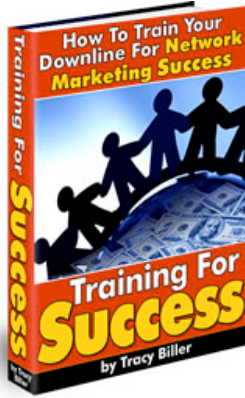


**How To Train Your
Downline For **Network
Marketing Success****



**Training For
Success**

by Tracy Biller



TRAINING FOR SUCCESS

How To Train Your Downline For Network Marketing Success!

By Tracy Biller – Network Marketing's #1 Trainer
© 2009 Tracy Biller. All rights reserved.

Tracy's training CDs are available at www.UltimateSuccessCDs.com

Tracy Biller also authored and produced the following ebooks, tape programs, and reports – all of which have been incorporated into his Ultimate Success CDs:

- * The "Power Recruiting" audio tape (#1 in the industry!)
- * Power Network Marketing
- * The Winner's Edge
- * The Official Guide To Network Marketing Success
- * How To Make A Fortune With Network Marketing Genealogy Reports And Databases
- * How To Write A Powerful One-Page Network Marketing Recruiting Letter
For Faxing, Email, & Direct Mail
- * The Most Powerful Recruiting Strategy In The History Of Network Marketing
- * How To Speak And Write Powerfully And Persuasively
- * How To Make An Extra \$100,000.00+ A Year In Network Marketing With Back-End Products
- * It's Easy To Succeed In Network Marketing When You Recruit The Right People
- * How To Strike A Deal With A Network Marketing Company

All of Tracy's Ultimate Success CDs are available at:

www.UltimateSuccessCDs.com

NOTE: This ebook comes with free reprint and redistribution rights, which means that you can both reprint and redistribute this ebook. The only restriction is that you cannot modify this ebook in any way.

Table of Contents

		Page
Introduction	The 9 Undeniable Truths of Network Marketing Success	2
Chapter 1	“It’s the training, stupid!”	5
Chapter 2	Competent, Effective, and Repetitive Training is the single most important element for your network marketing success.	6
Chapter 3	“Sponsor-to-Rookie Training” is a bad strategy. It almost always causes failure.	8
Chapter 4	“Sponsor-to-Rookie Training” promotes excess and non-productive “lag time”.	9
Chapter 5	The Competent, Effective, and Repetitive Training your downline receives must be conducted by an expert if you are to accomplish your goals.	11
Chapter 6	Can the Expert teach?	13
Chapter 7	The best network marketing training isn’t free. But it doesn’t cost much, either. In fact, it’s downright cheap!	14
Chapter 8	Methods of Training: Pros and Cons.	17
Chapter 9	COMPACT DISCS (CDs) - The absolute BEST way to successfully train your downline!	21
Chapter 10	Tracy Biller’s Strategy For Training Your Downline For Success!	23

TRAINING FOR SUCCESS

How To Train Your Downline For Network Marketing Success!

By Tracy Biller – Network Marketing's #1 Trainer

© 2009 Tracy Biller. All rights reserved.

Tracy's training CDs and free “Power Recruiting” newsletter are available at
www.UltimateSuccessCDs.com



Introduction:

The 9 Undeniable Truths of Network Marketing Success

The desire for more “free time” permeates throughout corporate America. In fact, over 90% of all businessmen wish they could spend more time with their families, friends, and loved ones, which makes the following quote all the more true:

When a man is on his deathbed, he does not say to himself, “I wish I would have spent more time at the office” or “I wish I would have spent more time working.”

What a man on his deathbed says to himself is this: “I wish I would have spent more time with the people I love: my wife, my children, and my friends. I wish I would have spent more time living instead of working.”

Network Marketing made it possible for me to get out of corporate America, and to make more money and have more free time.

I succeeded in network marketing **not** because I had a tremendous desire to succeed, or because I had a good work ethic, or because I was with the right company . . . although those things are important.

What caused me to succeed in network marketing is that I was taught specific strategies and tactics that were logical and powerfully effective – ones that were based on established sales and marketing principles.

I went right to work applying what I learned.

Five months later I received a \$15,110 commission check. In the sixth month I got a commission check for \$16,890. In the seventh month I got a commission check for \$19,227. The checks continued to grow.

In just two short years I had 12,864 people in my downline and was my company's #1 earner. But shortly thereafter the company folded. So I made the decision to do it again. And I did. I built another big organization of over 16,000 people in just two years, and went on to earn over \$50,000 a month.

You too, can achieve tremendous success in network marketing and make a lot of money and have a lot of free time. But to do so you must understand the nine undeniable truths of network marketing success:

- I. Your past work experience and education does not play a significant role in your network marketing success. Almost none of it matters, and little if any of it applies. Neither my college degree nor my years as the “international vice president of sales and marketing” for a sporting goods company helped me to succeed in network marketing. What caused me to finally succeed was the application of the specific success training I received from the mentor. I applied what I learned from him, and made incredible amounts of money as a result. You can do the same if you listen to my Ultimate Success CDs and apply what you learn.**
- II. You must have a defined business plan – a series of “90-day blitzes” – if you are going to succeed in network marketing. If you don't have a business plan, then you will fail.**
- III. You must be entirely self-motivated if you are going to succeed in network marketing. If you rely on “outside motivation”, then you will fail because there is no such thing as “outside motivation.” Your motivation must come from within.**
- IV. You must be a great speaker if you are going to succeed in network marketing. People are naturally drawn to a great speaker. As a**

great speaker you will recruit, train, and lead much more effectively.

