



3 SECRETS TO RESTORE

THE YEARS THE
LOCUST HATH
EATEN

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THE 3 SECRETS CAN TURN YOUR SETBACK INTO A COMEBACK

Hello,

Marlon here.

One of my friends had years the locust ate.

He had a company torn to shreds by forces outside himself. Really, the stress from it caused his mum to die.

His friends stopped believing in him. His family sued him.

Yet, the only thing he REALLY needed to rebuild his mini-empire was faith. Faith in God. Faith in his own future and Destiny. And most importantly, faith in himself and his ability.

Everyone else may give up on you. But you can never give up on you. When nobody else cheers you on, you have to become your own cheerleader.

When you are challenged mentally, emotionally or physically, when the chips are down, when the locust have ravaged and pillaged and destroyed, there are two people you can count on: God and yourself.

And I'll add to that marketing. Because if you are an empire builder, if you have the seed of ambition in you to build and grow and become, if you can't be like other people, if you have a greater destiny and you know it, if however faint or dim, there is still a vision there, a flicker of hope, then one thing can lead you out of that morass.

Secret One: The One Thing That Will Lead You Out of the Valley of the Shadow of Death Over the Red Sea Obstacles and Into The Promised Land is CONSIDENT, RELENTLESS MARKETING.

Because a man or woman who can sell, can always sell. No matter how down you were or are, no one can take away your sales ability other than you.

Your own lack of belief in you, your future, your abilities. That is the only thing that can hold you back.

So my friend determined that God would restore the years the locust the hath eaten.

It is law.

Nothing has left you. It's all still there. Inside of you. All you have to do is start believing in you again.

And start marketing, relentlessly generating leads. No matter how beat down you are, or broke you are, you have you your voice. You can make cold calls. You can network. you can pitch. You can sell. You can talk.

The greatest gift God gave you was your brain and your ability to persuade others to buy. And to serve them well when they do.

So my friend rediscovered himself, his future, and his faith carried him through.

Just one more bit of marketing. One more emphasis on lead generation.

One more cold call....

And he made enough in one day to pay his bills all year. And more.

And that is only the START of rebuilding an empire. You never ever let off of lead generation.

You never again let anyone or anything cause you to lose faith in you, your future, your God.

Every day when you wake up. Every night when you go to bed you remember this:

Without vision the people perish.

You repeat over and over "I will restore the years the locust hath eaten."

No matter how many years that is or was.

No matter how much they ate up.

You are a builder. It is who you are. It is what you do. Only you can forget that. And only you can remember it.

Today is a new day.

The first day of the rest of your life.

Share this with someone you know who might be helped.

"I will be a light unto thy path."

Secret Two: Dig Down Deep To Find The Energy To Energize Your Marketing and Sales

You've been kicked in the teeth. From the mountain tops to the valley of the shadow of death and back.

Yes, you're back but maybe your gas tank is empty or a bit empty. What do you do?

How do you turn your setbacks into a bigtime comeback?

It STARTS with digging.

You dig down deep inside of you. Someway. Somewhere. Somehow. You dig down deep.

And you re-discover who you are and what you are. The ONLY reason you had a setback is you let life get in the way...

In the way of lead generation.

In the way of marketing

In the way of sales

And now you have to regain momentum. It's a bitch. No one said it would be easy.

So you dig down deep. You read Think and Grow Rich or Magic of Believing. Or overdose on Grant Cardone, or whoever motivates and inspires you. You go on an inspiration binge.

And you make your comeback.

How? By remembering who and what you are.

Be recovering your belief in yourself, your God and your future.

And by realizing you are where you are right now because you took the foot of the gas pedal of lead generation, of marketing, of sales, of product or service creation, of innovation, of delivery.

It's time to get your sexy back. You can't BORE people into buying. What was once hot. What was once sexy. What was once innovative. Well, it isn't anymore.

It's time to create a sexy product or service that you CAN sell. It's time to rediscover your ability to create, to innovate, to dominate.

It's time to STOP focusing on everything else, all the noise. And it's time to START focusing on the one thing that will get you through the valley of the shadow of death.

Marketing. Because medical bills take money.

Recovering your health, finances, mental or spiritual well being takes time.

