

# The Super Training Calls CD

Scroll down to see the complete list of the 77 Super Training Calls, the topics, and length of each recording.

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# The Super Training Calls CD

Scroll down to see the complete list of the 77 Super Training Calls, the topics, and length of each recording.

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## **"18 Failure-Producing Marketing Mistakes – Part 1"**

Running time: 36 minutes

If your sales and marketing tools contain marketing flaws, then you will fail in network marketing. Unfortunately the majority of network marketers – probably you included – are using sales and marketing tools (i.e. web sites, sales letters, voice mail pitches, etc.) that contain most of the 18 mistakes that are taught on this revealing training call. When you stop making these mistakes, then you'll notice an immediate improvement and increase in your sign-up rate. This MP3 teaches mistakes 1-5 of 18.

## **"18 Failure-Producing Marketing Mistakes – Part 2"**

Running time: 36 minutes

If your sales and marketing tools contain marketing flaws, then you will fail in network marketing. Unfortunately the majority of network marketers – probably you included – are using sales and marketing tools (i.e. web sites, sales letters, voice mail pitches, etc.) that contain most of the 18 mistakes that are taught on this revealing training call. When you stop making these mistakes, then you'll notice an immediate improvement and increase in your sign-up rate. This MP3 teaches mistakes 6-10 of 18.

## **"18 Failure-Producing Marketing Mistakes – Part 3"**

Running time: 26 minutes

If your sales and marketing tools contain marketing flaws, then you will fail in network marketing. Unfortunately the majority of network marketers – probably you included – are using sales and marketing tools (i.e. web sites, sales letters, voice mail pitches, etc.) that contain most of the 18 mistakes that are taught on this revealing training call. When you stop making these mistakes, then you'll notice an immediate improvement and increase in your sign-up rate. This MP3 teaches mistakes 11-14 of 18.

## **"18 Failure-Producing Marketing Mistakes – Part 4 "**

Running time: 35 minutes

If your sales and marketing tools contain marketing flaws, then you will fail in network marketing. Unfortunately the majority of network marketers – probably you included – are using sales and marketing tools (i.e. web sites, sales letters, voice mail pitches, etc.) that contain most of the 18 mistakes that are taught on this revealing training MP3. When you stop making these mistakes, then you'll notice an immediate improvement and increase in your sign-up rate. Part 1 taught mistakes 1-5. Part 2 taught mistakes 6-10. Part 3 taught mistakes 11-14. Part 4 teaches mistakes 15-18.

## **"Advance Your Momentum"**

Running time: 25 minutes

This Super Training MP3 broadcast was conducted for a private audience of 20 successful network marketing leaders, three of whom were earning over \$10,000 a month at the time of the call. On this broadcast you'll hear Tracy teach on several topics ranging from advancing and sustaining momentum, to a variety of strategies and tactics for succeeding in network marketing. Note: each of the leaders on this MP3 had listened to all of Tracy's "Ultimate Success CDs" which allowed Tracy to deliver a lot of advanced training in a rapid-fire manner!

## **"Advanced Communication Training – Part 1"**

Running time: 45 minutes

One of the most important traits that all successful network marketers share is their ability to communicate effectively. Like it or not, it's a fact that the success you achieve in network marketing and the money you make as a result is directly related to your ability to communicate effectively to your prospects and the distributors in your downline. Unfortunately, many network marketers do not communicate effectively even though they think they do. On this MP3 Tracy will teach you the necessary elements and traits that will make you a great communicator. He teaches the three modes of persuasion, and how they are used both when you communicate to your prospects and downline, and in your sales and marketing tools. Tracy also performs a "pitch" to a prospect that shows you both how to get to the point and how to be persuasive. This MP3 is a must hear if you want to succeed in network marketing.

## **"Advanced Communication Training – Part 2"**

Running time: 29 minutes

One of the most important traits that all successful network marketers share is their ability to communicate effectively. Like it or not, it's a fact that the success you achieve in network marketing and the money you make as a result is directly related to your ability to communicate effectively to your prospects and the distributors in your downline. Unfortunately, many network marketers do not communicate effectively even though they think they do. On this MP3 Tracy will teach you the necessary elements and traits that will make you a great communicator. He teaches why you must utilize "blunt and direct" communications not only when you speak with a prospect, but in your sales and marketing tools. Tracy also demonstrates two "pitches" he recently received, and why one was effective while the other failed. This MP3 is a must hear if you want to succeed in network marketing.

## **"Auto Dialers & Predictive Dialers"**

Running time: 26 minutes

On this much anticipated Super Training MP3, Tracy discusses the use of "Autodialers & Predictive Dialers" and why using them may not be in your best interest. As you'll learn on this revealing Super Training MP3, many network marketers mistakenly believe these two devices will enhance their business-building efforts. More important, on this Super Training MP3 you'll also learn more productive ways to build a downline than to rely on these two devices.

