

## **Marlon's Marketing Minute**

**November 13, 2010**

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## **Marlon's Marketing Minute**

### **How to attract sales now using my 7-step formula**

**ATTENTION BUYERS of "How I Outsourced Everything"**

**We GOOFED UP and the actual product wasn't uploaded Friday night. Only the overview. The FULL product is now uploaded.**

**I do apologize for our mistake on this.**

**Warning! This orange box is an advertisement for a product that is NOT free. Do not read if you only want low quality free stuff that never works for you and leaves you frustrated, result-less and complaining on forums**

**Would you like to work a fraction of the time and make multiples of profits?** I've just acquired rights to the only info product that shows you how to outsource in stages, starting from where you are right now and expanding in stages of growth all the way up to virtually outsourcing your whole business. This is very practical hands-on information that I personally bought, printed and read before it was even available to offer to you. I corresponded multiple times with the author, who now outsources almost all his business – who works a fraction of the time and makes multiples of the profits. This is around a 100-page pdf, depending on the font size you use. It's high quality thinking and information that I personally learned from. Whether you're just starting out or you've already done some outsourcing and want to take it to the next level, you'll get ideas from this that you can use immediately. You can use these outsources to find and buy your banner ads via the Melvin Perry Formula or to operate Mukul's free advertising methods. Or to implement my methods in Promo Dashboard or Product Dashboard. There's almost nothing you can't do. You can even outsource using my Push Button Letters software. And the best part is, he shows you how START on the SMALLEST budget then scale up.

<http://budurl.com/outsourcemmm>

### **Featured Article**

## **“How to attract more sales now Using my 7-step formula”**

You want sales.

And you want to ATTRACT them now – not later.

I want to share with you 7 steps that will help you do it now.

I discovered these 7 steps through the school of hard knocks over the years. I've been selling and marketing online since before the World Wide Web existed (via AOL and Compuserve).

Yet, I've updated the 7 steps with new twists based on what's working right this very minute.

When I first got started in this business, I wasn't very good at it. I created products but people didn't buy them much. I found that disappointing and discouraging.

I'll never forget when I was young, I had a date with a model in Dallas, Texas. She was 6-foot and stunning. I drove up to the restaurant and parked valet. My car smoked like a Halloween concoction in a big vat.

The valet dudes laughed hard...

Until the model got out.

So I had a lot of tough times, mixed with a few good ones. I went from that to getting paid over \$10,000 to write one sales letter, travelling around the world to speak, getting paid \$1,000 per hour for consulting (and actually getting paid that from clients), and living what most people would call "the good life."

I sleep as late as I want. Wake up when I want. Go to bed when I want. Work when I want.

Freedom. These 7 steps to attracting sales are about YOUR freedom. And they really work. Because I've found that in life you either trade your time for dollars or products for dollars.

And I'd rather trade products and sales.

If you take everyone in the world who surfs the Internet with an English browser, 1 out of every 102 of them has visited one of my sites as measured by Web Trends Live cookies and as documented at [1in102.com](http://1in102.com).

So what I teach really works. Let's dig in and attract you more sales now.

## **Step one: Find the buyers**

You sell to people who buy. Not everyone likes to buy online. Not everyone buys products or services in your chosen category.

So the first thing you do is find the buyers or likely buyers. This harkens back to politics where politicians send direct mail to people likely to vote their way. These are called “likely responders.”

The same thing goes for selling anything to anyone. You target the people likely to buy or respond to start with. I could do a whole issue just on how to do that.

But if you’ve tried selling things in the past that didn’t work for you, it’s very likely that the culprit was step one. You didn’t start out by targeting likely buyers or people with a proven history of buying.

## **Step two: Put ‘em in groups according to what they want**

You have this group of people who buy or are likely to buy. But not all of those buyers are the same.

Different people buy the SAME PRODUCT for different reasons.

That’s crazy isn’t it? But absolutely true.

And you deliver the same sales attraction message to each group, you won’t get the optimal response.

I cite no lesser source than the largest consumer products company in the world – Procter & Gamble, marketers of Tide detergent, Joy dish soap, and more products for the home than you can shake a stick at.

They’re the global leader in sales in four categories – fabric care, hair care, baby care and feminine care – and have ten leading brands that generate a billion dollar or more in sales.

