

The Tracy Biller Newsletter

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The Speed of the Leader

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

One of the most frequently spoken cliché’s in network marketing is this:

“The speed of the leader is the speed of the gang.”

Other forms of this quote are:

“The speed of the leader determines the speed of the team.”

“The speed of the leader determines the rate of the pack.”

“The rate of the leader determines the rate of the pack.”

“The pace of the leader determines the pace of the pack.”

Through the years, this quote has been greatly misunderstood and misused, and that’s because of the words “speed” or “rate” or “pace”.

People hear and see those words and think, “I’m the leader of my downline. Therefore I must appear to be moving ‘fast’ so that my downline moves ‘fast’.”

The problem with creating the appearance of “moving fast” is that it doesn’t address the issue of being **COMPETENT** and **PRODUCTIVE**.

Many so-called network marketing “leaders” are good at creating the appearance that they are “moving fast” and that their business is “growing quickly” as a result of their “moving fast”.

But more often than not, it’s all just an illusion. Their business isn’t growing fast at all because that so-called leader is incompetent and unproductive.

You see, being a COMPETENT and PRODUCTIVE network marketing leader is much more important and much more effective than being a “fast moving” leader.

Therefore the next time you hear and/or read the cliché about the “speed of the leader is the speed of the team”, substitute the words “competent” and “productive” for “speed” and turn this old cliché into the following:

“The competence and productivity of the leader determines the competence and productivity of the team.”

Sincerely,

Tracy Biller

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