## **"Designing an Effective Web Site – Part 1"**

Running time: 42 minutes

The fact is that most of today's network marketers use a replicated web site that has been provided by their company or upline. Unfortunately however, most of these replicated web sites are ineffective. The odds are that you too, are using an ineffective web site, and you will fail as a result. On this highly informative and revealing Super Training MP3, you will learn how to design your own effective web site, one that succeeds in persuading your site's visitors to join you and your company!

## **"Designing an Effective Web Site – Part 2"**

Running time: 54 minutes

The fact is that most of today's network marketers use a replicated web site that has been provided by their company or upline. Unfortunately however, most of these replicated web sites are ineffective. The odds are that you too, are using an ineffective web site, and you will fail as a result. On this highly informative and revealing Super Training MP3, you will learn how to design your own effective web site, one that succeeds in persuading your site's visitors to join you and your company! After the broadcast of this MP3 (and Part 1), Tracy was bombarded with emails and phone calls from network marketers raving about what they heard. One network marketer named Trent Myers said, "Tracy, I got more great information about web site design from your training MP3 than I got from a two-day seminar I attended on web site design last spring ... and that seminar cost me \$750."

## **"Designing an Effective Web Site – Part 3"**

Running time: 39 minutes

On two previous Super Training MP3 ("Designing An Effective Web Site" – Parts 1 & 2), Tracy taught specific ways to make a web site more effective (i.e. "more persuasive"). As he pointed out repeatedly, most of today's network marketers use a replicated web site that has been provided by their company or upline. Unfortunately however, most of these replicated web sites are ineffective. The odds are that you too, are using an ineffective web site, and you will fail as a result. Your recruiting web site is a "communication tool", and it needs to have an objective, that being to "persuade" the prospect to join you and your company. On this Super Training MP3 you will learn five (5) basic elements that will greatly enhance the effectiveness and persuasiveness of your web site.

## **"Five Rules For Creating Successful Headlines"**

Running time: 45 minutes

A powerful headline is over 90% responsible for the success or failure of your marketing message. Your web site should have a headline. Your email and fax sales letters should have a headline. And although your voice mail and conference calls are "heard" by the prospect, a "headline" should be stated at the beginning and reinforced throughout the broadcast. A powerful and effective headline is so important, that creating one is a process worth mastering. On this Super Training MP3 you will learn the five rules for creating successful headlines.

## **"Five Steps To Becoming Passionate About Your Dream"**

Running time: 35 minutes

Most network marketers are not truly “passionate” about the dream of earning big money and having more free time. Moreover, of the ones who want to be passionate about their dream, most of them don’t even know “how” to become passionate. This is made evident by the fact that less than 5% of all network marketers make the decision (i.e. “choose”) to acquire the training they need to succeed. And of the ones who do choose to acquire the right training, even fewer actually apply what they’ve learned. It’s because they are not truly “passionate” about their dream. On this revealing MP3, you will learn the five steps to becoming passionate about your dream, which will in turn cause you to make the choices necessary to become successful in network marketing.

## **"Five Success-Producing Philosophies"**

Running time: 41 minutes

Along with all of the strategies and tactics necessary for your success, there are five (5) powerful success-producing philosophies that you must learn, accept, and apply. Otherwise, you will fail. On this MP3 you will learn these five critically important philosophies, and how they will cause you to succeed in network marketing. If making big money in network marketing is your goal, then this is a MP3 that you and your entire downline do not want to miss.

## **"Five Things You Must Do In Order To Achieve a Successful Prime Recruiting Season"**

Running time: 59 minutes

During each calendar year there are two “Prime Recruiting Seasons”. The first one begins in early January and ends in late May; the second one begins in early September and ends in mid-December. As history has shown us, it is during the Prime Recruiting Seasons when you and your downline leaders should realize the most productivity and growth in your downlines, both in terms of the increases of new people coming into your downline organizations and the increases in organizational sales volume. Although most network marketers are aware of the two Prime Recruiting Seasons, very few of them actually do what is necessary to achieve successful Prime Recruiting Seasons. On this informative Super Training MP3 you and your downline will learn the five things you must do in order to achieve a successful Prime Recruiting Season.

## **"Flawed Perceptions = Guaranteed Failure" – Part 1**

Running time: 34 minutes

The longer a person has been in network marketing, the greater the likelihood that they’ve been taught flawed “strategies, tactics, philosophies and conditions”, any of which leads to “flawed perceptions”, which then leads to “guaranteed failure.” On this Super Training MP3 you will learn of ten “flawed perceptions” that lead to failure. It’s important you know what these ten “flawed perceptions” are because no doubt people in your downline will have them, thus you must be able to correct them and put them on the right path to success.

## **"How To Answer The Prospect's Questions"**

Running time: 46 minutes

Your prospect has questions about your company that must be answered in your sales and marketing tools. Questions such as: “What is your company?” – “What does your company do?” – “What are the benefits for me if I join your company?” – “What are the products?” – “How do I make money with your company?” – “How much can I make?” – “What will I be doing?” – “Can I do this?” – etc. On this Super Training MP3 you will learn how to correctly and persuasively answer these questions.