V. You must communicate persuasively, and you must use sales and marketing tools that are persuasive.

VI. You must learn how to lead a large and productive downline.

VII. Working hard is irrelevant if your strategies and tactics are flawed. Working hard in and of itself won't cause you to succeed in network marketing. Millions of network marketers have worked their fingers to the bone, and failed miserably.

VIII. Working long hours is irrelevant if your strategies and tactics are flawed. Working long hours in and of itself won't cause you to succeed in network marketing. Millions of network marketers have worked long hours and failed miserably.

IX. MOST IMPORTANT OF ALL: The success you achieve in network marketing is determined by the quality of the training you receive, and that which your downline receives. The training you and your downline receive must be competent, effective, and repetitive. If it is not, then it is a guarantee that you will fail. Bad training will cause you to fail. On the other hand, competent, effective, and repetitive training puts the odds of success in your favor; it accelerates and empowers the business-building process, and thus causes your success to happen much quicker.

Succeeding in network marketing requires that you and your downline receive competent, effective, and repetitive training – and you apply what you learn. There are no exceptions.

Remember that this **Training For Success** ebook comes with free redistribution rights, so you can email it to your downline to help train them. The only restriction is that you cannot modify this ebook in any way. I wish you and your downline much success in this wonderful industry.

Sincerely,

Tracy Biller
Hendersonville, Tennessee
www.UltimateSuccessCDs.com

Chapter 1

“It’s the training, stupid!”

Would you like to make \$10,000 a month in network marketing? I’m assuming your answer is “yes”. After all, who wouldn’t want to work from the comfort of home, have total time freedom, and make \$10,000 a month (\$120,000 per year)!

Of course, perhaps you want to earn less than \$10,000 a month? If you earn \$5,000 a month in network marketing, that’s the equivalent of a \$60,000 a year income, which is about double what the average person earns annually in the United States. Plus, you’ll be working from the comfort of home and have total time freedom.

Perhaps you want to earn more than \$10,000 a month? Well, if you’ve read any of my previous ebooks and newsletters, or if you’ve heard me lecture in person, or if you’ve heard me on any one of the hundreds of teleconferences I’ve conducted, or if you’ve heard one of my many audio presentations, then you would already know that my goal as a network marketer was to earn \$25,000 a month. And you would know that I achieved my goal with two different companies, and twice became my company’s #1 earner.

You would also know that I achieved my goal not because I’m super smart (I’m not!), or because I’m an extreme workaholic (I’m not), or because I was born with the “gift” of networking (I wasn’t!).

As I have made known throughout all of my training materials, especially in my **Ultimate Success CDs** training series, the reason I accomplished my goal of earning \$25,000 a month in network marketing is because I was fortunate to have received **competent, effective, and repetitive training**, and I applied what I learned on a consistent daily basis.

And I’m here to tell you that you too can achieve your goal if you receive competent, effective, and repetitive training . . . and you apply what you learn.

The fact is that the network marketing training you receive is what “makes or breaks” your business. Regardless of how much money you want to earn as a network marketer –\$5,000, \$10,000, or \$25,000 a month – the success you achieve in network marketing is directly determined by the training you and your downline receive.

If you and your downline receive competent, effective, and repetitive training – and you apply what you learn from that training – then it’s virtually a guarantee that you will **succeed** in network marketing. But if you and your downline have the misfortune to receive incompetent and ineffective training (as do most network marketers), then it is virtually a guarantee that you and your downline will **fail** in this business regardless of how incredible your company is, or hard and how long you work, etc. Sadly, over 98% of all network marketers fail because they received incompetent and ineffective training.



Chapter 2

Competent, Effective, and Repetitive Training is the single most important element for your network marketing success.

Before I teach you how to train your downline to achieve success in network marketing, it's important that you know the dictionary's definition of these four words: **competent**, **effective**, **repetitive**, and **training**.

Competent	=	Able; Capable; Sufficient; Adequate
Effective	=	To Produce the Desired Result.
Repetitive	=	To experience or do again and again.
Training	=	To educate and make proficient or qualified by instruction, drill, repetition, etc.

In order to achieve most great things, we will need to receive **competent, effective, and repetitive training**.

Consider the person who takes up karate. If that person's goal is to become a "black belt", then they **must** receive competent, effective, and repetitive training over a period of several years, during which time they must apply what they learn on a consistent basis. There is absolutely no other way for them to become a "black belt."

Consider the person who takes up the game of golf. If that person's goal is to have a single-digit handicap (9 or less), then they **must** receive competent, effective, and repetitive training throughout many years, and they must apply what they learn on a consistent basis. There is no other way to achieve a single-digit handicap in golf.

Consider the person who wants to become a doctor. They must receive competent, effective, and repetitive training throughout many years and they must apply what they learn on a consistent basis. This is an absolute **must** in order to become a doctor. There is no other way.

THE NETWORK MARKETER

Now . . . consider the person who becomes a network marketer. The "rookie" quickly learns – contrary to what they may have been told by their sponsor or some other source of "how-to information" – that network

marketing is unlike anything they've done in their past, and that there's a fine line between that which works and that which doesn't.

