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RESULTS

MARLON'S MARKETING METHOD'S

**THE THREE PRINCIPLES
OF SEED MARKETING
THAT CHANGED MY LIFE**

Hello,

Marlon here.

How does Seed Marketing apply to YOUR life today? This week? This month?

How can it change your income? Better your relationships? Help you become a respected member of groups? Or form you a tribe that looks up to you?

I've written before about the Miracle of Seed Marketing.

But today, we go deeper.

Step One: Find The Needs

I'm going to include "wants" in needs. Sometimes people don't want what they need. Like you need to eat your veggies but you may not want to.

So I include both wants and needs in step one.

WHAT I LEARNED SELLING TV ANTENNAS DOOR-TO-DOOR

When I was a kid I remember when these antennas for TV's came out that were new.

Honestly, I don't remember if they were UHF, VHF. Something like that.

But at the time, it was a big deal.

You could get more channels than you could without the antenna.

So I saw a need.

I bought a bunch of these antennas and proceeded to go door to door to sell them.

The thing is, I didn't know the EXACT NEEDS and wants. Why? I didn't do my RE-SEARCH. In Fast Track we REALLY hunker down on how to do research.

You gotta do your research.

I didn't know WHAT the channels were you could get WITH the antenna that you couldn't without it.

I didn't know the shows.

Now, if I did, I could have said, "Sir, do you prefer sports, travel, food or entertainment?"

And depending on his answer, I could have said "Stick this on your TV and 2 minutes from now you can be watching 3 sports channels you don't have right now?"

You get the idea.

You find the SPECIFIC want or need and match up the product to it.

I didn't know to do that. See, selling has a certain TECHNIQUE to it. It has certain methods. If you don't know these, then you won't be good at it.

But when you LEARN the techniques, you can be good at what you weren't before.

Make sense?

The thing that changed my life was when I got in tune with the NEEDS, in tune with the WANTS.

Question: Have you found the needs?

If you haven't, this is where you start, either with finding a product or service to sell. Or selling the one you got.

I once had a job attempting to sell insurance for John Hancock. I was absolutely horrible at it.

So I had what was called a book of business. Those were existing customers.

Based on what you know NOW about find the needs, what might you say in a call to existing customers?

How about, John (or Suzie) how long has it been since anyone went over your policy with John Hancock?"

Do you still live in the same house? Have you had any kids? Has your job changed?

We'll listen, I'm been authorized to offer you a complimentary review of all your benefits in your policy. I've found out a lot of our folks don't know about all their benefits. We can also see if everything is up to date for you or not.

Let's meet for coffee. Would Tuesday or Wed be better for you?

Now, when you meet, you chit chat. And collect the policy and ask them some questions. Explain you'll take it back to the office, do some print outs based on their current info and have a full break down for them. And set the next meeting time.

The point is, FIND THE NEEDS.

Whatever you have to offer, get OUT of your head and see through the other person's eyes. It sounds so simple and it is. It's just a matter of finding the needs (and wants).

I realize selling insurance isn't high on your list of priorities in life, unless you're in that business.

It's an EXAMPLE of finding the needs.

It's MY job to find YOUR needs.

Based on many discussions and surveys, I know you probably need help finding your target market, creating an "entry offer" to bring people into your business, getting people to VALUE what you offer, sending emails that get opened and responded to and making additional sales and upgrades.

These are the things I help you with.

But your take away is this: Find The Needs.

And remember, look for the SPECIFIC needs and wants, not the general, vague ones. You got to show 'em the channels and shows they get with the antenna.

No one wants an antenna.

They want the channels and shows. That's what you're selling.

When I say Find The Needs, it's another way of saying, "know what you're selling." People do NOT want to buy your product or service.

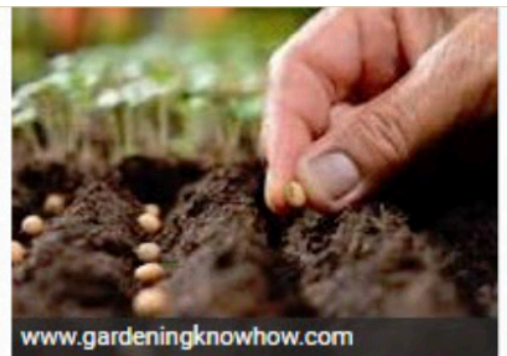
The only thing they buy is what it DOES for them.