## **"How To Be a '10' in Network Marketing"**

Running time: 23 minutes

There's a “fine line” between being a “10” in network marketing, and being anything less. To be a “10” in network marketing requires several elements, each of which is simple to acquire, and easy to implement. Whether your goal is to earn \$5,000 a month, or \$10,000 a month and more in network marketing, this Super Training MP3 is a must hear for you and your downline.

## **"How To Be Confident & Unafraid"**

Running time: 20 minutes

There are many network marketers who lack confidence, and/or are afraid to “take action”. In this Super Training MP3, Tracy teaches you how easy it is to be confident and unafraid to do the things that need to be done in order to succeed in network marketing. This MP3 is a must hear for your downline if you want to succeed in network marketing.

## **"How To Become an Effective Network Marketing Salesperson"**

Running time: 49 minutes

The idea that one can succeed in network marketing simply by “sharing information” with other people is stuff of pure fantasy, and is typical of the incompetent and ineffective training that permeates the network marketing industry. The fact is, your success in network marketing – building a large and productive downline and making lots of money – is directly related to your effectiveness as a salesperson. On this Super Training MP3 you will learn the things you must do in order for you to become an effective sales person so that you succeed in network marketing.

## **"How To Choose a Great Network Marketing Company"**

Running time: 53 minutes

On this Super Training MP3 Tracy will teach you how to choose a great network marketing company to represent. Even if you are already with a great network marketing company, you should hear this MP3 as much of what Tracy teaches you'll be able to incorporate into your persuasive sales and marketing tools to persuade your prospect that your company is a great one to join!

## **"How To Choreograph a Live Recruiting Call"**

Running time: 23 minutes

On this highly informative Super Training MP3, Tracy will teach you why most “live recruiting” calls are ineffective. Moreover, he will teach you exactly how to choreograph a live 12-15 minute recruiting call that will succeed in persuading lots of prospects to join your company. As you’ll learn on this MP3, a properly and effectively choreographed live recruiting call is one of the most powerful and productive sales and marketing tools you should use to build your downline. This Super Training MP3 is a must hear if you want to succeed in network marketing. The fact is that the content of this Super Training MP3 will make you lots of money in the months and years to come. (After hearing this Super Training MP3 and learning what makes an effective live recruiting call, many network marketers contacted their companies and uplines to tell them that the live recruiting calls they were producing were ineffective! One person wrote to Tracy, “Because of your training, I was able to analyze my company’s live recruiting call, and was able to see that it was very ineffective. So I called and spoke with the company’s owner, and told him why his call was so bad, and what he should do to make it better. And he did just that! As a result our sign-up rate has greatly increased! I can’t thank you enough for this incredible training! Because of what you taught us about live calls, I am now signing up more people than ever!”)

## **"How To Conduct A 3-Way Call With Downline Prospects"**

Running time: 27 minutes

During the downline-building process, you should always be available to do 3-way calls with your downline’s prospects. In this Super Training MP3, Tracy teaches you the “do’s and don’ts” of how to properly conduct a productive and effective 3-way call with one of your downline’s prospects. This MP3 is a must hear for you and your downline if indeed your goal is to make a lot of money in network marketing.

## **"How To Correctly Analyze Your Recruiting Efforts"**

Running time: 20 minutes

Great athletes always analyze their “statistics” in order to identify those areas in which they are excelling, and those areas that need to be improved upon. Great business leaders and entrepreneurs do the same thing. On this Super Training MP3, Tracy teaches you the importance of analyzing your recruiting efforts, and he teaches you exactly how to analyze your recruiting efforts. This MP3 is a must hear for your downline if you want to succeed in network marketing.

## **"How To Create an Effective Voice Mail Pitch"**

Running time: 37 minutes

As taught on the “Momentum” and “Persuasion” CDs, one of your sales and marketing tools should be a voice mail pitch. In order for a voice mail pitch to be effective it must be both compelling and persuasive. Moreover, it must grab the listener’s attention quickly, and hold their attention throughout, with a call-to-action at the end. On this Super Training MP3 you will not only learn how to create an effective voice mail pitch, but you will hear Tracy deliver his most effective 5-minute voice mail pitch, the one he used to help build his two huge downlines.

## **"How To Create Persuasive and Compelling Headlines"**

Running time: 43 minutes

Your sales and marketing tools that the prospect reads (web site, email and fax sales letter) must have a headline. By that same token, your audio sales and marketing tools (voice mail, conference call, MP3), must utilize a verbal headline. On this informative Super Training MP3 you will learn exactly what a headline must accomplish, and why. You will also learn the eight different kinds of headlines you can use to motivate your prospects, and how to create these headlines. The application of the information you hear on this Super Training MP3 will greatly increase the effectiveness and persuasiveness of your sales and marketing tools so that you sponsor more people!

## **"How To Develop Selling Skills and Attitudes"**

Running time: 53 minutes

Many network marketers are taught the “touchy-feely-feel-good” strategy that in order to succeed in network marketing they simply have to “share” information with other people. Candidly, this is a simplistically flawed and illogical strategy that causes people to fail. The fact is that when you communicate with a prospect(s), either verbally or through the use of your sales and marketing tools, your only objective is to “persuade” them (i.e. “sell them on the merits”) to become involved (i.e. “sign up”) with you and your network marketing company. In order to accomplish this objective and to do so with a high level of competency and achievement, you must develop specific selling skills and attitudes. On this Super Training MP3, you will learn what those skills and attitudes are, and how to develop them.

