel expenses up to \$5,000 per month.**

To sum up and clarify what you just read . . . the Heavy Hitter was to be paid a generous “stipend” during his first year with the company. He was to be paid \$20,000 for each of the first three months. That’s a total of \$60,000 for the first three months.

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Then from month four through month twelve, the Heavy Hitter was to be paid \$10,000 per month. That's a total of \$90,000 for those nine months.



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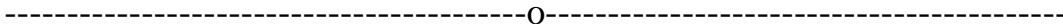


So for that entire year, the Heavy Hitter was to receive a \$150,000 above and beyond any commissions he earned from his downline sales volume.

In addition to the \$150,000 stipend, the Heavy Hitter was given the option to buy 120,000 shares of the company's stock at only 70¢ per share. If he did, then he would have spent \$84,000 on those 120,000 shares. On the day this newsletter was written (October 28, 2011), the 52-week high of the company's stock was \$2.07 per share. The stock closed on October 27, 2011 at \$1.47.

In addition to the stipend and the stock option, the Heavy Hitter was instantly promoted to the highest active rank in the company's compensation plan. The reason this is done is so the Heavy Hitter can immediately earn all possible commissions from the very first day he and his growing downline produce sales volume.

And lastly, the Heavy Hitter was to have his travel expenses paid up to \$5,000 per month.



DEAR READER . . .

While this sweetheart deal is lucrative, it is not “unique”.

Although I have only seen the details of two sweetheart deals (my own and now this one), I have had many dozens of conversations with Heavy Hitters in which they mentioned what they had received.

I’ve heard of sweetheart deals in which the stipend ranged from \$2,000-a-month to \$30,000-a-month for the Heavy Hitter’s first and sometimes second year.

I’ve heard of sweetheart deals that gave the Heavy Hitter a lump of cash up front, with no stipend deal.

I’ve heard of sweetheart deals in which the Heavy Hitter actually received part ownership in the company.

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I've heard of sweetheart deals in which the Heavy Hitter received no stipend, but instead they were immediately promoted to the highest level of the pay plan, and then the commissions were DOUBLED and/or TRIPLED for the entire first year, and sometimes the second year as well.

What I suggest to you – Dear Reader – is that you LEARN how to build a large downline quickly, and then GO DO IT. After you've built your own huge downline, then you will be in a unique and powerful position. Because if the need ever arises for you to change companies, then you'll be able to shop your talents to several companies, and receive your own sweetheart deal. And that's a fact.

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The source of the details of the sweetheart deal:

The lawsuit I've referenced in this newsletter is available at the link below. If you click on the link, you'll be able to read the lawsuit in its entirety:

www.UltimateSuccessCDs.com/HeavyHitterLawsuit

For the record, I have no opinion on the lawsuit. I read it out of interest only. It is chock full of interesting information. Most interesting is the details of the sweetheart deal and the amount of money the Heavy Hitter is seeking in damages.

Click on the link and read it for yourself!

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