

# The Tracy Biller Newsletter

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## Use an Audio Advertisement!

Dear Network Marketer,

In the title of this newsletter I use the term “Audio Advertisement”.

What I’m talking about is the simple “Voice Mail Pitch” that should be one of your sales tools, as taught on my Ultimate Success CDs. This is where you get a voice mail service that offers a 5-10 minute outgoing message, and you record an audio presentation. Hence, it’s an “audio advertisement”.

The objective of your audio advertisement is the same as any audio advertisement that you hear on the radio, that being to PERSUADE the listener to do, think, feel, and believe what you want them to.

In this case, you want your audio advertisement to persuade the listener to DO something, that being to JOIN your network marketing company.

Over the past several years, the use of audio advertisements has diminished, due in part to the use of the Internet (email, web sites, flash videos, Power-Point presentations, and other tools).

And that’s a shame, because an audio advertisement may very well be MORE EFFECTIVE than all of those tools that are on a web site.

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### Use an Audio Advertisement.

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## **A top earner advocates using the voice mail pitch.**

What inspired me to write this newsletter is that several days ago a customer sent me a link to a web site that featured the recording of a recent training call conducted by one of the industry's all-time top earners of all time. It's estimated he earned over eleven million dollars over a five-year span with his current company.

On the recording of the training call, he told his downline the following:

"People are always asking me what sales tools I use to get people to join my downline. I know that everyone's in love with web sites and all, and the popularity of web sites has skyrocketed over the past decade. But I don't think a web site and all it features is as effective as a good old-fashioned voice mail recording.

"Yeah, I'm sure a lot of you are rolling your eyes right now, thinking that I'm old school. But the very people who are rolling their eyes are the ones who are continually failing in network marketing. So pay attention to what I say...

"I mean, think about it. There's so much going on at a typical network marketing web site that if just one small element of it is unappealing to the visitor, then they're going to click their mouse and hightail it out of there and go on to another site. And that's because people on the Internet have a very little attention span, and that's a proven fact.

"But with a recorded voice mail advertisement, it's just a voice and words. There's nothing else to cause a distraction. Just a voice and the words. And if the voice sounds great and if the script is great, then people will listen to the recording. And a voice mail advertisement is more accessible today than ever before, because just about everybody has a cell phone.

"Of the hundreds of people I've sponsored into this company, well over 90% of them heard my voice mail message before I turned them on to anything else.

"So if you're not using a voice mail advertisement, then you should, for the reasons I've given you. But if I haven't convinced you yet, then think about this: a person can visit a web site and not be fully engaged. But a person must be engaged to hear something."

What he said in that last paragraph is 100% true, and I had it explained to me once by a famous direct marketer. He said when watching television, a person is “passively engaged”. But when someone is listening to someone speaking, like a talk radio program, the person is “actively engaged”.

That’s why, he said, a person can’t have a talk radio program on “in the background” and expect to actually hear any of the content. A person either hears what is said, or doesn’t. There’s no in-between.

And that’s what makes a recorded voice mail pitch so effective, assuming of course, that the voice sounds great and the script is great. That’s also assuming that the script “grabs” the listener’s attention from the very beginning, and holds that attention through the duration of the recording.

Both times when I built my two large downlines, the primary sales tool my downline and I used was a recorded voice mail pitch. And if I were starting from scratch to build a downline right now today, you can bet that I’d write the script and then I’d record one heckuva voice mail pitch.

Think about how easy it is to say to a prospect, “John, write this number down: 615-555-5555. Call that number right now. It’s a five minute recording that will get you more excited than anything you’ve ever heard in your life!”

Yep, it’s pretty easy!

(Tip: Use your yellow pages or a search engine to find a good voice mail service.)

Sincerely,

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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**