



Marlon's Marketing Minute
October 9, 2010

How To Get More Sales – Faster and Easier – Right Now

You want more sales.

You want them faster. You want them easier. You want them now!

I'm going to show you how to do this in this issue.

Here's the key:

A business is a machine that sells products and services in such a way that the output of products and services sold and paid for is greater than the cost of the inputs and the processes required to transform the inputs into outputs.

What this means is you're in the business of promoting and selling products and services, and possibly in the business of creating them.

You **MUST** have processes in place that work. So let's talk about **WHAT** some of those processes are and **HOW** they work.

Step one: You MUST "Sell Into Demand"

You gotta find out what **YOUR** people are buying right now – today – and how much they're paying.

I'm gonna assume you've followed my advice in other ezine issues and already have your target market or intended customers.

Rule of thumb: You **MUST** sell to people who are buying now. Question: Do you know what **YOUR** folks, **YOUR** target audience, **YOUR** Intended Customers are buying right now? This is where you have to **START!**

Let's say you know **WHO** these people are. Now you must find out **WHAT** they're buying and what they're paying for it. The idea here is what I call "selling into demand."

As an example, I punched the word "golfers" into the [Push Button Target Market Finder](#) and here's what I got:

This is how much money is spent by your buyers!

| SEGMENTS | | COUNTS THROUGH 02/01/2008 |
|----------|----------------------------|---------------------------|
| 220,000 | TOTAL UNIVERSE / BASE RATE | \$70.00/M |
| 65,000 | GOLF BUYERS | \$85.00/M |
| 220,000 | GOLF INQUIRIES | \$70.00/M |
| | PHONE NUMBERS AVAILABLE | |

DESCRIPTION
Black Rock-Killer Bee buyers and inquiries is a targeted list of consumers who are natural prospects for catalogs, subscriptions, travel/vacation/resorts, leisure, memberships, real estate, golf offers, high-ticket merchandise, electronics and fundraising.

DEMOGRAPHICS

- 42 Average Age
- 80% Homeowners
- 40 Rounds played per year
- \$74,000 Average Income
- 100% Have responded positively to a direct mail advertisement

SOURCE

- 30% Space Ads
- Direct Mail
- Golfer Emails Available - Please Call

These are the people that will buy your product!

This is not bad. The average income is \$74,000 a year, so they aren't broke. Average age is 42 and they're homeowners. In other words, these folks aren't broke! You'll notice golfer emails are available. Cool!

What about YOU? Do you know? Because if you don't know, how are you going to sell anything? Here's another big key:

SECRET: The problems a target market has change over time.

In the old days, the problem of folks like YOU in the Internet marketing business was a scarcity of information. That was back in the hayday of Amazing Formula. Now the SCARCITY is TIME more than information. There's too much information about Internet marketing.

But how do you know WHAT to pay attention to and what to IGNORE? That's why my Level One coaching students are loving it as I help them ignore a whole lot of stuff and save massive amounts of time.

YOU need to be doing the SAME exact thing for YOUR customers. I'm guessing they have a time crunch right now. How can you solve that problem by providing products and services that save them time?

[Mike Paetzold](#) is one of my long time Ateamers and is doing well. In fact, on Thursdays webinar which is already up in the Ateam area (hint to you Ateamers) he shared a done-for-you service he's been offering that isn't cheap and has SOLD OUT every time he's offered it so far.

Mike just keeps showing up on Ateam calls and implementing. Like when I taught how to hire a full-time outsourcer for as little as \$250 a month, Mike had already done it by the next Ateam webinar two weeks later.

About the author



Mike Paetzold got started blogging in 2003 and has become an expert on using [WordPress](#). He has become known as The WordPress Guy.

After being an under ground niche marketer using his blogs he has surfaced to share some of the ways he uses PLR to enter various niches profitably.

I'm PROUD of the results Mike has gotten since joining Ateam and the progress he's making. Mike is a go-getter and a Word Press ACE! He has a killer product for newbies on how to do Wordpress.

Andrew is another Ateamer who is super consistent on the calls and has been implementing strong. He has a "done-for-you" service also.

Here's the FUNNY thing: A lot of times the guys and gals who need it LEAST are the ones who show up consistently and buy everything. Why? Because they're looking for that edge.

One guy who joined my Level One Coaching last week is practically a legend in the book publishing and promotion industry. And he joined my Level One Coaching. He has a much larger business than I do and has very formidable marketing acumen. But he's looking for that one idea or edge.

There's the idea for YOU: Offer a "done-for-you" service you can outsource and SOLVE the time crunch problem for your customers.

[Step Two: Sleep Working](#)

Hey, so I'm proud of this. Check out this example.

One of my Level One guys – Dale – had problems getting the background removed on a photo.

Using a method I taught him, ZIP, overnight he got it removed and it cost him just a tad more than a cappuccino and saved him a TON of time mucking around with it!



