

Marlon's Marketing Minute

[support](#)

March 31, 2012



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How To Get Results In Anything (Including Online Marketing)

You have a goal.

That may be to generate more leads online, to promote your business or idea, to make more sales or to spread the word about your product, service or idea.

Life would be great if all you had to do was set the goal and BOOM! It happened.

Doesn't always work that way.

In fact, in my own personal experience, usually the OPPOSITE happens. You set a goal.

You try stuff.

It doesn't work.

You get frustrated.

You pull your hair out.

You go through confusion, frustration and other emotions.

THEN it works!

Now, the big secret here is that when you find something that works, you have to be smart enough to run with it.

I want to clarify and simplify this process to speed your results.

Step one: Set your target condition

A goal is something vague. A target condition is more specific.

But basically, you gotta know what your objective is. Where are you headed?

Some people advocate making mental pictures. Some advocate defining the end result very specifically. And all varieties in between.

Usually, it's a bit irrelevant in that when you start you have NO results. So it aint that hard to figure out if you're getting results.

Cause that means you got somethin' instead of nothin'.

For example, if you're trying to get affiliates to promote your product, the target condition is "sales generated by affiliates."

If you have none, ANY sales are a good start.

Your goal could also be to INCREASE some number. In this example, your goal could be to INCREASE sales by affiliates. You can define by how much if you want.

Truth is, you're probably going to KNOW if you increase the sale or not. Still, it never hurts to be specific.

What is it that YOU want to change, enhance, increase, decrease or improve? What's YOUR target condition? You can't improve it until you define it.

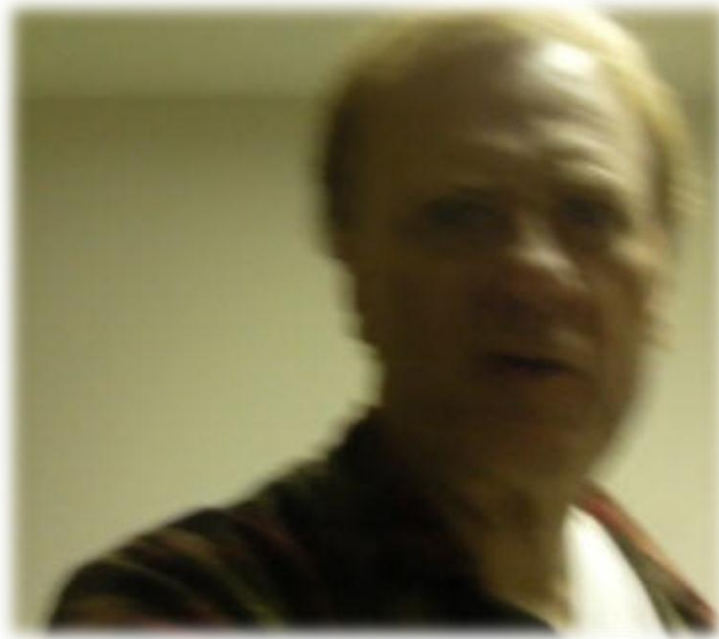
Here's an illustration:

I'm creating some videos for my business. My target condition is to create a golden skin tone.

My existing video or existing situation is skin tones that are washed out by my lighting.

Here's the BEFORE picture:

BEFORE



Whew! I've really got a LOT of work to do on my target condition! As you can see, that's not exactly nice golden skin tones.

Target Condition Desired: Nice golden skin tones!

Step two: Isolate the variables

This is where I just took you down a totally different path from traditional goal setting.

In traditional goal setting, you ask where you want to go and how are you going there? What steps will you take?

That's a good process.

But if you're having problems GETTING a result, you don't know for sure what steps to take. You're dealing with elements of chaos and unpredictability.

That's why you want to isolate the likely or possible variables.

What do I mean variable?

I mean the things you can VARY that have a chance or good chance to INFLUENCE the result.

