

# The Tracy Biller Newsletter

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## The 72-Hour Rule

*By Tracy Biller – producer of the Ultimate Success CDs*

One of the most important things my mentor taught me about succeeding in network marketing is to put to immediate use what he taught me within 72 hours of when I learned it.

Here’s what he said:

**“Once you learn a strategy that you know can help your business, you must put it to immediate use. Just get to work and don't look back. Because if you wait longer than 72 hours to put it to use, then the odds are that you'll not put it to use at all. In simple words, just get to work. Do NOT procrastinate on it.”**

This simple bit of advice is right on the mark, because many times during my 21 years in network marketing, I've seen distributors wait longer than 72 hours to use what they've learned. And more often than not, the result is that they never get to work and thus get nowhere with their network marketing business.

For example, last week a distributor whom I'll call "Art," phoned me.

Art had purchased my training and leads about sixteen months ago and this was the first I've heard from him since.

Our conversation went like this:

ART: "I've had a few things come up during the past year so I really didn't do anything to build a downline. I called you because I've got a question."

ME: "What came up, Art? Why didn't you work your MLM business?"

ART: "Oh, you know... this and that."

ME: "Tell me, Art. Did something bad happen to you over the past year? Did you go through a divorce? A job loss? Health challenges? Car wreck? Bankruptcy? What caused you to not work your MLM business?"

ART (chuckling): "Oh, nothing like that. I guess I just sort of neglected it."

ME: "What you really mean is that you chose to not do anything with your MLM business. It was a choice. Right?"

ART: "Yeah, that's it. I just never really did anything. It was my choice. But now I'm motivated and I really want to make this thing work. I've listened to all of your CDs, and I've read all of your newsletters twice each. And I've got a question: when's the best time of day to call people to do the 30-second pitch?"

ME: "You already know the answer to that question, Art. Don't you? I mean, you said yourself that you've heard and read my trainings, so you've heard and read the answer. Tell me the truth, Art. You know the answer to that question, don't you?"

ART: "Yes, I do. But I guess what I'm really wondering is this: I live in Colorado, which is Mountain Time. So if it's 5pm here, then it's 7pm eastern time, 6pm central time, and 4pm Pacific. That's sort of like dinnertime for all four time zones at the same time, and I don't think I should call people during dinner because I think I'd be bothering them. What do you think?"

ME: "Art, right now you're doing what you've been doing for the past sixteen months. You're looking for an excuse, any single paltry excuse, which you can use to justify not getting to work. You can fool yourself but you can't fool me."

ART (chuckling again): "You're right. That's exactly what I'm doing. What do you suggest I do?"

ME: "Get to work. Quit procrastinating. Quit analyzing. Just apply what I've taught and get to work."

ART: "That's it?"

ME: "Yes, it's that simple. Choose to do it versus choosing not to do it. Just choose to do it. Just get to work."

Hopefully Art will "get to work." And in doing so (assuming he applies the right strategies and tactics), he's bound to succeed in MLM.

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