

Marlon's Marketing Minute Newsletter

Special Edition

September 28, 2010
10:31 a.m. PM CST

Hi,

Marlon here.

Today's article:

"Analyzing YOUR Answers To My Customer Survey With Specific Feedback On How YOU Can Accomplish Your Objectives – And What You Might Be Missing"

PLEASE READ: Do NOT email for customer support. Go here:
<http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.

Marlon

PS #1: Other people sell what I give you for free every week or only give you to you during a product launch. I'm here every week teaching and preaching the Gospel of Internet Marketing. Your return participation by commenting on my blog, tweeting my posts and spreading the word is much appreciated.

PS #2: AFFILIATES – New hot promo tools for you are here!
<http://budurl.com/affiliatetools>

**Marlon's Marketing Minute
Electronic Newsletter**

<http://www.promotemarlon.com>

Vol. 5, #35, September 28, 2010

This issue contains:

A. Sponsor advertisement

B. Announcements from Marlon

C. Main Article: **Analyzing YOUR Answers To My Customer Survey With Specific Feedback On How YOU Can Accomplish Your Objectives – And What You Might Be Missing**

D. Resources

Brought to you by: Marlon Sanders, Publisher

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A. Sponsor Advertisement

Instant Google Top Rankings? SEE It Happen On The Webinar Right Before Your Eyes...On A VERY Competitive Keyword Phrase

How would your life be different if you could rank for extremely competitive keywords in 9 minutes or less?

<http://www.budurl.com/topgoogle2>

On the webinar, Brian DEMONSTRATES getting a top Google ranking for an extremely competitive keyword in 9 minutes.

1. This is Evergreen as Evergreen gets.
2. It's sheer genius.
3. It works.

Watch the webinar to see the DEMO.

<http://www.budurl.com/topgoogle2>

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B. Announcements from Marlon
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1. Customer support issues?

Do NOT email us for customer support. We are anxious to serve you at: <http://www.getyoursupport.com>

If you haven't got a refund, have an unresolved problem or didn't get a decent response to a problem you've had with us, please post to the support desk. I am personally looking over these tickets and even responding to some of them.

2. ATTENTION BRITISH COLUMBIA RESIDENTS

Due to a new grant program being offered by British Columbia, you may qualify to receive my \$1,000 Big Course at no cost – in addition to OTHER training you may need.

<http://budurl.com/bcaudio>

1. NO upfront money is required
2. You do NOT have to pay it back
3. Patrick handles most of the paperwork for you (there isn't a lot to begin with)
4. You can have my Big Course 2 weeks from now

3. PROPS to these affiliates who went to bat for one of my promotions recently and who have been loyal promoters. These folks get my commendation and thanks.

If I didn't get you recognized here, keep on sellin'! And you'll certainly get my attention.