Step Two: Sow the Seeds

Hand **sowing** or (planting) is the process of casting handfuls of **seed** over prepared ground, or broadcasting (from which the technological term is derived). Usually, a drag or harrow is employed to incorporate the **seed** into the soil.

[Sowing - Wikipedia](https://en.wikipedia.org/wiki/Sowing)

<https://en.wikipedia.org/wiki/Sowing>



You've got to sow the seeds. There are all kinds of seeds you can sow.

Have you ever been offered a free sample of food? You tried it. And it was really yummy.

The next thing you knew, you bought a meal?

Those free samples are the seeds.

Without the seeds sown, would they reap the same number of meals? Probably not.

One tremendous seed you can sow is speaking at seminars or getting interviewed on podcasts.

I've often recommended Toastmasters and continue to do so. It's the most incredible group to teach you to speak. And in the process you learn many, many other skills.

It's a fantastic and inexpensive group. They have Toastmasters groups in most cities around the world.

- Public speaking is one of the best ways in the world to sow your seeds.
- Youtube videos.
- Facebook live streams.
- Articles.
- PDF's.
- Rebandable pdf's.
- Kindle books.
- Speaking gigs.
- Interviews.
- Youtube, Facebook and Google ads.
- Free Cheat Sheets
- Affiliate promotions / offers
- New products

- Launches
- Joint ventures
- Emails
- Free reports

These are all ways to sow your seeds.

Your seeds then grow and bring people to you.

But if you only have 5 seeds out there and get pissed that you don't have a harvest, it makes no sense.

You have to sow a LOT of seeds. Or incentivize affiliates to sow a lot of seeds of for you.

You want to learn to write so that people read and respond.

To do videos that people respond to.

To create offers that people respond to.

But mostly, you want to sow a LOT of seeds.

A lot of people simply don't sow enough seeds.

And notice that the Wikipedia definition says you cast or broadcast over PREPARED ground.

You've got to prepare the ground.

Warm up your list.

Are you sowing enough seeds?

Are you sowing your seeds on prepared ground.

If you're casting your seed on hard, unprepared ground, your seeds will get blown away and won't take root.

Are you casting your seed on HARD GROUND?

Or have you found the right target audience?

There's a good book that says don't cast your pearls before swine. A lot of people cast their pearls before swine and don't understand why they aren't getting back golden eggs.

Some people got a list of swine prospects and can't figure out how come it's not laying Golden Eggs. Not that prospects are swine. But a non-buyer is a non-buyer is a non-buyer. Buyers buy. Non buyers don't.

Free reports and low cost introductory products are great seeds to sow. Free webinars are great seeds. Valuable blog posts are great seeds to sow.

MY GRANDFATHER SOWED HIS CHICKEN COUPS

On Hard Ground And Paid The Price

My grandfather had a plan.

They had a farm in Kingfisher, Oklahoma.

And on this farm, my grandfather had built chicken coup or coups with 100 chickens to produce eggs every day.

It was a great plan.

But being that it was Oklahoma, a tornado blew it away.

The chickens and chicken coups where the seeds.

But you got to sow your seeds in fertile ground, not where a tornado will blow 'em away.

That was HARD GROUND to farm there.

Covered with trees.

They got the land free 'cause it was inherited from the land run in Oklahoma where you could stake your ground for free.

FREE ground to sow your seeds on isn't always the best deal.

It is HARD GROUND to sow?

Do things like tornados blow your chickens away?

A lot of people want to REAP.

But they don't want to SOW.

They want to SPEND NOTHING. Invest nothing. Put snowballs in the oven and get out a brown chicken.

You can't heat an oven with snowballs in the words of the immortal Cavette Roberts, founder of the National Speakers Association.

Just because your ground is FREE doesn't mean you're gonna get rich sowing your seeds on that tree-filled, HARD ground.

Be smart.

Sow lots of seeds.

On prepared ground.

It didn't say FREE ground.

It said PREPARED ground.

If you've struggled because you're sowing seeds on HARD ground, today is the first day of the rest of your life.

Sow your seeds on PREPARED ground.

Sowing the seeds is what MARKETING is all about. But marketing isn't enough.

By the way, when I was knocking door-to-door to sell those antennas, was I sowing my seeds on prepared ground?

You can sell door-to-door. But you have to be really, really good to do it.

It's NOT an easy sale.