Most results are not 100% attainable in black and white. There are degrees of probability. What you want to do is INFLUENCE and put as many factors in your favor as possible.

Let's say YOU want to make your BLOG bring in subscribers to your list.

What are the variables AFTER you get a visitor to your blog? Here are a few that come to mind:

- a. Graphic design of header
- b. Colors
- c. Topics of blog posts
- d. Wording of headlines for blog posts
- e. Length of blog posts
- f. Pictures used in blog posts
- g. Number of opportunities to opt in
- h. Match between the opt-in offer and the article content
- i. Title on the landing page (or opt-in page)
- j. Bullet points on landing page

We could define others but those are a few that come to my mind as the most important.

In my SKINTONES example, the variables are:

- a. White balance
- b. Size of light
- c. Background color and closeness

- d. Closeness of lighting
- e. Type of light used
- f. Number of lights used
- g. FX applied in video editing software

We could define more variables, but those are some good ones to start with.

One way you get ideas for variables is by looking at what others do that GET the result you want. But you can't always get this info. So sometimes you just gotta do your OWN experimentation.

Step Three: Change levels of your variables

Take one variable at a time and Errrrrrr VARY it!

On your blog, you might adding MORE opportunities to opt in to the page. You might offer multiple free reports on the page. You might experiment with long vs. short blog posts. You might test different types of titles.

In the case of video, I experimented with setting the white balance, changing the aperture and shutter settings manually, the proximity of the light and the background color.

AFTER



Wow, that really looks a LOT better, huh?

Just a little experimenting took me from this:

BEFORE



To this:



WAIT!

That's not the one...

That's the one where I can't believe that no matter what I do, I STILL don't look 21 anymore! Then again, that may not be such a bad thing!

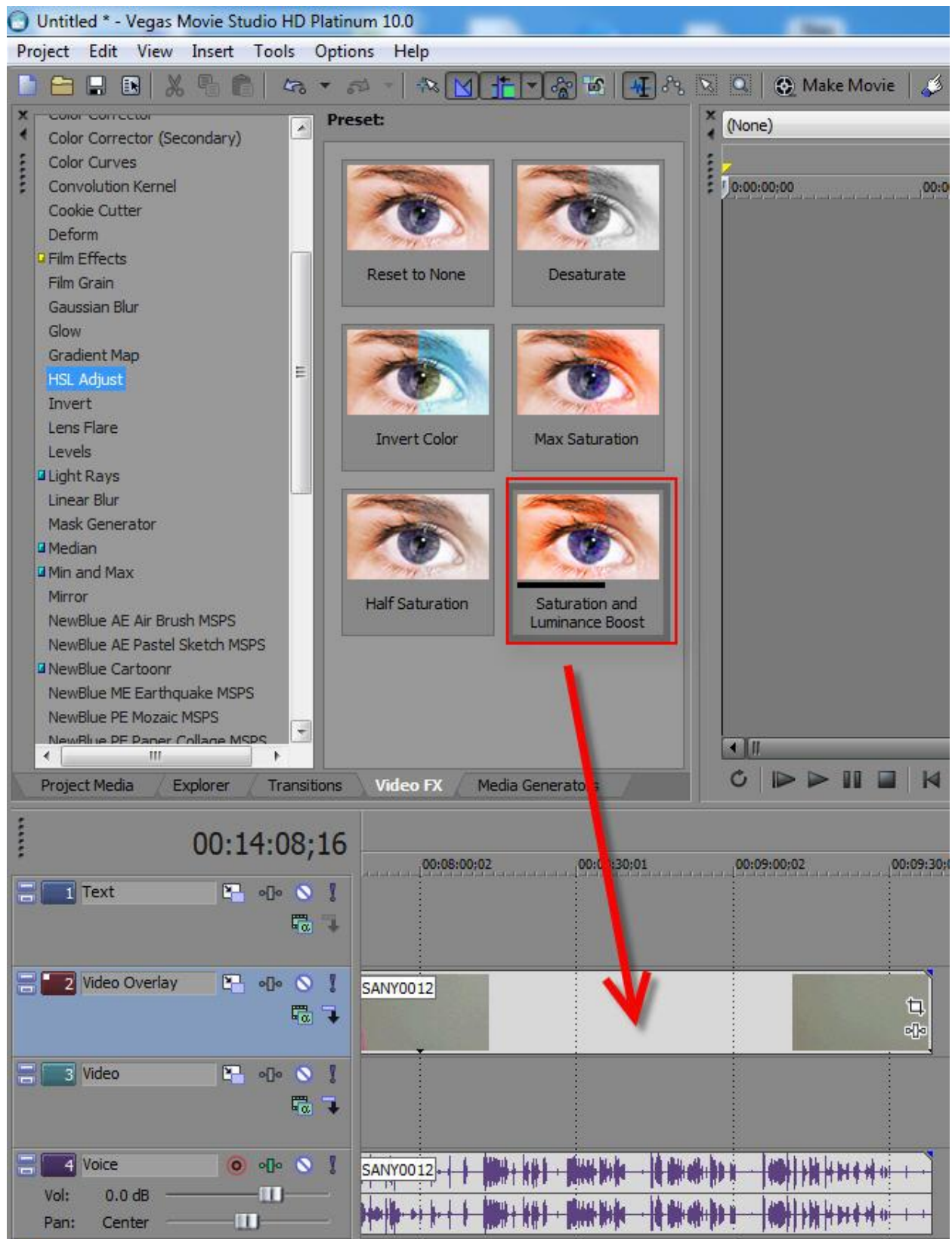
But this is a little better:

