

TRANSCRIPT

**The 10 Factors For
GUARANTEED
Network Marketing
SUCCESS!**

by Tracy Biller



The 10 Factors For Guaranteed Network Marketing Success!

– Transcript of Audio Program –

© 2009 Tracy Biller. All Rights Reserved.

Tracy Biller’s “The 10 Factors For Guaranteed Network Marketing Success” is used by thousands of network marketers and many companies to train their downlines on “what it really takes” to succeed in network marketing. One industry leader has hailed “The 10 Factors” as “simply brilliant for explaining the blunt truth about succeeding in this industry.

To hear the audio presentation of “The 10 Factors”, click [HERE](#).

Both the audio recording and transcript of “The 10 Factors” come with free reprint, reproduction, and distribution rights. You are allowed to share both the audio and this transcript as they are, in their entirety, with anyone and everyone in your network marketing organization.

[[TRANSCRIPT](#)]

Hi, I’m Tracy Biller, the producer of the Ultimate Success CDs. It gives me great pleasure to present to you this remarkable audio program “The 10 Factors For Guaranteed Network Marketing Success!” As you’ll hear it’s one of the most valuable and educational training programs ever offered to network marketers, and I encourage you to have every single person in your downline listen to “The 10 Factors For Guaranteed Network Marketing Success!”

Now, in this training program you will learn of the 10 Success Factors necessary for you to succeed in network marketing. If all 10 Success Factors are in place, then you will succeed and you will make a lot of money in network marketing. But if any one of these 10 Success Factors is missing, especially the 10th Success Factor – which is the most important one – then the odds are you will fail in network marketing.

Now before we get started I'm going to issue a challenge to you. I want you open up your calendar and I want you to put a big “X” on today’s date. Then I want you to flip your calendar forward to exactly six months from today, and put a big “X” on that date.

Here’s my challenge to you:

Six (6) months from today if you are not making at least \$8,400 a month from your network marketing business –that’s equal to a \$100,000 a year income – if you’re not making at least \$8,400 a month six months from now then I want you to come back and listen again to this program, and you will discover that one or more of these 10 Success Factors is missing.

All right . . . let’s begin . . . “The 10 Factors For Guaranteed Network Marketing Success!”

SUCCESS FACTOR #1 – The Company

To succeed in network marketing, you must represent a network marketing company that actually presents you with the opportunity to succeed. Unfortunately, there’s been a lot people through the years who got involved with a network marketing company that they “thought” offered them an opportunity to succeed, but for some reason the company didn’t deliver.

You don’t have to be a master analyzer or network marketing historian to figure out whether or not a company presents you with the opportunity to succeed. I mean, there’s been entire books written about how to choose the perfect network marketing company. The problem with those silly books and all of that over-the-top-analysis is that for every “absolute rule” that some so-called “expert” tells you must be in place to pick the perfect company, I can show many exceptions to those rules. So let’s get rid of all those rules.

The fact is that more often than not, your own good common sense will serve you best when picking a network marketing company that presents you with the opportunity to succeed.

Here are the things to look for:

First . . . the company, and its products or services, and its compensation plan must be appealing to you. But take it to the next level and ask yourself, “Will this be appealing to my prospects and customers.” And then ask yourself this question, “Does this company and everything that comes with it have mass appeal?”

Second . . . the company must be owned and managed by people who are honest, experienced, and competent. Most important is that the people who run the company must be good decision makers.

Third . . . there must already be a demand in the marketplace for the products or services that the company offers – and the bigger the demand, the better. Because if there’s not already a huge demand for the products or services, if there’s not already a market created –then you’ll find yourself pioneering your company’s product line, which means you have create the market, and that’s a real tough thing to do.

Fourth . . . the compensation plan that the company offers must be fair to all distributors – but it must also reward the overachievers so that they are compensated for their extra productivity, their hard work, their dedication, and their leadership.

And lastly . . . the company must have something special about it, you know, something that sizzles, something makes the opportunity a bit unique, something that makes it stand out from the crowd.

Believe it or not, that’s all there is to picking a company that presents you with the opportunity to succeed. From there on out, the ball is in your court, and that’s what the rest of the success factors are all about – YOU – and the decisions you make.

SUCCESS FACTOR #2 – The Training

To succeed in network marketing, you and your downline must receive competent, effective, and repetitive training. There is no exception to this rule. And the fact is, that the most competent and effective training in the network marketing industry, is on the Ultimate Success CDs.

It has been a constant source of both amazement and disbelief for me to watch grown people – adults – get into network marketing – and they claim they want to succeed and they claim they want to make big money and have time freedom – and yet these so-called mature adults – who claim they want to succeed in network marketing – they do not bother to acquire the specialized knowledge and training that is essential for their success in network marketing.

