

HOW TO ASTRONOMICALLY INCREASE

# THE AMOUNT OF MONEY YOU MAKE



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It sounds unbelievable.

1. Astronomically increase the amount of money you're making
2. Do it fast

Now, the fast part depends on your existing knowledge and skills of direct marketing.

If you've been following my teachings quite awhile, you should have the knowledge and ability to create an offer and a pitch for it.

You should know how to create webinars that sell.

You should know how to write emails.

You should know how to create sales pages that make sales.

You should know how to do "two-step marketing."

If you don't, then you need to up your game. Those things are the price of entrance to the Great Game.

You've got to get those skills under your belt.

A lot of people are so obsessed with making fast, instant or easy money to pay their bills (understandably so) that they never take the time to learn the proper knowledge and skills that ALLOW them to do so.

It's called putting the cart before the horse here in Texas where I live.

But assuming you can do those things, this issue will EXPAND your thinking.

When I graduated from college I sold insurance for awhile. Well, it was pitched as a retirement program. But it was whole life insurance. Not that I had any clue at the time what whole life insurance was.

Later I worked for John Hancock TRYING to sell insurance, which I did an absolutely awful job of.

I found out that insurance is a really, really tough sale. I mean, I couldn't even get people to meet with me.

So it was of great interest to me later on when I found 2 books by and about the world's greatest life insurance salesperson at the time.

And by my way of thinking, he'll probably STAY that way.

The reason is, his insights into selling insurance were so incredible that they apply to making an astronomical increase in your income rather quickly.

His name was Ben Feldman.

And he made selling insurance sound like poetry. I mean, he seriously did.

If you've been a subscriber of mine for some time, you've heard me talk about him before. But today I have an entirely different method to teach.

Please understand, I've known some GREAT, great life insurance sales people in my day.

My dad's brother started out selling insurance to guys digging ditches alongside the road.

He sold his way up to President of the company.

And was later over a whole pot full of insurance companies as head of a "holding company."

Anyway, he won insurance executive of the year more than once.

But you know, he really didn't have that much to say about HOW you sell life insurance. He could do it. But I don't think he could teach it.

Being able to articulate HOW you sell insurance is something very few have done effectively.

I also wrote for my client Walter "Itsy Bitsy" Hailey who started as a failure in the selling and eventually bought the insurance company he was selling for.

Walter was a master of marketing.

But as far as the act of selling insurance, I never heard him talk about it. He had an unusual and incredible marketing system that made him worth \$600 million eventually.

So Ben Feldman was a VERY unique person.

Not only could he sell life insurance but he made it look like poetry.

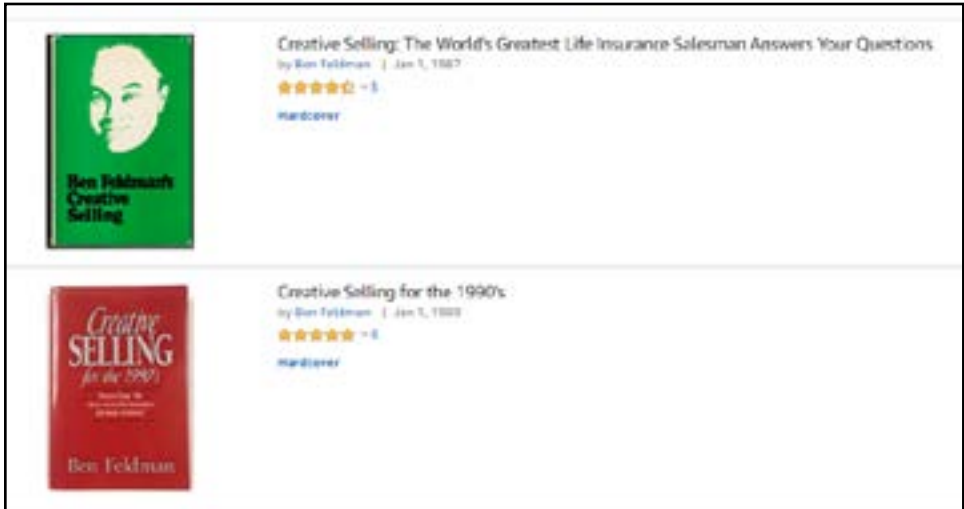
[Here's his bio on Wikipedia.](#)