## **"How To Distinguish Between Features and Benefits"**

Running time: 51 minutes

There’s an old cliché regarding effective sales and marketing tools: “Features tell. Benefits sell.” Indeed, it is “benefits” that “sell” prospects on joining you and your network marketing company, and not “features.” Unfortunately, most network marketers are using sales and marketing tools that are comprised primarily of “features”, and not “benefits”. Moreover, most sales and marketing tools created by the network marketing companies contain mostly “features”, and not “benefits”. When your sales and marketing tools contain mostly features, then you’re hoping that the prospect has both the intelligence and desire to figure out for themselves what they have to gain by joining your program. On this informative and important Super Training MP3, you will learn how to understand the differences between “features” and “benefits”.

## **"How To Find and Use 'Hooks'"**

Running time: 37 minutes

Your sales and marketing tools must contain “hooks” (attention-getters). Moreover, when you speak to a prospect you must include “hooks” in your dialogue. On this Super Training MP3 Tracy will teach you how to find hooks, and how to use them. This call is a “must listen” if you want to make your sales and marketing tools persuasive so that you succeed in network marketing. Moreover, this MP3 is a “must listen” if you are using sales and marketing tools provided to you by your upline and/or company, as you’ll be able to determine if those tools are effective (or not)!

## **"How To Follow-Up and Overcome Objections"**

Running time: 44 minutes

This is a powerful and informative Super Training MP3, one that you and everyone in your downline need to hear. On this MP3 you'll the best way to follow-up, how to handle objections, how to be bold-blunt-and-honest in your communications . . . and a whole lot more! As one distributor wrote to Tracy, "This is the best Super Training MP3 you've ever done, and I've heard them all!"

## **"How To Make Your Sales and Marketing Tools 'Go For The Jugular'"**

Running time: 37 minutes

More than likely the sales and marketing tools you are using are too passive and too "wimpy". They "beat around the bush". As a result they fail to persuade the prospect to join you and your company. Effective and persuasive sales and marketing tools "hit the prospect" immediately and hard, and they appeal to his/her most desired aspirations. Great sales marketing tools immediately "go for the jugular." In this Super Training MP3 you'll learn how to make your sales and marketing tools "go for the jugular" so that you sign up more people more quickly and more frequently.

## **"How To Master the '30-Second Pitch'"**

Running time: 25 minutes

On this dynamic Super Training MP3, Tracy teaches you how to master the "30-Second Pitch", which has continually proven to be the most powerful and productive way to reach your target market. This MP3 is a must hear as the content of this MP3 will make you lots of money in the months and years to come.

## **"How To Provide A Solution To The 'Pain' Your Prospect Is Feeling"**

Running time: 40 minutes

Over 98% of the people who get into network marketing do so because they are feeling "pain" in some area(s) of their lives, and they believe network marketing is the "relief" to their pain. For example, perhaps they want more money and/or more free time. Perhaps they hate their job and want something better. Perhaps they want to be their own boss. Perhaps they want more "control". Whatever their reason is – whatever "pain" they are feeling – in order for your sales and marketing tools to be effective, they absolutely MUST provide a solution to the pain your prospects are feeling. On this valuable and informative Super Training Call, you will learn how to "identify" your prospect's pain, how to make him "feel" the pain, how you can "take the pain away", and how to remind him that if he doesn't get involved with your network marketing company that he will continue to "feel" the pain. This Super Training Call in and of itself can raise the effectiveness of your sales and marketing tools by 80%!

## **"How To Reduce Lag Time"**

Running time: 25 minutes

In this Super Training MP3, Tracy will teach you that while “lag time” will always be present, there are several things you can do to greatly “compress” lag time, with the result being that you will succeed faster in network marketing. The content of this MP3 will make you more productive so that you accomplish much more in less time.

## **"How To Succeed as a Part-Time Network Marketer"**

Running time: 24 minutes

On this Super Training MP3 you will learn that most “part-time” network marketers mistakenly believe that they must be “full-time” in order to succeed and make \$100,000+ a year in network marketing. In this training MP3, Tracy teaches how the part-time networker can leverage their time and efforts to achieve great things easily and quickly. A must hear for you and especially your downline – because most of your downline are part-time networkers!

## **"How To Work The Calendar"**

Running time: 26 minutes

As you will learn on this Super Training MP3, not only must a network marketer properly “work the calendar”, they must persuade their downline to do the same. On this informative MP3, Tracy will teach you the how’s and why’s of working the calendar, plus you will learn why it is critical that you constantly “fill the pipeline” (“keep the sand castle built”). This MP3 is a MUST hear if you want to succeed in network marketing.