For example, they market Hugo Boss cologne for men. They found several distinct reasons men buy it and created products designed for each segment:

- a. Boss Orange – Mirrors the sports appeal of the Boss Orange clothing line.
- b. Boss Black – For the ambitious guy at the top of his game
- c. Hugo canteen-shaped bottle with canvass strap – Obviously appeals to a different group.

Another example is how they developed Charmin Basic bathroom tissue to target the ideal customer who is a single mom living in an apartment with a single bathroom wanting to buy on a budget.

Then they have luxury tissues designed for another target customer.

The point is, instead of designing one product for all customers, create customized offers.

### **Step Three: Innovate new products or offers for your target groups**

Don't offer the same old, same old.

On the one hand you don't want to invent something too far away from what people are already buying. On the other, you want to innovate just enough that you DIFFERENTIATE from other products.

I'll give you an example: My line of Dashboard products are an innovation vs. ebooks. Yet, they still provide step-by-step information and how to instructions. They aren't too far away from the basic things that people want.

I've innovated many things in my business.

Our [Push Button Letters](#) software was the first in the category and, in fact, created that category.

Our [Dashboard](#) line was a first.

[Amazing Formula](#) was, I believe, the first digitally delivered ebook on Internet marketing sold via an affiliate program. And one of the first sold at all as a 100% digitally delivered product.

[Gimme My Money](#) now was the first product to teach the 2-page web site method that later morphed into the mini-site concept.

The point is don't do the same old thing. Come up with new ideas that have a bit of originality to them YET provide clear BENEFITS to the buyers.

To innovate simply means to come up with a new idea that provides greater benefits to your buyers than the other alternatives do.

#### **Step Four: Find out where your target buyers hang out**

You gotta be able to get your attraction mechanism in front of your target buyers. So you must know where they ARE to be able to get your message in front of them!

In the old days big companies like Procter & Gamble just blitzed ads on TV. But with all the cable channels, video games and everything else, you can't do that anymore.

So now, companies sponsor events, have product placements on TV shows and in movies and use other innovative methods of getting in front of customer's eyes.

You can do the same thing.

If you have a dry cleaning business, maybe you sponsor a booth at a local event where a lot of business people attend. Or you attend the Chamber of Commerce meetings or participate in Toastmasters.

Think outside the box.

If your target buyers are there, with a touch of creativity you can reach them. Recently, I've advocated two products I feel strongly about that can help you reach target buyers inexpensively.

These products aren't the big, slick product launch things everyone touts. But they offer real value at a price that won't break your bank or drain your retirement savings.

a. [Melvin Perry's banner advertising course](#)

Banner ads do NOT rely on the whims of Google and can be bought beginning with a budget of a buck! You can find lots of ads for 5 bucks to 25 bucks.

You track and repeat the ones that work. And you can scale up to about as big as you wanna get. Almost every other banner advertising course I've seen focuses on the big networks where you need to be promoting something really broad like weight loss. And they often have ad buys of \$10,000 MINIMUM. Melvin shows how to get started for literally a buck or so and then scale up to the big networks, if you do want to go broad. But you can do really, really well sniping niche sites the way Melvin shows you.

Another thing he does is shows you HOW to find your buyers, since so many people are stuck on this point. He spends 4 videos showing you HOW to find your buyers. Great stuff imho.

b. [Mukul Verma's free advertising methods](#)

Mukul Verma has free methods for marketing with free classified ads, videos, social bookmarking and other creative methods most people overlook. If you don't have even a few bucks to buy banner ads, then Mukul is for you. His ad budget is ZERO!

His stuff isn't "slick or polished" but the philosophy and methods are sound. But it's what he uses real world to get 80,000 visitors a month without buying any advertising. It's a whole different approach from Melvin. Take your pick.

But you can also just use your own noodle. Where are you target customers hanging out at? How can you get your sales attraction mechanism in front of their eyeballs?

### **Step Five: Create your Sales Attraction Mechanisms**

This is where the fun happens.

You now get to ATTRACT people into your sales funnel.

All you do is come up with little freebies you can put in front of the eyes of your target customers to attract them to you *Sales Creation Message* or

Sales Funnel Invitation Page, which is a derivative of what has become known as “squeeze pages” in the Internet marketing industry.

These pages are designed to get the potential customer to enter their name and email address in order to receive a free gift. In exchange, they are placed onto your email list and sent follow up emails automatically via a mechanism called an email autoresponder.