I liked the work thought it was nice
Used one in my header for <http://thehorsebarn.com/>

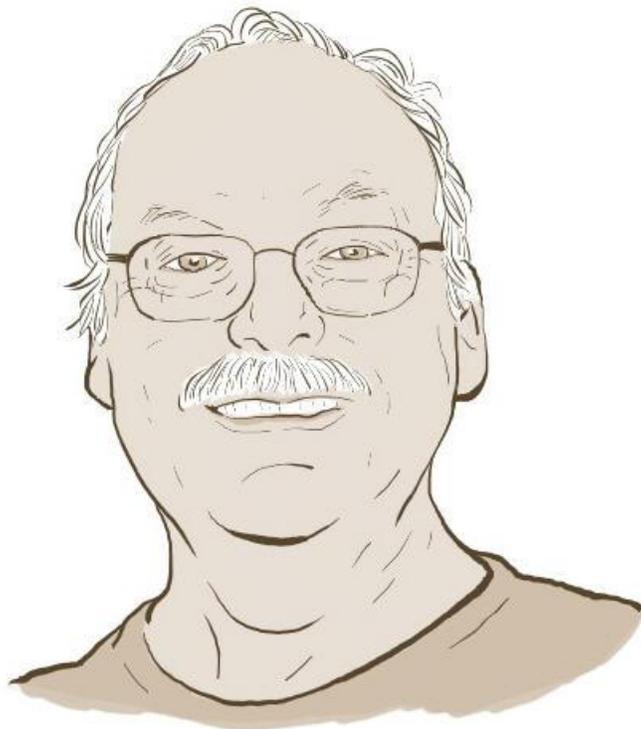
I call this Sleep Working. Because a lot of the most important work in my business gets done while I SLEEP! I wake up in the morning and the work is D-O-N-E.

Doing this right, having the right outsourcing procedures in place, checklists, data exchange process and so forth allows you sell done-for-you services. Hey, even if you have a JOB, you can STILL use the magic of Sleep Working.

For a total of \$20 or so Dale got the above done PLUS the banner below AND the character:



And would YOU like to have a character of yourself like this? I plan to get one using the outsourcer Dale used! Sometimes I learned from my own students. You heard me right, the character below PLUS the banner, PLUS the removal of the background on the photo all for \$20 or less – TOTAL. Now we're talkin' Level One Skill and power here!



Or get this.

You throw it out to your outsourcer BEFORE you go to work and when you get home it's DONE! And it can cost you as little as FIVE BUCKS! That's right. If you got five bucks, you can outsource.

[Check out this new audio intro for my Ateam](#)

That cost me under \$25.00!

Step Three: Start getting COMPLETIONS by Using as Project Management Board and Napoleon Hill's "Organized Planning."

I call it Sequential Process Planning! Now, Napoleon Hill in Think and Grow Rich wrote a WHOLE CHAPTER called Organized Planning. It's chapter 7. You NEED to read and act on that chapter if you want to get rich or even just get a lot better off than you are now.

That's a BIG WORD!

But what it means is simple:

Everything happens in a sequence. Everything. So you SEQUENTIALIZE your activities and when you do, your life freaking CHANGES.

Why?

Because when you have a GOAL then instead of doing a whole bunch of random, hit-and-miss, throw a bunch of stuff at the wall activities, you have an ORGANIZED effort that gets a result of products promoted and money banked.

Without a GOAL and a PLAN you're sunk.

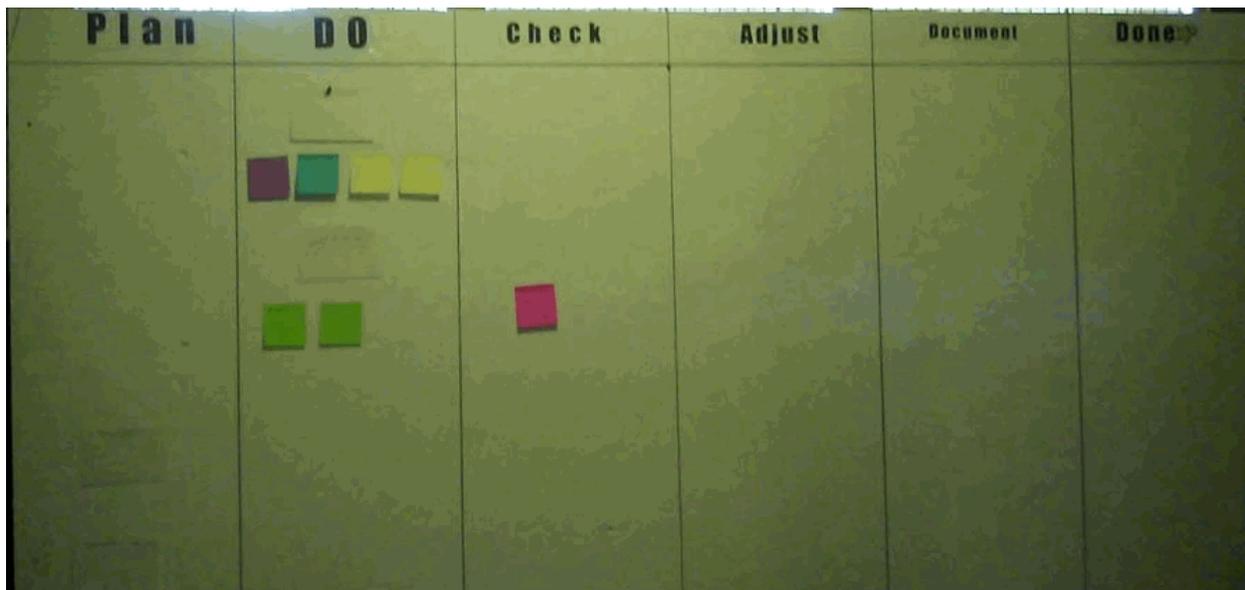
75% of my customers don't have a plan. You gotta have a plan. PDCA cycles if you've been reading my ezine are absolutely critical. Short pdca cycles. I'm sure my Level One folks are tired of hearing about it.

