

The Fastest Way To Build A Large **Network Marketing** Downline

The Secret
of the
Heavy
Hitters
Revealed!

by Tracy Biller



The Fastest Way To Build A Large Network Marketing Downline!

(The Secret of the Heavy Hitters Revealed!)

By Tracy Biller

© 2002-2009 Tracy Biller. All rights reserved.

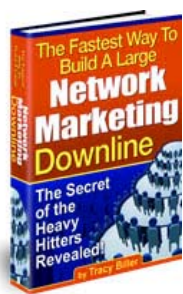
Tracy Biller is the creator of the **Ultimate Success CDs**, the greatest training program in the history of network marketing. Tracy is also the producer and author of the following ebooks, audio programs, and reports:

The 9 Secrets To Succeeding In Network Marketing
The Power Recruiting Newsletter
Power Network Marketing
Training For Success
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 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
It's Easy To Succeed In Network Marketing
When You Recruit The Right People

Be sure to hear Tracy's free training program "The 10 Factors For Guaranteed Network Marketing Success" and read his free "Power Recruiting Newsletters". Available at:

www.UltimateSuccessCDs.com

NOTE: This ebook comes with free reprint and redistribution rights. By owning the reprint rights you can reprint and/or redistribute this ebook. The only restriction is that you cannot modify this ebook in any way.



The Fastest Way To Build A Large Network Marketing Downline!

(The Secret of the Heavy Hitters Revealed!)

By Tracy Biller

© 2002-2009 Tracy Biller. All rights reserved.

Why so many network marketers fail.

Over the past decade, tens of millions of success-seeking individuals have become network marketers with the hope of achieving a lucrative income.

Each one of them received training from their sponsor, from their upline, and from their company.

On top of that, many of these people purchased network marketing “how-to” training books, CDs, tapes and magazines in an attempt to learn the “secret” to network marketing financial success.

They devour the information.

They memorize all the wonderful network marketing clichés.

They revel in all the tantalizing “rags to riches” stories.

They do everything they were trained to do.

And yet less than 1% of them will ever build a large downline and consistently earn \$7,500.00 or more in monthly income (\$90,000.00+ per year).

So the question is . . . Why is it that over 99% of all network marketing distributors fail in their attempt to achieve financial success in network marketing?

The overwhelming majority of them fail because the training they receive is grossly incompetent and grossly ineffective. And as a result of that training, these success-seeking network marketers apply the wrong strategies and tactics, which includes recruiting the wrong people.

What you've got to understand is that there's a whole lot of network marketing training out there that tells distributors "what they want to hear", instead of telling them the blunt truth about what it takes to succeed in network marketing (warts and all!).



This is the primary reason why my Ultimate Success CDs have become regarded as the network marketing industry's #1 training program. The training you receive from Ultimate Success CDs is bold, blunt, direct, honest to a fault, and extremely competent and effective.

www.UltimateSuccessCDs.com



If you have never heard the Ultimate Success CDs but would like a "sample" of what they contain, then I invite you to listen to my free audio MP3 recording titled "The 10 Factors For Guaranteed Network Marketing Success", available on the home page of my web site:

www.UltimateSuccessCDs.com

The Time-Proven Strategy Of Network Marketing's Top Earners

The whole process of building a large network marketing downline and making \$5,000 a month, \$10,000 a month, \$20,000 a month, or \$30,000 a month and more seems so easy to accomplish.

And in theory, it is.

But unfortunately, the network marketing industry is overflowing with illogical theories and silly strategies that have proven themselves to be absolutely worthless.

There is however, a single time-proven strategy that has repeatedly earned savvy distributors exceptionally large five-figure monthly incomes . . . incomes in excess of \$10,000+ per month.

**It is the simple, logical and powerful strategy of recruiting
network marketing distributors into your downline.**

It's called "hitting your target market."

This strategy of recruiting network marketing distributors into your downline is so logical, so powerful, so effective, and so consistently proven, that it is the primary reason why virtually **ALL** brand new network marketing companies begin the downline-building process by recruiting some Heavy Hitters, because those Heavy Hitters, more often than not, quickly build large downlines!

And the strategy they use time and time again to build their downlines quickly, is recruiting experienced network marketing distributors.

Rarely – if ever – do the Heavy Hitters quickly build large downlines and achieve network marketing financial success by recruiting their “warm market” (family and friends) and/or “opportunity seekers”.

They do it by recruiting experienced distributors!

And if you copy their strategy of recruiting experienced network marketing distributors, then you will be doing exactly what so many of the industry's Top Earners and Heavy Hitters have done and continue to do to this very day!

