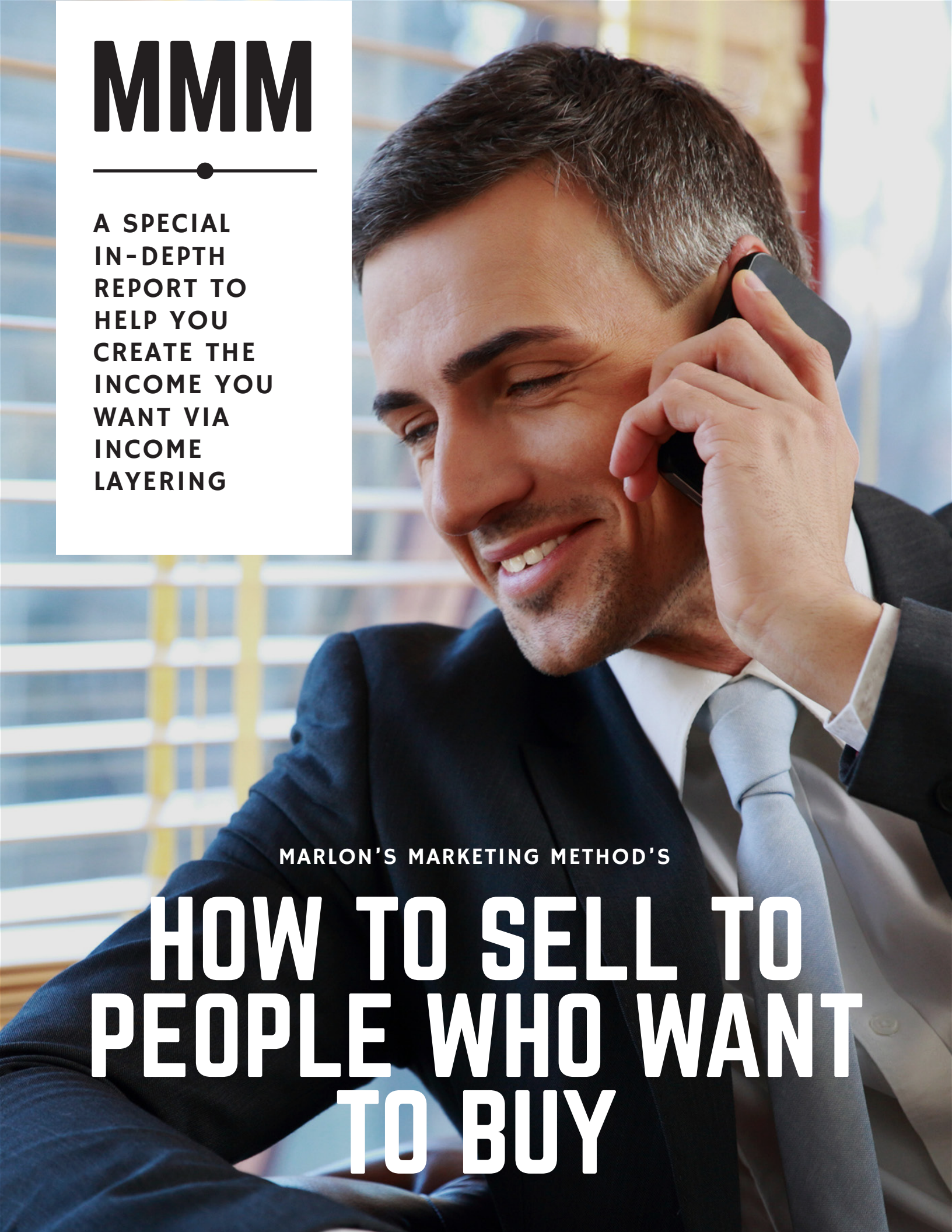


MMM

A SPECIAL
IN-DEPTH
REPORT TO
HELP YOU
CREATE THE
INCOME YOU
WANT VIA
INCOME
LAYERING

MARLON'S MARKETING METHOD'S

HOW TO SELL TO PEOPLE WHO WANT TO BUY



AND HOW TO AUTOMATICALLY ELIMINATE TIRE KICKERS AND PEOPLE WHO CAN'T ACTUALLY AFFORD TO BUY

Hello,

Marlon here.

In today's issue we're going to explore how to sell to people who WANT to be sold.

Would things change if you were only selling to people who WANT to be sold?

That's a big shift, isn't it?

And what if you could QUALIFY them and weed out tire kickers and people who don't have the money buy -in advance?

HEADS UP: I'LL BE LAUNCHING A NEW OFFER IN THE NEXT FEW DAYS. IT IS TIME SENSITIVE SO YOU WILL WANT TO KEEP YOUR EYES OPEN FOR IT. DON'T MISS OUT.

When I got started in sales, it sucked.

I thought I had set appointments. That was a joke. They didn't even have interest.

There's nothing more frustrating than trying to get someone to talk to you who has no interest.

The same thing applies in marketing.

The first thing you learn in sales is that you have to get your foot in the door. You can't give your pitch standing outside.

That's how it is in marketing.

You need a DOOR OPENER.

Do you have a door opener.

Our most basic marketing and sales formula is called the 2 step.

1. Get 'em to open the door and invite you in

We also call this a hand raiser.

