

The Tracy Biller Newsletter

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There is no better alternative. PERIOD.

By Tracy Biller – producer of the Ultimate Success CDs

Two Fridays ago while we were driving over to Knoxville (to watch our son compete in the Southeastern Swim Championships), I got a call on my cell phone from a good buddy of mine. He’s one of the industry’s top earners. To put it bluntly, he’s made a killing in MLM.

He’s been in network marketing since 1989. He floundered for the first two years he was in the business, then in 1991 he learned how to “play the game” of network marketing (just as I did in 1995). From that point on he’s never earned less than a six-figure annual income. Today he’s the #2 earner in his company. Last month his check was just over \$56,000.

Just in case you’re wondering, a \$56K monthly income equates to over \$670,000 a year. Most network marketers would love to earn one-sixth of that amount annually!

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How does he do it?

1. He does it by recruiting other network marketers.
2. He uses the telephone as his initial contact tool.
3. He uses persuasive sales tools.
3. He is an effective communicator and leader.
4. He works his business in 90-day blitzes.
5. He “amps it up” during the two annual Prime Recruiting Seasons.

On his twice-weekly conference call trainings that he does for his downline, he merely expands briefly on the things that are taught on the Ultimate Success CDs. That’s because for the past six years he’s used the Ultimate Success CDs to train his downline.

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He called me just to say hi and to touch base. We chatted for about a half hour. We swapped a few stories about other top earners and what they’re doing, which company they’re with, what kind of deals they struck, etc.

It was fun to catch up on some industry gossip.

As we were talking about all the other top earners we know, it kept occurring to me that every single one of them (and I do mean EVERY SINGLE ONE OF THEM) built their large downlines by recruiting other network marketing distributors.

The other day a distributor called me to ask a question. He asked, “Tracy, my sponsor is really into ‘attraction marketing’. His web site makes him look like he’s some big earner, although his downline is no bigger today than it was two years ago when he got into attraction marketing and I know for a fact that he’s struggling financially. He says he doesn’t believe that recruiting MLM distributors is the most powerful recruiting strategy. What should I say to him?”

My answer to him was this, “Simply ask him, ‘What’s the alternative that you believe is more powerful, more profitable, and more proven?’ And then don’t say another word. Just wait for an answer.”

He said, “That’s it?”

And I replied, “Yes, that’s it. Regardless of what he believes, whatever answer he gives you is false. There is no better alternative. And many times when faced with such a question, the other person may see the error of their belief. And if they don’t see the error of their belief, which may happen from time to time, then you don’t want to work with them anyway.”

He asked, “What exactly do you mean by ‘the error of their belief?’”

I replied, “I’ll teach you what I mean by role-playing this thing out. Suppose you are my sponsor and you’ve just told me that you don’t believe that recruiting MLM distributors is the most powerful recruiting strategy for quickly building a large downline. My question to you is this: ‘What’s the alternative to recruiting MLM distributors?’”

He answered, “Well, the alternative is to recruit people who are not MLM distributors.”

I said, “That’s correct. The alternative to recruiting MLM distributors is to recruit non-MLM distributors. Every person in MLM who desires to build a large downline must choose from only two groups of people when recruiting: MLM distributors and non-MLM distributors.”

He said, “Wow! It’s so simple. And it’s really a no-brainer.”

I replied, “Indeed it is simple, and you’re right, it really is a no-brainer. And that’s why many smart people screw it up. You see, it’s so simple and so logical and so rational that many smart people do not get it. They think there’s more to it, or that there’s some other secret, or that there’s some other hidden strategy. And I’m telling you there is no other ‘secret’ strategy. This is it. This is as simple and powerful and proven as it gets. The bottom line is this: if you want to build a large downline quickly, then you must recruit MLM distributors, you must use the phone as your initial contact tool, you must use persuasive sales tools, and so on. There is no better alternative.”

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