David Jenyns
<http://www.davidjenyns.com/>

Kerri Mackenzie
Small-Biz-Ideas.com

Melanie Mendelson
<http://www.30minuteartices.com>

Rachel Henke
<http://www.rachelhenke.com>

Ken Dunn

<http://www.dunway.com>

Dave Lovelace

<http://davidlovelace.com/>

Michael Paetzold

<http://mpaetzold.com>

Brian Terry

<http://bigsellingwebsitedesign.com/>

Mark Flavin

<http://www.markflavinblog.com/>

Tracy Repchuk

<http://www.tracyrepchuck.com/>

Jeremy Gislason

<http://www.surefirewealth.com/>

Andrea Goodsaid

<http://www.andreagoodsaid.com/mlm-blog/>

Earl Netwal

<http://microbusinessspecialist.com/blog/>

Shelby Carr

<http://www.theprofitshack.com/>

Allen Gardyne

<http://www.associateprograms.com>

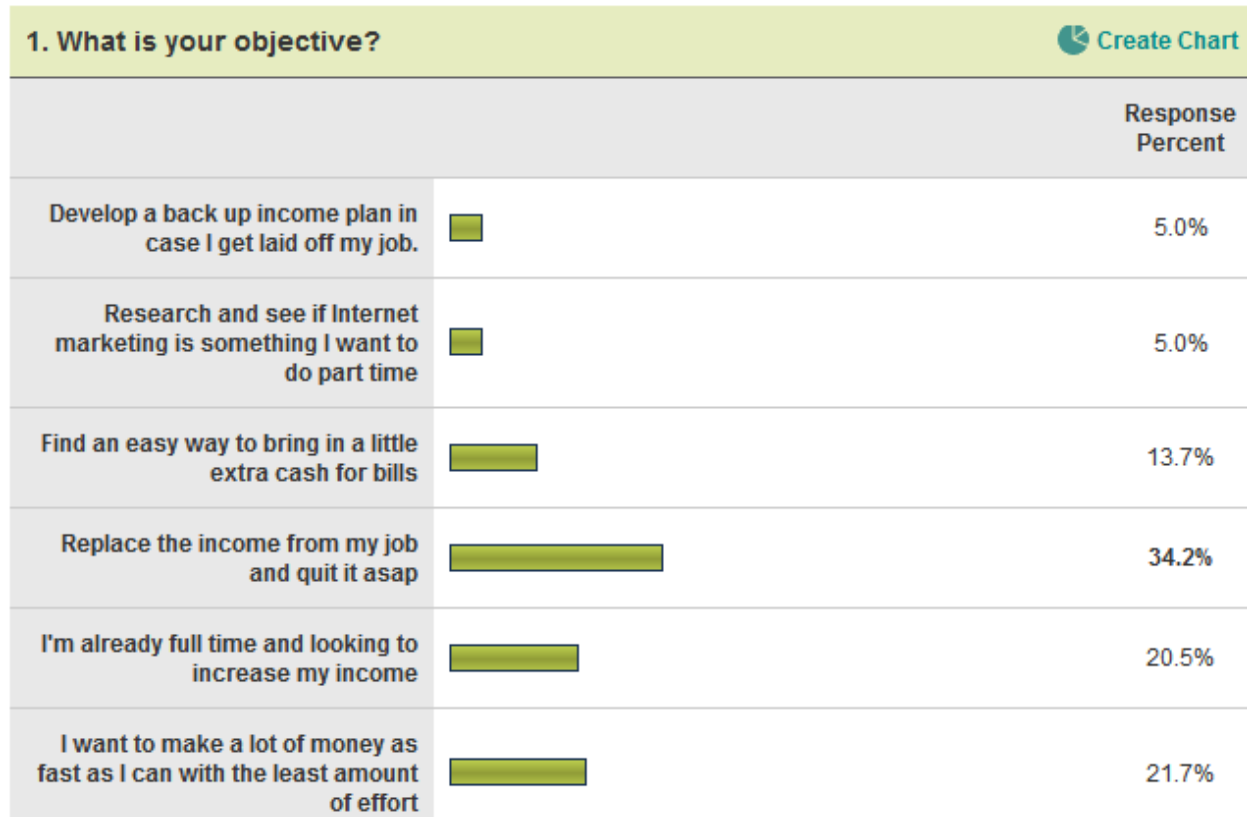
To have YOUR name appear in the list above, join at

<http://www.getyourprofits.com> then get your tools at

<http://www.promotemarlon.com>

I WILL be publishing new names and the latest

4. **Level One Buyers** – Day 5 is posted and Day 6 will be posted shortly.
Day 6 shows you how to implement PDCA by using A4's to retain your



So 34.2% of my customers wanna quit their job and 20.5% are already full time and wanna make more. What surprises me here is that 21.7% want to make a lot of money fast without much effort.

If you're in that 21.7% you are headed for disappointment and would be well-served by reading my back ezine issues.

Money doesn't care how easy or hard it is to generate it. It just doesn't care. Money cares that you know how to find out what people want and get them to buy it from you. That's ALL money cares about.

Now, I developed a PROCEDURE in my business called "The 12-Product Survey" that is the single best tool I know of in order to help me do that.

Now, if you're wanting to quit your job or increase your income, then there are several procedures I use that help.

One, I mentioned the 12-product survey.

Another is called "The 2-Week Sprint." I'll get to this in a minute because most everyone has the wrong time frame for their plans. Next question:

	Very little	Some	Above average	Very high
How much information overload do you feel?	7.5% (12)	23.0% (37)	34.2% (55)	35.4% (57)

Here's my solution to overwhelm:

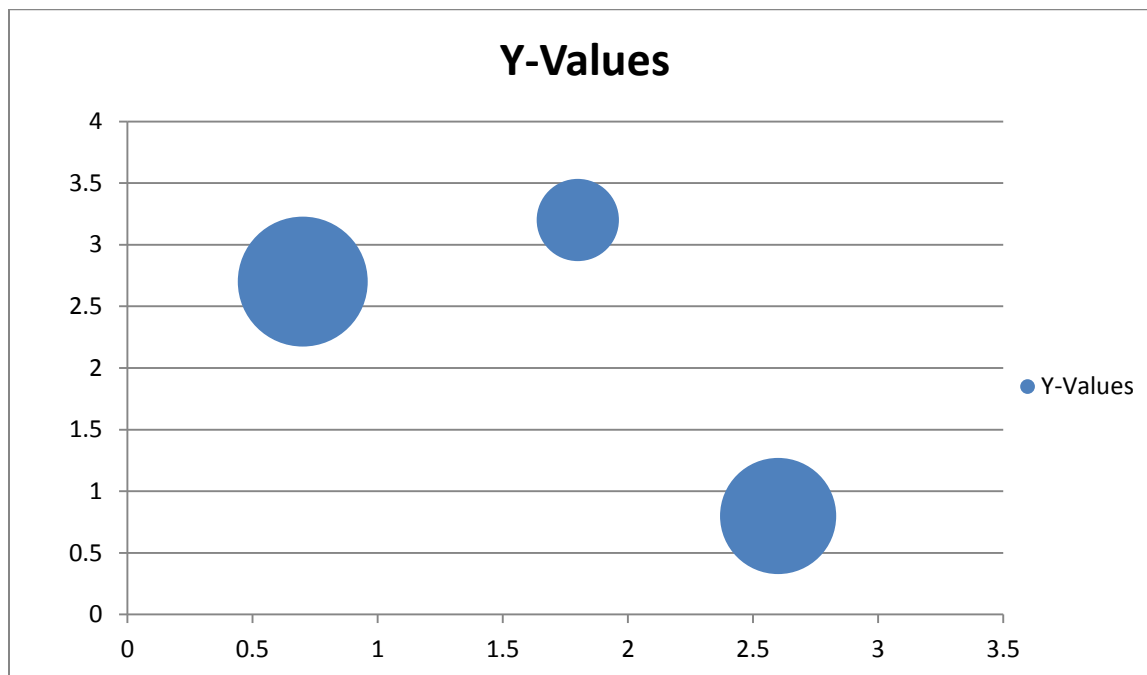
Solution one is the 2-week sprint. I borrowed this from Scrum Programming, which is the process Google uses to execute projects. Two-week sprints allow you to REMOVE your overwhelm and just get on with it.

