

# The Tracy Biller Newsletter

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## The hidden strategy of infomercials.

*By Tracy Biller – producer of the Ultimate Success CDs*

Dear Network Marketer,

On the Persuasion CD, I teach you to chart infomercials so to better identify benefits. In doing so, you’ll be able to better identify the many benefits derived from joining your network marketing company, so that you can communicate those benefits to your prospect via your sales tools.

There is something else I want you to do when studying infomercials, and that is to identify the infomercial’s “target market”. The reason is because virtually all successful infomercials use the hidden strategy of reaching out to their target market.

Before I go any farther . . . ask yourself these two questions and answer honestly:

1. “Do I even know the definition of ‘target market’?”
2. “Can I say aloud what a ‘target market’ actually is?”

Before you read any farther, stop and think about the answers to these questions.

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Each day I talk with many of my customers, subscribers, and students. All of them say that they want to succeed in network marketing in a big way. It is amazing to me however, how many of them claim to have heard the Ultimate Success CDs, and they claim to routinely access the free trainings at my web site (such as this very newsletter you're reading right now), but they don't know the definition of "target market" and therefore they can't articulate what the "target market" actually is.

So for all of those people who have read this far into this newsletter, here is the definition of the "target market":

The "target market" is those people who have already exhibited the DESIRE to buy what you are selling or do what you are promoting by virtue of the fact that they have already bought something like it or done something similar to it in the past.

I suggest you commit to memory the definition of "target market".

Now . . . about the "hidden strategy" that successful infomercials employ. The script for a successful infomercial is actually written to appeal to people who have already purchased something similar in the past.

Why?

Because those people are an easier "sell", and that's because they've already been "sold" on a similar product, they've already "bought off" on a similar product, they previously been "persuaded" to buy a similar product, etc. etc.

**Answer these three questions:**

1. If an infomercial is selling makeup, who is an easier sell – A) the person who has never before purchased makeup? . . . or B) the person who has already purchased makeup at sometime in the past?
2. If an infomercial is selling a weight loss product, who is an easier sell – A) the person who has never before purchased a weight loss product? . . . or B) the person who has already purchased a weight loss product at some time in the past?
3. If an infomercial is selling a home fitness device, who is an easier sell – A) the person who has never before purchased a home fitness device? . . . or B) the person who has already purchased a home fitness device at some time in the past?

The answer to all three questions is “B”.

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The producers of infomercials know that they will sell more to the target market, so their infomercials are crafted to appeal to the target market.

Of course, infomercials do indeed capture customers who are not the target market. But the fact is that way more people of a particular “target market” buy what ever it is the infomercial is selling.

I built my two huge downlines because I recruited from the target market. And the fact is that 99% of the network marketing industry's "top earners" routinely build their large downlines because they recruit from the target market.

Earlier in this newsletter I gave you the generic definition of the "target market". Can you say aloud the specific definition of the "target market" as it applies to the network marketing industry?

Before you read any farther . . . go back and read the generic definition of the "target market". Then simply change a few words, and add a few words, to make the definition SPECIFIC to network marketing.

Don't just "gloss over" what I wrote in the previous two paragraphs. You really do need to commit these definitions to memory.

I'm going to give the definition below . . . don't scroll down until you said aloud the specific definition of the "target market" for the network marketing industry.

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The definition is on the next page . . . don't read it until you've tried to say it aloud.

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Here it is . . . below is the definition of the “target market” as specifically applied to the network marketing industry:

The “target market” for network marketers who desire to build a big downline quickly are those people who have already exhibited the DESIRE to do network marketing by virtue of the fact that they have already done network marketing at some time in the past.

If you are a network marketer who desires to build a big downline quickly, then your warm market is NOT the target market.

If you are a network marketer who desires to build a big downline quickly, then BizOpp seekers are NOT the target market.

If you are a network marketer who desires to build a big downline quickly, then only people who have done network marketing at some time in the past are the target market.

Hitting the “target market” (i.e. recruiting from the target market) is how 99% of the industry’s top earners built their huge downlines.

And hitting the “target market” (i.e. recruiting from the target market) is how 99% of the industry’s top earners will build another huge downline if they have to change companies.

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