It would be like someone saying “I want to be a doctor” or “I want to be a lawyer” and yet they don’t acquire the specialized knowledge and training that is essential to becoming a doctor or a lawyer? I got news for you . . . it’s NOT going to happen. You can’t become a doctor or lawyer without the proper education. Only an idiot would try such a thing.

And yet there are a lot of people who get into network marketing, who claim they want to succeed, and yet they don’t get the proper education necessary for success.

Now, unfortunately a lot network marketers – especially people who are new to the industry – are misled into believing that they are getting good training from their sponsor, or from their upline, or from their company, or from some “guru” . . . but they’re not. In fact one of the main reasons so many network marketers fail is because they are victims of incompetent, ineffective, and substandard training.

On top of that there’s a whole bunch of network marketing training out there that’s just a bunch of “fluff & stuff.” Oh, it makes people “feel good”, like a sugar high. But it doesn’t last. It doesn’t stick. And it certainly doesn’t teach people how to succeed and make big money in the business of network marketing.

I’ve written an amazing and revealing ebook called “Training For Success”. You should read it immediately if you haven’t done so already. It’s free at my web site: www.UltimateSuccessCDs.com. Read this free “Training For Success” ebook and you’ll learn how to properly and effectively train your downline so that you succeed in network marketing. You’ll learn which training methods work, and

which ones don't work which will save you lots of time and money in the weeks and months to come. But more important, it will make you a lot of money.

SUCCESS FACTOR #3 – The Target Market

If you want to succeed quickly in network marketing, then you must hit your “target market.”

A “target market” are people who have already exhibited the desire to do what you're promoting – in this case, network marketing.

Most network marketers are taught to start out by recruiting their family and friends. But that's not a target market, because very few if any of your family and friends have ever before exhibited the desire to do network marketing. That's why almost everyone fails when they recruit their family and friends, because they're relying on luck-of-the-draw.

But when you recruit your target market – people who have already exhibited the desire to do network marketing – then you put the odds of success in your favor.

The fact is that most of the industry's “heavy hitters” – the top earners – they built their big downlines quickly because they hit the target market. They didn't recruit family and friends; they recruited network marketers. And that's exactly how I built my two big downlines, and that's exactly what I teach on the Momentum CD.

There's a huge target market just sitting out there for you. And on my Momentum CD you'll learn where to find them, how to recruit them, what to say, how to follow up, which sales and marketing tools to use, and much more.

I've written a fantastic ebook called “The Fastest Way To Build A Large Network Marketing Downline”. You should read it if you haven't done so already. It's free at my web site: www.UltimateSuccessCDs.com. As you'll learn in this ebook, recruiting from a target market is the most intelligent and powerful thing you can do to succeed in network marketing because it puts the odds of success in your favor.

SUCCESS FACTOR #4 – The 90-Day Blitz

To make the big money in network marketing you must design and implement your own “90- day blitz” business plan.

The result of a successful 90-day blitz is that your downline and your group sales volume grows quickly, and your commission checks grow quickly.

Have you ever heard that cliché that it takes “3-5 years or more to succeed in network marketing”? Well guess what? That ain’t true.

On my “90-Day Blitz” CD you’ll learn that all it takes are three consecutive 90-day blitzes to establish, advance, and sustain your personal and group momentum.

Now, you don’t have to be a rocket scientist to figure out that three times 90 equals 270 days. That’s just nine months, not that 3 to 5 years nonsense.

The first big downline I built grew from 2 distributors to 12,864 distributors in just 24 months. Heck, by the fourth month I was making over \$15,000 a month, working from home as a network marker. And my second big downline grew even faster.

It does not take 3-5 years to succeed in network marketing. Done correctly, you can be making a darn good income in just a few months, and that’s a fact. It’s all on my “90-Day Blitz CD.”

SUCCESS FACTOR #5 – The Leadership

If you want to succeed in network marketing then you must be an effective leader for your downline, and that has very little to do with “being sweet and nice to everybody”, and “being there to support your people.”

Look . . . being a leader in network marketing is unlike any other form of leadership because you have no leverage over your downline.

A football coach has leverage over the players. If need be he can punish them, and he can take away their playing time.

A schoolteacher has leverage over the students in the classroom. The boss at work has leverage over the employees.

But as I teach on my “Leadership CD” . . . YOU as a network marketer have no leverage – zero leverage – over your downline.

So in order for you to be an effective leader to your downline, you must apply leadership attributes – some of which are psychological – that are specific and unique to network marketing.

