

The Tracy Biller Newsletter

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The main problem with “attraction marketing”.

A conversation with a Top Earner.

Dear Network Marketer,

A good friend of mine – a VERY successful network marketer who has been in this industry for over two decades – has been with the same network marketing company for seven years. He built a huge downline and became one of the company’s top ten earners.

But over the past six months the company he’s with has experienced some troubles, and so my friend decided to go with a different company. After doing his due diligence, he narrowed his selection down to two companies. He contacted both companies, and both companies flew him to their respective headquarters to “wine & dine” him in hopes that he will join their company.

Last Wednesday he informed me that he made his decision. Then this past Monday, he called to chat with me about how to make the company’s sales tools more persuasive. During that conversation I asked him point blank, “I’d like to do a ‘Q & A’ with you on this call, and use it for a newsletter. I’ll not use your name

or your company, but I want to share your thoughts with my subscribers. I'd like to record this conversation. Is that okay with you?"

"Sure, I'm fine with that," he answered. "Let's go!"

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"Okay," I said. "Now, once you've got the sales tools to the level of persuasiveness you desire, what are you going to do to build your new downline?"

He laughed and replied, "Oh, come on, Biller! You know damn well what I'm going to do!"

"Seriously, I want to hear you say it. Tell my subscribers what you're going to do," I said.

"Okay. Here's what I'm going to do. My target date to begin my first 90-day blitz is May 23. That gives me two weeks to get everything ready, including the sales tools. Then starting on May 23, I'm going to literally Gorilla Glue my butt to a chair at my desk, and I'm going to dial 200-300 numbers every day of the week except for Sunday. And I'll do it for 90 straight days," he said.

"Who are you going to call?" I asked.

He answered, "People who have been in network marketing!"

"You're not going to do 'attraction marketing'?" I asked.

"No! You and I have had this discussion before," he said. "Attraction marketing is for all the weaklings who get their thrills out of pretending they're something that they're not. There's only one true way to build big quick, and that's to get on the phone and go hunting for other network marketers."

"In your opinion, why has attraction marketing become so popular?" I asked.

"It's popular because it appeals to lazy people who don't want to work hard. It's popular because it serves as an ego booster, because with it you make

yourself look much better than what you actually are. It's popular because it creates the illusion of being productive," he said.

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“In your opinion, is there one fundamental problem with attraction marketing?” I asked him.

“Yeah, there is,” he replied. “The main problem with attraction marketing is that for 99% of those doing it, their ‘presentation’ of themselves is totally dishonest. Instead of going after prospects and putting forth a lucrative home business program, those engaged in attraction marketing are ‘selling themselves’ in hopes that people will want to sign up with them, in order to succeed like them. But like I said earlier, most of those doing attraction marketing have never succeeded in network marketing. Although hundreds of thousands of network marketers are doing attraction marketing, less than 1% of them have actually succeeded in network marketing. So the other 99% are presenting something that’s simply and factually not true.”

“Are you on Facebook,” I asked.

“No, I’m not. Never have, and never will,” he said.

“Why not?” I asked.

“It’s a time sucker. It sucks up time. For most people, Facebook has become the ultimate ‘EIR’,” he said.

“What’s an ‘EIR’?” I asked.

“EIR is an acronym. It stands for ‘electronic income reducer’. I heard that from a buddy who told his downline that he wanted them off Facebook, that for many it was becoming an EIR, an electronic income reducer,” he answered.

“One last question. If I were a new person starting out in the business, what would you tell me to do so that I can succeed quickly in network marketing?” I asked.

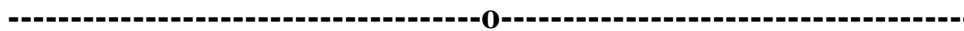
“Oh, that’s simple. I’d tell them to recruit only those who have been in network marketing. I’d tell them to use the phone to contact them. I’d tell them to . . . well heck, I’d tell them to listen to your CDs. You’ve covered it all, and you’ve done it better than anyone out there. Your CDs are the best, which why I use them in my downline,” he said.

“I appreciate your compliment,” I said.

“Well, it wasn’t meant to be a compliment. It’s the truth,” he said.

“Hey, good luck to you with your new venture. I mean that,” I said.

“I know you do. But there’s no luck involved. It’s all about doing those things that work, just as you teach. And I thank you, brother, for putting those things on CDs,” he said.



The work you must do to succeed in network marketing business is simple and easy.

But the work is tricky. That’s because of just ONE thing is out of line, then you’ll fail.

All of the elements must be in place for you to succeed. Those elements are taught on the seven Ultimate Success CDs.

Those elements are also on my free report titled, ‘The Ten Factors for Guaranteed Network Marketing Success’, which is available at my web site.

Sincerely,

Tracy Biller

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