2. Develop rapport, find wants and needs, present your solution, justify the price, ask for the order.

Here's an example of how this works today:

Step 1: You advertise a 1 minute video on Facebook

Step 2: To the people who watch 10 seconds or more, you show a second ad that goes to your opt-in page.

This is called a retargeting ad.

Step 3: After people give their email and opt in, you make your presentation, your pitch, your offer.

Step 4: You follow up with emails

Right now, people are making \$100,000 a month and more on that basic formula.

Interesting new twist:

Here's one that holds promise:

Step 1: Ad offers free info

Step 2: They enter a phone

Step 3: You immediately get a message on your phone with their number so you can call them.

This is not an affiliate link or anything. It's a video that explains a service that does the above. There are multiple services that will send a phone number to your phone upon opt in. I don't know how they all compare.

Here's a really useful guide to Facebook ad costs based on \$600,000,000+ in ad spend.

In direct mail, you would send a 4-page letter offering a free report.

People request the report.

You follow up with an in-depth letter, often 20+ pages long.

You say, "Marlon, will people read 20 pages?" The answer is, "Only the people who buy."

And beyond that, we know people will skim so we design the letter to sell skimmers. For example, you repeat benefits in different ways.

IN THE FINANCIAL INDUSTRIES WORLD, PEOPLE HAVE USED THIS METHOD FOR YEARS.

1. They send out flyers for a free seminar and sometimes a free lunch

This is the hand raiser as the people who show up have raised their hand. They WANT to be sold if you have the right offer. Or they likely have a matching want or need that your product or service can supply.

2. At the seminar, a presentation is made

This is the presentation or the pitch. Whatever you want to call it.

It's the equivalent of the online webinar.

3. The close is the speaker has you fill out an evaluation where you can request an appointment.

It's a really simple method.

Then you have the method as it's used by coaches which works like this:

Step 1: Ad is run offering a free training

Step 2: People register for the training (webinar)

Step 3: Presentation is made

Step 4: The call to action is to fill out an application for a free strategy session

While this method is over-used, it still works.

A derivative of it is:

Step 1: Ad offering a free training

Step 2: Video sales letter that presents the info and offers the free strategy session

Step 3: Application for strategy session

The application is KEY because it lets you see if the person is serious or just a tire kicker.

SECRET TIP ON HOW TO ELIMINATE BROKE PEOPLE

Man, it's tough to pay for ads.

Go through everything.

Then get on the phone with someone broker than a Church mouse. God bless 'em. But your time is valuable.

Here's a clever method I read about today in a Facebook ads group:

In your Facebook ad, select to ELIMINATE people who shop at Dollar Tree or Dollar General.

This is only good in the U.S. though. But the same idea could be used in other countries if Facebook offers the option to eliminate people who shop at low end discount stores.

Part of marketing is doing what you can to QUALIFY leads.

Your goal is to sell to people who have interest, the ability to make a decision AND the money to buy.

MOST ALL MARKETING METHODS USE 2-STEP AS THE BASIS

You'll find that most all marketing use the 2-step method as the underlying basis.

Whether you sell 1-on-1, 1-to-group or without personal contact at all, the 2-step method underlies the vast majority of marketing methods.

The art lies in:

- **What is offered to get a response? How much or little?**

Like in the financial planning business, some offer a free dinner or lunch to attract people. Others don't. Just this week I saw someone giving away a free \$2000 course to get opt ins.

The danger is that it attracts freebie seekers. But if it also attracts enough good prospects, the free viral pass along effect could work.

- **What is the a qualification process?**

In direct mail, to eliminate tire kickers, sometimes you ask \$5 to \$20 for more information or an introductory product that also makes the offer.

Having people buy a BOOK first and making your offer ONLY to book buyers is a form of qualification.

Webinars are a qualifier. If someone watches a whole webinar THEN fills out an application, they had to jump through more hoops than the person who watched a 10-minute video and filled out an application. The traditional ascension funnel is also a form of qualification. How much or how little is used to attract the hand raiser. And how much or little qualification is done is part of the art.

Some applications ask for net worth and annual income. This is a hard qualification that gets less leads but makes sure the ones booked for appointments have money to buy AND are serious.

You aren't going to list your income unless you're serious or a pathological liar. Some apps only ask how much you could invest for ads on a monthly basis or something like that.

Some ask outright "Can you afford to invest XYZ in your business?" Others are clever and don't ask income. BUT they use software to tell them the range of the person's income based on public databases.

I have a friend skilled in public databases who can take a list and filter out only the people likely to be able to afford to buy.

In direct mail, you used to do the same thing with software that could sort out the people living in zip codes with xyz level of income. This is all about using 2-step marketing to IDENTIFY, TARGET and QUALIFY potential buyers.

With a totally automated sales process online, you qualify very little as the cost of follow up is low. There IS a cost to have someone in your email system. But compared to direct mail it's minimal. You can also delete people who don't open emails after X time. Service providers are forcing you to do this more and more whether you want to or not. The reason is it hurts their deliverability ratings if you email people who don't open your emails.

QUALIFICATION is the part of the Game not talked about much.

I hope you're gotten insights today.

Best wishes,

Marlon

PS #1: I have a special offer I'll be sending out in a few days. Be watching for it.

PS #2: No one else gives you more for FREE.

Am I right? Then if I give this much for free, what do you think you might learn if you paid me a buck for a 14 day trial here? You'll get access to a 36-page PDF on how to build your audience with social media that will BLOW YOUR MIND!



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