Because when you recruit experienced network marketing distributors into your downline, you significantly increase the odds that you too, will achieve incredible financial freedom in network marketing.

You see, it's not a question of whether or not this strategy works. It is an irrefutable fact that it **DOES** work, and it works extremely well!

Most Network Marketing Distributors Want To Earn Big Money . . . But They Don't!

From the first moment I first learned about network marketing and the income potential, I was hooked. The possibility of working from home and earning a five-figure monthly income hit me hard, and it's what kept me going during my first five difficult years of network marketing failure.

I'm not alone. The fact is, the overwhelming majority of us who are in network marketing want to make big money.

Unfortunately however, over 99% of all network marketing distributors make little or no money from their network marketing business.

In fact, most network marketing distributors actually lose money.

Why does this happen?

Granted, there are network marketing distributors who are lazy. And there are those who procrastinate.

There are those who have a hard time making decisions. And there are those who are scared of success (although they'll never admit it!).

But all of these types of distributors added together only make up a small percentage of all network marketing distributors.

You see most network marketing distributors are good hard working people. They're not afraid of making decisions. And they're not at all afraid of success!

But still the fact remains, that 99% of all network marketing distributors are making little or no money.

I can relate to their failure . . . as I too once failed.

As I said earlier, the primary reason why most people fail in network marketing is because the training they received is grossly incompetent and grossly ineffective, starting with the fact that most network marketers are trained to recruit the wrong people . . . which is exactly why I failed during my first five years in network marketing.

For nearly five years I did exactly what my upline “heavy hitters” told me to do. Plus, during those five years I bought every network marketing training program, book and tape I could find and I applied everything I learned from the “experts”.

You name it and I did it . . . warm market, walk-and-talk, the “3-foot rule”, flyers on cars and telephone poles, classified ads, post cards, mailers, business card pass out, home meetings, parties, etc. etc. etc. etc.

And regarding the “warm market” . . . I’ll bet \$1,000 that nobody in the history of network marketing has worked their warm market as thoroughly and as repeatedly as I did!

The results from all my work during those first five years was that I didn’t even come close to achieving my goals.

I made very little money during my first five years in network marketing. In fact, during those first five years I spent more money than I made trying to build the business! Many times I thought about quitting. Even to this day, I’m amazed that I didn’t quit network marketing for good.

The “Secret” To Success Is Revealed

And then one night – May 11, 1995 – almost five years to the day when I first got into network marketing – I was taught “The Most Powerful Recruiting Strategy In The History Of Network Marketing” by one of the network marketing industry's all-time top earners, a fellow who's earned tens of millions of dollars in network marketing.

Here’s what he told me:

“Tracy . . . what I’m about to tell you isn’t found in any of the network marketing books, tapes, or magazines that are out there.

“This strategy I’m going to teach you is simple, it’s logical, and it’s extremely powerful. And it’s exactly how I made my fortune, and it’s exactly how the majority of the network marketing industry’s top earners have made their fortunes.

“Here it is: hit your target market. In other words, recruit network marketing veterans, not rookies.

“To build a large downline fast, and to make a five-figure monthly income in six months or less, you must recruit other experienced network marketing distributors, the veterans. That’s the secret!

“Do not recruit network marketing rookies. Do not recruit your family and friends. And don’t recruit opportunity seekers. In other words, don’t recruit rookies, people who have no network marketing experience.

“You see, when you recruit rookies, then you’re relying solely on luck of the draw and the odds are against you ever succeeding in network marketing. It’s worse odds than a slot machine in Vegas!

“Forget luck, and go to where the odds are in your favor. Only recruit veteran network marketing distributors.

“The reasons for doing so are logical. Network marketing veteran distributors have already been sold on network marketing. They’ve already been trained. They know how network marketing works. They’ve already got the mind-set of working from home. They want to make money. And most important of all, they know other experienced network marketing distributors they can recruit.

“Recruit other network marketing veteran distributors and you’ll create a downline explosion.”

I asked him, “But why would network marketing veteran distributors from other companies take a look at my network marketing program if they’re already in a network marketing program?”

Here’s what he told me:

“Tracy . . . what you’ve got to understand is this: Contrary to all the ‘success hype’ that oozes from our industry, the fact is that the vast majority of network marketing distributors are failing.

“In fact, about 99% of all the network marketers out there are making little or no money with their programs. And on any given day, over 85% of them will take a look at your program if it’s presented to them properly and respectfully.

