

# The Tracy Biller Newsletter

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## Two Web Sites Are Needed!

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Dear Network Marketer,

I just got off the phone with a distributor who called me to ask if I'd take a look at his replicated web site (the one his company provides for him). He didn't think it was persuasive, and wanted to know if I thought the same.

I looked at it. He's right. It's not persuasive. Not at all. It sucks. I told him so.

He asked me what he should do?

I told him to do as I teach on my Persuasion CD.

He asked me if I thought he should contact his company and tell them that their replicated web site isn't persuasive?

I told him absolutely!

We continued discussing web sites for a few more minutes.

I told him that a network marketing company should create two web sites for distributors to use.

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**Two Web Sites Are Needed!**

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One web site is strictly for distributors. It features much promotional information, promotional newsletters, a promotional events calendar, and a continual stream of pre-promotion for impending events. (My frequent use of the word ‘promotion’ is intentional!) This promotional distributor-targeted web site has one objective, that being to “keep distributors in the deal” by doing three things: 1) providing ongoing promotional information, 2) creating excitement and possibility, and 3) continual pre-promotion of impending events.

The other web site should be for distributors to send their prospects to. This web site must be persuasive. It’s single objective should be to persuade the prospect to join. Nothing else.

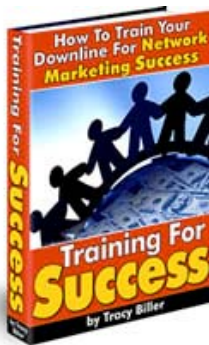
Sadly, most network marketers are sending their prospects to web sites that are ineffective (not persuasive) and they don’t even know it.

Sincerely,

Tracy Biller

email: [Tracy@UltimateSuccessCDs.com](mailto:Tracy@UltimateSuccessCDs.com)

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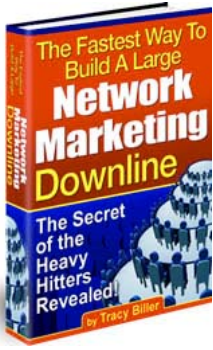


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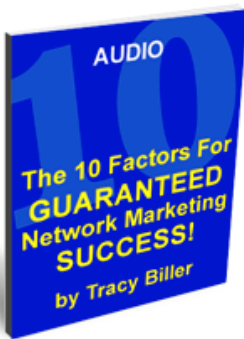


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