

The Tracy Biller Newsletter

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The most important momentum.

Dear Network Marketer,

When a network marketing company experiences a large growth phase, it’s commonly called “momentum”.

In order to truly capitalize on a company’s momentum phase, you have to get involved with that company and build a large downline **prior** to the momentum phase.

Many broke and struggling network marketers run around saying, “Momentum is coming! Momentum is coming!”, but they won’t benefit from it because they have no substantial downline built prior to the momentum phase.

My mentor taught me that I should **NEVER** concern myself with a company’s momentum. He taught me that there’s only one momentum I should concern myself with.

He said it’s the most important momentum.

That momentum, he said, is **personal momentum**.

The most important momentum.

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He said that when you establish personal momentum, that group/downline momentum is an automatic. Simply string together four to six 90-day blitzes, and you build a large and profitable downline from which you'll earn very large commission checks.

Then if your company experiences a momentum phase, you're in place to reap the rewards, and those rewards will be exceptionally huge.

Establishing Your Personal Momentum

Done correctly, your personal momentum is established during your first 90-day blitz.

Unfortunately, most network marketers never even come close to establishing personal momentum.

For example, I spoke with a lady today who first heard the Ultimate Success CDs approximately four months ago (she had borrowed them from a friend). That's 120 days ago, which is plenty of time to establish personal momentum. She claimed she made 200 dials (that's all) to network marketers (the target market), but didn't sign anybody up. She said that she then started cold-calling realtors. I asked her why realtors? She said it's because they have a business background. I told her that she will never establish personal momentum unless she applies strategies and tactics that are proven winners.

As the old saying goes, you can lead a horse to water but you can't make him drink. When it comes to some network marketers, you can't even lead them to the water!

Another example . . . I spoke with a fellow today who has had my CDs for over a year. He's signed up one person during that entire year. He admitted he hadn't done much during that year. I asked him why? He said he was skeptical. I asked what he's skeptical about? He said he's skeptical about recruiting other network marketers. I asked what's the alternative? I asked him if he wanted to recruit his warm market? He said no. Do you want to recruit via flyers on cars, attraction marketing, classified ads, fax broadcasting, phone broadcasting, etc.? He said no to all of those. I asked him if he was aware that 9 of 10 top earners recruited from within the industry, and that's how they built their big downlines? He said he was

aware of it. I asked him why he was skeptical of that which was historically proven to work time and time again? He said he didn't know.

As I said a minute ago, you can lead a horse to water but you can't make him drink.

A person's personal momentum is accomplished through the process of learning and doing. You learn what needs to be done, and you do it.

You'll make some mistakes, but you learn from them and don't repeat them.

You'll realize you have some bad habits, so you'll replace them with good habits.

You'll realize you need to develop some skills, so you do just that.

It can all happen in the first 90-day blitz.

Lastly . . . you must accept the fact that your company's momentum means nothing unless you have already got a large downline in place. You accomplish that by establishing the most important momentum, your personal momentum.

Sincerely,

Tracy Biller
Ultimate Success CDs

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