“So when you recruit other network marketing distributors, don’t act like everybody else. Be a contrarian! Get to the point. Be courteous. Be respectful. Show some empathy. Sell the benefits of your program. Solve their problems. And never put down the program they’re currently with.

“Contrary to the what you may have heard, often times eight or nine out of ten network marketers will take a look at your program if they think it offers a better opportunity than the program they’re with.

“If you can show them with kindness, sincerity and respect that your program is better, then they’ll join your company, and they’ll bring a bunch of people with them.”

He didn’t have to convince me that recruiting experienced network marketing distributors was the way to go.

I knew he was speaking the truth.

Success is achieved!

I went home and did exactly as my mentor taught me. I bought a big genealogy report and got to work recruiting network marketing distributors . . . network marketing veterans!

I sponsored 17 veterans in the first two months, and told each of them to do what my mentor told me to do, to go out and recruit other network marketing distributors.

My downline exploded and so did my income. In five months my income was over \$15,000 per month.

I did as my mentor told me, and kept on recruiting and sponsoring other network marketing veteran distributors, and I taught them to do the same.

Within just two years I was my company's #1 earner and I had approximately 12,864 people in my downline.

And when that company shut down, I joined another company and again quickly built a huge downline and became the top earner.

It was awesome, to say the least!

It was all because I recruited experienced network marketing veteran distributors AND I applied the right strategies and tactics.

And that's what I've been teaching people to do ever since. In fact, I am the first person in the history of this industry to make the strategy "public" and teach it to the masses so that they too can achieve success in this industry.

Thus whenever I speak at network marketing conventions or on national conference calls, I constantly teach people to "recruit network marketing veterans, not rookies." And it's what I teach on my Ultimate Success CDs.



www.UltimateSuccessCDs.com

Because when you recruit network marketing veterans, you greatly accelerate the downline-building process. Everything speeds up and things happen much more quickly.

When you recruit experienced network marketing distributors, your downline momentum can occur in just a couple of months. And the best result of all is that you can make a lot of money in a very short time.

Building a “Pro” Team

It’s a lot like building a brand new professional sports team. For example, take a look at the Arizona Diamondback baseball team.

The Diamondbacks won the 2001 World Series in just their fourth year of existence. That’s the fastest a new franchise of any professional sport has ever won the world championship. How did they do it? It’s no secret. The owner and his staff recruited a bunch of experienced veteran baseball players. Imagine what would have happened had the Diamondbacks recruited only rookie baseball players. They would have never made it to the World Series, let alone win the whole thing. (Incidentally, the team the Diamondbacks beat, the New York Yankees, was also full of experienced veteran baseball players!)

Recruiting experienced network marketing veterans is exactly how the majority of the network marketing industry’s “heavy hitters” have made their fortunes. And my advice to you is that if you want to build a large downline fast, and if you want to earn a large monthly commission check as a result, then do the same thing. Recruit experienced network marketing distributors!

As I’ve been saying for the past several years, “It’s easy to succeed in network marketing if you recruit the right people. And the right people are experienced veteran network marketing distributors!”

The Facts Speak For Themselves

If your goal is to make big money in network marketing, then consider this:

- The single most important factor for quickly building a large downline is the quality of your prospects.
- It is a known fact among the network marketing industry's top earners that it is easy to succeed in network marketing when you recruit veteran network marketing distributors.

- This time-proven strategy of recruiting experienced network marketing distributors is exactly how many of the industry's top earners have made their fortunes.
- When you recruit experienced network marketing veteran distributors, you're prospects are already highly pretargeted and prequalified.
- When you recruit experienced network marketing veteran distributors, you are doing exactly what so many of the industry's wealthiest distributors did to achieve their wealth!

Consider these two facts:

FACT #1: Most network marketing distributors (an estimated 99%) are making little or no money with their current program.

FACT #2: Most network marketing distributors will take a look at another network marketing program if they think it can offer them a better opportunity than the network marketing program they're currently with.

Where To Find Network Marketing Distributors To Recruit Into Your Downline.

When struggling network marketing distributors make the decision to stop recruiting the warm market (family and friends) and "opportunity seekers", and to start recruiting only network marketing distributors, they are making one of the best decisions – if not **THE** best decision – of their network marketing career.

On top of that, if they make the decision to learn, adapt, and apply the right strategies and tactics, then their network marketing success is virtually guaranteed.

“How do I find network marketers to recruit?”

Whenever I train people on the right strategies and tactics for network marketing success, I'm always asked the question, "How do I find network marketing distributors to recruit?"