AFTER



Now, granted I won't win any model contests...

What I found out is in Sony Vegas you can just drag the "Saturation and Luminance Boost" and it does wonders for your video!



If you use Magix or other video software, you can do similar things.

But I digress....

Just thought I'd subtly slip in a little video education there. I can't really write whole issues on it because people FREAK OUT over the idea of communicating their ideas on video!

Which means that if you have the guts to put yourself out there AND the persistence to learn about lighting and editing, you too can have a big edge over your competition who are too lazy to do it.

But back to the formula.....

The POINT is, I manipulated some variables and got a better result.

Step Four: Find the Driver

The thing you're REALLY hunting for is the "driver. That thing that DRIVES results the MOST when you manipulate it.

To give a personal illustration, this past week in my affiliate promotion, I experimented with several types of cash bonuses – daily cash, cash for the highest epc's and so forth.

I offered a 7-day limited time promotion, then offered a new product to promote.

All those things are simply variable varying or, stated more simply, changing the variable or lever to see what gets the most results.

You're looking for one thing that drives results MORE than others. That way, you can CRANK up that thing, whatever it is.

RULE OF THUMB: If the variables you manipulate or change don't have much of an impact on results, you haven't found the REAL driver of results.

This means if YOU have been mucking around with this or that and feel like a FAILURE because you haven't gotten results at whatever it is, the PROBLEM is you haven't isolated and manipulated the right variables yet.

Perhaps look at what others are doing who ARE getting the results you want to get ideas for DRIVERS to vary.

In my own VIDEO test, I manipulated the size of the lightbox used, the distance, the color of the background and the FX in Sony Vegas. I also experimented with different export settings.

I BEGAN this issue with this picture:



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It's a very different video I did to sell the video recording of my Greenhorn Solution. It's one of my experiments. It's very different from the types of videos others are using to sell their products, which are kinda boring if you ask me.

If you're an affiliate, you can promote this new product using this link:

<http://www.getyoursales.com?p=YOUR-ID-HERE&w=greenhorn>

Of course, you put your affiliate ID where it says "Your ID Here"

Best wishes,

Marlon Sanders

PS: As always, I close with a favorite poem.

It summarizes everything I am, everything I believe about marketing and life.

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost