

The Tracy Biller Newsletter

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The biggest challenge you’ll face.

Dear Network Marketer,

Each day I speak with numerous network marketers. I answer their questions, help them with their sales tools, and assist them with the “fine tuning” of their business so that they are successful in network marketing.

Every now and then one of them will ask me, “What’s the biggest challenge I’ll face while I strive to be successful in network marketing?”

Instead of answering them immediately, I ask them this question, “What do you think your biggest challenge will be?”

Their answers are interesting, to say the least.

One network marketer answered, “The biggest challenge is finding the right company.”

Another one said, “It’s learning how to think and communicate persuasively.”

Another said, “It’s finding the right people.”

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Other answers I got were . . .

“Making persuasive sales tools.”

“Time management.”

“Keeping track of everything.”

All of their answers were good ones. Indeed, everything they identified will be a challenge.

However, as I told each of them, the biggest challenge they’ll face is also the easiest to overcome.

The biggest challenge they’ll face as they strive to be success in network marketing is **making good choices**.

Simply said, your success in network marketing boils down to one thing: **you must make good choices**.

As simple as it sounds, making good choices is the biggest challenge you’ll face.

Consider the following three choices that will determine either your success or failure in network marketing:

1. You choose to desire success, or you choose to desire failure.
2. If you choose to desire success, then what follows is that you choose to be teachable and well-trained, or you choose to not be teachable and well-trained.
3. If you choose to be teachable and well-trained, then what follows is that you choose to work hard and apply what you learned, or you choose to not work hard and apply what you learned.

Thus, it all boils down to desire, teachability, and hard work.

Sincerely,

Tracy Biller

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