Furthermore . . . the coach, the teacher, the boss at work . . . they can afford to make a mistake or two or three, yet still accomplish their goals. But in network marketing, one small leadership mistake can and will cause you to fail.

It’s all taught on my Leadership CD.

SUCCESS FACTOR #6 – Communication

You must be able to speak well and communicate effectively – in order to succeed and make a lot of money in network marketing.

When you speak well and you communicate effectively, your prospects and your downline are naturally drawn to you.

As I teach on my “Speak CD”, when you speak well and communicate effectively, you’ll sponsor more people, you’ll lead your downline more effectively, and you’ll make a lot more money as a result.

Unfortunately, there’s a whole lot of network marketers who *think* they speak well and they *think* they communicate effectively, but they don’t. There’s always room for improvement.

The fact is that speaking well and communicating effectively is pretty much a necessity for succeeding in network marketing. It’s all on my Speak CD.

SUCCESS FACTOR #7 – Sales Volume

To make a lot of money in network marketing you and your downline must produce lots of sales volume on a consistent basis.

As I teach on my “Sales Volume CD”, there are powerful strategies that will cause your downline to produce lots of sales volume on an ongoing basis, with the result being that you’ll make a lot of money on an ongoing basis. In fact, your downline’s sales volume will grow exponentially at a faster rate than the number of new distributors coming into your downline.

Unfortunately, creating and sustaining sales volume is one of the most overlooked areas in network marketing training. Not so in my training, but in most of the other stuff that’s out there. Network marketing is all about building a large downline that creates large amounts of sales volume. Do that and you’re rich! It’s all on my Sales Volume CD.

SUCCESS FACTOR #8 – Self-Motivation

To succeed in network marketing, you must be 100% self-motivated. It is the single most important character trait of a successful network marketer.

As I teach on my “Motivation CD”, if you are not self-motivated, then you must learn to become self-motivated and it’s easy to do.

Furthermore, as I teach on my “Motivation CD”, all of your motivation must come from within. There’s no such thing as “external motivation.” You can be inspired externally, but you must be motivated internally.

When you are self-motivated, then you automatically become self-determined, self-responsible and self-functional – all of which are necessary to succeed in network marketing. You must be self-motivated to succeed in network marketing. Otherwise you will fail. There are no exceptions to this rule. It’s all on my Motivation CD.

SUCCESS FACTOR #9 – Persuasive Sales Tools

To succeed in network marketing, your sales and marketing tools **MUST** be persuasive. Now by sales tools I mean your web site, a voice mail presentation, a live conference call, an email sales letter, a fax sales letter, etc. etc. These sales tools must be persuasive – not just informative – but persuasive – in order for you to succeed in network marketing. And there's a world of difference.

Furthermore, you must know how to communicate persuasively. Not just informatively, but persuasively.

As I teach on my "Persuasion CD", many network marketers don't even realize that the reason they are failing is because the sales and marketing tools they're using are ineffective, primarily because they are informative, and not persuasive.

We have covered 9 of the 10 Success Factors:

#1: You must join a network marketing company that actually presents you with the opportunity to succeed.

#2: You must receive competent and effective training, and it must be repetitive.

#3: You must hit your target market.

#4: You must design and implement your own 90-day blitz business plan.

#5: You must be an effective leader to your downline.

#6: You must speak well and communicate effectively.

#7: You and your downline must produce large amounts of sales volume on an ongoing basis.

#8: You must be self-motivated.

And #9: Your sales and marketing tools must be persuasive, and you must communicate persuasively.

Now, if you want to accomplish these first nine Success Factors, then you should listen immediately in the Ultimate Success CDs. My CDs will teach you how to accomplish these first nine Success Factors.

But there is not a CD for the tenth and final Success Factor. I cannot help you with this last one. You are on your own.

Oh, I can tell you about it, and I'm going to go into great detail about the tenth Success Factor, because it's the most important one of the bunch. But there's nothing I can do about it for you. You either have the ability to apply the tenth Success Factor, or you don't.

SUCCESS FACTOR #10

Success Factor #10 can be summed up in four simple words:

“Be honest with yourself.”

Sounds easy, doesn't it? “Be honest with yourself.”

But it's not. And I'll tell you why in just a minute.

You see, as a network marketer, you must at all times be 100% honest with yourself with regards to where you are at with your network marketing business, particularly if you are failing and not making the money you desire.

To be more specific, at the end of each day you must ask yourself this question, “Was I productive today?” And then as I teach on my Ultimate Success CDs, there are a host of questions you should ask yourself to measure in what areas you were productive, and in what areas you were not productive.

“Be honest with yourself.” Easy to do, huh?

Uh, uh. It's not easy to do, and that's because it's real easy for network marketers to lie to themselves. And unfortunately there's a whole bunch of network marketers who lie to themselves every single day.