In fact, the rookie network marketer quickly learns that much of what they've been taught to do by their sponsor or upline or company trainings (or from the overwhelming majority of the ineffective generic training that's available) simply doesn't work, which is the primary reason so many rookies quit the business within the first six months.

Many rookies come into network marketing with the goal of earning at least \$5,000 a month with their network marketing business. Many others want to earn \$10,000 or more a month in network marketing. The bottom line is that in order for them to achieve a \$5,000 or \$10,000 monthly income with network marketing, they must receive competent, effective, and repetitive training. There is absolutely no other way for them to achieve a lucrative income stream in this industry, regardless of what they may have been told.

I'll repeat it again, and I urge you to read these next two sentences slowly:

If you and your downline receive incompetent and ineffective training, then it's virtually a guarantee that you will all fail in network marketing regardless of which company you're with, or how hard you work, or how long you work.

But if you and your downline receive competent, effective, and repetitive training – and you apply what you learn – then it's virtually a guarantee that you all will succeed in network marketing.



Chapter 3

“Sponsor-to-Rookie Training” is a bad strategy. It almost always causes failure.

Throughout the history of network marketing, it has been taught that it is the responsibility of the sponsor to directly train their new recruit(s).

This strategy is called “sponsor-to-rookie training.”

For example, if you sponsor a guy named Dan, then it’s your responsibility to train Dan as you are the sponsor and Dan is your new recruit.

Although this “sponsor-to-rookie training” strategy has been practiced throughout the history of network marketing, it is a severely flawed strategy and is usually the primary reason the new recruit fails.

The reason it is a flawed strategy is because the training the new recruit receives from their sponsor is usually incompetent and ineffective.

Please note however, this is not the sponsor’s fault! The reason it’s not their fault is because more than likely the sponsor **also** received incompetent and ineffective training from their sponsor, thus they are just “passing on” what they learned.

Sponsor-rookie training is also flawed because its success depends on at least three factors that **must** be present, such as: 1) the sponsor must possess the knowledge, 2) the sponsor must be able to communicate effectively, 3) the sponsor and rookie must be able to consistently coordinate the times and dates for their repetitive training sessions.



Chapter 4

“Sponsor-to-Rookie Training” promotes excess and non-productive “lag time”.

The majority of network marketers are “part timers.” The only difference between a “part time” and a “full timer” is the amount of time they put into their business.

As I teach on my training Ultimate Success CD titled “The 90-Day Blitz”, a network marketer should be spending most of their time “building” their business, and not “training” their new distributors.

Training is not building, and building is not training.

Some people will disagree with me on this issue and argue that “you can’t build if you don’t train your downline.” While this is certainly true for businesses in which the new employees are paid a salary or wage (or even a commission), this is not true for network marketing.

Remember this important fact: Network marketing is a very unique business, and is unlike other traditional businesses that require the training of the new employees.

The fact is that different and unique training strategies apply specifically to network marketing simply because network marketers are not employed by their sponsors, and network marketers are not on any sort of a payroll.

To those people who say I’m wrong and that “you can’t build if you don’t train your downline, my rebuttal to their argument is this:

“The most productive network marketer is the one who trains his downline competently, effectively, and repetitively without having to do it himself.

“In doing so, he frees himself from the time-consuming process of training (and the preparation to train), which allows him to focus on the building aspect of his business.

“The results are that this network marketer makes a lot more money than the one who tries to train his downline by his own accord.

“This simple strategy causes the downline to become a ‘self-trained’ entity, which in itself is a very powerful strategy because a self-trained downline becomes a self-responsible and self-functional downline. They too, will then focus on building and not get bogged down with the training aspect of their business.”

Of course the question you probably have is: “How do I competently, effectively, and repetitively train my downline?”

I will answer that question in the coming chapters.



Chapter 5

The Competent, Effective, and Repetitive Training your downline receives must be conducted by an expert if you are to accomplish your goals.

If you want to accomplish a worthwhile goal, then an expert must train you competently, effectively, and repetitively.

Of course, if your goal is merely to walk around the track at the local high school or you just want to drive to the supermarket and shop for food, then you're not going to require any specific training.

But if you have a worthwhile goal – such as earning \$10,000 a month in network marketing – you must receive competent, effective, and repetitive training from an expert.

THE EXPERT INSTRUCTOR

To illustrate what I mean, I'll use the example of a person taking up karate.

Suppose a fellow named Larry decides to take up karate, and his goal is to become a black belt.

Larry joins a local karate studio owned by a nationally known black belt named Tom who serves as the studio's instructor.

Tom's karate credentials are impeccable. On a scale of 1 to 10 (10 being the highest), Tom is indeed a "10" with regards to his being an expert in his field and his ability to teach others what he knows.

Larry is a karate "rookie". Therefore on a scale of 1 to 10, his knowledge of karate is a "0".

Larry attends his first practice at Tom's karate studio. For a full hour he does everything Tom tells him to do, and he does it well. However, one practice does not make Larry a karate expert. After one practice Larry is still a rookie. He's not even close to being a "10" like Tom.

In fact, after one practice Larry isn't even a "1" yet. And it will take him many months to become a "1" just as it will take him many more months after that to become a "2", and so on.

But because Tom is an expert (he's a "10") and because he can train competently and effectively, the rookie Larry can indeed become a "10" if he applies what he learns from Tom on a consistent basis over time.