Squeeze pages now have so many variations that are NOT effective, I think it's important to create a name that describes a specific variation that effectively initiates the sales funnel and relationship with the potential customer.

The SECRET of Sales Attraction Mechanisms is to find something a bit different to offer your potential customers that they really want and will attract them into your sales message funnel.

This could be a free newsletter, sample, video, ebook, audio, pdf, report, white paper, photos, software program, membership site access, case study – or anything else that works.

The title is the most important aspect of your sales attraction mechanism.

### **Step Six: Send Value Demonstrating Emails**

Once you have attracted your potential buyers onto your email list, send emails that demonstrate the value you offer.

A picture is worth a thousand words.

A video works also.

Don't just assume people understand your value. You've gotta DEMONSTRATE it just like the old Timex commercials where they strap the watch to the motor of a boat, drive around, take it off and demonstrate that it “takes a licking but keeps on ticking.”

Whatever benefit you offer, you can FIND a way to DEMONSTRATE it to your potential buyers.



According to Diffusion of Innovation research, this is called the element of OBSERVABILITY.

### **Step Seven: Extend a Very Attractive Offer To Initiate Your Relationship**

No one likes to risk a lot in the beginning. So offer a simple trial or low-risk way to SAMPLE or TRY OUT what you offer.

Make the most ATTRACTIVE OFFER you can to your potential customer. Lower the price or make it almost nothing. Add in freebies or bonuses. Go all out to get a new customer on board.

The money is in the relationship and the repeat purchases.

a. Make it simple as possible

I know of one very successful dry cleaners that now offers to pick up clothes for their customers and deliver them.

Simple.

No one has enough time. Simple. NON-complex. Easy to understand. Easy to take advantage of. These are what you want.

b. Make it a trial

Put the risk on you to initiate the relationship. A strong moneyback guarantee can work wonders here.

c. Make it compatible

Blend in as much as you can with what your customer are ALREADY doing and require as few changes to their habits or lifestyle as possible.

Once you get that TRIAL, work hard to win the repeat business. That should be obvious.

If you follow this simple, 7-step formula, you'll find you WILL attract more sales in short order.

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

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**Resources you can use**

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**1. I got my final warning from Google..now it's MY turn....**  
<http://budurl.com/marlonsrevenge>

**2. Grab some popcorn and enjoy the most unconventional marketing WebTV show you've ever seen.** It's presented by my friend Andrew Lock at [www.HelpMyBusiness.com](http://www.HelpMyBusiness.com), it's free, and it's become more popular than a supermodel in a catholic boys boarding school ;)

Seriously, it's the #1 show for entrepreneurs on Apple iTunes now, so check it out.

And if YOU'D like to create a profitable WebTV show for YOUR niche, Andrew has put together the 'ultimate' course, which you can find details on at: <https://alock.infusionsoft.com/go/webtvcourse/msand/>

**3. Need to create your OWN INFO PRODUCT?**

There's only one product that does it step-by-step in detail on a Dashboard anyone can follow: <http://www.productdashboard.com>

4. **Confused by Internet marketing?** This unravels the big picture and makes it all crystal. Thousands around the world have been helped: <http://www.amazingformula.com>

#### **5. Are You Paying Over \$10.00 For Hosting?**

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart. <http://www.designdashboard.com>

#### **6. How To Promote YOUR Products Step-By-Step THIS is where you start.**

You have a product you want to promote or want to learn HOW to promote? Start here. <http://www.PromoDashboard.com>

#### **7. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....**

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost you more than the Dashboard to have custom created! <http://www.productsdashboard.com>

**8. Fresh, New Ideas On Traffic.** I've been through Mukul's videos more than once. I've had an outsourcer work on some of them and am planning on hiring a new person for \$150 a month (full time) to do them.

<http://www.trafficmarketingintensive.com/marlon>

Mukul uses FREE methods to get traffic. He gets 80,000 visitors a month using short youtube videos, posts on free classified ad sites, a unique method of social bookmarking, posting short docs on document sharing sites and a few other things. His course is highly recommended.

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E. Get the Evergreen Traffic System  
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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

[http://www.TurboProfits.com/tracking/go.php?c=7\\_25\\_tinue](http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue)

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.

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<http://www.ateamsuccess.com>