

# The Tracy Biller Newsletter

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## Succeed FAST . . . not slow!

Dear Network Marketer,

It was in the summer of 1996 when I first heard the “rule of succeeding fast”:

**“It’s easier to succeed fast in network marketing than it is to succeed slow.”**

The reason it’s easier to succeed fast is because it’s much easier to establish personal momentum when you’re moving at a rapid pace.

Another way to say it is that it’s easier for you to learn, apply, and accomplish when you’re moving at a rapid pace.

When you’re moving at a slow pace – when you procrastinate, over-analyze, make bad choices, etc. – it is virtually impossible for you to establish personal momentum, which greatly increases the odds that downline momentum will never happen for you.

Moreover, when you move at a slow pace, the business-building process is drawn out. A whole lot of lag time is created.

### **There is one exception to this rule.**

Yes, it is much easier to succeed fast than it is to succeed slow.

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**Succeed FAST . . . not slow!**

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However . . . there is one exception to this rule.

Regardless of how fast or quick a person is working/moving/applying --- **if their strategies and tactics are flawed, then they will not succeed in network marketing, or they might succeed slowly.**

Some networkers recruit from the warm market. Because that's a flawed strategy, the odds are very high that those networkers will fail.

Some networkers send out postcards. Some do spam email blasting. Some use auto dialers and phone burners. Some troll the Internet. Some use various social media to portray themselves as "successful" and/or "experts" in an attempt to lure and attract other networkers who are trolling the Internet. Again, because those are all flawed strategies, the odds are very high that those networkers will fail.

## **Network Marketing is a "game".**

My mentor told me, "Network marketing is a game. Learn to play the game and you'll have security for many years to come."

Truer words have never been spoken. The fact is that there are many Top Earners throughout the industry who know how to play the game of network marketing. The vast majority of them have never written a training book, never recorded training CDs, never created a training manual. Yet these Top Earners continually earn \$100K incomes year after year after year, even if they've switched companies a bunch of times during their careers.

How do they do it? They do it by playing the game of network marketing. They know who to recruit. They use genealogy reports and distributor lists to find those people. They know how to recruit, how to communicate effectively, how to persuade, how to create persuasive sales tools, how to lead, how to work the months, how to pre-promote impending events, etc. etc.

I personally know dozens of Top Earners who've been in 4, 5, 6 companies and more during their careers, and by no fault of their own. They joined a company, built a big downline quickly, got their monthly commission checks up to \$10K in just a few months, rode a "group momentum wave" for a few years, only to have something not-so-good happen to the company, causing them to seek another opportunity. In each case, they simply went to work in a rapid and aggressive manner, to once again build a big downline quickly and earn lots of money quickly. There are no secrets to their success. They've simply mastered those things that are taught on the Ultimate Success CDs.

Most important of all . . . those Top Guns know that they must move fast in order to quickly create personal and group momentum. You must do the same.

Sincerely,

Tracy Biller  
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