**Ben Feldman** (1912 – November 7, 1993) was an [American](#) businessman and one of the most prolific salespeople in history.[\[1\]\[2\]](#)

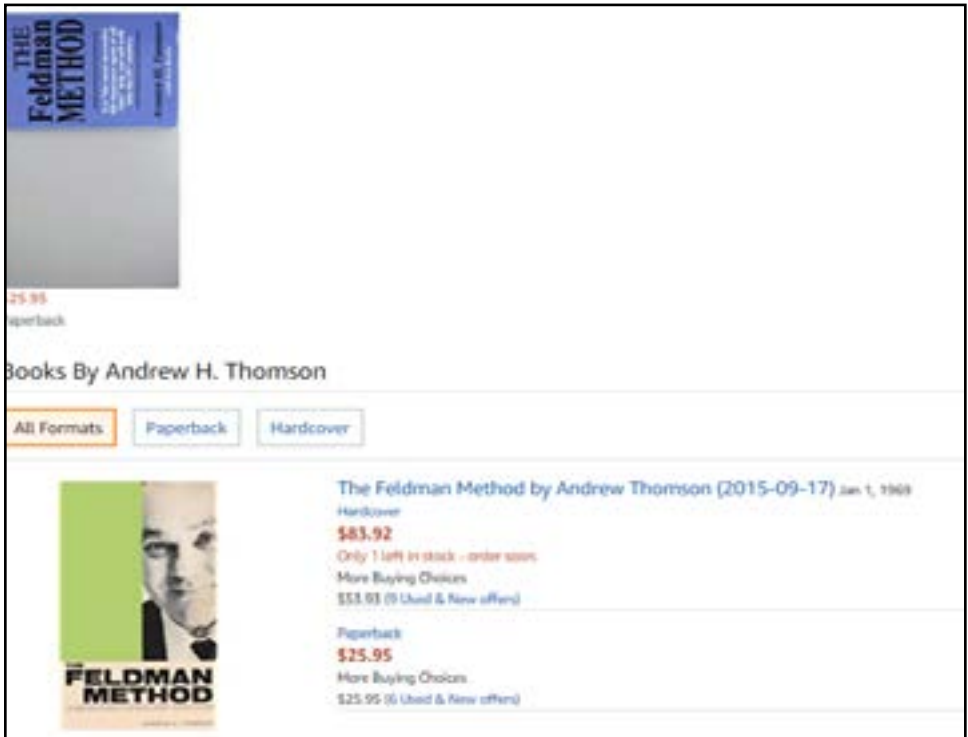
As early as 1979, Feldman had sold more [life insurance](#) than anyone in history.[\[3\]](#)

He sold life insurance [policies](#) with a total face value of about \$1.5-billion[\[4\]](#) for [New York Life](#) from 1942 to his death in 1993. He once held the world record for the most products sold (by value) by a salesman in a career, a year (\$100,000,000), and in a single day (\$20,000,000). Near the end of his career, his annual commission totals were over \$1,000,000 per year. At the time, these sales totals were equaled only by the entire sales forces of other insurance companies, though they have long since been nominally surpassed.

[Here's the article the New York Times](#) wrote when he passed on.



Creative Selling was written by Ben and the Feldman Method was written by his manager. Both are outstanding. I like the *Creative Selling* book better than the Feldman Method, but both are good.



It's an incredible thing to read how Ben sold insurance. Nothing else like it I've seen or heard since.

He made it so vivid and simple.

As just one example, he'd sell insurance to a man with a huge estate in order to pay the estate taxes. Otherwise, the assets of the estate would have to be sold off to pay for the taxes.

The MAIN lesson from Ben that applies for today is a statement he made:

“Every problem has a price tag for the problem and a price tag for the solution.”

He would sell solutions to gigantic problems that could be solved for pennies (the cost of the insurance).

And here’s how this idea applies to you: If you want to astronomically increase your income, solve a LOT bigger problems that have FAR GREATER price tags for their solution.

The BIG thing here is simple: The cost of the problem must dwarf the cost of your solution.

So let’s say you’re selling Facebook ads services.

It’s true a dentist needs your services.

The average dentist makes \$130,000 a year. So he has a \$130,000 problem more or less.

Or let’s say he or she wants to make \$200,000 with a current income of \$130,000.

That’s a gap of \$70,000.

It’s a relatively small problem to solve. How motivated is that dentist to solve the \$70,000 problem?