The second solution for overwhelm is using a ranking chart to visually graph each idea you have according to the probability of success and payoff. This lets you see VISUALLY your next move.

In the example below the product, project or activity in the middle would represent the one with the highest probability of success when combined with the impact. The one on the bottom right is a "cash cow" kind of

opportunity, a slow burner. Not real high payoff but a good probability of success.

For example, article marketing the way most people do it would fall in this category. An example of the top circle might be creating a new iphone app for your target audience.



4. Do you have a clear plan in writing for your Internet marketing activities that cover the next 2 week time frame so each day you know what you're doing without wasting time chasing rabbits, and you know at the end of 2 weeks whether you were successful or not?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Don't have a plan	<div></div>	43.5%	70
I have a to do list with a bunch of stuff on it	<div></div>	32.9%	53
Just kinda researching things	<div></div>	12.4%	20
I have a plan but it's longer than 2 weeks	<div></div>	11.2%	18

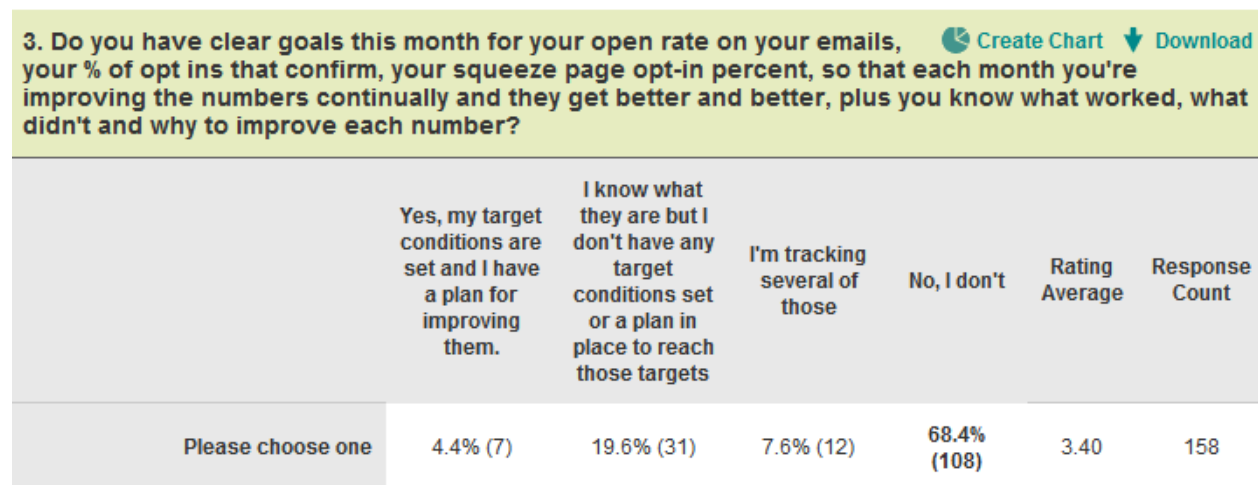
This tells me that 43% of you don't have a plan and 32% have a "to do" list.

This is why you feel overwhelmed. You don't have a plan in place.

The solution to this is called a 2-week Spring where you set your goal for 2 weeks, calculate your man hours available of your own time (and employees + outsources time), set an objective and go for it.

The second part of the solution is called PDCA combined with A3's in Google Docs.

PDCA is a topic I've written on in the past. You create your goal, put your plan in place, do, then adjust based on that. As you will see in the next question, virtually no one on my list is implementing PDCA procedures, which almost ENSURES you will NOT get results.



As you can see 68.4% don't set targets. And 19% know what they are but don't set targets.