Simply said, that's how a person accomplishes their goal of becoming a black belt in karate.

THE INFERIOR INSTRUCTOR

Suppose that Larry decides that he doesn't want to receive competent, effective, and repetitive karate training from an expert. Suppose that Larry instead chooses to receive training from his next door neighbor Chuck who claims to have received some basic karate training back when he was a bouncer at a bar during his college days.

Compared to Tom the karate expert, Chuck's karate credentials are quite inferior. He has no "belt" ranking because he never went through any formalized and ongoing training. On a scale of 1 to 10, Chuck is maybe a "1" with regards to his being a karate expert and his ability to teach Larry what he knows.

The question is this: If Chuck is a "1" and Larry is a "0", then what will Larry become after receiving karate training from Chuck?

The answer is that Larry will be somewhere between a "0" and a "1". In fact, Larry will never become any more than a "1" as that's all Chuck can teach him, simply because Chuck is not an expert nor can he train competently and effectively.

The "victim" in this scenario is Larry, whose goal is to become a black belt.

HOW TO BECOME A "10" IN NETWORK MARKETING

The secret to becoming a "10" in network marketing is really quite simple:

Find a network marketing expert who is willing to teach you everything they know – one who has the communication skills to teach you competently and effectively – one who can teach it to you on a repetitive basis. Apply everything you learn from the expert on a consistent daily basis.



Chapter 6

Can the Expert teach?

There are a lot of network marketing “experts”. Some are deserving of the title, while for others it’s merely a self-imposed label so as to help them sell more books and tapes, gain credibility, build a downline, etc.

Common sense dictates that just because someone is indeed an expert at something, it doesn’t automatically guarantee that they can teach it competently and effectively to others. Throughout all of professional sports are many thousands of men and women who are “experts” at playing their particular sport. But just because they are experts at performing, doesn’t mean they are experts at teaching.

In fact more often than not, great players make mediocre coaches, while mediocre players become great coaches.

So how can you tell if a network marketing expert can teach competently and effectively? My suggestion is that you research all of their “free” training materials such as their free ebooks, their free newsletters, and all of the information on their web site that talks about their training materials. If what you see is well written, contains good solid information, makes common sense, and you have a good “feel” from what they offer, then the odds are that the expert can indeed teach you competently and effectively, and your money will be well spent acquiring their training materials.

BEWARE OF THE EXPERT WHO CAN’T TEACH

I’ve attended many network marketing trainings both live and on the telephone in which a “heavy hitter” (the “expert” who made a lot of money) is unable to teach others competently and effectively. Either they don’t speak well, or their thought process is unorganized, or they have a hard time getting to the point, etc.

What’s much worse however, is when the network marketing expert teaches strategies which promote failure, such as: warm market recruiting, the “3-foot rule”, putting flyers on cars, using auto-dialer software, email spamming, handing out business cards, doing in-home meetings, etc.

The “expert” who teaches these flawed strategies does more harm than good, and causes many hard-working rookies to fail.



Chapter 7

The best network marketing training isn't free. But it doesn't cost much, either. In fact, it's downright cheap!

I have never in my life backed away from spending my money to learn something if it will help me to accomplish my goal.

I have always understood that competent, effective, and repetitive instruction comes with a price, and I'm more than willing to pay that price.

Throughout the last ten years I've paid money to receive expert water ski instruction, expert snow ski instruction, and expert wake board instruction.

My college degree cost a lot of money (which I earned with a football scholarship), as did the courses I took at Business School (which I had to pay for).

I am continually amazed at some of the outrageous prices charged by certain network marketing "gurus." I've heard of one fellow who charges \$5,000 for a 3-day week-end workshop. That's unbelievable!

Another guy charges \$3,000 for six months of weekly teleconferences. What a rip-off!

One lady charges \$1200 for an ongoing seminar series. Whew!

And then there is the network marketing "cruise ship" training vacation for about \$700, on which you get to "rub elbows with heavy hitters and learn their secrets." (What a bunch of hooie!) Having been on seven incredible cruise ship vacations with my wife, I can tell you with all honesty and sincerity that I would never in my life consider mixing network marketing training and "elbow rubbing" with my cruise ship vacation. If I did, my wife would kill me! Cruises are for "escaping" from your work. Leave your work behind; don't take your work on the cruise.

Seriously speaking – knowing what I know now – there's no way I would ever spend \$5,000 or \$3,000 or \$2,800 to receive network marketing training.

I wouldn't spend \$500 to receive network marketing training.

And neither should you.

The good news is . . . **YOU DON'T HAVE TO!**

As you will see at the **Ultimate Success CDs** web site, you and your downline can get competent, effective, and repetitive training for an extremely low price, just \$9.95 per CD, and you'll be receiving the best training in the history of network marketing. I'll discuss this more in detail later in this ebook.

CHEAP & IGNORANT DREAMERS

I am continually amazed at how many "cheap & ignorant" network marketers there are who literally screw themselves from being successful simply because they won't spend a few dollars to receive competent, effective, and repetitive training.

No, I'm not talking about spending \$1000s of dollars or even \$300.

I'm talking about owning the industry's all-time #1 training series, the **Ultimate Success CDs**.

