

The Tracy Biller Newsletter

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Want proof? Just look around!

Dear Network Marketer,

Read the following imaginary scenario carefully, and while doing so know in your mind that this sort of thing happens **ALL THE TIME** in the network marketing industry.

1. John and Tom decide to start a network marketing company. They name the company “ABC Products”.
2. John and Tom’s primary goal is the same as every other network marketing company owners: with ABC they want to **make a profit**, and they want to become profitable as **quickly as possible** so that they are not operating the company at a loss.
3. In order for ABC to quickly be profitable, it must **sell lots of its products** quickly.
5. In order for ABC to sell lots of its products quickly, it must have **lots of distributors** come on board in a very short time.

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6. John and Tom know that in order for lots of distributors to come on board in a very short time, they need to recruit some Heavy Hitters to join their company, as those Heavy Hitters know **many other network marketers** they can quickly bring on board.

7. John and Tom canvass the network marketing industry, seeking “free agent” Heavy Hitters [those who are looking to join another company]. John and Tom fly in some Heavy Hitters, they “wine & dine” them, they do their best to persuade the Heavy Hitters to join ABC, and they make special offers to the Heavy Hitters. Some of the Heavy Hitters join ABC while some do not.

8. The Heavy Hitters who join ABC go to work and build their big downlines quickly, the ABC company becomes profitable quickly, and John and Tom are happy company owners!

The above scenario happens all the time!

The scenario you just read happens all the time in the network marketing industry. In fact over the past 30 years, it’s how 99% of all network marketing companies got their start.

Of the previous eight points, the one that you should read a second time is #8. Here it is again:

8. The Heavy Hitters who join ABC go to work and build their big downlines quickly, the ABC company becomes profitable quickly, and John and Tom are happy!

The key words in that paragraph are “**build their big downlines quickly**”.

When reading that paragraph you should have asked yourself, “How are they building their big downlines quickly?”

And of course, the answer is, “They recruit ONLY people who’ve been in network marketing.” In other words, they recruit the TARGET MARKET.

Don't be a "candle in the wind".

Most failing network marketers are like a candle in the wind. Like a flame that leans to whichever way the wind blows, the failing network marketers gravitate to the so-called "next great strategy" for succeeding in network marketing.

What these failing network marketers simply don't understand is that there is no "next great strategy" for succeeding in network marketing.

What these failing network marketers don't understand is that there is ONE and ONLY ONE time-proven strategy for building a downline quickly. It's the most proven, productive, and profitable recruiting strategy in the history of network marketing.

It's the strategy of recruiting the Target Market — people who already exhibited the desire to do network marketing by virtue of the fact that they've already been in network marketing at least once. It's exactly what's taught on the Ultimate Success CDs.

If you want proof of this, then all you have to do is look around the industry!

Sincerely,

Tracy Biller
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