

The Tracy Biller Newsletter

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“You either persuade or fail.”

Dear Network Marketer,

In network marketing, you either persuade or you fail.

Success in network marketing is all about persuasion.

Your email sales letter must PERSUADE.

Your web site must PERSUADE.

The video presentation at your web site must PERSUADE.

Your live recruiting call must PERSUADE.

Your 5-minute voice mail audio advertisement must PERSUADE.

EVERY SINGLE ONE OF YOUR SALES TOOLS MUST PERSUADE.

Even YOU must PERSUADE.

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In network marketing, you either persuade or you fail. There are no exceptions to this rule. If you do not understand and grasp this rule, then you will not succeed in network marketing.

As soon as you are finished reading this newsletter, I encourage you to do two (2) things.

- 1) Look up PERSUADE in a dictionary and read the definition.
- 2) Look up PERSUADE in a thesaurus and read the similar words.

Persuasion is not for the weak-hearted. Everything in life is about persuasion.

You absolutely **MUST EMBRACE** persuasion. It is the key to your success in network marketing.

Sincerely,

Tracy Biller

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