

The Tracy Biller Newsletter

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The World’s Most Valuable Brands

**A lesson to be learned and applied for you to
succeed in network marketing business.**

Dear Network Marketer,

According to Forbes Magazine¹, the World’s Most Valuable Brands and their values are as follows:

1. Apple = \$57.4 billion
2. Microsoft = \$56.6 billion
3. Coca-Cola = \$55.4 billion
4. IBM = \$43.0 billion
5. Google = \$39.7 billion
6. McDonald’s = \$35.9 billion
7. General Electric = \$33.7 billion
8. Marlboro = \$29.1 billion
9. Intel = \$28.6 billion
10. Nokia = \$27.4 billion
11. Toyota = \$24.1 billion

12. Cisco = \$23.9 billion
13. Vodafone = \$23.5 billion
14. Hewlett Packard = \$23.4 billion
15. AT&T = \$22.0 billion
16. BMW = \$19.9 billion
17. Oracle = \$19.8 billion
18. Louis Vuitton = \$19.0 billion
19. Mercedes-Benz = \$18.8 billion
20. Disney = \$18.5 billion

One of the things that all of these companies have in common is that each of them – at one time or another – have been faced with challenges, hurdles, and turmoil.

Yet, all of them overcame those tough times and are stronger (and bigger!) as a result.

Network marketing companies however, usually aren't so fortunate. More often than not, when a network marketing company is faced with a challenge or hurdle such as Attorney General and FTC investigations, shipping problems, FDA violations, a severe downturn in sales, etc., it usually is the precursor to that company's demise.

Granted, there are some network marketing companies that have survived such challenges and hurdles, but they are the exceptions, as the overwhelming majority of such companies eventually died out.

The reason network marketing companies don't fare well against challenges and hurdles is because they are "fragile". They're fragile because the "foundation" of the company is the distributor base. And a network marketing company's distributor base is made up primarily of part-time and no-time people who are quick to exit when they learn of their company's challenges and hurdles.

A lesson to be learned.

Someone may read the previous paragraph and think, "If network marketing companies are so 'fragile', then I don't want to do network marketing as I don't want to build a large downline and make lots of money, only to have the company go out of business as a result of a challenge or hurdle. I want long-term security in this industry."

Such a mindset is rooted in ignorance, because that person simply hasn't learned how to succeed in network marketing.

Such a person hasn't learned how to "play the game" of network marketing.

Moreover, such a person has been led to believe that "income security" within the network marketing industry lies with the company you join.

What such a person must understand is that there is **tremendous income security** in network marketing once you learn how to succeed, once you have developed the skills necessary for succeeding, and once you learn how to "play the game" of network marketing.

A person who has such things can indeed earn a six-figure income in network marketing year after year after year for the rest of their life!

Through the years I've had many conversations with struggling network marketers in which I've said to them, "There is tremendous income security in network marketing, but that security is within you."

I experienced this firsthand after I built my first big downline. The company I was with went out of business. Instead of wallowing in self-pity, I chose another company and quickly built up my annual income, an income that has lasted well over a decade.

I was taught the lesson that in network marketing the security we seek is within us, and not within the company.

It's a lesson that will serve you well.

Sincerely,

Tracy Biller
www.UltimateSuccessCDs.com

¹ "The Worlds Most Valuable Brands", Forbes Magazine, August 30, 2010

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