

The Tracy Biller Newsletter

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Something smells fishy.

By Tracy Biller – producer of the Ultimate Success CDs

Dear Network Marketer,

During the years when I was building my big downlines, I found myself frequently wondering why no industry guru or trainer taught the truth about how **THEY** actually built **THEIR** downline.

For example . . . I remember listening to a cassette tape program in 1993, one of the most popular MLM trainings at that time. It was an eight-tape program. On those tapes the trainer (who had made millions of dollars in the industry) rambled on and on and on, and on and on and on, teaching the listener to do silly and stupid things to build a downline. I confess that at that time I didn’t know they were silly and stupid things. I just figured that he was telling the truth about what he did to succeed.

Years later I learned that the trainer had first gotten into the industry in the late 1960s, failed in his first two companies, then did extremely well in his third company as a result of recruiting other network marketers. I also learned that in 1978 after his third company had problems, that he had been given a huge sweetheart deal to join another company, and again with another company in 1987.

I learned that with both of those companies, he built mega-huge downlines by recruiting (you guessed it) other network marketers.

Yet on his highly acclaimed cassette training tapes that he produced in early 1993, not once did he talk about recruiting other network marketers or sweetheart deals. Instead, on those tapes he taught the listener to do the warm market (he spent 60 minutes talking about family and friends), the 3-foot rule (50 minutes), the confetti method, the Post-It-Note method, the flyer-on-the-car method, and other silly and stupid methods. He even told the listener to place misleading classified ads.

Not once did he talk about Persuasion. Not once did he teach about the 90-Day Blitz. Nor did he talk about Self-Motivation, Speaking Effectively, Sales Volume, Leadership, etc. etc. etc.

Looking back, it's obvious to me now that virtually everything he taught smelled fishy. I just didn't know it at that time.

The purpose of this newsletter is to encourage you to keep on the lookout for things that "smell fishy".

And believe me . . . there are MANY things that smell fishy in the network marketing industry.

Of course, there are things that smell like roses as well. But this newsletter is about the fishy smelling things!

Four recent examples of things that "smell fishy".

Recently four top earners in the network marketing industry have said or written things that **SMELL FISHY**. I'm not going to name the individuals, or the companies they are with. It's not important that you know who they are or the names of their companies.

But what is important is that if you hear or read something that doesn't make sense, then more than likely there's something tainted about what you're reading or hearing.

In other words, if it smells fishy then there's probably something rotten about it!

Here are four recent examples of something that smells fishy. Although I'm not providing the names of the individuals or the companies, the fact is that all four of these examples happened in the past six weeks.

EXAMPLE #1

A top earner (who I'll call Scooter) recently left company ABC for another company. The Master Distributor (MD) of ABC knew he had to quickly put to rest any idea that ABC was faltering. So the MD wrote a letter that was sent to all of the ABC distributors. In that letter, the MD made a point of repeatedly telling his audience that Scooter was never given a "deal" to join ABC. The MD also made it clear that ABC does not and never will "give deals" to distributors.

I have a problem with what the MD is claiming. That's because it's a known fact that the MD actually owns a significant percentage of ABC. It's also a known fact that over the past year, the MD has been "wining & dining" many dozens of top earners in the industry during three and four day all-expenses paid vacations, done so in an attempt to persuade them to sign up in ABC. Many of those top earners did indeed sign up in ABC afterwards. And I personally know two of them who were given \$15,000 and \$25,000 "signing bonuses" to join ABC.

So this whole situation does indeed smell fishy!

EXAMPLE #2

Right now the XYZ network marketing company is very close to shutting down. A well-known industry trainer and top earner (who I'll call Poodle) wrote on Facebook how badly he felt for the XYZ distributors. Poodle also wrote that the "buzzards" will try to get a list of the XYZ distributors to recruit some of them. He actually wrote, "To all you XYZ distributors – be sure that you sign up with a true leader who is honest and ethical." (Poodle should have finished the sentence with "like me" because that's what he was implying.)

