

The Tracy Biller Newsletter

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This is your competition!

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

For years I’ve been telling network marketers that there is **“NO COMPETITION AT THE TOP.”**

Here’s my actual quote:

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

“Your competition is at the ‘bottom’ . . . because that’s 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, and/or who are not honest with themselves.”

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

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transcript to their downlines. You can get both at this link:
<http://www.ultimatesuccesscds.com/10factors>.

A distributor named “Goofball” is your competition!

What I’m about to share with you happened just last week with a network marketing distributor whom I’ll call “Goofball”.

Goofball represents many of the people who are at the “bottom” of network marketing.

It is people like Goofball who are your competition in network marketing.

First . . . some background.

Goofball became a customer of mine way back on September 20, 2007 (two years and two months ago). It was on that day when he purchased from me a large leads/training package that contained a complete set of Ultimate Success CDs and approximately 100,000 leads (from genealogy reports and distributor lists).

We were running a big special at the time. The total cost of Goofball’s package was \$99. That’s all for a complete set of Ultimate Success CDs and 100,000 leads.

Again please note . . . Goofball made the purchase over two years ago!

Two years went by, and I heard nothing from Goofball. No phone call(s) and no email(s).

And then last week, over two years since he received his CDs and leads, he sent me an email.

Here’s what Goofball wrote:

I purchased a list about 6 months ago from you for Network marketing. I have gone through the list and found that I am averaging only about 20% good contacts. I have gone through phone numbers. I am very disappointed with this list as a reasonable list should be approx 80% good.

I emailed Goofball back and here's what I told him:

Dear Goofball,

1. You didn't buy the leads from me "6 months ago". You purchased the leads over two (2) years ago on September 20, 2007.

2. You paid \$99 for the entire package. The CDs alone cost \$80. That's means you spent \$19 for 100,000 leads. HOWEVER, I have ALWAYS given my customers more leads than what they actually purchased. In your case, you actually received 105,000 leads.

3. You and I both know that you did NOT go through all 105,000 leads. The fact is that you bought the leads approximately 790 days ago. To go through the entire list means that you average making 133 calls per day for each of those 790 days. We both know that didn't happen.

4. You and I both know that your claim that "20%" of the leads are "good contacts" is false. But even if it's true, then that means that a whopping 21,000 of your leads are "good". Which means you bought 21,000 "good" leads for a mere \$19. But again as we both know, your claim is false.

Assuming that you prospected them correctly, and that you got a 35% "yes ratio" with your "30-second pitch", then about 7,350 of them would have agreed to taking a look at your program. Assuming that your sales tools are persuasive, and that you followed up diligently, and that your communications skills are effective, then you should have signed up about 1,470 people.

5. Had you listened to your Ultimate Success CDs and had you correctly applied what you learned over the past two years, then you would of built a big downline that was producing much sales volume, from which you'd be receiving large monthly commission checks. But that's not happening, is it? And you have only yourself to blame.

In conclusion, you A) did not listen to and/or did not learn anything from your Ultimate Success CDs, B) did not go

through all 105,000 leads (not even close!), and C) haven't a clue how many leads are "good" or "not good".

Feel free to call me to discuss this further.

Sincerely,

Tracy Biller

Not surprising, Goofball hasn't got back to me.

What you MUST understand is that Goofball and people like Goofball are your competition in network marketing.

People like Goofball are not teachable, and/or they don't correctly apply what they've learned, and/or they are lazy, and/or they procrastinate, and/or they are not honest with themselves, etc. etc. etc.

People like Goofball are your competition in this industry!

Sincerely,

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