There are five ways to find them.

Two of these methods are extremely inefficient, and I do not recommend them.

Three are **EXTREMELY** efficient and I highly recommend you use them immediately.

Here are the five methods and the “pros and cons” for each one:

1. The ones you already know. (Not viable for most distributors.)
2. Advertising. (No! I do not recommend this method.)
3. Network Marketing Genealogy Reports. (YES! The best! I highly recommend this method.)
4. Network Marketing Distributor-Specific Databases. (Yes. I highly recommend this method.)
5. Referrals from the network marketing distributors you sponsor from network marketing genealogy reports and network marketing distributor-specific databases. (Yes. I recommend this method.)

1. THE ONES YOU ALREADY KNOW. (Not viable for most distributors.)

This method is only viable for distributors who’ve done a lot of “networking” within the network marketing industry. If a distributor is relatively new to the business, or he hasn’t done lots of “networking” within the industry, then they don’t know lots of network marketing distributors they can recruit.

I often tell the story of “Jim”, one of the industry’s all-time most consistent Top Earners. Because several of the companies Jim’s been with have shut down, Jim’s had to start over a number of times. Each time he does he recruit’s from his personal “database” of network marketing distributors he knows, or knows of. And each time Jim quickly builds a large downline and receives a five-figure monthly commission check.

But as I point out in the training program, Jim’s done lots of “networking” within the industry over the past 15 years, and knows many thousands of distributors he can contact. Distributors who don’t know lots of network marketing distributors must find them through another means.

2. ADVERTISING. (No! I do NOT recommend this method.)

There are many vehicles to choose with which to advertise and find network marketing distributors, such as: card decks, direct mailers, network marketing magazine ads, newspaper classified ads, fax broadcasting, email broadcasting (spam), flyers, business cards, etc.

Many network marketers make the mistake of thinking that the best place to advertise is in a network marketing magazine.

But there are several problems with placing ads in network marketing magazines.

First, there are not any viable network marketing magazines, and the ones that are available have a small readership.

Second, your ad must run for at least 8-12 months in order to consistently “draw” respondents and build credibility. This will be very expensive.

Third, in order for your ad to get “seen”, it must be at least a half page in size.

Fourth, half to full-page ads in the network marketing magazines will cost you \$1,000 to \$4,000+ per month.

And fifth, even in a good month, you’re only going to get a few hundred respondents, of which only a few dozen will actually be network marketing distributors intent on looking at another opportunity.

3. NETWORK MARKETING GENEALOGY REPORTS. (YES! The best! I HIGHLY recommend this method!)

A “genealogy report” is a database of someone’s downline. Just about all network marketing companies provide “genealogy reports” for their distributors.

Genealogy reports can be “big” (500,000 distributors), “medium” (250,000 distributors) and “small” (100,000 distributors).

Genealogy reports contain the distributors’ “contact information” such as: the distributor’s name, address, phone number, fax number, email address, etc.

Genealogy reports are, simply said, lists containing lots of network marketing distributors!

As I teach on the Ultimate Success CDs, it was with genealogy reports that I built my two huge downlines and made lots of money in network marketing!

Too often, network marketing distributors who’ve never before recruited from genealogy reports become way too “analytical” about genealogy reports, and wonder things like, “What was the network marketing company? How old is the genealogy report? What was the company’s product? How many other people have the genealogy report?” Etc. Etc.

First, the network marketing Company from which the genealogy report came from is irrelevant as most network marketing distributors get into this business with the intent to make money.

Second, if you can get hold of a genealogy report that’s between one and five years old (since the network marketing company shut down), then work it! I’ve worked genealogies that

were 6, 7, and 8 years old and **ALWAYS** had success with them. (Granted, the “older” a genealogy report the more inaccurate information that will be on it. But so what! As I’ve always said, “There’s gold in genealogy reports, regardless of the age!”)

Third, the products that the network marketing company had are irrelevant, same as which company it was. (It’s also irrelevant as to what pay plan the company had.)

Fourth, it never matters how many other people have the same genealogy reports, because few people will work it diligently and even fewer will work it correctly. Whenever I bought a genealogy report from someone, I **NEVER** asked them how many others were getting the same genealogy report, because it doesn’t matter. (As I say on the Ultimate Success CDs, ***“In network marketing, there’s no competition at the top. The competition is at the bottom.”***)

Genealogy reports are hard to find, and it requires having “contacts” within the industry to locate them. In fact, there are only a handful of list brokers who sell them.