Healing takes time. And time takes money.

So it's YOUR time. Time to find time for marketing, for sales, for yourself, for your recovering, for your healing, for your future.

Your time has come.

It's time to restore the years the locust hath eaten.

Find out what people want to buy and stop blaming your abilities for any lack of success

Some people bang their head against the wall trying to sell something. It just seems like it isn't working.

I know.

I've been there.

I remember back when I had a commission sales job selling "retirement programs" (whole life insurance).

I really didn't know how to pinpoint what it was people wanted. Gosh, I was pretty terrible as a salesperson.

In fact, I may have been the worst salesperson in the history of the world.

LOL. Or close to it.

Which only proves you don't have to be a traditional "sales person" to make it online. Or I'd be screwed.

One time I called on this executive on the top floor office of the highest tower in Dallas, Texas. That would mean he was making a boat-load of money. He told me he NEEDED more insurance and instead of asking how much or why, I tried to walk through our "discover" sales pitch to find a need.

Just terrible.

People blame themselves when they don't succeed at selling something. I used to label myself as a bad salesperson.

Later, I came to realize it's NOT about YOU. It's about you finding out what the potential BUYER wants. It's about THEM.

It's about having a SYSTEM or process that works.

There are actually ways to do surveys that are extremely accurate in spite of all the people who say surveys don't work. What they mean is THEIR survey method doesn't work.

The ability to sell is a skill. It's learnable. And so is online marketing. It STARTS with finding out what people want to buy, usually by looking at what they're already buying.

Once you understand how to find out WHAT people actually WANT to buy, NEW OPPORTUNITIES open up all around you.

The world is your oyster.

You see people buying things everywhere. People LOVE to spend money and buy.

All you have to do is give them a compelling reason to spend that money with you. Which brings us to the next secret.

Secret #3: You're Only One Offer Away From Being Back On Top

A famous marketer named Gary Halbert used to say "You're only one sales letter away from a million dollars." That was before video sales letters, live streams and webinars existed, lol.

I'd modify that to say you're only one offer away from an amazing 2017 and specifically an amazing January 2017.

Perhaps you've heard of W. Clement Stone, the famous cigar-smoking insurance salesman who started his own company and became a billionaire.

Well, when he started his agency in Chicago, it was just him and ONE THING – ONE OFFER.

He had ONE accident insurance policy. And he learned how to sell it really well, 'cause it was the only one he had.

One day one of his customers showed up and wanted to sell for him. One thing led to another and he ended up hiring another salesperson. Then another.

It was ALL on the back of ONE OFFER – the offer of one accident insurance policy called the Little Giant, if I recall. That ONE OFFER spawned his billion-dollar empire.

He recounts his fascinating story and methods in his book *The Success System That Never Fails*.

Interestingly enough, his system didn't include THE OFFER! lol.

Unbelievable.

One time I bought some used sales tapes by him. Inside his jacket he would pin copies of all the policies he sold that day or the past few days. And when he came to the close, all he had to do was whip out this gigantic long string of policies. In an average day he'd sell as many as 72 walking from business to business.

That's a powerful offer!

You're only one offer away from paying off your debts, taking the vacation of your dreams, retiring your spouse from their job or retiring yourself.

How I Discovered The Power of One Offer

I read one of those get-rich-quick ads in a magazine. The idea was you'd run these classified ads and people would call into an answering machine that gave a 3-minute pitch. They'd leave their name and address and you'd ship them a book C.O.D.

Before I knew it I was placing ads in shoppers nationwide, running 4 answering machines and shipping out tons of books. I learned that when you had a HOT OFFER your phone would ring off the hook! I mean, almost literally.

Later, when I created the OFFER called The Amazing Formula That Sells Products Like Crazy, my phone rang off the hook with calls around the world for months. I answered all of 'em I could, sometimes even in the middle of the night when people from Germany and other countries would call.

Before that offer, my other offers did OK. But when I hit on that one offer, BOOM! Really, really crazy. Extra crazy.

I think the young generation would call it CRAY CRAY!

How One Offer Rescued A Man From Dire Circumstances

On a hot summer day, a field laborer had gone to his wits end and at the end of a row of cotton and cried out "Oh Lord! Why do I have to work like this and get nothing out of it but a hut to sleep in and sow-belly to eat?"

