

The Tracy Biller Newsletter

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The value of a sales letter!

By Tracy Biller – producer of the Ultimate Success CDs

Over the past five years, I’ve included a **Marketing Consultation** with some of the leads packages we’ve offered.

The marketing consultation is performed on a sales tool. Most of the time, my customers have me do the consultation on a sales letter they’ve written. That’s a smart thing to do, because a sales letter is your single most valuable and important sales tool.

Why is a sales letter your single most valuable and important sales tool? It’s because a well-written, well-crafted, persuasive and effective sales letter will serve as the nucleus and foundation for the creating of all other sales tools.

A know-it-all network marketer once said to me, “I don’t believe a sales letter is the most important sales tool. The Internet is where it’s all happening. So a web site is the most important sales tool, not some stupid sales letter.”

I asked him, “So, Mr. Know-It-All, tell me the ‘modes of communication’ that are in a web site?”

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“Huh?” he snorted. “I don’t know what you mean?”

“Okay, I’ll make it simple for you,” I said. “A web site may contain text, and/or photos, and/or graphics, and/or audio, and/or video. And of course, all of those modes have many different variables. Now do you know what I mean by ‘modes of communication’?”

“Uhh, yeah, I got it now,” he said.

“Good. Now turn off your know-it-all brain and listen to what I have to say and maybe you’ll learn something,” I told him. “The fact is that just about everyone in network marketing who has ever created a recruiting web site did not have a previously written sales letter to draw from. And that’s the primary reason why most web sites are ineffective.”

“What most web site builders do,” I continued, “is that they start first with the aesthetics. They’re more concerned with layout, colors, and graphics. They then put it all together and throw it all together like the pieces of a puzzle. And the more ‘up-to-date’ the web site builder is, the greater the likelihood they implement the latest gimmicks and gizmos.”

“But the problem is,” I continued, “is that all of those things – graphics, text, audio, video, photos, etc. – must work together synergistically to PERSUADE the web site visitor. And if none of them are persuasive to start with, then they won’t be persuasive as a grouping within a web site.”

“The power of a sales letter,” I continued, “is that all of its elements can be used throughout the web site. Headlines and sub-headlines can be used in many different areas of a web site, as can key sentences and paragraphs. A kick-butt sales letter is the very first thing that should be created by the web builder, then from there the web builder gets the ideas for how to feature all of the persuasive and powerful elements of the sales letter.”

“Does any of this make sense to you, Mr. Know-It-All?” I asked.

“Yes,” he said humbly. “Now I get it.”

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I really get into the marketing consultations . . . because I know how important and valuable they are!

I really get into the marketing consultations that I perform because I know how important and valuable they are.

The fact is that your sales tools must be persuasive, or else you will fail in network marketing.

Another fact is that the sales tools being used by today's network marketer must be better and more persuasive than the sales tools of yesteryear.

Unfortunately, the overwhelming majority of network marketers are using flawed sales tools - - - and they don't even know it!

So like I just said a minute ago, when I'm doing a consultation for someone I really get into it.

There are three ways for me to do a consultation. One way is for me to actually type my comments into the sales letter that's been submitted. But the problem with this method is that my customer can't hear my voice, so they can't hear the inflection I place on key areas. Another problem is that the customer can't ask me questions during the consultation.

A second way is to do the consultation over the telephone, with me and the customer looking at the sales letter. But the problem with this method is that my customer can't write as fast as I talk, so they're bound to miss out on some key notes and points.

The third way to do a consultation is my favorite, because it's the most effective. It's where I record the consultation on a digital recording studio, then send that recording as an MP3 to my customer. The customer then plays the MP3 while they are looking at the sales letter. The customer can hear my voice, and can replay all key areas. They can pause and stop the recording for note taking.

Like I said earlier, I really get into the consultations. I talk into the recorder just as if I am right there sitting with my customer. I'm passionate about what I have to teach, as I've been well-taught in this area and have many years of experience in the writing and crafting of sales letter and text.

A couple of weeks ago I got a fantastic email letter from Carl Prebilski. Carl's a network marketer who lives in Texas City, Texas, a deep-water port city on the gulf. Texas City is southwest of Houston, real close to Galveston.

Perhaps you'll recall that Carl was a runner-up in our recent essay contest? Well, prior to the contest, Carl had sent me an email that contained some keen insight on the importance and value of the marketing consultations. I asked Carl if I could feature his email in this newsletter, and he graciously approved!

Here's the email that Carl sent me . . . I've inserted a few of my own comments (**in the red font**):

Hi Tracy,

Thank you for sending me a recorded marketing consultation on my sales letter. As you know, this is my second attempt and I thought I "got it" the second time.

Some clarification — when a customer’s first sales letter is “off the mark”, I’ll tell them so. I then give them a verbal consultation over the phone, and I give them a courtesy “second chance” to submit another sales letter. I always tell them exactly what they need to do to prepare for the writing of the second sales letter. I do this simply because I hate to see someone waste their marketing consultation on a flawed sales letter.

Your kind words concerning my writing ability are appreciated as well.

Some clarification — Carl writes well! But with his sales letter he wasn’t writing effectively. And I told him so.

However, I like some of your other customers, tend to take offense when you so candidly point out the flaws in my sales letter. You seem mad and even sometimes angry!

Like I’ve said several times earlier, I really get into the consultations. I’m very animated, and need to be, because I need to “get through” to my customers EXACTLY what they need to do to be better, communicate better, and persuade better.

As I kept listening to the recorded consultation, I began to realize that you are just doing what you do best . . . you are TEACHING!!!

You are just like the coach on the football field yelling at his players! Great coaches do this because they are serious about what they are doing and only want what's best for individual players as well as the team.

This is what sets you apart from the so-called "experts". It is so refreshing to listen to you teach the basics instead of some "secret to success" system.

You offer so much more value at a fraction of what these gurus are charging. Keep up the great work and keep on telling the truth!

Sincerely yours,

**Carl Prebilski
Texas City, Texas**

I really appreciate what Carl wrote. Moreover, he's right on the mark. I really do care about my customers, and I'm dead serious about helping them succeed in network marketing. My passion comes through on the consultations.

The value of a sales letter can not be understated. A well-written, well-crafted, persuasive and effective sales letter is your most important and valuable sales tool.

And that is an irrefutable fact!

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