These "penny-pinching wanna-be dreamers" claim that they want to make a lot of money, yet they fail to understand that there are key things they must learn, certain habits they must learn to develop, specific skills they must obtain and implement, such as: 1) how to hit your target market, 2) how to speak well, 3) how to develop a business plan, 4) how to create, increase, and sustain sales volume, 5), how to become and stay self-motivated, 6) how to make your sales and marketing tools persuasive, 7) how to develop your own fresh, high-quality, and inexpensive leads, 8) how to be a great leader, and so much more.

These people do not understand that these skills and habits just don't "fall out of trees."

And these skills and habits are not delivered by Santa Claus, the Easter Bunny, or the Tooth Fairy.

The only place to acquire this information is from a network marketing expert who can teach it competently, effectively, and repetitively, as I do on my **Ultimate Success CDs**.

I said earlier that I have never in my life backed away from spending my money to learn something if it will help me to accomplish my goal.

I also stated that I have always understood that competent, effective, and repetitive instruction comes with a price, and I'm more than willing to pay that price.

About six months ago I paid for a series of golf lessons from my club professional. The problem was that my game had gotten to a point where I needed some "fine tuning" in order to lower my handicap.

Mind you, I play golf with some incredible golfers to whom I could have gone to for advice. The private golf club to which I belong is one of the most competitive in Tennessee. Our membership contains many dozens of single digit handicappers, many of whom played golf in college, several of which played professional golf.

But while many of these players are "experts" at playing golf, they are not experts at "teaching" golf both competently and effectively. Had I gone to them to seek advice, I would have received a dozen different "tips" on how to "fine tune" my game.

Our club professional on the other hand, is an expert on golf and can teach golf and fix golf swing mechanic problems and make enhancements with incredible competency and effectiveness. I paid him \$300 for a series of five one-hour lessons. It was money well spent and I never even thought twice about spending the money as I wanted to accomplish a goal, that being to “fine tune” all aspects of my game lower my handicap. Indeed, my handicap dropped by four strokes.

A HARVARD DEGREE vs. ULTIMATE SUCCESS CDs

Consider this fact . . . a degree from Harvard University will cost you somewhere between \$100,000 and \$150,000. It will take you about four years to earn that degree. Your tuition, books, supplies, room, board, necessities and transportation are not tax deductible. Moreover, Harvard does not offer a single class that specifically teaches you how to work from home just a few hours each day and get rich in the process.

Now consider this fact . . . my **Ultimate Success CDs** cost only \$10 each. It will take you a few hours to listen to them. Your investment in Ultimate Success CDs is 100% tax deductible because it’s a business expense (under the category of “Education”). Moreover, the information you hear on the Ultimate Success CDs will teach you how to work from home just a few hours each day and get rich in a short time.

It’s a no-brainer!



Chapter 8

Methods of Training: Pros and Cons.

There are many ways to “teach” network marketing to your downline distributors. Here are a few of them with the “pros & cons” of each:

LIVE TRAINING MEETINGS

Live training meetings can be used to train your distributors.

The trainer must look presentable and professional, must speak well, and should be an expert in network marketing.

Moreover, they must be able to provide competent, effective, and repetitive training.

The problem with live training meetings is that you must have a place for the audience to gather, and you must make time to prepare for the meeting and set up the meeting room, all of which creates a lot of lag time.

The meeting “room” must have comfortable seating. The lighting must be appropriate as well as the sound so that the instructor can be heard.

If the live training is to be effective, then it must be ongoing, as “one-shot-training” usually offers just a quick “emotional fix”.

If you have distributors who live a long distance from the meeting location, then the live ongoing training meeting will not serve them, as they will not be able to attend your regular meetings.

If you have distributors who work or have other commitments at the time of the training meeting, then the meeting can not serve them either.

For the distributors in the audience – the students – the problem with live training meetings is that they must possess the skill to take good notes, or else they will quickly forget most of what they heard. One way to solve this problem is to allow the students to record the training, but that creates logistical problems, especially for ongoing meetings.

Live training meetings were the “standard” during the first five decades of network marketing. Today however, most live training meetings have been

replaced by such communicative training devices as: CDs, DVDs, cassette tapes, ebooks, electronic newsletters, email, web sites, videos, etc., all of which are readily available to all distributors regardless of where they live, their time constraints, etc.

LIVE TELEPHONE CONFERENCE CALLS

Live telephone conference calls can serve as a good way to train your distributors as long as the person doing the training can speak well, and is an expert in network marketing.

Moreover, they must be able to provide competent, effective, and repetitive training.

The problem with live telephone conference calls is that they require time to prepare and to choreograph the call, which most trainers never do (or don't know how to do). This creates wasted lag time and an ineffective call.

If the live telephone conference call is to be effective, then it must be ongoing, as "one-shot-training" only offers a quick "emotional fix".

If you have distributors who work or have other commitments at the time of the training call, then the call cannot serve them.

For the distributors who are listening on – the students – they must be able to take great notes or else they will quickly forget most of what they heard. One way to solve this problem is to allow the call to be recorded, but that creates logistical problems, especially for ongoing calls.

Another way to "preserve" the call is to record it and put it up on a voice mail service. However, the problem is that your distributors can only access the training by telephone. Plus, this costs extra money.

EBOOKS, BOOKS, NEWSLETTERS, EMAIL, ETC.

Written material can and will always serve as a great way to train network marketing distributors.