Poodle's communication doesn't smell fishy. Rather, it smells just like bull s***. That's because I know for a fact that over the past 20 years, Poodle built 5-6 large downlines and made a whole bunch of money by recruiting from genealogy lists and distributor lists. In fact, Poodle has called me numerous times over the past 7-8 years asking me for lists from specific companies that are going through tough times or had recently shut down.

So why did Poodle write what he did on Facebook? The answer is that he did it to make himself look “empathetic” to show any/all XYZ distributors that he “feels their pain”. All of this was done with the hope that some XYZ distributors will read what Poodle wrote, and that they’ll call Poodle to talk about the situation. Of course, Poodle will then try to recruit them into his company.

Meanwhile, you can take it to the bank that behind the scenes Poodle is trying desperately to get a list of the XYZ distributors. I know it for a fact.

Yep . . . this situation smells fishy!

EXAMPLE #3

A top earner and industry trainer (who I’ll call “Crowbar”) sat at his desk and made a video on which he talks negatively about the use of genealogy reports and distributor lists. He then put the video on YouTube. At the end of his video, he tells the viewer about a leads generation system that he personally endorses, and he provides his affiliate link to the system’s web site.

What makes this situation smell fishy is that Crowbar has built all five of his huge downlines by recruiting other network marketers from genealogy lists and distributor lists.

What adds to the fishy smell is the fact that Crowbar owns a stake of the leads generation system. So not only does he make a profit on sales, he “double dips” into the profit by also being an affiliate with the company.

I have no problem with Crowbar making lots of profit from his silly leads generation business. (More than likely he’s buying leads from a third-party source.) But I do have a problem with his disingenuous speech on the video.

Yep . . . something smells fishy about all of this!

EXAMPLE #4

A very successful distributor and well-known industry trainer (who I’ll call Bubba) is hosting a big three-day training gathering in April. The cost to attend is \$600. He did the same thing last year. Just days after last year’s gathering, Bubba wrote on

his web site that “hundreds of industry leaders” attended his event. He wrote, “If you add together the downlines of the top ten distributors who attended my event, it would total over 1.8 million distributors.” Even today, as Bubba tries to get people to attend this year’s event, he’s throwing out the same attendance numbers about last year’s event.

But here’s why Bubba’s claims about last year’s event smell fishy. On his personal web site, Bubba posted 72 photos of last year’s event, including a group photo of all of those who attended. In that group photo are approximately 52 people, not “hundreds” as Bubba claimed. Moreover, in the photos provided at Bubba’s web site, it is obvious that there were not hundreds of attendees. Rather, the photos support the notion that about 52 people attended the event.

Moreover . . . on Bubba’s web site is a “counter” showing how many times each photograph was viewed. The fewest views for a particular photograph are 37. The most views for a particular photograph are 112. If indeed there were “hundreds” of attendees, and if indeed the top ten attendees have collectively over 1.8 million distributors in their downlines, then there would be many more views of the photographs of last year’s event.

Moreover . . . Bubba provides just one (JUST ONE) testimonial about last year’s event, and it’s from a newbie who wrote that he was taught “how to make his first million” at the event. Not a single testimonial from one of the alleged “hundreds” of attendees or top ten earners is provided.

There are two points I want to make about this fourth example. First, there’s a lot of B.S. in this industry, and you’ve got to learn to distinguish between what is true and what isn’t. Because there is no “governing body” for the network marketing industry, there’s no way to censor the false claims and blatant lies.

Secondly, nobody needs to spend \$600 and three days attending some over-hyped training. It’s money and time wasted. The fact is that there is nothing new in this industry except for the communication tools that we use. As taught on the Ultimate Success CDs, the fundamentals that are necessary for success are the same today as they were yesterday. Master and apply the fundamentals on a consistent and daily basis, and success occurs as a result. It’s that simple.

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