

The Tracy Biller Newsletter

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THIS is your competition! – #10

Another tale about goofball distributors!

By Tracy Biller – producer of the Ultimate Success CDs

This is my tenth newsletter titled “This is your competition!” The first nine such newsletters were immensely popular with my customers and subscribers.

But before I get to the goofball, I want to point out the fact that in the network marketing industry **“THERE IS NO COMPETITION AT THE TOP.”**

Read and memorize this quote:

In network marketing there is absolutely NO competition at the top.

Your competition is at the ‘bottom’ where you find all of the people who are not teachable, who have little or no desire to succeed, who are

lazy, who procrastinate, who over-analyze, who are easily distracted, and/or who are not honest with themselves.

– Tracy Biller

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The fact that there is no competition “at the top” goes hand-in-hand with what I teach in my **FREE** report titled “**The 10 Factors For Guaranteed Network Marketing Success.**” If you haven’t heard or read this free report, then you should, and so should everyone in your downline. Many leaders email this free report – both the MP3 and the PDF transcript to their downlines. Both are available at my web site.

Now . . . a true story about several goofball distributors.

Remember this fact as you’re reading about them: THIS is your competition!

Enjoy!!!

Irresponsibility leads to failure. Always has. Always will.

One of my customers who purchased a Summer Sizzler Package wanted me to apply the consultation on an audio-visual presentation he had created. The 6-minute presentation was so absolutely ineffective that I told him that I hated to see him waste his consultation on it. I told him he should re-do it, and I gave him a bunch of tips and suggestions.

Weeks later, he re-submitted his sales tool. Once again, it was very ineffective. Candidly, it sucked. There were many things wrong with it, so many that I could write 20 pages on all that needed to be changed. In fact, I told him to dump the whole thing and start over.

This situation was perplexing to me. I couldn't understand how someone could fail so badly. I suspected there was something funny going on, but couldn't put my finger on it.

One thing that stood out was that his presentation contained absolutely nothing specific about the company or the products. Moreover, his presentation was "bland" and "dull"; it had absolutely no passion or "soul" in its message. And yet he had worked well over 100 hours on the presentation.

The main "theme" of the presentation was some mish-mash about his "team". (In fact, even today he still adheres to the belief that he will succeed by pitching a "team" rather than a lucrative home business opportunity.)

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After the consultation, I chatted with him for a while. Near the end of the conversation I asked him, “So how long have you been with your company?”

His answer shocked me. He said, “I’m not in it yet. I’m waiting until I have all my ducks lined up.”

Like I said, his answer shocked me. I said, “Wait a minute!!!! You’re not even signed up yet? What are you waiting on???”

His non-answer was both silly and immature. And it was full of self-worth nonsense.

I should have guessed. Here’s a fellow who thinks he knows everything about anything, and yet he hasn’t even signed up with his company, he hasn’t even tried a single product, who doesn’t even have a fundamental understanding of anything the company is doing, trying to make a persuasive sales tool.

I told him that he was being grossly irresponsible, that he needed to join his company immediately.

That was nearly a week ago. He still hasn’t joined. My guess is that he’s working diligently on his presentation, trying to get everything “perfect” before he joins.

He is an irresponsible fool. And there are others like him throughout the industry. If you have a prospect or downline person who is like this, cut them off. Don’t waste a single second with such a person.

Self-imposed confusion.

Three weeks ago a fellow called me recently and said he was “confused”. He said that he had heard my CDs about a year ago, but never did anything that I taught. He said he got caught up in the “attraction marketing” hype, did it for ten months, then stopped doing it because he didn’t sign up anyone. He said that for the past two months he’s been doing “affiliate marketing” but that it wasn’t working either.

He said his one upline guru told him to do parties.

He said his other upline big earner said to recruit his warm market.

He said another upline top gun said to go after business people.

Soooooooooooo . . . he ends up calling me and says, “I’m confused about what to do.”

I asked him a simple question: “Have you heard my CDs?”

He said he had, but had forgotten what’s on them.

I said, “What I’m about to do you may perceive as mean-spirited. It is anything but mean-spirited. First, your confusion is 100% self-imposed. It’s a result of you not being able to control your own thinking. Second, you lack the ability to use your own sense of common sense. Thirdly, unless you starting “thinking”, you’ll forever fail in network marketing. And lastly, my advice to you is that you go to Wal-Mart, you buy two plungers, you go home and put one plunger to each ear, and you plunge out all the network marketing crap that’s accumulated in your brain. Then you need to sit down on your butt and listen to my CDs while taking copious notes. Don’t call me again until that’s done. Good bye.”

I then hung up the phone.

I don’t know if he’ll do as I teach. But I do know that all of his confusion is 100% self-imposed, and for the reasons I told him.

There are many like him throughout the industry. Because they don’t think for themselves, they are easily swayed to “try” the next great thing. They are like candles in the wind, leaning to whichever way the wind blows.

All you can do with people like this is in blunt terms tell them what to do, then let them go. They either do it, or they don’t. You have no control over the situation.

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