## **"How To Write a Powerful and Persuasive Sales Letter"**

Running time: 33 minutes

The information you learn from this remarkable Super Training MP3 will greatly enhance all of your sales and marketing tools, making them more effective and persuasive, which makes it easier for you to succeed in network marketing. As you’ll learn on this Super Training MP3, a well-written and persuasive sales letter can be used as the “nucleus” for the creating of all of your other sales and marketing tools, including your: web site, voice mail presentation, live recruiting call, email sales letter, fax sales letter, etc. Tracy has often said that the content of this MP3 is so valuable, that he could put it on a single CD and create a new Ultimate Success CD.

## **"Increasing Your Productivity"**

Running time: 18 minutes

On this Super Training MP3 you will learn the “Big 15” – a single sentence that contains 15 words that together will teach you how to become much more productive – guaranteed! The result is that when you increase your productivity, you’ll realize a tremendous increase in your commission checks.

## **"Leadership Training For Increased Productivity"**

Running time: 23 minutes

On this Super Training MP3, you'll know exactly what a "network marketing leader" is, and what you must do to become one. Moreover, you'll learn six key applications that you must apply in order to build a large and productive downline. Many network marketers who have built large downlines have told Tracy that this Super Training MP3 is one of most important they have ever heard.

## **"Nine Winning Formulas For Creating Ultimate Headlines"**

Running time: 42 minutes

All of your sales and marketing tools must feature an effective and compelling headline. Even your voice mail pitch, your live conference call, and your "flash presentation" should have a spoken "headline" at the beginning. Creating effective and compelling headlines is an exact science that will reward you with more signups and bigger commission checks. On this Super Training MP3 you will learn nine winning formulas for creating ultimate headlines. These are the same formulas that the top copywriters in the country apply when they create their winning headlines.

## **"Old Dogs Must Learn New Tricks"**

Running time: 24 minutes

On this remarkable Super Training MP3, you will learn the single most important sales strategy that you must utilize if your goal is to succeed and make big money in network marketing.

## **"Persuasion: A Key Factor To Network Marketing Success"**

Running time: 33 minutes

Tracy is constantly teaching network marketers that their sales and marketing tools must be persuasive, and that they must communicate persuasively. On this highly informative Super Training MP3, you'll learn specific strategies and tips to make your sales and marketing tools more persuasive, which is a must if you're going to succeed in network marketing.

## **"Power Recruiting"**

Running time: 42 minutes

On this Super Training MP3, network marketers heard Tracy teach on the topic of "Power Recruiting". After the MP3, Tracy received dozens of emails from the listeners praising the broadcast, the amazing content, the powerful training, etc. Many of the listeners wrote that it was the best network marketing training MP3 they had ever heard! Tracy has said that this one MP3 alone contains such powerful content, that it could be put on a CD by itself as an independent training.

## **"Preparing For Battle"**

Running time: 17 minutes

On this private training broadcast approximately 27 network marketers received a private Super Training MP3 from Tracy. Several topics were discussed including: 1) Recruiting expectations versus realities, 2) Understanding the target market, and 3) Building with emotional detachment.

## **"Self-Motivation: Get It Or Fail (and) It's About The Prospect"**

Running time: 34 minutes

On this Super Training MP3, network marketers heard Tracy teach on two different topics. The first topic was "Self-Motivation: Get it or fail." The second topic was "It's not about you. It's about the prospect." Many network marketers emailed Tracy after the MP3 broadcast to say it was one of the best training calls they had ever heard.

## **"Sponsor-To-Rookie Training: A Flawed Strategy"**

Running time: 24 minutes

The topic of this Super Training MP3 #5 says it all. The fact is that "sponsor-to-rookie training" has been a part of network marketing for many decades, and remains so today. However as you'll hear on this revealing MP3, "sponsor-to-rookie training" is a flawed strategy that promotes lag time, inconsistency, incompetence, and ineffectiveness. Moreover, it almost always leads to failure and frustration for the new distributor . . . and his/her sponsor. If you want to succeed in network marketing, then this MP3 is a must hear for you and your downline.

## **"Success Is A Choice . . . Make The Choice"**

Running time: 19 minutes

For many years Tracy has told network marketers, "In network marketing there is no competition at the top." On this dynamic Super Training MP3, Tracy tells you exactly why there is no competition at the top in the network marketing industry, and why so many people fail. You'll learn exactly what needs to be done to succeed in network marketing, plus you'll learn the many pitfalls and mistakes that people make that lead to their failure. Many network marketers have told Tracy that this MP3 is one of the best they've ever heard, and that it really "opened up their minds" to the very real potential of earning a five-figure monthly income.