However several things must be considered.

First, the writer must indeed be able to write effectively so as to accurately convey their message.

Secondly, the reader must be able to read well so they can understand what's been written.

Sadly, the reading comprehension of our nation's adult population has dropped over the past ten years, and continues to do so. This is due in part to the

tremendous amount of time that people spend watching television instead of reading.

CASSETTE TAPES

Throughout the 1980s and 1990s, cassette tapes were used in great abundance to train network marketing distributors.

At one time there were over 100 cassette programs that featured network marketing training.

Of them, less than a handful contained competent and effective training.

My own “Power Recruiting” tape – first released in 1999 – was the industry’s #1 training tape. It has since been replaced by my “Momentum” CD, available at **Ultimate Success CDs**.

Like live telephone conference calls, cassette tapes can be an effective way to train if the speaker is an expert, can communicate well, and can teach competently and effectively.

Few if any network marketing cassette training tapes are being produced these days because the cassette tape player has been replaced by the CD player in both cars and in homes.

DVDs, VIDEOS, FLASH PRESENTATIONS

The first time a network marketing distributor produced a training video was back in the early 1980s.

Videos have been replaced by DVDs and online flash presentations.

Video, DVD, and flash presentations are all the same in that they present the viewer with both something to see and something to hear.

This can however, be both a positive and a negative.

First of all, the fact is that video presentations are expensive to produce.

Secondly, there’s not a whole lot in network marketing that requires one to be “shown” what to do. As a result, most network marketing video training presentations contain a lot of “dead space”, filled with non-specific rhetoric, hype, and fluff.

Thirdly, the person appearing on the video presentation must indeed “perform”. We as viewers are used to watching professional actors and communicators on our televisions, etc. So when we see a raw amateur on a network marketing training presentation, it serves as a distraction. (To the contrary, when we see a

network marketer perform like a professional actor, it serves to intimidate because we realize we can't perform at that level.)

Lastly, a video presentation does not require any effort on the part of the viewer. When a person reads a book, it requires active participation. The words must be acknowledged, and thoughts must be processed. This is also true when a person listens to someone speaking on a CD, a radio program, or a telephone call. When you listen to someone speaking on a CD, you are forced to actively participate. It is a scientific fact that active participation greatly increases one's retention rate.

But when a person watches a video, DVD, or flash presentation, it requires absolutely no active participation. You merely sit and watch passively.

COMPACT DISCS (CDs)

Without question, the compact disc (CD) is the best way to train network marketers. Therefore, I've devoted the entire next chapter (Chapter 9) to explain why you and everyone in your downline should be using CDs for training.



Chapter 9

COMPACT DISCS (CDs) The absolute BEST way to successfully train your downline!

CDs are the best way to train network marketers, and you should be using CDs almost exclusively to train your downline.

The CD is extremely accessible, and can be played virtually anywhere at any time.

Training CD's are cheap. Anyone can afford them.

Unlike DVDs, videos, flash presentations, live meetings, etc. listening to a CD requires active participation. This greatly increases the student's retention rate.

CD's can be easily transported when traveling, so you can listen to them wherever you go.

CD's can be listened to in the car when traveling to and from work, or when running errands, etc., making it possible to be trained while driving.

CDs can be played in most computers, making it easy to both listen and type out your notes at the same time.

CDs can easily be listened to repetitively, which greatly increases the retention rate.

THE "NO TIME" FACTOR

Virtually every distributor in your downline has responsibilities to their family, their job, their school, their church, their charity, their hobbies, their work-out routine, their friends, etc.

Having to "fit in" live trainings and conference calls is hard and sometimes impossible for many distributors, and it's a major reason why so many distributors quit the business.

Training with CDs is the answer!

When you train your distributors with CDs, you make it possible for the distributors to "fit" their network marketing training into their busy schedules.

WHAT TO LOOK FOR IN A TRAINING CD

There are four (4) important factors you should look for to make sure that the CDs you are buying do indeed offer competent and effective network marketing training.

- 1) The speaker on the CD must be an expert in network marketing. He must know how to build a large downline (having done so himself), and must know how the network marketing industry and companies function.
- 2) The speaker should have an education and/or experience in rhetorical persuasion, communications (spoken and written), sales, marketing, and business.
- 3) The speaker must speak well so as to keep the listener engaged.
- 4) The speaker must speak at a rapid pace and for two reasons: it keeps the listener alert and it allows for more information to be taught in the allocated time (72 minutes per CD).

Is there a series of training CDs that covers all four of these factors? Yes, there is. The **Ultimate Success CDs** do indeed cover all four of these factors.

CDs CREATE A “SELF-TAUGHT” DOWNLINE

The use of CDs allows your downline to be “self-taught.”

When a downline is self-taught, then they become both self-responsible and self-functional.

A self-responsible and self-functional downline is always a more productive downline than one that requires “hand holding” and “baby sitting.”

It’s a no-brainer! Train with CDs!



Chapter 10

Tracy Biller's Strategy For Training Your Downline For Success!

When I built my first big downline, I trained my new distributors on a weekly Saturday morning 90-minute telephone conference call. As my downline grew, I added a weekly Tuesday evening 90-minute training call.

The purpose of these Saturday and Tuesday calls was to train the new distributors that were coming into my downline each week.

In hindsight I would never do those training calls again.

NEVER!

