

The Tracy Biller Newsletter

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The experts were wrong. They usually are.

Dear Network Marketer,

To a fault, I will always “tell it like it is” to people who want to succeed in network marketing.

I do not and will never shy away from telling people that in order to make \$5,000 to \$10,000 a month and more in this industry, that they need to get off their butts, they need to get work learning, and then they need to get to work applying what they’ve learned.

If there’s one thing I can’t stand about the network marketing industry, it’s the fact that so many so-called industry “experts” sugarcoat the truth about what it takes to succeed in this industry.

I absolutely HATE the fact that so many experts teach their downlines and newbies strategies and tactics that either do not work, or have a very slim chance of ever working.

Now that I've got all that out of the way, I'm going to tell you something that I hope causes you to experience some discomfort.

Here it is . . .

In order to succeed in network marketing and earn \$5,000 to \$10,000 and more per month, the network marketer of today has to be BETTER than the network marketer of ten years ago.

Today's network marketer has to be a better student. He/she has to be a better communicator. He/she has to be a better seller, a better persuader, a better leader, a better marketer, a better listener, and more.

Today's network marketer must have better time management skills.

Today's network marketer must be more focused.

In every category and in every way, today's network marketer must be BETTER than the network marketer of ten years ago if they expect to succeed in today's network marketing industry.

The experts were wrong.

They usually are.

If you don't believe what you just read . . . if you think I'm wrong when I say that today's network marketer must be better than the network marketer of ten years ago, then consider this fact:

From 2000 to 2002, most of the network marketing industry's so-called "top experts" claimed that the "Internet will cause the network marketing industry to explode!"

They said “the Internet will make network marketing easier. The Internet will ‘level the playing field’ so that more people can succeed in network marketing.”

They said, “You better get into network marketing RIGHT NOW because just about EVERYONE is going to be joining a network marketing company!”

So much false hype and hoopla was said back in 2000 to 2002.

So much B.S. came out of the mouths of the experts.

I laugh out loud just thinking about it.

From 2000 to 2002 just about all of the top experts claimed that the network marketing industry was going to explode through the stratosphere.

They said the industry would “go mainstream”.

They said, “Over 60% of all adults will be involved in network marketing within the next few years.”

Several books were published that made such claim. The authors of such books made lots of money selling their B.S. to success-seeking network marketers.

The experts were wrong. They usually are.

The fact is that over the past ten years the Internet has **NOT** caused the network marketing industry to “explode”.

And the Internet – in and of itself – did not and will **NOT** cause the network marketing industry to explode in the years to come.

The Internet has **NOT** caused network marketing to go “mainstream”, and it won’t cause it to go mainstream in the years to come.

The Internet has **NOT** caused network marketing to “create more millionaires than any other industry”, and it won’t in the years to come.

The Internet is a communication tool.

Nothing more. Nothing less.

The bottom line is that the Internet is nothing more than one big communication tool.

Given the FACT that the overwhelming majority of network marketers and the overwhelming majority of people who work for the network marketing companies are NOT experts in communications and/or persuasion, it should come as no surprise that the communication tool known as the “Internet” has NOT caused the network marketing industry to explode and it WILL NOT cause the network marketing industry to explode in the years to come.

Don’t misunderstand me. The Internet is awesome! I love it! I use it daily and for many reasons!

BUT . . . the Internet for most network marketers is nothing more than one big distraction. And it always will be.

In the years to come, the network marketing industry will continue to be what it’s always been, that being an amazing niche home-business industry that offers astute and hard-working individuals a way to make a significant amount of money, but only if that individual has a strong desire to succeed, the willingness to work, and the teachability to learn what needs to be done.

Understand this fact: the individuals who have the desire, willingness, and teachability can earn huge amounts of money in network marketing. But such individuals are rare, not because of network marketing, but because of human nature itself.

The network marketing industry presents individuals with a tremendous moneymaking opportunity. But that’s only for those rare individuals who learn the fundamentals of network marketing success.

As I wrote in a previous newsletter, the sad truth is that the overwhelming majority of success-seeking network marketers will never learn those critical fundamentals that are necessary for network marketing success.

Those fundamentals are:

- Learn who to recruit.
- Learn how to recruit.
- Learn to communicate effectively.
- Learn to persuade effectively.
- Learn to lead.
- Learn to do a 90-day blitz.
- Learn to create sales volume.
- Learn to be self-motivated.

These are the fundamentals that are necessary for succeeding in network marketing.

If your goal is to earn \$5,000 a month or \$10,000 a month or more, then you must learn the fundamentals.

Moreover, you must be BETTER at all of these things today than the network marketers were ten, twenty, and thirty years ago.

I talk with network marketers daily who have a set of Ultimate Success CDs, yet they haven't a clue what the fundamentals are. They either haven't listened to the CDs, or they listened once or twice while they were doing something else, or they didn't take notes, or they haven't applied what they learned, etc. etc. etc.

They don't know the fundamentals, and they are failing.

If you do not learn the fundamentals, then you will fail.

Remember this irrefutable fact . . .

In order to succeed in network marketing and earn \$5,000 to \$10,000 and more per month, the network marketer of today has to be BETTER than the network marketer of ten years ago.

Today's network marketer has to be a better student. He/she has to be a better communicator. He/she has to be a better seller, a better persuader, a better leader, a better marketer, a better listener, and more.

Today's network marketer must have better time management skills.

Today's network marketer must be more focused.

In every category and in every way, today's network marketer must be BETTER than the network marketer of ten years ago if they expect to succeed in today's network marketing industry.

If you want to make it big in network marketing, then you'll need to get off your butt and learn the fundamentals. Then you'll need to get off your butt and get to work.

It's not all going to be peaches and cream. You'll have good days and bad days. Some of the people you talk with and some of the people you sign up will disappoint you. Some of them will lie to your face. It'll piss you off, but shake it off and get back to work.

It is what it is.

In closing, I'll make you this promise: unlike most of the industry's experts and trainers, I'll never feed you sugarcoated B.S. And that's a fact.

Sincerely,

Tracy Biller
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