According to Napoleon Hill on page 30 of *You Can Work Your Own Miracles*, the man developed a definite purpose and a plan for its attainment.

The man appointed himself to the Priesthood and changed his name to Father Divine. He travelled in a Rolls Royce and operated a huge, complex organization of businesses, pushcarts, dress shops and restaurants.

I thought my product sold CRAY CRAZY. This man's story was like cray crazy on steroids, acid or something or the other. LOL.

The point is, the man didn't change.

The ONLY thing that changed was his OFFER. He declared himself to be a deity. I don't recommend this behavior. I give the example only to give an extreme example of the power of one offer.

Why People Blame the WRONG Cause For Lack of Success or, What Some Call Failure

The thing is, when you are down and out, when success eludes you or debts stack up. When things aren't working, you blame YOUR-SELF.

You attribute your problems to some character defector personal lack.

In truth, IT'S NOT YOUR LACK OF CHARACTER THAT'S THE PROBLEM. IT'S THE LACK OF A HOT OFFER!

You're only one offer away from turning everything around.

Or, if things are already turned around and you just want to take them to the next level, you're only one offer away from THAT.

How One Offer Of a Speech Built Temple University

You've probably heard of Temple University. But what most people don't know is where the money to fund it came from. You can read the story here on the temple.edu website.

Russell H. Conwell wrote a speech. A very good speech. Well researched.

Well told.

He OFFERED to give that speech anywhere he could.

The speech was his OFFER, and he delivered it 6,152 times around the world.

According to Wikipedia:

The original inspiration for his most famous essay, "Acres of Diamonds", occurred in 1869 when Conwell was traveling in the Middle East.[8] The work began as a speech, "at first given," wrote Conwell in 1913, "before a reunion of my old comrades of the Forty-sixth Massachusetts Regiment, which served in the Civil War and in which I was captain." [9] It was delivered as a lecture on the Chautauqua circuit prior to his becoming pastor of the Grace Baptist Church in Philadelphia in 1882 [10] and was first published in book form in 1890 by the John Y. Huber Company of Philadelphia. [11] Before his death in 1925,

*Conwell would come to deliver it over 6,152 times around the world.
[11]*

The central idea of the work is that one need not look elsewhere for opportunity, achievement, or fortune—the resources to achieve all good things are present in one’s own community. This theme is developed by an introductory anecdote, credited by Conwell to an Arab guide, about a man who wanted to find diamonds so badly that he sold his property and went off in futile search for them. The new owner of his home discovered that a rich diamond mine was located right there on the property. Conwell elaborates on the theme through examples of success, genius, service, or other virtues involving ordinary Americans contemporary to his audience: “dig in your own backyard!”

What was true for Father Divine, what was true for Russell Conwell, what was true for W. Clement Stone, what was true for me, is you’re only one offer way from paying off debts, solving your problems or going to the next level, funding dreams, quitting your job or finding the lifestyle you dream of.

The Gopher Report Offer by Jerry Buchanan

Jerry Buchanan and his wife bought a 100-acre farm in the hills of southern Oregon. Their dream farm.

The problem was moles and gophers tore his garden up. So he researched the problem and wrote a 700-word report and sold it in the back of magazines using classified ads. (Of course, you didn’t have Youtube back then, lol)

That report sold \$14,000 back in the late 60’s / early 70’s. Off the back of that success, he wrote a book on how he did it called the Writers Utopia Formula Report.

Old guys in the business probably got into it because of that book and later his newsletter.

ONE 700-word OFFER changed the Jerry Buchanan's life and launched a new career.

Obviously, Jerry's report probably wouldn't sell today. Although maybe it would. The point is, it was an offer that hit the market at the right time.

One time H.K. Simon in Yonkers New York found out that sometimes radio stations would run your ads for free, and you'd only pay per inquiry.

He did a little research and typed up a list of these radio stations. He sold it for \$37 and brought in \$37,000. Off that offer he got a lot of others ideas and spawned a whole info product business. You used to see his full page everywhere for his book Out of the Rate Race and Into The Chips.

