

# The Tracy Biller Newsletter

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## The Truth About Genealogy Leads

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

If you are “hitting your target market” – meaning that you are recruiting from genealogy leads other network marketers from genealogy reports (as I teach on the **Momentum CD**) – and yet you are still failing, **then the reason for your failure is not the leads.**

The reason you are failing is because of one thing or a combination of things such as:

1. poor work ethic
2. poor communication skills
3. lack of consistent application
4. ineffective sales and marketing tools
5. flawed application of effective strategies and tactics
6. Etc.

Way too often network marketers who are unsuccessfully recruiting from genealogy reports blame the leads for their failure.

But as I teach, leads that come from genealogy reports are “only as good as the person working them.”

For example, right now at the Ultimate Success CDs web site we are offering a variety of “target market” leads packages. The people who invest in these packages will fall into one of three categories: the “Do Nothings”, the “Ineffectives”, and the “Successful”.

### **The DO NOTHINGS (about 80%)**

About 80% of the people who invest in leads packages do nothing with the leads. More often than not, these are the same people who invest in training CDs and never listen to them.

### **The INEFFECTIVES (about 15%)**

About 15% of the people who invest in leads packages work the leads incorrectly, and thus their efforts are ineffective.

### **The SUCCESSFUL (about 5%)**

About 5% of the people who invest in leads packages will succeed. The reason these people succeed is because they’ve listen to the Ultimate Success CDs repeatedly, they’ve learned the material, and they’ve applied the strategies and tactics correctly on a consistent daily basis.

These percentages do **NOT** reflect upon the quality of the leads. These percentages merely reflect human nature.

I call it the “Human Nature Factor”.

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The human nature factor applies to people who have purchased home fitness equipment.

About 80% of all people who purchase some sort of home fitness equipment don’t use it.

About 15% of them use it a little bit, off and on, and thus get little or no results.

About 5% of them use the equipment on a consistent basis, and they will get results.

The human nature factor applies to those people who have purchased Ultimate Success CDs or any other network marketing training program.

About 80% of them will never listen to the training.

About 15% of them will listen to some of it.

And about 5% of them will listen to the entire training and apply what they learned.

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So . . . what's the truth about genealogy leads?

The truth about genealogy leads is this:

**Leads from genealogy reports are only  
as good as the person working them.**

With this in mind, here's the truth about the competition you face in network marketing:

**In network marketing there is no competition  
at the top.**

**In network marketing the competition is “at  
the bottom” with all of the people who are lazy,  
who procrastinate, who make poor decisions,  
who allow distractions to get in their way, who  
are scared of success and/or who are scared of  
failure.**

**There are many more people at the bottom  
than at the top, which is why it's so easy to rise  
to the top! All you have to do is acquire**

**competent and effective training, and apply what you learn.**

The previous paragraph – as simple as it is – tells a person exactly what they need to do to succeed in network marketing . . . and yet about 80% of the people who read it will do nothing . . . about 15% will do a little but not enough . . . and about 5% will make the decision to get off their butts and acquire the training they need, they'll apply what they learn, and they'll make money as a result.

Make the decision right now to be in the 5% group. It's a choice you make, as simple as turning on a light!

Sincerely,

Tracy Biller

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Tracy Biller's "Success-Training" newsletter is published and distributed by:

**Owens & Lane Publishing, LLC**  
**P.O. Box 1752**  
**Hendersonville, TN 37077**