Doing weekly training calls cost me a lot of time. It took me way too much time to prepare for the training calls and do the calls, time that should have been spent "building" and not "training."

It's tough enough to find the time to recruit, sponsor, and retail. Adding the time to train my personal recruits plus people in my downline made it difficult to have time freedom, which was the primary reason I got into network marketing.

Another problem is that attendance on those training calls was always sparse, usually less than 10% of my total distributor base.

Knowing what I know, I should have recorded my training on CDs for all the reasons I listed in the previous chapter.

Had I trained my downline with CDs, then my downline would have been much bigger, my downline would have been much more productive I would have made a lot more money, and I would have had a lot more time freedom while I was building my business.

When I began building my second big downline, I convinced the owners of the network company I was with that they must enhance their training. My goal was for them to provide competent and effective training so that I wouldn't have to, as I wanted more time to build as well as more time freedom.

But like so many network marketing companies, the owners made the company-produced training both convoluted and ineffective. Thus, once again I took on the task of training my own recruits, and my downline distributors.

Again in hindsight, I just should have recorded my training on CDs as that would have been the smart thing for me to do.

How I would train my downline today.

Knowing what I know now, if I was getting started in network marketing today, I'd apply the strategies that are taught on my **Ultimate Success CDs**, which are the same strategies I learned from my mentor, which I applied when I built my two huge downlines.

The **Ultimate Success CDs** offer the best training in the history of network marketing. Granted, that's my own personal opinion. However, I have yet to have anybody show me better, more competent, and more effective training. They are the "best of the best", and thousands of network marketers believe the same. (Be sure to read the testimonials at my web site.)

To train my new recruits – my "rookies" – I would tell each of them to purchase all of the **Ultimate Success CDs**.

I would **not** stock up on training CDs and give them to my downline for free. This is a severely flawed strategy that practiced by people who have no idea what it means to strive for "self-responsibility". This is a business, not charity. If you give training materials to your downline at no cost, you will waste money. Moreover, you will breed complacency, as no value will be placed on the free training materials.

Moreover, I would **not** stock up on training CDs and sell them to my downline. Because training CDs (such as **Ultimate Success CDs**) can be ordered quickly on the Internet and they are ship quickly via Priority Mail, it would make no sense for me to serve as an "order taker" and "shipping clerk" for my downline. I'd rather spend that time recruiting and building, and not taking orders and packing up CDs.

Again, to train my new rookies to go to the **Ultimate Success CDs** web site, and get the best training CDs in the history of the industry.

You should do the same. To train your distributors, simply "link" them to the **Ultimate Success CDs** web site.



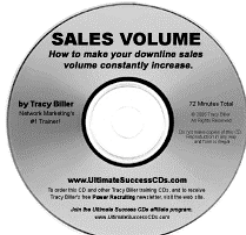
You should insist that all of your distributors listen to the **MOMENTUM** CD, as this CD teaches them how to hit their “target market.” Plus, the **MOMENTUM** CD teaches them powerful scripts, strategies and tactics that they will use for the rest of their network marketing career, including the powerful “30-Second Pitch.”



Your downline should listen to the **PERSUASION** CD and follow the training exercises, especially the one that teaches them how to distinguish between a “fact” and a “benefit.” Network marketing is all about persuading others to join us and/or to buy what we’re selling, which makes the **PERSUASION** CD a most valuable asset.



Your downline should listen to the **LEADERSHIP** CD to learn the many specific leadership attributes so that they provide all of their downline distributors with the correct and necessary direction, the ongoing counsel, and the proper encouragement and inspiration to keep them focused on being both productive and prosperous.



Your downline should also listen to the **SALES VOLUME** CD. The money you make in network marketing is based upon the amount of sales volume that you and your downline create. The **SALES VOLUME** CD will teach them specific strategies and tactics for creating and sustaining huge amounts of sales volume.



You should insist that your distributors hear the **90-DAY BLITZ** CD, as it is imperative that each of them develops their own business plan based on their goals and the available time that they have to work their business. Simply said, the **90-DAY BLITZ** CD will make your downline much more productive.



For the distributors in your downline who are lacking motivation, then you should insist they listen to the **MOTIVATION** CD. Your downline distributors must be self-motivated so that they are not afraid of failure, and that they embrace success. The **MOTIVATION** CD is one that your entire downline should listen to.



For the distributors in your downline who don't speak well (or not well enough), you should insist they listen to the **SPEAK** CD. The fact is that one must be able to speak effectively in order to succeed in network marketing. By listening to the **SPEAK** CD, your downline will become much better and more productive communicators.

Repetition is the “mother” of retention.

You should tell your distributors to listen to each CD no less than three times before they get started building their business.

Your downline must earn your “support.”

Your “support” is not their birthright.

The distributors that purchase the CDs and listen to them should receive your full support.

Those who do not should not receive even one second of my support.

You see, if I were building a downline today, my unwavering “rule of support” would be as follows:

The distributors in my downline who purchase and listen to the Ultimate Success CDs will receive my full support.

Those who do not purchase and listen to Ultimate Success CDs are on their own. They do not receive my support.

ALWAYS STRIVE FOR A SELF-FUNCTIONAL DOWNLINE!!!!

I have no doubt there will be some people who will read the previous paragraphs and think, “Tracy Biller is too tough. He's mean. He needs to be more caring. He needs to help people. He should support his downline regardless of what they do.”