How much will he or she pay to do it?

\$5,000?

\$10,000?



Probably not much more.

So a question you can ask yourself is, "Who has a much larger problem to solve?"

## **A \$70 Million Example**

So when Walter sold his insurance company for \$70 million, it was NOT worth \$70 million.

But he went to a worldwide department store chain with a huge amount of employees.

He had developed a method for selling insurance to employees.

He pointed out that with 70,000 employees or something like that worldwide, they stood to make so much per year just by offering insurance to their employees using his system.

What he sold them was simple: A marketing system to sell insurance to their employees.

He could have written the method up in a book of 100 pages. And gotten paid \$2 on Kindle for it.

## **But see, the value was NOT in the format of the knowledge**

Do you understand how key that is?

I've had friends in the business tell me there is no way on earth they are paying \$1,000 for an info product.

And honest-to-goodness, they just don't get it.

It's rather bothersome they can't see the most fundamental thing.

It's NOT about the information. It's about the size of problem it solves.

In Walter's case, he know EXACTLY how much this company stood to make each year by selling insurance to their employees.

They were willing to pay \$70 million to have a system to allow them to extract that much money from their employees.

Now, understand, he had a tested, proven system for doing this that had already been proven with a smaller, nationwide chain in the U.S.

He had proof of concept.

But at the end of the day, the assets of his insurance company weren't worth anything remotely resembling \$70 million. What they bought was a MARKETING SYSTEM.

So what's the value of a marketing system?

Heck a lot of people would say, "I'm NOT paying you \$500 or even \$200 for a "marketing system."

I'll go buy one on Warriorplus for \$10.

Do you see how ridiculous that logic is?

The value is NOT the marketing system. It's in the problem it solves. And how well it solves that problem.

This worldwide chain COULD have gone to Clickbank, W+ or JVZoo and bought a “marketing system.”

But it wouldn't have solved their gigantic, enormous problem of how do you sell insurance to 70,000 employees.

In Walter's case, he had a slick system.

He put an insurance agent on commission in each warehouse. His company sold insurance at a discount to the employees so it was like a “buyer's club” for insurance.

And he had a system for the insurance agent to make appointments with employees and sell the insurance.

## **Here's How This Insight Could Astronomically Increase Your Income**

*“OK Marlon, I sorta get what you're saying. But how does this increase MY income?”*

It's a great question.

I'm glad you asked.

FIND A BIGGER PROBLEM.

That's the mind-expanding thing I want you to brainstorm on.

What I recommend is buying a fresh, blank yellow pad.

Get yourself a nice pen.

Now sit at your coffee table every morning for a week with your pen and yellow pad. Suck down some tea, coffee or water while you brainstorm. I recommend coffee. But maybe orange juice or water is your thing.

All you do is brainstorm each morning looking for bigger problems you can solve.

That's it.

Who has a bigger problem.

Do you get it?

The money is NOT in YOU!

The money is NOT in your PRODUCT or SERVICE!

The money is in the PROBLEM the buyer has.

If they have a really freaking large, costly problem and you have a price tag for a solution to the problem you sell for pennies in comparison, you don't have to be Ben Feldman to make that sale.

1. You have this problem.
2. This is the price tag for your problem.
3. Here's a solution to your problem
4. Here's the price tag for the solution
5. Do you want to pay the price tag for the problem or the solution?

WHICH PRICE TAG DO YOU WANT TO PAY?

See, they are paying the price tag either way.

The price tag for the problem.

Or the price tag for the solution.

It's simply a matter of which price tag they want to pay.

It's not anymore complicated than that.

Ben says we trade our lives for too little because we think too small.