Now, I THINK this is because of a lack of knowledge of HOW to set a target condition, put a plan in place, do it and track it.

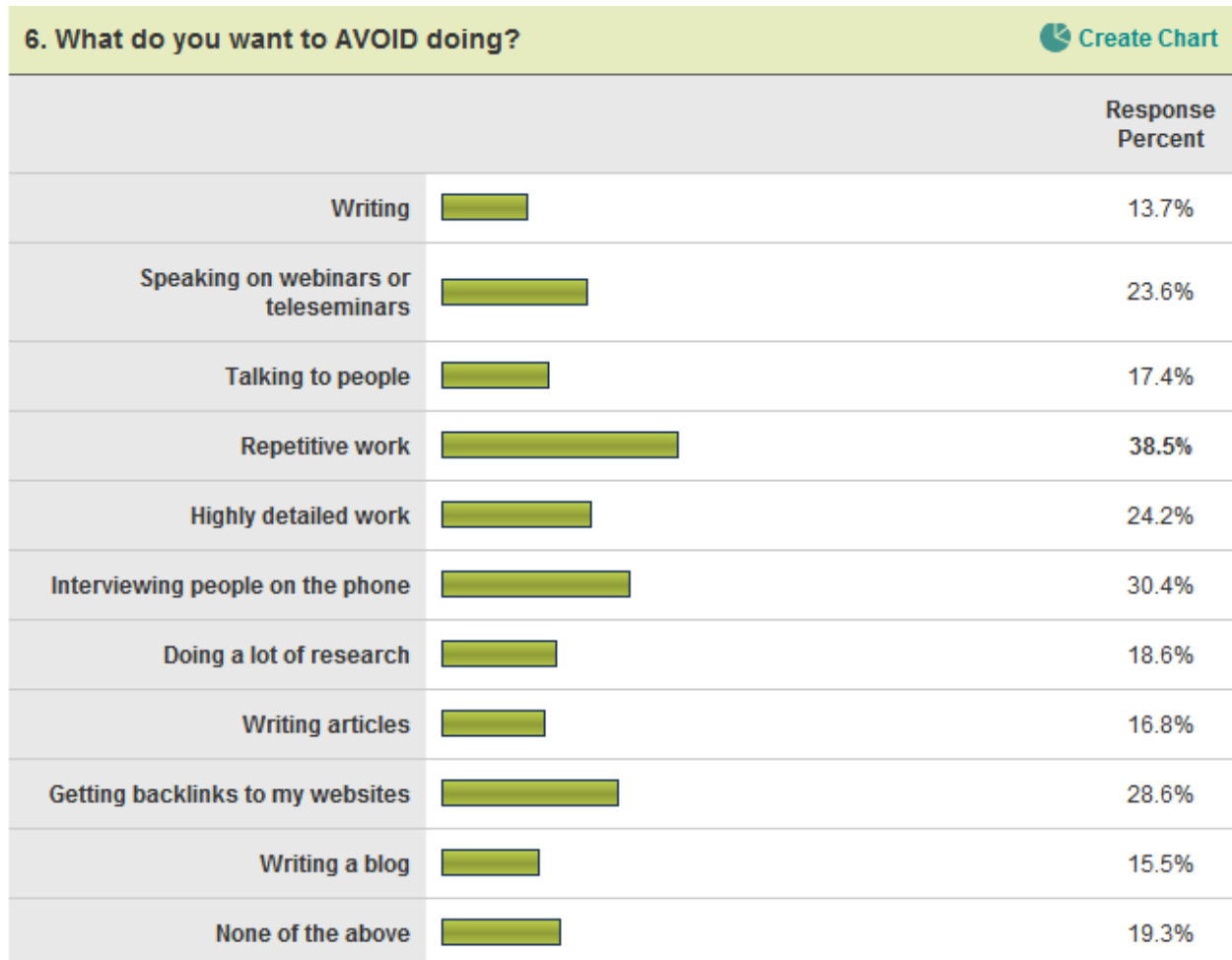
Secondarily, I think it's because most people feel they need a "big breakthrough" vs. smaller, incremental accomplishments.

A third factor is the lack of time due to overwhelm which is due to lack of 2 week sprints.

The PDCA process is like breathing. Then after you run a PDCA cycle during a 2-week spring you DOCUMENT the results in Google Docs using

the A3 format which summarizes the PDCA cycle and tells you the next step.

Now, short of that you at least DOCUMENT what you learned during the 2-week sprint.



Most of you are comfortable with writing and speaking. You want to avoid repetitive work and detailed work.

This means you will need to OUTSOURCE because any business DOES have repetitive work in it...procedures that need to be done over and over.

