

THE ONE FORMULA

THAT VIRTUALLY
GUARANTEES
YOU WIN ON
YOUR TOPIC

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The One Formula That Virtually Guarantees You WIN On Your Topic

The New Way to Dominate Products and Have The Power to Get Rich – Or Bring Money In Amounts Some People Consider Obscene

My mind was blown this week.

Totally blown.

See, at my age I have some high blood pressure issues. And I saw a doc last year who told me the #1 thing I could do to lower my blood pressure was to lose weight.

Well, I've actually GAINED, not lost, weight since I got married. Imagine that.

My wife is practically a chef as she took professional training.

The thing is, we were FOLLOWING a highly respected eating plan that thousands have had results on.

But I personally wasn't seeing those results.

(Sorta like the experience some people have with promoting products and services through the online channel).

But by good fortune, law of attraction, or whatever you call it, I ran across this book on Kindle.

It explained things I'd never heard before about how this guy lost 168 pounds in 2 years eating mostly junk foods. Wow.

And one of the keys was he used this app on his phone.

So I downloaded the app and that's when I hunkered down and things got serious.

Within only a few short weeks, I lost 7 pounds! Keep in mind, I've been GAINING not losing. And even exercising intensely daily wasn't changing that.

But this app changed everything.

Why?

Very simply because it tracked everything, and I do mean everything.

You just type in the food you eat, and out of a number of databases it finds your food and inputs ALL the calories, fats, nutrients, vitamins and minerals.

In one click, you get EVERYTHING.

But the MAIN thing it tracked was how many calories you eat vs. how many you expend daily. There's a whole process and science for this.

But the short version is, if you cut your calories by 500 a day, you lose 1 pound a week like clockwork.

In the past, counting calories was awful because it's so difficult to manually track things.

But with this app in about 2 minutes a day you've tracked everything you eat and drink.

It's truly amazing.

What's more, once you TRACK IT, you have the power to make decisions and change it.

I never dreamed how easy and powerful it would be.

This little free app boiled it all down to SCIENCE! And it worked with my fitbit watch to know ALL the calories I burn during the day, which was revealing also.

I also discovered I was eating 3x the sodium I was supposed to and getting about 1/3rd the protein I need to maintain my muscle mass as I grow older.

And I was getting about 1/3rd of ALL the minerals and vitamins I needed.

Who woulda thunk it?

Here's What This Has To Do With Your Marketing and Sales

After doing this, I immediately saw the implications for marketing your business and online sales.

Without tracking, there is NO SCIENCE.

At this point, I don't have the magical silver bullet tracking method for online selling that I do for weight loss.

But what I CAN share with you are a few tracking methods that work great and help enormously.

The first one I use is Tawk.to.

This is a free app that goes on your phone. Or you can use the website on your desktop or laptop. And it monitors your traffic real-time, which is always quite revealing.

For example, right now I have someone on my website from Singapore. I know that in one glance.

It's kind fun if you wake up in the middle of the night to check your Tawk to see how many people are on your sites while you're sleeping!

This gives you a snapshot.

But what if you want to see your REACH in the bigger picture?

Sprout social lets you monitor all your social media from one dashboard to see if you're growing or shrinking your reach.

Some people will say that reach is a vanity metric because you can't spend it.

While that's true, expanding your reach WITH the customers you're targeting predicts future sales if your lead generation and sales methods are working well.

Of course, there's Google Analytics too.

Here's My Vision

What I want to do for my OWN business is manage reach, opt ins and sales on a DAILY basis just as I do my calories taken in and burned and my vitamins, minerals and fats.

Woopra is another service that allows you to get a lot more data.

It's pretty cool.

Here's The Mindset

We won't go here into the technical aspects of each platform.

But what I want to share is an attitude.

That attitude is the result of a decision you make – to get the word out.

To get EXPOSURE.

To be VISIBLE.

You can do that a LOT of ways.

You can record Youtube videos.

You can make Facebook posts.

You can start a Facebook group.

You can start a Clubhouse group.

You can put out tweets.

You can do podcast interviews.

You can do seo using yourblog.

You can write and promote books on Amazon.

You can sell on Ebay.

You can sell on Etsy.