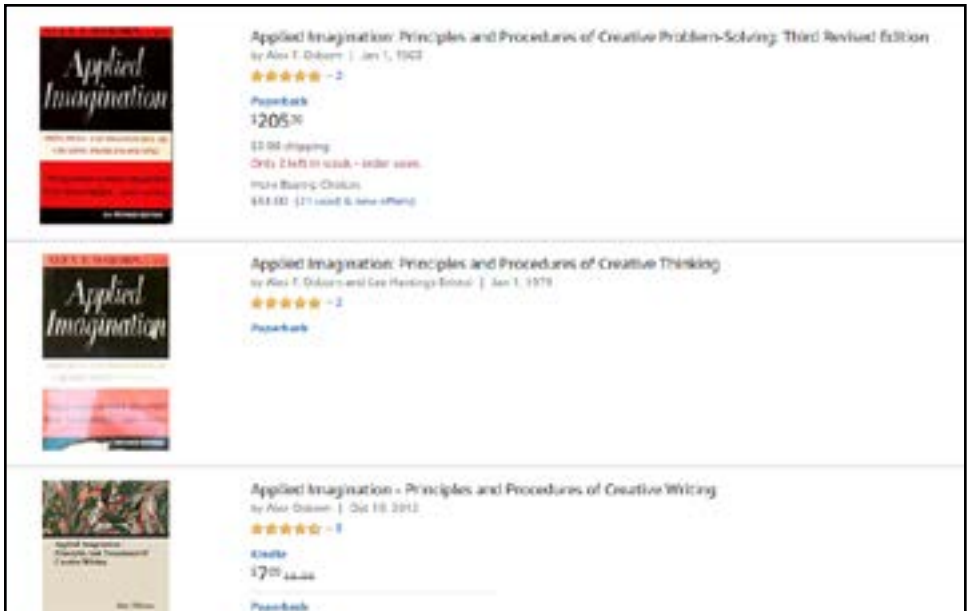
By that he means we spend our time solving problems that are too small.

You say, "Marlon, what big problems can I solve?"

I don't know.

That's up to you and your creative powers.

If you don't know how to tap into your creative powers, that's something you might want to spend some time doing.



These books are great places to start.

Napoleon Hill has a chapter in *Think and Grow Rich* about imagination.

Are you beginning to see the picture here?

When I “sold insurance” we had a “retirement program” pitch we sold to appointments.

The problem we pitched was retirement. And the solution was insurance.

And here Ben Feldman was selling solutions to huge estate and business problems.

Ben said, “Prospecting is basically recognizing the problem and making sure the problem has a price tag.”

He said, *"First, you start with a problem. The problem must have a price tag. Then you create specific ideas for specific problems. You know, ideas are the keys that unlocks a case. Once the man has accepted the idea, he's bought the insurance. Show a man simple, easy-to-understand ideas which tell a man how you can solve his problem."*

I'll had that he means man or woman. The book was written a long time ago.

The other interesting thing Ben did was target a SPECIFIC problem. He'd find a problem to target.

Then he'd develop a list of people with THAT specific problem.

He'd put together a specific insurance solution to the problem.

And he'd make calls or visits.

For example, he has a chapter on one package called "A package to insure company credit."

Rest assured, when I sold for John Hancock, no one told me I could sell a package to insure company credit.

I doubt the manager had ever heard of that.

The essence of the problem is a business can't borrow money if it's a small business because what if the owner "runs out of time" (as Ben would call it).

What assurance does the bank have the money will be paid back?

So he sells insurance that provides ASSURANCE to the bank they'll get paid back.

Here was another one: "A package to insure one year's profits."

The idea behind it is if a man has a small corporation or company he wants to pass on to his son or daughter, they're going to need time for the transition.

Insurance can provide one year of profits while they're taking over the business. And it can pay the taxes the government will want.

That's the whole idea.

People are HORRIBLY UNCREATIVE about the problems they solve.

Insurance is just a contract to create cash.

Ben found incredibly creative ways to sell that cash for pennies to solve different problems.

THIS SAME METHOD CAN BE USED IN ANY BUSINESS.

In Internet marketing about the only problems people use are terribly uncreative:

"Here's a marketing system or method to quit your job."

So the problem is they want to quit their job.

Or here's a marketing system to get appointments for your coaching business.



## Can This Be Done FAST?

The question is if this can increase your income FAST?

Assuming you've paid the price to get the knowledge and skills it takes to do your marketing and sales, yes.

By solving bigger problems with bigger price tags, you have the power to increase your income FAST.

As soon as you get paid to solve bigger problems with bigger price tags for their solution, your income increases fast.

Now, I know.

Off the top of your head you may not be able to think of problems to solve. The answer is NOT for me to think for you.

To give you problems.

That's what everyone wants.

They don't even want to think.

They'll be replaced by artificial intelligence someday.

Your ONLY way to survive is to learn to CREATE.

In order to do that you buy *Creative Selling* by Ben Feldman.

You learn the ideas.

You spend time daily brainstorming bigger problems you can solve.

You read the Alex Osborn book on *Creative Imagination*.

This is the road less taken.