There are several procedures you need to use when you outsource for it to work for you:

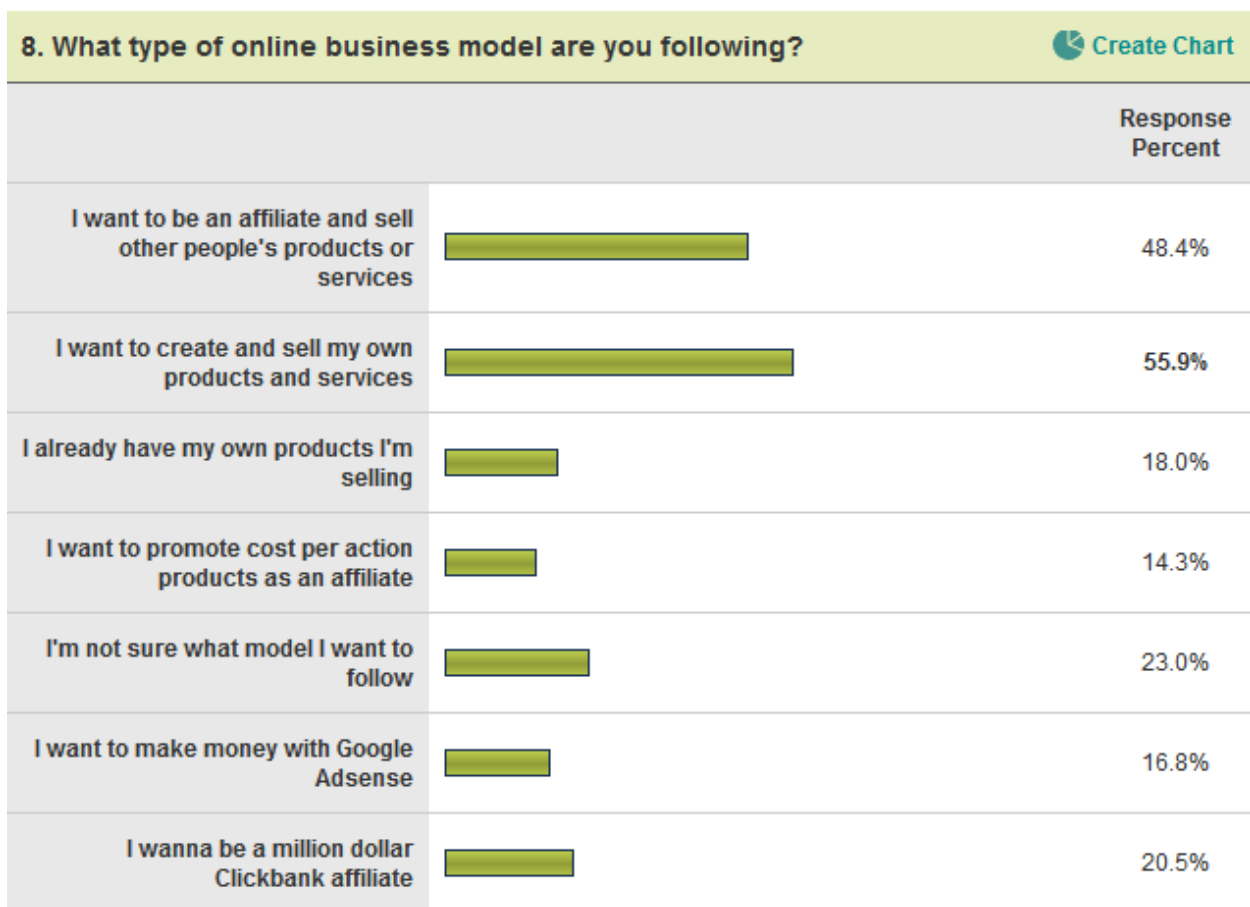
1. The DISC test – This tells you the work style of a person. For example, you don't hire someone who is highly outgoing with little

attention to detail for your customer support. You hire what is called a CS quadrant person for your customer support.

There are 4 quadrants – D for driver, I for Influencer, C for Compliant and S for Steady.

If you're hiring a sales person, you hire a DI. For support you hire a CS or SC.

2. The second procedure for outsourcing is a communication system. How will projects be assigned, inspected and followed up on?
3. The third procedure is the documentation process you use so you have a MEMORY of who did what and when.



I set up this question so more than one answer could be given. That is why the numbers don't add up to 100%. 20% of people wanna be a zillion dollar Clickbank Affiliate. If that's you, then I think you might want to invest time reading the back issues of my ezine.

The WAY you get that zillion bucks on Clickbank is to launch your OWN product on their NOT by acting as an affiliate.

You have a high likelihood of mispending your money, being disappointed and wasting time if you pursue an objective of being a zillion dollar CB affiliate. Product owners who LAUNCH products on Clickbank are the ones who make those numbers AND it typically requires hiring one of the hottest copywriters in the business, setting up complex joint venture relationships over time, having a series of upsells in place and orchestrating a large launch.

