

The Tracy Biller Newsletter

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This one tip can make you rich!

Dear Network Marketer,

Last week I went to one of the practices of the Tennessee Titans that was “open-to-the-public”. It was awesome!

After about an hour of watching those NFL players practice, something dawned on me. Every single one of the players was a star on their high school football team.

And every one of them was a star on their college football team.

Throughout their high school and college careers, every single one of them was all-league, all-conference, all-state, all-this and all-that.

They are NFL players. They are the best of the best. They have reached the top of their profession.

What dawned on me was that these Tennessee Titans players – the linemen, the receivers, the defensive backs, the linebackers, the running backs, the quarterbacks, the kickers – they were doing some of the very same drills and working on the very same fundamentals that kids do in Pop Warner, junior high, high school football, and college football.

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Think about it! Even though these athletes are at the top of their sport, they are still working on the same basic fundamentals in an effort to become even better than what they already are.

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Last month I attended a qualifier golf tournament for the U.S. Senior Open. It was held here in Nashville. About forty of this region's greatest amateur golfers age 50 and over played in this tournament. The golfer with the lowest score earned a spot to play in the U.S. Senior Open.

I arrived early to watch the golfers warm-up on the practice range. As I watched them prepare for their round something dawned on me.

Every single one of the players carries a low single-digit handicap; most of them are "scratch" golfers.

Every one of them throughout their career has won many local club tournaments; most of them have been a "club champion".

Virtually every one of them has been playing golf for many years; most have been playing the game since they were kids; most played golf in high school and college.

What dawned on me was that these great golfers who were vying for a spot in the U.S. Open were doing some of the very same drills that beginning golfers are taught to do.

They were working on the very same fundamentals that junior high, high school, and college golfers work on.

Think about it! Even those these men are all top notch golfers, they are still working on the same basic fundamentals in an effort to become even better than what they already are.

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I've named this newsletter "This one tip can make you rich."

Do you know what that tip is?

The tip is found in the examples I gave of the football players and the golfers.

It should be obvious.

Most people will think that the tip is “practice, practice, and practice” because I pointed out that these great football players and golfers are constantly practicing the fundamentals of their respective sports.

But first, they had to learn something prior to practicing those fundamentals.

What did they have to learn?

They had to learn those fundamentals. And once they learned them, they practiced and practiced and practiced over and over and over to master those fundamentals.

Sadly, the overwhelming majority of success-seeking network marketers will never learn those critical fundamentals that are necessary for success.

The tip is this: learn the fundamentals.

- Learn who to recruit.
- Learn how to recruit.
- Learn to communicate effectively.
- Learn to persuade effectively.
- Learn to lead.
- Learn to do a 90-day blitz.
- Learn to create sales volume.
- Learn to be self-motivated.

These are the fundamentals that are necessary for succeeding in network marketing.

If your goal is to earn \$5,000 a month or \$10,000 a month or more, then you must learn the fundamentals.

I talk with network marketers daily who have a set of Ultimate Success CDs, yet they haven't a clue what the fundamentals are. They either haven't listened to the CDs, or they listened once or twice while they were doing something else, or they didn't take notes, etc.

They don't know the fundamentals, and they are failing.

If you do not learn the fundamentals, then you will fail.

Sincerely,

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