You're only one offer away from turning everything around, from starting a new business, from liquidating debt, from retiring your spouse from their job or retiring yourself.

Your OFFER Does NOT Have To Be An Info Product. It Can Be A Speech, Idea, Service, Physical Product or Anything Else People Will Give You Money For

Not everyone is cut out for creating info products. So? Most of the examples I've given in this newsletter have NOTHING to do with info products.

I personally think info products are the greatest thing since sliced bread.

But it doesn't matter.

You can create ANY TYPE of offer people will pay you money for and merchandise the heck out of it. Promote it hard.

Create your own HOT OFFER by taking products of substance that are boring and "sexify" them

This is a stupid secret.

It really can't be this simple, can it?

People don't buy what they need unless they're really in pain. They buy what they WANT.

So you got to SEXIFY it.

I read this statement last week in a podcast by Russell Brunson, (episode 198 of Marketing In Your Car) who many moons ago used to be my top affiliate.

And I thought it was a FANTASTIC statement.

People like slick packaging. They like attractive graphics.

You've got to put some lipstick on the pig. LOL. Paint its toenails. Stick a wig on it.

I'm joking but you know what I'm saying. YOU CAN'T BORE PEOPLE INTO BUYING!

Bored people don't spend money. Excited people do. And it's up to you to muck around and experiment until you come up with a way to present your product or service that EXCITES people. And that includes making modifications to the product itself.

There's a gradient to this.

For example, I have a new WSO I'm preparing for launch. I've added several things to it to "sexify" it vs. other WSO's.

Now, compared to JVZoo offers, it might not be real sexy. But compared to the other offers in the pool of competition on WSO's, it'll look sexy.

If you want to go old school here, Michael Porter, the famed Harvard Professor, calls this a "signal" of value. Sometimes SIGNALS of value are more important than actual value.

One time a friend of mine found this incredible deal on a used BMW. It was CHERRY red. The thing looked HOT. Super clean inside and out. Spotless engine.

But before she forked over her money, her mum ran the vin number. Come to find out, the vehicle had been totaled. Someone bought it and rebuilt it.

The SIGNAL of value didn't match the SUBSTANCE.

But in the book BLINK, Malcolm Gladwell talks about how our brains make extremely fast snap judgements.

For example, I have a book filled with sales methods used by the top 5% of sales people in the world.

No one knows about these methods. The book is boring as cardboard so no one reads it. It's like slogging through mud.

But the SUBSTANCE is drop dead amazing.

There are many, many books like. Not just one. They're all over the place.

You could extract the core ideas, add your own. Then create a product with:

- Sexy packaging
- Sexy webinar
- Sexy video sales letter
- Sexy email capture page
- Sexy follow up

Create your own opportunities on demand by taking products of substance that are boring and “sexify” them

Here's an OPPORTUNITY for you: Take products that are non-sexy and boring but have substance. And create your OWN version but add to it, change it, modify the idea and make it SEXY. Sexify it.

I don't mean copy someone's product exactly. I mean take the basic concept, idea or functionality and create your own.

But I'll tell you what. There's a new launch about every minute. And all those products sit on the shelf after 3 months and don't make any sales. You can certainly make deals, if you catch my drift.

If the product never sold much originally because it was boring, with a little imagination, you can sexyfy it with:

- Slick graphics
- Slick video sales letter
- Slick webinar pitch
- Slick bonuses
- Slick packaging

You get the gist.

There's a ton of money to be made that way, don't you think? Can you see how you could take someone else's hard work, add "sexy" to it and cash in?

How To Turn Boring, Drab Offers Into Sex, Hot Sellers

You say "Marlon, can you give me an example of SEXIFYING something?"

I have several new offers that'll be coming out that are sexified. But here are two I talked about in my last newsletter:

Look at this page again: <https://freecravingscheatsheet.com/free>

And look at this page: <https://biohackersguide.com/free-book>

Those are both HOT, sexy offers. No doubt about it. I'm not even into biohacking and might order that book. Dang, it's sexy.

Oh, if you wonder “Does sexy make money?” then consider this. Kailin is the lady behind the freecravingcheatsheet. This is her Facebook in case you’re into losing weight. She’s really great at it and has a tribe.