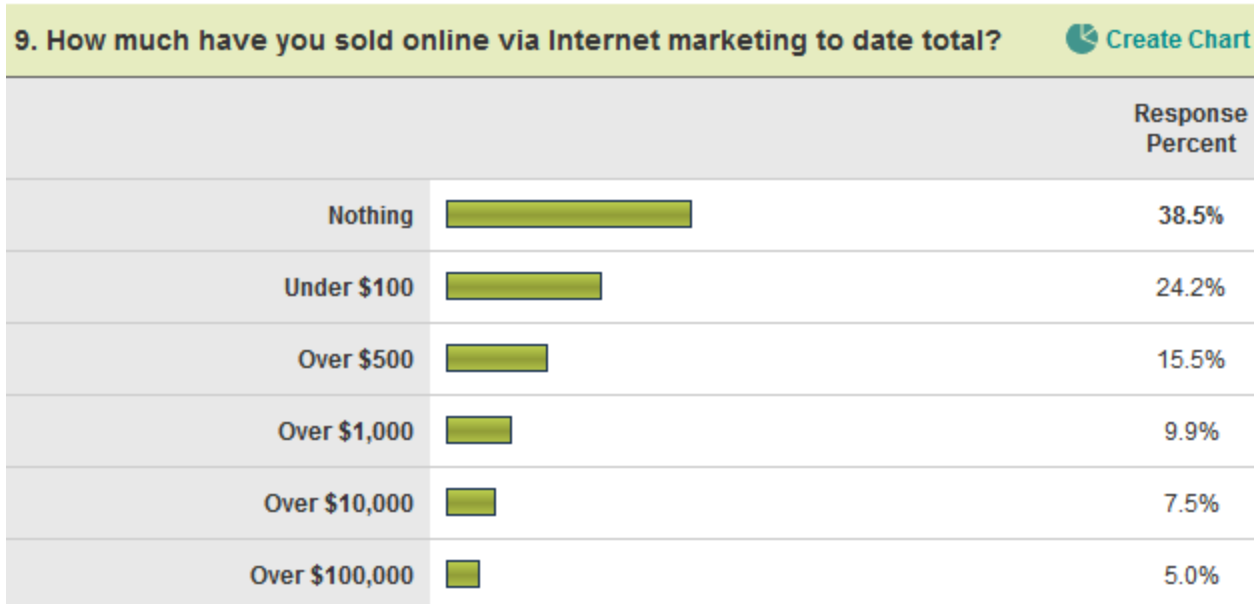
It can be done. I have friends like James Jones who have done it. But it isn't some airy fairy, easy peasy dreamy thing you do. Now, 55% want to create and sell your own products and services.

My core procedure here is to create your new product according to the Product Innovation core attributes:

1. Relative Advantage
2. Low complexity
3. Trialability
4. Compatibility
5. Observability

If you have an innovative idea that creates a Relative Advantage and you build those 5 attributes into it then promote it HARD using an affiliate program, you stack up some odds in your favor.

At a more sophisticated level, you learn how to create and promote "Value Propositions" that are the bundle of superior experiences the customer receives. And you ensure your Value Proposition is superior to the other VP's in the market.



In terms of money, 5% have made over \$100,000. That's about what you expect. I'm pleased that around 27.5% have done over \$1,000. Not too shabby if you implement 2-week sprints, PDCA, 12-product surveys, the 5 attributes, Value Propositions and my A.P.P. system that will put you on an upward spiraling path to greater sales and profits.

Then 38.5% of you have made nothing yet.

What you need is called the O.P.M. process.

There are 3 parts to getting sales.

Part 1: Operations – which is composed of getting help you need with the things you aren't going to do yourself. Where to find outsourcers, how to screen them, and what to do yourself. Understanding how to use the DISC system is essential for anyone you want to work with over time.





I also use INTELLIGENCE testing for anyone who will work with you over an extended time span.

Admin also consists of doing PDCA cycles and 2-week Sprints.

Most people buy an ebook and just try to do it all themselves. Look at the answers on this survey question:

7. Let's say you need to set up a wordpress blog tonight and have several new plugins installed on it PLUS have an email popup placed on it. How would you do this?