## **"The 1st Ultimate Sales Pitch"**

Running time: 30 minutes

Virtually all of the great infomercials and advertisements (television, radio, and print) specifically state and/or strongly suggest the "Ultimate Sales Pitch" and the "2nd Ultimate Sales Pitch", and that's what makes them so effective! In fact, if you study all of the top earners throughout the history of network marketing, you'll discover that virtually every one of them used sales and marketing tools that contained the "Ultimate Sales Pitch" and the "2nd Ultimate Sales Pitch". Plus, these top earners used these pitches when talking with prospects. Your own sales and marketing tools will be greatly enhanced – and will be very persuasive and effective – if you utilize the "Ultimate Sales Pitch" and the "2nd Ultimate Sales Pitch". On this Super Training

MP3, Tracy teaches you exactly what the “Ultimate Sales Pitch” is, and why/how you should use it. (He teaches the “2nd Ultimate Sales Pitch” on a different Super Training MP3.) The information you learn from this Super Training MP3 will greatly enhance all of your sales and marketing tools, making them more effective and more persuasive, which will make it easier for you to succeed in network marketing. Tracy has often said that the value of this Super Training MP3 is so great and the information is so beneficial, that he should put this MP3 on its own CD and charge \$1,000 for it!

## **"The 2nd Ultimate Sales Pitch"**

Running time: 21 minutes

On this Super Training MP3, Tracy teaches you exactly what the “2nd Ultimate Sales Pitch” is, and why/how you should use it. (He teaches the “Ultimate Sales Pitch” on a different Super Training MP3.) The information you learn from this Super Training MP3 will greatly enhance all of your sales and marketing tools, making them more effective and more persuasive, which will make it easier for you to succeed in network marketing. Tracy has often said that the value of this Super Training MP3 is so great and the information is so beneficial, that he should put this MP3 on its own CD and charge \$1,000 for it!

## **"The 9 Undeniable Truths of Network Marketing Success"**

Running time: 29 minutes

In network marketing there exists nine “undeniable truths” that many networkers haven’t learned, or haven’t thought. These truths are the “constants” – the foundation – to achieving success in network marketing. This Super Training MP3 is a must hear for you and your downline if you want to take advantage of the upcoming Prime Recruiting Season.

## **"The 12 Benefits of Network Marketing"**

Running time: 21 minutes

On this Super Training MP3 you’ll learn the “12 benefits of being a network marketer”. The information you hear on this call should be used in all of your sales and marketing tools, as it will make them more effective and persuasive.

## **"The 12 Reasons Why Most Network Marketing Sales & Marketing Tools FAIL – (Part 1: Reasons 1-6)"**

Running time: 48 minutes

If your sales and marketing tools fail to accomplish their objective, then you will fail in network marketing. Many hard-working people with tremendous desire have fallen flat on their faces and failed in network marketing simply because they were using sales and marketing tools that failed. On this informative Super Training, you will learn the first six of twelve reasons why most network marketing sales & marketing tools fail. Armed with these six reasons, you will be able to determine whether or not the sales and marketing tools you are using are effective, and how to make them more powerful and persuasive. (Also, the content of this training will make it possible for you to determine whether or not the sales and marketing tools your company and upline have provided you with are worth using or not.) .

## **"The 12 Reasons Why Most Network Marketing Sales & Marketing Tools FAIL – (Part 2: Reasons 7-12)"**

Running time: 35 minutes

If your sales and marketing tools fail to accomplish their objective, then you will fail in network marketing. Many hard-working people with tremendous desire have fallen flat on their faces and failed in network marketing simply because they were using sales and marketing tools that failed. On this informative Super Training, you will learn the first six of twelve reasons why most network marketing sales & marketing tools fail. Armed with these six reasons, you will be able to determine whether or not the sales and marketing tools you are using are effective, and how to make them more powerful and persuasive. (Also, the content of this training will make it possible for you to determine whether or not the sales and marketing tools your company and upline have provided you with are worth using or not.) .

## **"The \$3,000 Rip-Off"**

Running time: 23 minutes

On this revealing Super Training MP3, Tracy blasts expensive network marketing training programs, and tells you exactly what you need to learn to become successful in this industry. This MP3 is a must hear for you and your downline. The content of this MP3 will make you lots of money as well as save you lots of money in the months and years to come.

## **"The Best Vehicle To Train Your Downline"**

Running time: 22 minutes

When building a large downline, you must constantly strive to train your new distributors effectively, efficiently, and quickly. On this Super Training MP3, you'll hear Tracy teach the various methods available for training your downline, including the pros and cons of each. The content of this MP3 will save you time and money, it will cause you to train your downline more effectively, efficiently, and more quickly, plus it will greatly accelerate your rate of success.

## **"The Detachment Factor – Part I"**

Running time: 17 minutes

This Super Training MP3 is the first of a two-part series on "The Detachment Factor". For many years Tracy has taught network marketers "the most important aspect of their business is what goes on between their ears!" In this Super Training MP3, Tracy teaches you how easy it is to overcome self-imposed and failure-producing barriers such as: procrastination, distractions, lack of teachability, fear of success, fear of failure, over-analysis, etc. This MP3 is a must for your downline if you want to succeed in network marketing.

## **"The Detachment Factor – Part II"**

Running time: 20 minutes

This Super Training MP3 was the second of a two-part series on "The Detachment Factor". In this Super Training MP3, Tracy teaches you why you must "turn off" your brain in order to succeed in network marketing. He also teaches you how easy it is to overcome such self-imposed

barriers as: procrastination, distractions, lack of teachability, fear of success, fear of failure, over-analysis, etc. This MP3 is a must hear for your downline if you want to succeed in network marketing.