Listen: If you have a bunch of projects that are almost completed or half completed, you do NOT have a PDCA sequential process planning method in place. I can tell you that right now.

If you do NOT have a goal and you do NOT have a plan, would you agree with me you probably aren't going to hit the goal you don't have? In step 4, I'll give you your NEW GOAL.

Here's how you nail this down:

On the WALL put your GOAL, you PLAN and the tasks to get there. As you can see from Dale's board, he has his activities or tasks as stickies so he can move them across the columns. Cool, eh?



The columns roughly equate to the plan-do-check-act formula I teach.

I don't know what YOUR goal is. But set a GOAL, ANY goal. Then create a PLAN to reach it, preferably in 7 steps or less.

Think of the 7 steps that will lead to you reaching your goal. THAT is your new plan.

Step Four: Your New Goal is \$1,000 In 30 Days Unless You Have A Better One

Here's your goal: \$1,000 in sales in 30 days.

That's your NEW GOAL. If you have a better goal or a different one, great. If you don't have a goal, then use this one. And yeah, \$1,000 in 30 days is a

very aggressive goal. I'm not sure you can attain it. But you **MUST** have a goal.

And to me, \$1.00 in 30 days is **TOO SMALL**. It's hard to get excited over \$1 in 30 days. But \$1,000 in 30 days is a bit more exciting.

With a goal you **ALIGN** all your activities towards the goal. Without it, you jump around like a Kangaroo. Stop the **KANGAROO** crap and get a goal and a plan and put it on your wall like Dale's!

But there is one more lesson here:

How are YOU going to help YOUR customers create a PLAN to achieve THEIR goals?

See, just like I'm helping YOU attain YOUR goals and helping you create a plan, even so should YOU go and do the same likewise with YOUR customers.

Step Five: Get Someone To Hold You Accountable For Doing Your Plan!

It's one thing to have a plan. It's quite another to have someone hold you accountable for **DOING** it. Do you have any friends who you can be accountable to?

What about your mom, dad, brother, sister or business partner? You need someone to do it who won't nag you on the one hand but will be supportive on the other and can add input.

When I was a writer for a living, my client Walter Hailey sold his first \$78 Million by using the Power Of The Mastermind just like Napoleon Hill talks about in chapter 10 of *Think and Grow Rich*.

I'm going to leave you with this thought:

If you don't have a goal and a plan for the **NEXT 30** days, do you think you're going to get even 1/2 done of what you would **IF** you **DID** have a plan?

If you aren't **ACCOUNTABLE** for doing your Plan, then will you actually **DO** your plan? **WHO** is going to hold you accountable?

By the way, you need to do the SAME for your customers. If you can find a way to hold them accountable to their PLAN, this is very powerful.

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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, 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. The webinar two weeks ago Friday was out of this world good. The people on the call freaked out when a demo was done that showed ranking for the top of Google for an enormously competitive keyword in only seconds. And this is Evergreen as it gets. This is rock solid stuff.

Here is the webinar replay: [Click here to see absolute PROOF](#) you can rank for enormously competitive keywords in Google in only minutes using an Evergreen system that won't get slapped or "break" 3 months from now.

4. After 8 years, thousands of customer emails, thousands of buyers in virtually every major city in the world (and many you haven't heard of), 13 web site designs, 4 product designs, after ebook and CD versions, after endorsements from major marketers the world over, after hundreds of marketers and products have come and gone, after attacks by the world's most notorious criminals, after attempts to put it under, there is ONE product that remains and stands tall. There is one product that is stable.

<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. Brilliant Adeel Chowdhry video bonus

Grab the brilliant video by Adeel Chowdhry on how to mash together stock video, stock sounds and stock music to create an attention-grabbing, compelling video you can put on your

sales page, Facebook, Squidoo lenses, Hub Pages, or even Twitter out to your list.

<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 your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

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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

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.



<http://www.ateamsuccess.com>