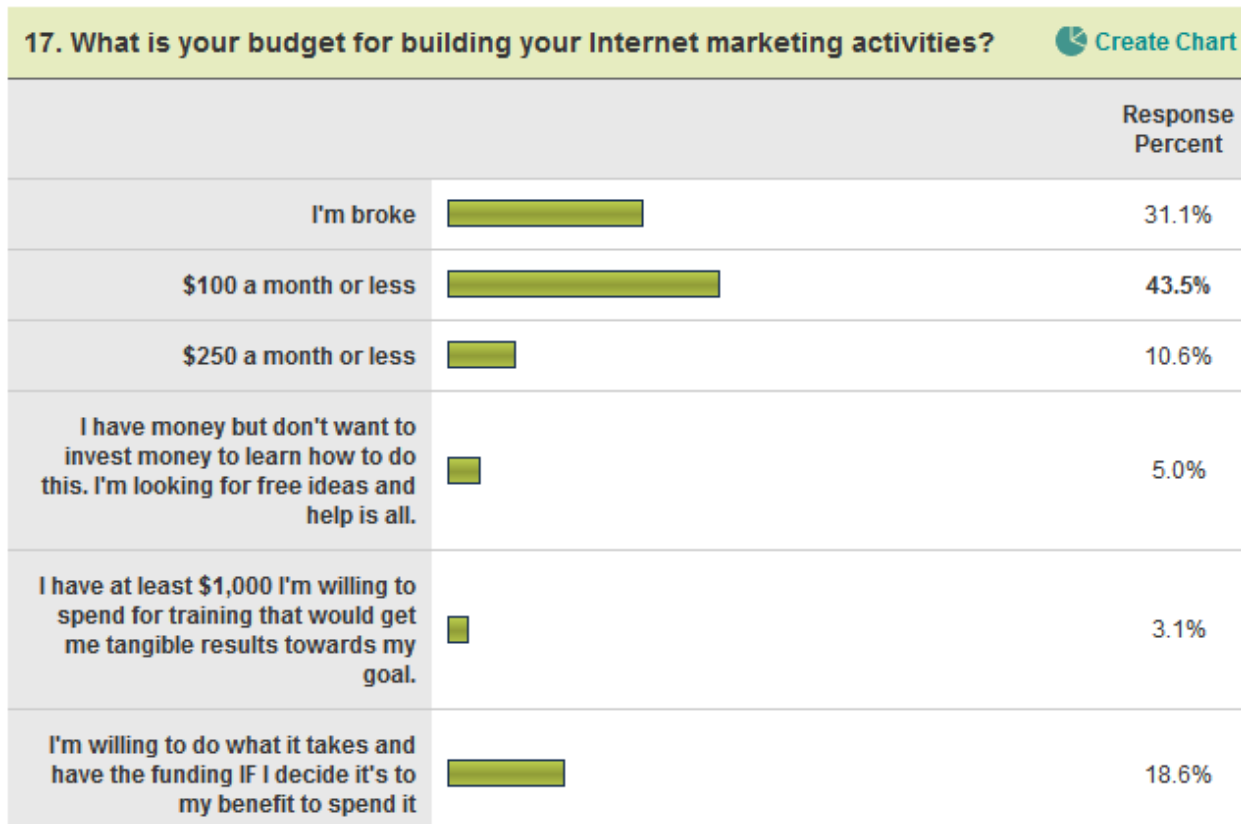
[Create Chart](#) [Download](#)

		Response Percent	Response Count
I'm pretty technical and do those things myself		50.3%	81
I'm not that technical but I think I could find someone to do it for me		17.4%	28
I have a "go-to" technical person who does that stuff for me so it'd be done in a jiffy		4.3%	7
I'm somewhat intimidated by the technical aspects and don't know how I would get it done		31.1%	50

This tells me that only 4.3% of you have go-to technical help and most of you are trying to do it all yourself which is why you feel overwhelmed.

Part of that I think is built on the expectation of hypey promotions that lead you to believe you can just plug in a few things and money will magically appear without too much involved.

I say this because most people on my survey said they are ONLY WILLING to spend \$100 to \$250 a month to build their online marketing business.



That represents a really low level of commitment. I'm not even sure you could start a Koolaid stand on a street corner for \$100 a month. You got your table, chair, supplies, buy some signs you put up around, markers to write on the signs, receipts, cash box, napkins, Koolaid, cups.

Understand, when I started my business I was broke beyond all get out. But I also understood that I had to dig, scrape, scrap, and do anything and everything I could to have some resources that would allow me to produce and promote.

I think the reason for this is again the hypey belief fostered by some online marketers that you can get something for nothing.

You do NOT get 100 G's a year for spending nothing, learning very little and not doing much.

See, money is the result of finding demand, creating products to supply that demand and then getting those products well-promoted. And while the Internet certainly removes the BARRIER of needing inventory and while it

allows you to PROMOTE without spending much upfront, there are costs involved.

By the same token, you shouldn't be pouring money down the drain forever. You SHOULD have a product of some sort created FAST in a 2-week spring. You SHOULD have it promoted FAST in as 2-week spring.

If you don't, then money and you have a disagreement. Because money responds to one thing – people who have wants and are willing to give it to you because you can supply that want. If you don't supply their want, no money.

Now, your first products may not make anything. Or they may. But you tackle the learning curve, you do PDCA, you document your A3 in Google Docs and you move on to your NEXT PDCA cycle and 2-week sprint.

Part 2: Production – These are the processes that allow you to IDENTIFY WANTS and create products to meet those wants.

I use Value Propositions, the 5 attributes of Innovation, 12-product surveys, Market Segment Grids and other tools to assist me in DOING this step. The 5 attributes of innovation are critical. Absolutely critical.

In addition, you have a few tools of the trade like Pamela for Skype, Camtasia, Open Office, FreeMind and so forth.

There are usually freebie resources for these software programs.