HOW THE WORLD'S GREATEST INSURANCE SALESMAN SOWED SEEDS

Ben Feldman was for many years in the Guinness Book of Records as the world's greatest life insurance salesman.

He would prepare a list of businesses that had a SPECIFIC problem.

He'd have is Step 3 (Reap the Harvest) ready to go with a killer illustration of the problem and solution.

Then he'd prepare the ground by sending 5 letters in a sequence to those businesses.

The LIST of business owners he KNEW had a specific problem were his seeds.

Those letters were his seeds.

HOW LUXURY CARS WERE SOLD IN THE 1920'S BY SOWING SEEDS

In the 1920's they sold the super luxury Hudson cars by getting a LIST of the affluent folks in town and sending them a series of letters.

Then they'd invite them to a demonstration of the car climbing a mountain.

Then they'd offer them a test drive.

The letters were sowing the seeds.

The rest of it was Step 3 – Sales or reaping the harvest.

HOW HAMBURGERS BECAME THE #1 FOOD BY ONE LADY

Who Sowed The Seeds To Rich People

In the early days, hamburgers were seen as ONLY to be eaten by blue collar workers.

But Mrs. Castle went to high society meetings all over the U.S. and catered them White Castle burgers.

They began to be desired by the ELITE.

And that is how burgers became the fast food of choice. Reference: the book Anatomy of Buzz.

Sowing the Seeds.

Free burgers to RICH PEOPLE.

HOW MESMER SOLD LUXURY SPA TREATMENTS TO RICH WOMEN

The founder of hypnotism Charles Mesmer (where the word mesmerize came from) sold luxury spa treatments to rich ladies.

Sowing the seeds on fertile ground.

I'm NOT making this up. He had a magic wand that had been magnetized on huge magnets.

And it was said he could cure many ailments by touching them with his magic wand.

True story.

A lot of real estate agents lead generate from "farms" which are neighborhoods they specialize in.

They prepare the ground and sow their seeds.

Step 3: Reap The Harvest

You cast your seeds.

They take root and grow.

Now it's time you reap your harvest.

You've got to close the sale.

You've got to sell your eggs at the market.

You've got to get the money by offering your valuable products and services.

This is an ART and a SCIENCE.

Today, a lot of people have problems getting people to see the VALUE in the offer and being willing to PAY for it.

This is called SALES.

Marketing isn't enough.

You need videos, webinars, sales pages, speeches, phone presentations and offers that get you sales.

The key to sales is being able to BUILD VALUE and sell that value at a reduced price with urgency to buy now.

Honest urgency? Yes.

But real true urgency? Absolutely.

If you've sowed your seeds on prepared ground, you have quality prospective buyers (not swine).

You're ready to make that sale.

But you have to be able to build perceived value.

Otherwise, people will see you as a COMMODITY and not value your offer.

They'll want to shop around. They'll want to think about it.

There's nothing worse than having this incredibly valuable offer.

But you can't get people to perceive the value of it and pull the trigger.

It sucks.

It really, really sucks.

So we aren't just in the business of marketing or sowing seeds.

We're in the business of making sales, getting paid what we are WORTH, not because we're the lowest cost bidder.

Usually the cheapest choice doesn't deliver the best result. But it's your challenge to get your potential buyers to see this.

If you can't build value, then you can't get paid what you and your products and services are worth.

So here I was in the insurance business.

I had a book of business, of existing buyers and customers.

That is PREPARED GROUND. They done bought once.

All you got to do is OFFER MORE.

That's about it.

We call it RELOADS.

Just get 'em to RELOAD.

Easy sales.

In the early days no one wanted to buy sewing machines. So a truly great old-time marketer came up with the BIG IDEA of the 1 hour dress.

So Singer Sewing Machines did 1 hour dress challenges all over the U.S.

where they demonstrated sewing a whole dress in 1 hour.

Even back then speed was a killer USP.

It's not as easy to sell today as it used to be. The pitch or presentation HAS to be better.

A lot of people can't get others to pay them their value or worth simply because their presentation isn't up to today's standards.

You've got to outwork the work.

You don't get outputs without inputs.

If money doesn't come out the back end of your presentation, you didn't find the needs, or you're sowing your seeds on HARD GROUND or your presentation just isn't powerful enough to make the sale TODAY.

You've got to amp it up. Power it up. Weaponize it.



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