

The Tracy Biller Newsletter

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Tell them what you’re selling!

by Tracy Biller – Network Marketing’s #1 Trainer

1. Tell them what you’re going to tell them.
2. Tell them.
3. Tell them what you’ve told them.

Many tens of thousands of people will receive this newsletter in their email in-box. All of them are subscribers to this newsletter.

As human nature dictates, less than 20% of them will read this newsletter.

As human nature dictates, of that 20%, an even smaller percentage of them will “get the message” this newsletter contains.

Of that smaller percentage, an even smaller percentage of them will take the message this newsletter contains, “run with it”, and implement it into their business.

For those few and special individuals who get it, run with it, and implement it into their business, the primary message of this newsletter can cause them to earn \$100,000+ a year with their network marketing business.

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Dear Network Marketer,

ADAGE: a proverb or short statement expressing a general truth.

The old preacher's adage is . . . ***Tell them what you're going to tell them. Tell them. Tell them what you told them.***"

Most network marketers would do well to implement this adage in their sales tools, and especially in their verbal communication to prospects.

Each week I perform many consultations for network marketers who have invested in the leads package that comes with the free consultation on one of their sales tools.

As I suggest, most of them submit a sales letter.

The reason I suggest they write a sales letter is because a well-written, well-crafted, and persuasive sales letter will serve as the **HUB** or **NUCLEUS** for the creating of other sales tools, such as: a web site, a recorded sales pitch, the choreography of a live recruiting call, the format of a live recruiting meeting, the format of a live telephone call pitch, a flash presentation, a fax sales letter, etc.

HUB: a thing that forms the effective center of an activity.

NUCLEUS: the central and most important part of a movement, forming the base for its activity and growth.

One of the most common mistakes these distributors are making with the writing of their sales letter is that they don't tell the reader/prospect at the beginning **WHAT** it is they're promoting.

Instead, these distributors "bury" what they're promoting in the middle or towards the end of their sales letter.

Unfortunately, this strategy of "burying" the topic in the middle or end of a presentation has permeated the network marketing industry for decades.

The bottom line is . . . **IT'S A FLAWED STRATEGY!!!!!!**

As soon as you're finished reading this newsletter, I want you to turn on your TV or go online and watch an infomercial.

Here are a few you can view:

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www.HDReaders.com
www.SlapChop.com
www.MightyPutty.com

Notice how at the very beginning, the infomercial tells you EXACTLY what will be offered within that infomercial.

Notice how throughout the infomercial you are told EXACTLY what is being offered.

And notice how at the end of the infomercial you are told EXACTLY what has been offered.

From this day forward, in every sales tool you are using, you need to tell the prospect at the very beginning what you'll be offering them, then throughout the sales tool you tell them what you're offering, then at the end of the sales tool you tell them what you've offered them.

If you've read this far, then you're in the 20% group of all those who have received this email. But take it two steps further. Read this newsletter multiple times so that you "get the message" clearly. And then implement it into your own business.

Sincerely,

Tracy Biller
Email: Tracy@UltimateSuccessCDs.com
Website: www.UltimateSuccessCDs.com

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