

# The Tracy Biller Newsletter

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## The TRUTH about your leads inventory.

**A \$10,000-per-month income requires lots of leads.**

*By Tracy Biller – producer of the Ultimate Success CDs*

Dear Network Marketer,

Most network marketers are clueless about how many leads they need to succeed.

I mean they are **TOTALLY CLUELESS!!!!**

For example, I spoke with a lady just last week who said she’s “pumped up and ready to go” on January 2, the first day of the next Prime Recruiting Season. I asked her how many leads she has in her inventory? She said she has fifteen leads.

“Fifteen?” I asked. “Do you think that’s a lot?”

“Oh, yes! It’s plenty!” she replied.

I asked her sarcastically, “So, what are you going to do after the first hour of calling?”

She didn’t get the joke.

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Check out the Ultimate Success CDs web site for the current leads specials and money-saving offers!

Be sure to sign up for my free newsletters and audio trainings if you haven't done so already!

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Just this morning I was talking with a fellow who is getting ready for the upcoming Prime Recruiting Season. I asked him how many leads he has? He said he has 100 leads.

I asked him sarcastically, "So, what are you going to do after the first day of calling?"

He didn't get the joke. He said he was going to go through the 100 leads, then get some more based on how it went with the first 100 leads.

Like I said, most network marketers are totally clueless about how many leads they need to succeed.

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### Consider the following statistics:

- 74% of all network marketers think 100 leads is enough to succeed.
- 11% of all network marketers think 500 leads is enough to succeed.
- 8% of all network marketers think 1,000 leads is enough to succeed.
- 6% of all network marketers think 3,000 leads is enough to succeed.

The fact is that **all** of them are wrong. It takes many more leads to succeed.

Only 1% of all network marketers know how many leads they need to succeed.

And when you're finished reading this newsletter, you too, will know how many leads you need to succeed in order to make \$10,000-a-month in network marketing.

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## **So how many leads do you need to succeed and make a five-figure monthly income in network marketing?**

To answer that question, we'll need to do some simple math.

Let's pretend that today you are launching your first 90-Day-Blitz and that your goal is to make a five-figure (\$10,000+) monthly income in network marketing in eight months or less.

If you are truly serious about making \$10,000+ per month in eight months or less and you just aren't blowing smoke, then you need to make an average of 250 dials per day, six days a week, starting today and ending 90 days from today. Then you need to do a second 90-day blitz and do the same thing. Then you do a third 90-day blitz.

**CLARIFICATION: Way too many network marketers who don't pay attention to what words actually mean think that when I say**

**they must DIAL 250 numbers a day that they have to TALK to 250 people per day.**

**Not once have I taught that you “talk” to 250 people a day.**

**What I teach is that you need to DIAL 250 numbers per day. Of those 250 dials, you’ll reach some people live, you’ll get some voice mails, you’ll get some ring tones that never answer, and you’ll get some wrong numbers and disconnects.**

250 numbers dialed per day sounds like a lot, but it isn’t. Not at all!

If you do as I teach on the Ultimate Success CDs, then you’re talking about dialing for 4-5 hours a day, give or take a few minutes.

Of course, those people who are easily distracted and/or who have a poor work ethic and/or who piddle diddle around will never be able to make 250 dials per day. They’ll be lucky if they make 5-10 dials per day!

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During a 90-Day-Blitz you’ll be working six days a week. Plus there may be a holiday or two, plus there may be other days when you simply can’t work your business. So it’s fair to assume that during the typical 90-Day-Blitz you’ll actually be working on about 75 of the days.

**75 work days x 250 dials per day = 18,750 leads needed**

Simple math shows that you'll need a minimum of 18,750 leads. But that's only for your first 90-Day-Blitz. You'll also need leads for your second, third, fourth 90-Day-Blitzes.

You should be doing four (4) 90-Day-Blitzes per year. So simple math shows that in one year you will need 75,000 target market leads.

**18,750 leads x four 90-Day-Blitzes in one year = 75,000 leads needed**

HOWEVER . . . you'll actually need MORE leads than that, as you must always have a large inventory of leads to distribute to your ever-expanding downline!

## **Unrealistic expectations lead to failure.**

Unfortunately, the typical network marketer starts choking and making gagging sounds when they hear that they need 18,750 leads for one 90-Day-Blitz.

A few of them may even pass out. (I'm just kidding!)

Joking aside, the problem is that most network marketers have unrealistic expectations about what it takes to succeed. 99% of all network marketers think that 100 leads to 3,000 leads is a lot of leads.

**Sadly, their unrealistic expectations lead to failure.**

I talked with a lady two weeks ago who told me she has 300 leads in her inventory. She said she thinks it's enough for her to succeed.

A fellow I spoke with last Thursday said he has 1,000 leads in his inventory. He said he thinks it's enough for him to succeed.

Then there's the lady I spoke with last week that has 15 leads, and the fellow I spoke with this morning who has 100 leads. They both think they have enough leads to succeed.

The sad truth is that not one of these people will succeed with the small number of leads they have. All of them will fall flat on their faces and fail. And then they'll

do like most network marketers who have failed: they'll blame the leads, and/or they'll blame their company, and/or they'll blame their upline, etc. etc. etc.

## **The “I’ll start small” strategy always leads to failure.**

The fact is that the typical network marketer doesn't want to accept the fact that they need lots of leads, even if it's explained to them using perfect logic (as I've done in this newsletter). So what the typical network marketer says to himself is, “Well, I'll start small and work up to it. I'll get a few leads now to ‘try it out’ and see how things go.”

Of course, such a mindset leads to failure. It always does.

## **Learn from the World’s Best Phone Dogs!**

[www.UltimateSuccessCDs.com/AudioTraining](http://www.UltimateSuccessCDs.com/AudioTraining)

Several years ago I had the unique experience of observing over a three-week period a select group of phone salesmen, known as "The Phone Dogs". Because of their mastery of the 30-second-pitch, their mastery of using their voices, and their mastery of focus, control, dedication, and expectations, the Phone Dogs all earn \$100K-\$250K+ annually, all the while working less than 30 hours a week. I made an advanced audio recording called “Telephone Tips from the World’s Best Phone Dogs!” It's available at my web site. If you haven't heard it, then you should, and so should everyone in your downline. If you've already heard it, then you should hear it again. Click on this link, then scroll down to the free audio:

[www.UltimateSuccessCDs.com/AudioTraining](http://www.UltimateSuccessCDs.com/AudioTraining)

## **You’ve got to prepare to succeed.**

Preparing to succeed in network marketing means that you learn what needs to be learned, and then you acquire what needs to be acquired. It's that simple.

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