Oh, they tell themselves they have a strong desire to succeed. But they really don't.

They tell themselves they have a good work ethic. But they don't – not at all.

They tell themselves that they have tremendous self-discipline – and that they are focused – and that they don't let distractions get in the way.

They tell themselves that they are teachable, and that they are committed to learning what needs to be done to succeed in network marketing.

But their actions say something entirely different.

Oh, they tell themselves that they “want to succeed” in network marketing . . . they even brag about it to their spouse – or their significant other. They brag about it to their kids – or to their friends. They say that they're going to “make a lot of money in network marketing.”

But their actions say something entirely different.

What you've got to realize is that network marketing is like a giant mirror that's being held up to us. It's a mirror that allows us to see inside ourselves – to see ourselves as we really are – the good, and the not so good. The mirror reveals our good habits, but it also reveals our bad habits.

Network marketing – perhaps more than any other type of business – exposes our true nature, our true character – and the reason is because in network marketing we are accountable to no one but ourselves! There's no one else to hold us accountable. There's no boss, and there's no employees.

It's just us. And that makes it easy to do nothing.

Now because of this it's very easy for network marketers to LIE to themselves about where they are at with their business – and to LIE to themselves about why they are not having the success they desire.

But the mirror doesn't lie. It only reveals the truth.

Unfortunately, it's also very easy for network marketers to ignore the truth that the mirror exposes. On top of that, it is also very easy for network marketers to look in

the mirror and create their own version of reality . . . which means they are lying to themselves.

And it all starts with the training that a network marketer chooses to receive. They either choose to acquire the competent and effective training that prepares and positions them for success in this business – or they chose to acquire substandard training.

The mirror of reality does not lie. Only the person looking into the mirror lies.

There they are . . . “The 10 Factors For Guaranteed Network Marketing Success.”

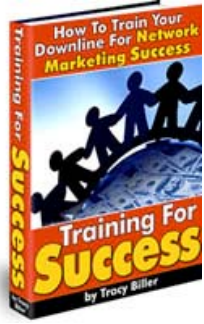
If these 10 Success Factors are in place, then you will succeed.

But if the 10 Success Factors are not in place, then you will fail.

Remember my challenge. Six months from now if you are not making at least \$8,400 a month –equal to a \$100,000 a year income – then come back and listen to this training program, and you’ll see that one or more of these 10 Success Factors is missing, I guarantee it.

It is easy for you to succeed in network marketing IF you receive competent, effective, and repetitive training, and IF you apply what you learn. The training you and your downline need to succeed is on the Ultimate Success CDs. Read the many testimonials at my web site. For each one that’s there we have 90 to 100 others that say the same thing. We get them every day – people from all over the United States and in nearly 50 countries telling us that the Ultimate Success CDs are the best network marketing training they’ve ever seen.

I’m Tracy Biller. I wish you much success. Thanks for listening.

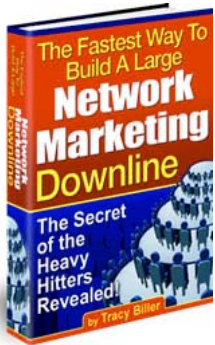


FREE EBOOK

“TRAINING FOR SUCCESS”

How to Train Your Downline for Network Marketing Success

Available FREE at: www.UltimateSuccessCDs.com

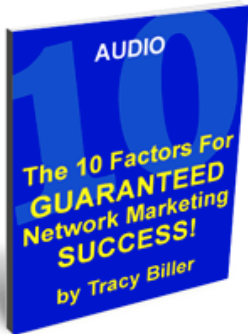


FREE EBOOK

“THE FASTEST WAY TO BUILD A LARGE NETWORK MARKETING DOWNLINE”

The Secret of the Heavy Hitters Revealed!

Available FREE at: www.UltimateSuccessCDs.com



FREE AUDIO TRAINING & TRANSCRIPT

“THE 10 FACTORS FOR GUARANTEED NETWORK MARKETING SUCCESS”

A Remarkable Free Audio Training Program!

Available FREE at: www.UltimateSuccessCDs.com

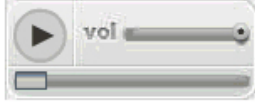


PAST NEWSLETTERS ARCHIVE

ARCHIVE OF TRACY BILLER'S SUCCESS-TRAINING NEWSLETTER

Available FREE at: www.UltimateSuccessCDs.com

FREE Training Calls



FREE RECORDINGS

FREE RECORDINGS OF PAST TRACY BILLER TRAINING CALLS

Available FREE at: www.UltimateSuccessCDs.com