

The Tracy Biller Success-Training Newsletter

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The telephone is your single most powerful front-end recruiting tool.

Contrary to what the promoters of “Attraction” and “Magnetic” Marketing are teaching unsuspecting network marketers, the fact is that telephone is still your single most powerful front-end recruiting tool.

. . . and THAT’S an irrefutable fact.

Dear Network Marketer,

Before I tell you about an experiment I conducted, let me ask you these two questions:

1. Isn't all marketing supposed to “attract” prospects and customers?
2. Isn't all marketing supposed to “draw” prospects and customers, like a magnet (that creates a magnetic field) pulls a ferromagnetic material towards it?

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I'm assuming you correctly answered "yes" to each of these two questions.

Here's another question . . . if all marketing is supposed to "attract" and "draw" prospects and customers, then what is new about "attraction marketing" and/or "magnetic marketing" that's being promoted to network marketers?

Of course, the answer is . . . there is NOTHING new about either of them.

What I've just done is give you something to seriously think about the next time some guru starts pitching and hyping up their "new & improved" recruiting and business-building program and/or strategy.

More often than not, that which is promoted as "new" isn't new.

Also . . . more often than not, that which is alleged to be "new" isn't better or more productive than that which is considered "old".

I'll talk more about this in upcoming newsletters and audio trainings. Stay tuned.

Now . . . I want to tell you about my experiment!

My Experiment –

Exactly 25 days ago I launched a simple experiment to prove a point, that point being that most of the network marketers who've bought into the "Attraction Marketing" and "Magnetic Marketing" are actually creating huge amounts of lag time. And sadly . . . most of them aren't even aware of it.

Here's the experiment that I did . . . 25 days ago I went to three web sites that belong to three network marketers who are actively and extremely engaged in "Attraction Marketing" and/or "Magnetic Marketing".

At each of their web sites I filled out the form requesting more information. I put down a name, email address, and phone number.

For the record . . . each of the three network marketers are past customers of mine, having purchased my Ultimate Success CDs within the past 2-3 years. But as is too often the case, these three bought in to the hype and hoopla of "latest & greatest" new recruiting methodology, believing that those "new" methods would "open the floodgates" to leads and sign-ups.

Over the past couple of months, I've talked with each of these three people, which is how I came to choose their web sites for my experiment. During each of those three conversations I asked each person, "How's it going for you?" All three admitted that while they were "optimistic" about what they were doing, that they had signed up only a few people, and that there had been little or no duplication.

None of the three had any clue of what I was going to do with my experiment.

The Results of my experiment.

Again . . . 25 days ago I went to each of the three web sites and opted in to receive their information.

The results over the past 25 days are as follows:

- Each of the three distributors is using an auto-responder. I got an email from each of them within minutes after signing up at their web sites, and I've continued to get emails from them over the past 25 days.
- Over the past 25 days, each one of them has sent me a multitude of fluff-filled emails touting their "marketing prowess" and their alleged "super marketing system". The emails are being sent to me via auto-responder.
- Over the past 25 days one of them has sent me a whopping 24 emails. One of them has sent me 19 emails. And one has sent me 18 emails. The emails contain all sorts of links that I'm supposed to go to learn more about their "system".
- So far after 25 days of receiving their emails, not one of the three knuckleheads has told me the name of the network marketing company they're with, nor have any of these three people emailed me a link to a sales tool that promotes their network marketing company.
In other words, nearly a month has gone by and not one of these so-called network marketing "geniuses" has communicated anything to me about their network marketing company.
Unbeknownst to them, these three self-anointed marketing "experts" have actually INCREASED the amount of lag time between "contact" and "sign-up". Anybody who knows anything about network marketing understands clearly that you should always do everything to REDUCE lag time, not increase it! Lag time is your enemy!!!

– The primary focus of the emails I’m getting from the three of them is a constant promotion and hyping of a “marketing system”. The emails they are sending me are most definitely a quasi-teaching-instruction format that continually talks about “doing the system” and/or “letting the system attract people to me”. I’m probably correct in assuming that their emails were written by their uplines and/or gurus.

– **What is most amazing is that after 25 days (almost a full month) not one of these so-called self-anointed network marketing experts has called my voice mail number in an attempt to actually “TALK” to me on the phone. Yet each of the three actually believe they are engaged in a powerful and productive recruiting methodology.**

Why you must use the phone to build a large downline quickly.

Many network marketers are being taught that they don’t need to talk on the phone, that they can build their downline entirely online.

They have bought into the false-hype and B.S. that they can use a “system” that is “completely automated”.

Here’s my suggestion to those people . . . they need to quit drinking the Kool-Aid, and start drinking some strong coffee so that they wake up to reality.

THE BOTTOM LINE is that in order to succeed (and quickly) in network marketing, you need to call your prospects on the phone, just like I teach on the Momentum CD.

FACT . . . THE OVERWHELMING MAJORITY OF THE NETWORK MARKETING INDUSTRY’S TOP EARNERS AND HEAVY-HITTERS CALL THEIR PROSPECTS ON THE PHONE AND USE THE PRINCIPLES OF THE “30-SECOND PITCH” THAT’S TAUGHT ON THE MOMENTUM CD.

AND THAT’S A FACT!

If you don’t call your prospects on the phone, then it’s virtually guaranteed that you will **NOT** make much money in network marketing.

CONSIDER THIS FACT: Your prospects are constantly being bombarded with opportunities on the Internet. If you don't call your prospects and someone else does, then whom do you think the prospect is going to go with? The overwhelming majority of the time the prospect will go with the person who's using the telephone.

The fact is that the telephone is still the most powerful and proven recruiting tool you can use to build a large downline in network marketing. And anyone who believes otherwise needs to wake up and smell the coffee.

Sincerely,

Tracy Biller
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