Anyway, **she’s doing a million** a month to put it in perspective. She has a 28-minute pitch that has been viewed 9.7 million+ times. Her book is #1 of all Barnes and Noble books. The girl is crushing it.

I assumed her web pages were done by a high-paid designer. But she posted the other day that her husband does them using Click-funnels.

I don’t know what the numbers are for the biohacking guy but I bet there are fantastic.

You can hardly read that thing and not get excited, even if you never heard of biohacking.

THAT’S SEXY!

But Marlon, I Could Never Do That

This is why I said earlier. There’s a gradient.

You START where you’re at. You grow one baby step at a time. Or one giant step. However you want to do it. But Rome wasn’t built overnight.

You’ve heard the story about these 2 guys being chased by the lion. One guy turns to the other and says “I don’t have to outrun the lion. I just have to outrun YOU!”

All you have to do is find your own little blue ocean where you out-run everyone else in your little area.

YOU can do it if you do these 4 things

1. Focus
2. Apply creativity and imagination
3. Up your specialized knowledge so you know what you're doing
4. Find and use great people and resources

Once You Have a Hot Offer, You've Got To Promote Hard, Baby! (No Holding Back)

Don't hold back.

Even if it's a bit of a flopper or not a great seller or just lukewarm. Doesn't matter. Once you got the offer, promote it HARD.

Your best marketing ideas will come WHEN you are hustling hard to promote your product or get affiliates to promote it.

The right OFFER to affiliates to affiliates will replace a lot of work. The ULTIMATE LAZINESS METHOD is a powerful offer that does a lot or most of your sales work for you.

That's a fact.

With the right offer, people are beating YOUR doors down to promote the bad boy. My Big Ticket Dashboard last year just started going cray crazy.

Jon Spoelstra had the un-enviable task of selling basketball tickets to fill seats for the Clippers when they were the worst team in the league and couldn't buy a win.

Yet, he came up with a POWERFUL OFFER that SOLD OUT most of the games!

Even a lackluster product with a GREAT OFFER can outsell a great product with a lousy offer and poor promotion.

If You Need Money or More Sales, Here's The Solution

The SOLUTION is simple.

You create and promote or merchandise more offers. Stop blaming yourself. Stop saying it's too hard. Stop saying you don't have the ability. Stop saying you're skeptical.

STOP focusing on your lack of money.

We do these things because we FORGET the truth.

And the truth is we just need to get more offers out and well-promoted.

Not every offer is a winner.

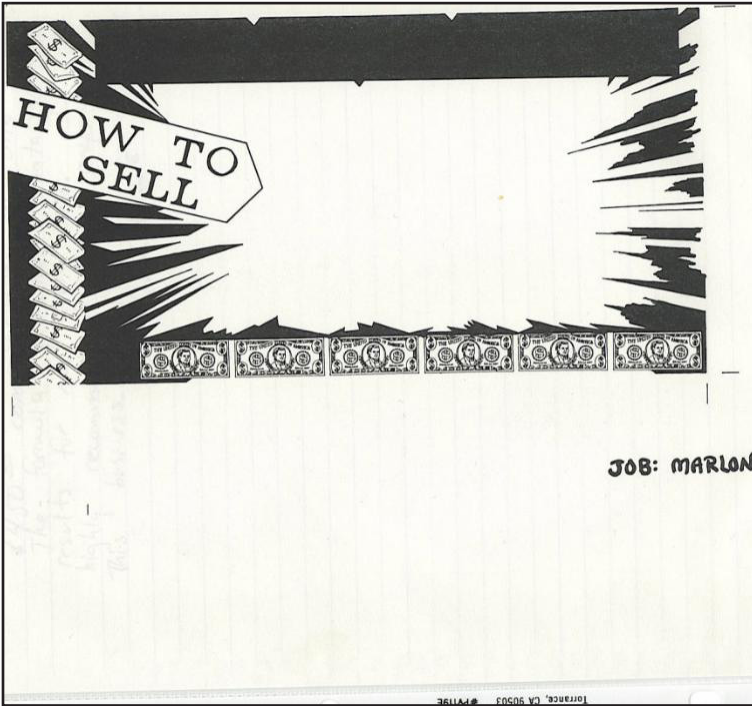
Now, I'm a huge fan of Grant Cardone's 10X Rule. But let me also say that STRATEGY and SKILL are important. One of Napoleon Hill's steps in Think and Grow Rich is specialized knowledge.

