

The Tracy Biller Success-Training Newsletter

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The Internet Distraction

Dear Network Marketer,

All distractions are equal.

It doesn't matter what the distraction is. If it causes you to not do what you're supposed to do or what you intend to do, then the distraction is equal to any other distraction that would have caused the same.

For most MLM distributors, the majority of their distractions are self-imposed. And the Internet is, by far, the #1 distraction today.

Life's distractions . . . we all have them.

Every person, for the most part, is faced with "life's distractions" such as family, jobs, hobbies, social functions, health challenges, etc. It's all the "normal stuff" that we're all hit with from day to day, week to week, month to month, year to year.

There's no getting around life's distractions. Regardless however, a distributor must learn to manage his or her's own life's distractions.

The Internet Distraction

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But aside from all the normal life's distractions, the fact is that all other distractions are, for the most part, self-imposed. Self-created. Self-expanding. Self-allowed.

I could go on and on, but you get the picture.

Technology is great, but it creates MORE distractions.

Consider how the television has become a growing distraction over the years. Back in the 1960s, there were only three channels: ABC, NBC, and CBS. And the channels all turned on a "test pattern" late at night, usually around midnight.

Then in the 1970s we started to see the implementation of cable television, which offered more TV channels available for viewing.

That was followed up in the 1980s and 1990s with even more television channels, plus pay-per-view movies, plus VCRs and video rentals.

Today . . . we have flat screens with HD that get the picture from cable or satellite, with many hundreds of channels available, along with all sorts of movie and sports channels. Plus, there's DVDs and Blue Ray.

Bottom line . . . because more stuff is on TV, it creates more distractions for distributors.

Same goes for the music. In the 1960s we had vinyl records and A.M. radio. Then the 8-track was invented, followed by the cassette, which allowed for the easy portability of music.

Now we have the MP3 player that allows for the portability of 1000s of songs. So music has become a distraction for some.

Consider the cell phone. I am continually amazed at how many people are texting and doing social networking with their cell phones. It all equates to one big distraction.

And lastly . . . **THE INTERNET**. Without question, the single greatest distraction facing MLM distributors today is the Internet.

There's no question that the Internet is the greatest communication tool ever invented. And email is a quick, easy, and efficient way to communicate. An effective web site can help persuade a prospect to join your program, as can a well-written email sales letter.

But unfortunately way too many MLM distributors are totally addicted to surfing the Internet from web site to web site, and they're even more addicted to reading and writing and sending and receiving trivial and frivolous email, stuff that doesn't do a darn thing to enrich their lives, or their MLM business.

And add to the mix "social networking" with FaceBook, MySpace, etc. etc. etc., and you have distributors wasting more time than ever.

The problem with the Internet is that it **CREATES** the illusion of productivity, which makes it addictive, which makes it a huge distraction.

The amount of unproductive time that MLM distributors waste on the Internet is astronomical!

The average MLM distributor could easily cut their Internet use by 75% to 85% or more, and then use that time for much more productive business-building applications, such as picking up the phone and calling MLM distributors off of genealogy reports, distributor lists, and hitting them with the '30-second pitch,' WHICH IS THE MOST POWERFUL, PRODUCTIVE, AND PROFITABLE WAY TO BUILD A LARGE DOWNLINE QUICKLY, BAR NONE.

What distributors have to do at the end of each day is ask themselves, "Where was my productivity today? How many people did I call? How many people did I sign up? How many sales did I make?" And so on.

By continually asking themselves productivity questions, they'll see if they were productive that day, that week, that month.

The numbers don't lie.

Sincerely,

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