NOTE: Always get as many leads as possible. See below for training on this strategy.

4. NETWORK MARKETING DISTRIBUTOR-SPECIFIC DATABASES. **(Yes! I highly recommend this method.)**

These are almost exactly like genealogy reports (see above), except they contain many distributors from many different companies.

NOTE: Always get as many leads as possible. See below for training on this strategy.

5. Referrals from the network marketing distributors you sponsor from network marketing Genealogy Reports and network marketing Distributor-Specific Databases. (I highly recommend this method.)

Whenever you sign up an network marketing distributor from a genealogy report or distributor-specific database, you should **ALWAYS** ask them to provide you with a list of **ALL** of the network marketing distributors they know complete with the names and phone numbers. Doing this is a very powerful strategy for establishing and advancing downline momentum.

IMPORTANT!!!

Always get as many network marketing leads as possible!

It’s important to get as many network marketing leads as possible so that you always have leads on hand for your ever-expanding downline (especially when you’re downline is in momentum, which can happen quickly when you recruit network marketing distributors with the right strategies and tactics).

Many first-time purchasers of genealogy reports and distributor-specific databases are concerned that they may be getting too many leads. But you can never get too many. As you sign up network marketing distributors and they in turn sign up network marketing distributors and so on, the fact is that **ALL** of those people in your downline are going to need network marketing leads for recruiting.

Therefore you **MUST** assume the responsibility of **ALWAYS** distributing leads to your downline.

A good friend of mine says it best. She says,

“The first genealogy report I bought had 19,000 leads. I just about fainted. I’m thinking to myself, ‘What am I going to do with all those leads?’ Prior to that the most leads I ever bought before that were 200 opportunity seeker leads from a company called Pro Step. But what Tracy taught me was right. After I signed up some network marketing distributors, they needed leads. And the distributors they signed up needed leads. And within a month I needed more leads! It was amazing! And so I bought a leads and training package that contained over a million leads!”

NOTE: You should never give leads away for free as you just build weakness among your downline. I always charged my downline on a per-lead basis, exactly what I paid for the leads.

The Facts About Successful Recruiting

If your goal is to make big money in network marketing, then consider these six (6) facts:

1. The single most important factor for your success is the quality of the training you receive. The best training program in the history of the industry is on the Ultimate Success CDs.

2. It is a known fact among the network marketing industry's top earners that it is easy to succeed in network marketing when you recruit network marketing distributors.

3. This time-proven strategy of recruiting network marketing distributors is exactly how many of the industry's top earners have made their fortunes.

4. When you recruit network marketing distributors, you're recruiting people who are already highly pretargeted and prequalified.

5. Most network marketing distributors (an estimated 99%) are making little or no money with their current program.

6. Most network marketing distributors (an estimated 85%-90%) will take a look at another network marketing program if they think it can offer them a better opportunity than the network marketing program they're currently with.

THE NETWORK MARKETING INDUSTRY'S #1 TRAINING PROGRAM ... ULTIMATE SUCCESS CDS

Available at www.UltimateSuccessCDs.com



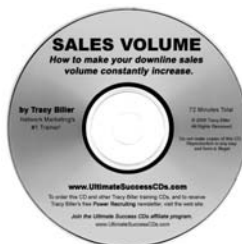
The Momentum CD
How to build a large downline quickly by hitting your target market.



The Persuasion CD
How to create powerful and persuasive sales tools that will dramatically increase your sign-up rate.



The Leadership CD
How to successfully build and lead a large, productive, and prosperous downline.



The Sales Volume CD
How to make your downline sales volume constantly increase.



The 90-Day Blitz CD
How to implement a 90-day business plan that will cause your commission check to explode!



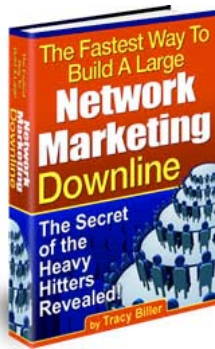
The Motivation CD
How to become self-motivated so that you embrace, pursue and accomplish your dreams.



The Speak CD
How to be a great speaker.

"THE FASTEST WAY TO BUILD LARGE NETWORK MARKETING DOWNLINE" by Tracy Biller

© 2009 Tracy Biller. All rights reserved.
www.UltimateSuccessCDs.com

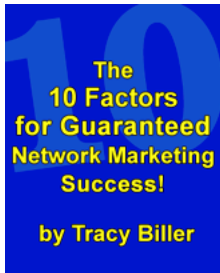


FREE EBOOK

"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 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