## **"The Dishonesty Factor"**

Running time: 18 minutes

On this Super Training MP3 you will learn why it is so easy for network marketers to lie to themselves (both intentionally and unintentionally) about why they are not succeeding, and how to reverse this behavior.

## **"The “Dummy Down” Philosophy"**

Running time: 18 minutes

On this Super Training MP3, you'll learn that being “over analytical” and being a “sponge for information” will greatly hinder your success . . . and will probably cause you to fail in network marketing. On this MP3, Tracy shares some key insights about what it really takes to succeed in network marketing. If you and/or anyone in your downline is “over analytical” and/or spends too much time “studying” instead of “producing”, then this MP3 is a must hear!

## **"The Essence of Duplication"**

Running time: 13 minutes

Throughout the history of network marketing, distributors have constantly heard the cliché “it must be duplicable.” On this revealing and informative Super Training MP3, you'll learn that while specific tangibles are “duplicable”, the “human element” is not. Understanding what and what is not “duplicable” will cause you to be a better network marketer, and a more effective leader to your downline.

## **"The Essence of Leadership"**

Running time: 15 minutes

On this Super Training MP3, you'll learn that network marketing success requires competent leadership, and that there is only one true “essence” of leadership. Moreover, you'll learn how to acquire this “essence of leadership.”

## **"The Five Negative Emotions That Can Cause Failure"**

Running time: 53 minutes

On this Super Training MP3, network marketers heard Tracy teach on the topic of “The Leadership Factor”, as he expanded on the teachings from his “Leadership CD”. The listeners learned why being a leader is crucial to succeeding in network marketing, and how one small leadership mistake will lead to failure. This MP3 is a must hear if you want to succeed in network marketing.

## **"The Leadership Factor"**

Running time: 28 minutes

On this Super Training MP3, network marketers heard Tracy teach on the topic of “The Leadership Factor”, as he expanded on the teachings from his “Leadership CD”. The listeners learned why being a leader is crucial to succeeding in network marketing, and how one small leadership mistake will lead to failure. This MP3 is a must hear if you want to succeed in network marketing.

## **"The Residual Income Myth"**

Running time: 18 minutes

On this Super Training MP3 you’ll learn the five ways to make money. You’ll also learn that network marketing does not provide the opportunity for “residual income.” Rather, it provides the opportunity for “override royalty income.” Much of the content of this MP3 can be applied to your sales and marketing tools to make them more effective and persuasive.

## **"The Runner, Walker, Sleeper, and Fighter"**

Running time: 24 minutes

Each of the distributors in your downline will fall into one of four categories: Runner, Walker, Sleeper, and Fighter. You must know how to correctly identify each distributor so that you know who to work with and how much, who not to work with, and who to avoid completely. Many network marketers waste time working with the wrong people. On this MP3 you’ll learn how to avoid this often-repeated mistake.

## **"The Six Motives That Cause Your Prospect To ‘Sign Up’ Into Your Network Marketing Company"**

Running time: 37 minutes

In order for your sales and marketing tools to be “effective”, they must be “persuasive.” And in order for them to be “persuasive”, they must show the prospect how he is going to “benefit” by becoming involved with your company. You must understand that “persuasion” is nothing more than finding the “motive” that will cause your prospect to do as you wish, which is to “sign up” with your company. On this Super Training MP3 you will learn that there are six “prime motives” of human action, and that your sales and marketing tools will be made most effective when all six motives are used within your sales and marketing tools. Because when you arouse the right motive(s), you cause the prospect to actually “want” what you are offering, not merely for what it “is”, but for “what it will actually do” for the prospect. This is a Super Training MP3 presentation that everyone in your downline should hear, as it will help them become better communicators and more effective recruiters and leaders.

## **"The ‘Support Your Downline’ Myth"**

Running time: 15 minutes

Throughout the history of network marketing, distributors are taught to “support your downline.” However, on this Super Training MP3, you’ll learn why “supporting” your downline leads to

failure, while “leading” and “guiding” your downline leads to success. This MP3 will cause you and your downline to be more productive, which in turn leads to much bigger commission checks. Many people have told Tracy that this MP3 was an amazing “eye opener” for them, and that the information has helped them to become a much more effective leader for their downlines. This MP3 is a must hear if you want to succeed in network marketing.

## **"The Truth About Downline Building"**

Running time: 36 minutes

Throughout the history of network marketing, distributors are taught to “support your downline.” However, on this Super Training MP3, you’ll learn why “supporting” your downline leads to failure, while “leading” and “guiding” your downline leads to success. This MP3 will cause you and your downline to be more productive, which in turn leads to much bigger commission checks. Many people have told Tracy that this MP3 was an amazing “eye opener” for them, and that the information has helped them to become a much more effective leader for their downlines. This MP3 is a must hear if you want to succeed in network marketing.

