

# The Tracy Biller Newsletter

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## Why you should study infomercials.

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

Those who have heard my Persuasion CD know that I advocate the constant studying and charting of infomercials.

The reason is simple: because network marketing is all about PERSUASION, you must train your mind to THINK PERSUASIVELY so that you COMMUNICATE PERSUASIVELY. And the studying and charting of infomercials is a great way to accomplish this objective.

With an infomercial you are able to study multiple forms of communication. You are able to study audio and visual.

You are able to study text and dialogue.

You are able to study presentation and delivery.

But most important of all, you are able to study the continuing flow of benefits and information about that which is being sold by the infomercial.

## **Top Infomercials “Hit the Target Market”**

The top producing infomercials all “hit the target market”.

Take for example an infomercial that sells some type of home fitness device. The producer (and the script writer) of such an infomercial knows that it’s easier to sell a home fitness device to someone who has, at sometime in the past, already purchased some type of home fitness device.

As a result, the scripts and production of top producing infomercials are subtly and effectively targeting the “target market”.

With regards to an infomercial that sells a home fitness device, the fact is that studies have shown conclusively that previous purchasers of some sort of home fitness device are more likely to buy another such device.

### **The definition of the “target market”:**

You should commit the definition of the “target market” to memory. Here’s the definition:

**The “target market” is the person(s) who has already shown an interest in what you are selling and/or doing as made evident by the fact that they bought it or did it at some time in the past.**

This is how the top earners are able to repeatedly build large downlines quickly. They do it by hitting the “target market”, exactly as taught on the Ultimate Success CDs.

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