Part 3: Marketing

The Formula for Money is this: Innovation + Promotion

I explained that in extreme detail in Ockham's Razor.

A massive research study was conducted on businesses and found out that the secret of having good sales is to innovate and heavily promote.

My tool for Innovation is the 5 Attributes and Market Segment Grids.

My tools for Promotion are the processes we use to get affiliates, run our affiliate program, and so forth.

For the REPETITIVE processes, I outsource those.

This SUMMARIZES the A.P.P. process for the 38.5% of you who haven't made anything online and the 24.2% who have made under \$100.

And for the rest, the A.P.P. System is the KEY to going to whatever the next level you want to go to is.

What I've done in this article is take you BEHIND THE DOOR of my business just to show a few of the processes I normally do NOT reveal.

I hope you've gained insight into how you can get from where you are to where you want to go.

You have permission to give away this PDF on your web site.

Discover How To Implement These Procedures:

- **PDCA cycles**
- **The APP System**
- **2-Week Springs**
- **12-Product Surveys**
- **Market Grids**
- **DISC**
- **Value Propositions**
- **The 5 Attributes of Innovation**

If so then LEVEL ONE COACHING is where you START.

- **Level one is about getting OFF the hype bandwagon.**
- **Level one is about having 2 week SPRINTS that accomplish things**
- **Level one is about having a PLAN in place**

- **Level one is about PDCA**
- **Level one is about 12-product surveys**

Level one is about stopping the hype and getting on with getting full OPM cycles in place with products created and promoted that meet customer wants and needs and money banked.

<http://www.marlonsanders.com/levelone>

You can still get in this week! You will start with day ONE. You will NOT be behind. This is customized to you. This is a level of DEPTH, insight, understanding TOOLS and processes no one else in the industry even comes CLOSE to.

For example, I'm going to teach you not just my famous 12-product survey but my NEW Kano Survey method that finds people's "Delighters" and NOT just their satisfiers. And that's just one of a bevy of tools and processes you'll receive.

In addition to PDCA, I'm also teaching DMAIC. No one else even TOUCHES this program. No one. I'm looking to create students who are MAGICIANS that other people's students marvel at how they do it!

Do you wanna be a hack, a quick buck artist or a magician of money?

If you wanna be a magician and have SICK skills then go to:
<http://www.marlonsanders.com/levelone> and sign up now.

D. "Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Try Promo Dashboard For Only \$1

<http://budurl.com/promodashbuck>

Get Product Dashboard 3-Day Trial for \$1.00 – 24 hours

ONLY. This offer comes down asap:

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashboord.com>

NEED A SALES LETTER? Fill in the blanks and click a button.
The ORIGINAL fill-in-the-blanks letter software

<http://www.pushbuttonletters.com>

Newbie? Get up to speed FAST with the in-house training I gave
one of my new employees. <http://www.themarketingdiary.com>

Need TRAFFIC to your web site? Check this puppy out:

<http://www.1in102.com>

FACEBOOK Marketing Extreme:

<http://www.marlonsanders.com/facebook/>

Need a target market? <http://www.pushbuttontargetmarket.com>

WEBINAR Pitch Secrets Revealed:

<http://www.marlonsanders.com/webinarpitch/2.html>

Money Getting Secret: On December 3, 1998, I Discovered A
"Money Getting" Secret That I've Repeated 122 Times -- And You Can
Use This Same Secret Starting 2 Hours and 58 Minutes From Right
Now! <http://www.marlonsanders.com/writerssecret/>

6 figures in 90 days as an affiliate?: Discover the simple to follow, no b.s. techniques that made this affiliate 6 figures in 90 days. These results aren't average or typical but it IS a very good training product for you if you wanna be an affiliate.

<http://www.marlonsanders.com/cowboy/>

Top Google Rankings In 9 Minutes On Hyper Competitive Keywords? See the webinar replay:

<http://www.budurl.com/topgoogle2>

List To the "Pizza Cast" and discover some cool secrets of promoting products:

<http://www.promodashboard.com/pizzacast/>

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

Tinu's Famous Evergreen Traffic System:

<http://trafficreality.com/evergreen/>

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E. MY SPECIAL THANKS TO THE FOLLOWING PEOPLE
WHO HAVE SUPPORTED MY PRODUCTS AND CONCEPTS OVER
THE YEARS:

Allan Gardyne

Michael Merz

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Dan Kelly
Michael Filsaime
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Sean Mize
Gary Martin
Melanie Mendelson
Keith Wellman
Joshua Jenkins
Jeremy Burns
Sharlene Raven
Michael Nicholas
Anil Kumar
Joel Comm
Gabor Olah
Craig Haywood
Sterling Valentine
Frederic Patenaude
Jessica Clark
Liz Barton
Roger Hall
Marc Horne

Thank all of you. You have my gratitude forever.
Your contributions to my life and my business do
not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders
of giants who came before us and who gave us a helpful hand.