You aren't BORN knowing to find, create and promote offers.

A LOT of times we lack the self confidence to do this since others we know doubt our ability or we doubt ourselves.

For most of us, the biggest problem we have is we doubt ourselves and don't turn our ideas into offers and get the word out.

I've shown this before. It's an idea I had half done. Check out this idea I trashed:



As you can see, the ad isn't finished. That's because I never finished it.

It was a GREAT idea. My roommate managed an appliance department. And he had developed a script to sell warranties on appliances that worked gangbusters. I had written a pretty good sales letter for it. But we chickened out on investing \$300 to run the ad.

We didn't believe in our idea and our skills. Here was the sales copy I wrote for it but never used.

ARE YOU LEAVING CASH ON THE TABLE?

You make more profit on extended warranty service contracts than on any other item in your store. It takes less time to sell contracts than any other item you carry (only two minutes). And not only does the product take up no display space, but also no inventory is required. What's more, now the Robert Keller Profits Formula called *Dollars for the Asking* makes it such a simple, fast sell—you won't believe it. As a result, you can increase your gross profit two to four percent. This means you'll have more money for advertising, special promotions and spiffs.

HOW TO SELL EXTENDED WARRANTIES

Selling extended warranty service contracts is a four-way win situation. Everyone wins and no one loses. Your employees win. It takes them only two minutes to rake in hefty commissions using the Profits Formula in *Dollars for the Asking*. With an average commission of \$25.00, that's \$12.50 a minute! **Where else can your employees earn \$12.50 a minute?**

And as your gross profits increase, you can afford to offer your employees more bonuses and spiffs. This not only adds contagious excitement to the atmosphere, but also helps boost sales even more. With a steady stream of commissions and spiffs, your employees will be happier than ever before. Your turnover could be substantially reduced.

Secondly, your store wins. Warranties are the single most profitable item your store can sell. By closing seven out of ten appliance purchases on contracts, you will increase your gross profit two to four percent. This means you'll have the profit margin to justify additional advertising, special promotions and generous spiffs — a definite edge over the competition.

And third, you win because the Profits Formula doesn't require a lot of sweat to use. Everything is laid out in the easy-to-follow cassette tape guide. You hear the presentation given exactly as Robert Keller gives it daily. All you and your employees need to do is copy it verbatim. It literally couldn't be simpler. You can learn the formula in an hour and make a sale the next. The cassette tape can literally pay for itself the very first hour you test the formula. **Only one sale — one sale — can pay for the tape!** In the period of a year, the tape can pay for itself hundreds of times over. And this is knowledge you can profit from year after year in the appliance business.

And last of all, your customers win. If something goes wrong with the item they purchased, they get it repaired free. Service contracts eliminate a lot of irate customers. And this means you'll keep their business in your store because now you've solved their problem. And that makes you a good guy in a white hat.

In short, extended warranty service contracts are a four-way win situation. Your employees win. Your store wins. You win. The customer wins. What more could you ask for?

YOU GET ALL THIS

- Edge Over Competition
- Reduced Turnover
- Satisfied Customers
- Happy Employees
- Renewed Enthusiasm
- Extra Dollars For Advertising
- Freedom From Irate Customers
- Money And Work Success
- Personal Satisfaction

MAIL NO-RISK COUPON TODAY!

NATIONAL INFORMATION SERVICE • P.O. Box 790038 Dallas, TX 75379

Yes! I want to immediately increase my profits and enjoy the 9 remarkable benefits. Please rush me a copy of *Dollars for the Asking* and the free intriguing bonus. If I'm not satisfied, I may return it in 60 days for a full refund.

Enclosed is my check cash money-order for \$20.00

NAME _____
(please print)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

FREE BONUS

If you order within ten days of the postmark, you will receive a very special bonus — a definite eye opener. Refer to the description enclosed. But to guarantee receipt of this useful bonus, you must act within ten days of the postmark.

I've give you the CURE before for inaction and not doing anything with your ideas nor believing in yourself.