## **"The Truth is the Secret"**

Running time: 30 minutes

On this Super Training MP3 you will learn that the network marketing industry contains a number of dishonest and unethical “gurus” whose training contain over-hyped secrets, false clichés, and grossly flawed strategies. Unfortunately, the victims of these trainings are the hard-working network marketing distributors who believe such trainings offer something of value. The fact is that the “truth” of how to succeed in network marketing is indeed the secret, and it is the “truth” that will cause you to accomplish your goals. This MP3 is a must hear for you and your downline if you want to succeed in network marketing.

## **"The Ultimate Marketing Sin"**

Running time: 48 minutes

If you want to succeed and make a lot of money in network marketing, then you must use effective sales and marketing tools. Unfortunately most network marketers use flawed sales and marketing tools. And one of the major problems with their flawed sales and marketing tools is that their tools commit the “ultimate marketing sin”. Moreover, most network marketers when talking with a prospect commit the “ultimate marketing sin”. Regardless of whether you’re a seasoned network marketing veteran, or a “newbie”, you must constantly strive to make your sales and marketing tools effective and you must strive to communicate persuasively. On this highly informative Super Training MP3, you will learn exactly what the “ultimate marketing sin” is, and how to “keep it out” of both your sales and marketing tools, and the conversations you have with your prospects.

## **"There is no 'New'"**

Running time: 19 minutes

On this entertaining Super Training MP3, Tracy taught the audience that although network marketing has been in existence for 70 years, the only “new” in the industry is the communication

and marketing tools we use. Furthermore, Tracy teaches on this MP3 that to succeed in network marketing, one must learn and apply the basic and proven strategies and tactics of: 1) hitting your target market, 2) speaking effectively, 3) being persuasive, 4) creating sales volume, 5) recruiting effectively, 6) providing competent leadership, and 7) developing a business plan.

## **"Three Failure-Producing Habits – Part I"**

Running time: 18 minutes

This Super Training MP3 was the first of a three-part series on the “Three Failure-Producing Habits”. In this Super Training MP3, Tracy teaches you the first of the three failure-producing habits, and why each of them will cause you to fail. You’ll learn that you may not even be aware of these three costly habits, because they can slowly creep into your business, and thus their effectiveness isn’t always immediate. You’ll also learn that these habits also cause us to place the blame for our lack of progress on other people or on our circumstances. But more often than not, the real cause of our lack of progress and/of failure isn’t because of other people or our circumstances. The real cause is because we have one or more of these costly habits. This MP3 is a must hear if you want to succeed in network marketing.

## **"Three Failure-Producing Habits – Part II"**

Running time: 15 minutes

This Super Training MP3 is the second of a three-part series on the “Three Failure-Producing Habits”. In the MP3 Tracy teaches you the second of the three habits, and why it will cause you to fail. You’ll learn that you may not even be aware of these three costly habits, because they can slowly creep into your business, and thus their effectiveness isn’t always immediate. You’ll also learn that these habits also cause us to place the blame for our lack of progress on other people or on our circumstances. But more often than not, the real cause of our lack of progress and/of failure isn’t because of other people or our circumstances. The real cause is because we have one or more of these costly habits. This MP3 is a must hear for if you want to succeed in network marketing.

## **"Three Failure-Producing Habits – Part III"**

Running time: 19 minutes

This Super Training MP3 is the third of a three-part series on the “Three Failure-Producing Habits”. In this MP3 Tracy teaches you the third of the three habits, and why it will cause you to fail. You’ll learn that you may not even be aware of these three costly habits, because they can slowly creep into your business, and thus their effectiveness isn’t always immediate. You’ll also learn that these habits also cause us to place the blame for our lack of progress on other people or on our circumstances. But more often than not, the real cause of our lack of progress and/of failure isn’t because of other people or our circumstances. The real cause is because we have one or more of these costly habits. This MP3 is a must hear if you want to succeed in network marketing.

## **"Use the Telecommuting & Computer-Commuting Benefit"**

Running time: 25 minutes

On this insightful Super Training MP3 you'll learn why and how you should be using the "telecommuting benefit" and the "computer-commuting benefit" in all of your sales and marketing tools, and when you talk with prospects. This MP3 is full of tips and strategies to make your sales and marketing tools more persuasive.

## **"Why You Should Use Multiple Sales Tools"**

Running time: 33 minutes

On this Super Training MP3 you will learn why you should use multiple sales tools, and which ones you should be using. You will also learn how to effectively use these multiple sales tools. Using multiple and effective sales tools is a smart thing to do, however most network marketers don't do it. Moreover, of the network marketers who do use multiple sales tools, many of them are using tools that are ineffective, or fail to work together synergistically. This MP3 is one of those all-important "nuts & bolts" type of broadcasts containing powerful and proven training, insights, and strategies to help you and your downline succeed in network marketing.

## **"You Must Have A 'Big Money Attitude'"**

Running time: 23 minutes

Many network marketers have a "little money attitude" and they don't even know it! Unfortunately, their "little money attitude" actually prohibits them from succeeding in network marketing. On this Super Training MP3, Tracy teaches you why you (and your downline) must have a "big money attitude" and what you can do to quickly and easily develop it within your own mind.