To those people who believe such foolish and ignorant thoughts, I offer the following advice . . .

If your objective is to simply “help” people and “care” for people, then get out of network marketing right now. Your desire to “help and care” for people would be much better served if you donate your time and energies to your church, local schools, library, hospice, senior care center, homeless shelter, etc.

But if your objective is to make money in network marketing, then you must understand that you must do everything in your power to cause your downline distributors to be self-motivated, self-determined, self-responsible, and self-functional. And it all starts from day one when you tell your new rookie where to get their training.

You must realize that you have a 50-50 chance that a rookie will be productive, just as you have a 50-50 chance they will quit. It's a crapshoot, pure and simple. Therefore you should not waste a single minute of your time training a rookie when they can train themselves with Ultimate Success CDs.

I'll repeat: "Make your rookies get their own training so they can train themselves." It is the smartest and most productive strategy you can implement in order to become successful and rich in network marketing.

WHAT TO SAY IF THEY SAY, "I CAN'T AFFORD IT."

If one of your downline distributors says they can't afford to get the training, then they are lying.

When I built my two big downlines I did everything in my power to persuade the new rookie to purchase a product kit. The cheapest one cost \$250.

Whenever one said to me, "I can't afford it," I'd immediately say to them the following . . .

"You're lying. The truth is that if you arrived home from work and discovered your toilet was overflowing with raw sewage that was pouring all over your floor, you'd call a plumber so fast it would make your finger bleed. If the plumber said it would cost \$1,500 to fix the toilet and clean up the mess, you wouldn't say, 'I can't afford it.' No way! Instead, you'd somehow find the money because you're not going to live in a house that has raw sewage flowing out of the toilet all over the floor. So don't tell me you don't have or can't find a measly \$250. That's pocket change and you know it. It's not about affording it or not affording it. It's about you having the desire to make something of yourself and

**earning \$5,000 to \$10,000 a month and having time freedom.
Either you want it or you don't. But don't insult my intelligence
by telling me you can't afford it."**

Believe it or not, for every ten people who said to me, "I can't afford it", eight of them would buy the product kit after I told them the toilet scenario.

If one of your downline says to you, "I can't afford the Ultimate Success CDs," what they're really saying is, *"I'm lazy and I really don't have the desire to make \$5,000 or \$10,000 a month. I like being poor and having no time freedom."*

Believe me, it's a lot better to learn in the very beginning that your new rookie is lazy and doesn't have the desire to succeed, than to learn it after you've given them five or ten or fifteen hours or more of your time training them in person or on the telephone.

Had the **Ultimate Success CDs** been available back when I built my two big downlines, I would have built bigger downlines, made more money, and had more time freedom during the process. The fact is that if I had been able to use the **Ultimate Success CDs** to train my downline then I would have saved the many thousands of hours that I spent training my new recruits and downlines, not to mention the money I would have saved. If you haven't already, then I encourage you to listen to the **Ultimate Success CDs** for yourself. Once you hear them, then you too will understand just how powerful they are, and how they will help you succeed in network marketing.



SUBSCRIBE TO THE NEWSLETTER

Also, be sure to opt-in to receive my free Success-Training Newsletter (if you haven't done so already). All of the past newsletters are free, and are at my web site for your reading.

To purchase the CDs and to sign up as an Affiliate and to receive my free newsletter, simply go to my web site:

www.UltimateSuccessCDs.com

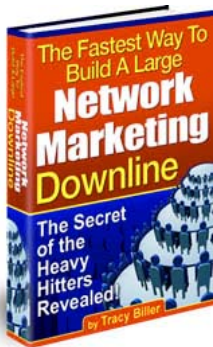
Read the following five sentences carefully:

- 1) You can achieve your network marketing goal if you receive competent, effective, and repetitive training . . . and you apply what you learn.**
- 2) The network marketing training you receive is what "makes or breaks" your business.**

- 3) **Regardless of how much money you want to earn as a network marketer – \$5,000, \$10,000, or \$25,000 a month – the success you achieve in network marketing is directly determined by the training you and your downline receive.**
- 4) **If you and your downline receive competent, effective, and repetitive training – and you apply what you learn from that training – then it’s virtually a guarantee that you will indeed succeed in network marketing.**
- 5) **If you and your downline have the misfortune to receive incompetent and ineffective training (as do most network marketers), then it is virtually a guarantee that you and your downline will fail in this business regardless of how incredible your company is, or hard and how long you work, etc.**

With **Ultimate Success CDs**, you and your downline will receive the most competent and effective training available in the history of network marketing. Listen to the CDs over and over, and apply what you learn. The success you desire is there for the taking. Seize the opportunity and don’t look back.

REMEMBER: This entire “Training For Success” ebook comes with free redistribution rights, which means you can email it to your downline to help train them. The only restriction is that you cannot modify this ebook in any way.

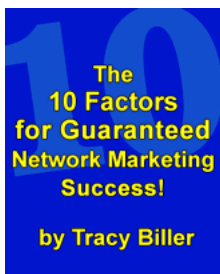


FREE EBOOK

"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 NETWORKMARKETING 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 AUDIO RECORDINGS

FREE AUDIO RECORDINGS FOR ADVANCED SUPER TRAINING

Available FREE at: www.UltimateSuccessCDs.com