You can sell on Skillshare or Udemy.

You can get affiliates to promote your products.

You can run ads.

There are 1,001 things you can do to get visible. And you do NOT have to do all of them.

But you DO need to do one or more of them. Somehow, someway – you have to get VISIBLE with the members you’re targeting.

How To Decide Which To Use

I KNOW it can be hard to decide which route or channel or channels to use.

Here are several maxims or principles I learned from Chess that will serve you well:

1. **“Focus on a single topic and don’t spread your study too much You should focus on a single topic and train it until you acquire the appropriate skill.” From: Self Taught Grandmaster by Igor Smirnov**

He says that most people try to learn everything all at once. And that’s a huge mistake.

So take ONE traffic source and get really good at it before going to number two.

The principle here is you’re developing a NEW SKILL.

2. **“Compare different ideas and detect a better one”**

That’s another principle.

3. **“The only valuable result of your training is your chess improvement”**

Obviously, we’re learning marketing not Chess.

I bring this up because some people practice the same things that don’t work over and over – without improving!

Don't be that guy or gal.

Improve!

4. "An attack is the way to win"

That's how you win games in Chess.

And the same way you win online.

Think of your promotion or attention-getting as an attack to win attention and bring people into your vortex of value.

And Here's The Big Secret

A Grandmaster realizes his plan (ANY plan) to the MAXIMUM INSISTENTLY - From "Your Winning Plan" lesson 10 by Igor Smirmov

He considers this the first secret of Grandmasters.

"If there are some problems in the realization of a plan, it doesn't mean that you should reject the plan. Quite the contrary, you should raise your efforts and realize the plan even more INSISTENTLY than usual."

And finally:

"An insistent realization of ANY plan brings you good results."

I recommend you buy his product JUST for chapter 10. It's one I read and refer to anytime I need a mental boost or lift.

I printed out the pdf and put it in a notebook so I can refer to it easily.

By the way, he says that 95% of Chess players don't do the above. And if Chess players don't, online marketers surely don't.

And finally, here is the icing on the cake:

“If you can't find a good plan, you should compose any plan and realize it insistently”

If that were the only sentence in this report, and the rest was blank pages, it'd be worth 100x what you paid for it.

It is SO EASY to get caught up in the endless search for the right plan, the ideal product, the perfect channel, the best strategy, that you don't implement at all.

Or you don't implement with maximum insistence.

Half the time when I'm reading Igor's products, I feel like he's talking about marketing, not Chess!

It's uncanny.

One other principle he talks about is that the main thing to focus on is the ACTIVITY of your pieces.

That has a technical meaning in Chess.

But as a general rule, it's a great thing.

Let's say you're producing Youtube videos about topic Zed. And you have more videos, topics and ACTIVITY about topic Zed than anyone else.

You probably WIN in Youtube on topic Zed. Or you have a headstart anyway.

Pick an area and a channel where YOU can be the one who has maximum ACTIVITY on that area or topic.

Step 1: Pick an area or topic

Brian Rogers is promoting is incredible Fool's Gold bbq sauce line. It's based on his sauce that won a worldwide competition.

Weight loss is one of the main reasons to use his product as it's plant-based and allows you to reduce calories, saturated fat and sodium.

I suggested he call it the Barbecue diet or something similar.

Why?

Because plant-based diets is a hard area to control or topic to have the most activity about.

But you know.

How much competition is there for barbecue diets?

If you search Google for "plan based barbecue diet" in quotation marks like that, you'll see there aren't many results.

Step 2: Have the maximum activity

Publish the most Youtube videos on your topic or area.

Send out the most tweets.

Have the most stories and posts about it on Instagram

Have the biggest or most active Facebook group about it

Send out more emails about it

Have the biggest email list about it

Have the most Amazon books about it

Run the most FB or Youtube ads about it

THAT is what you call MAXIMUM ACTIVITY!

Now, it's NOT a sexy plan that is 1 click.

Then again, it's only a few steps.

Promote. Get 'em on a list. Sell something.

Not a new formula.

But it's DOABLE. And it works.

Best of all, you KNOW how you can win. [Go here if you want my plan for success.](#) It's worked for me.