

Continuation of 12 Week System Class #1 (Pages 12 to 22)

Attendee: I have several. I started out with books and then I have videos, and then I have some audios.

Marlon: Oh, great. So you have some backend products.

Attendee: Actually, my major product, what I consider to be my main product, my background is a doctor. I've owned a free-standing surgery center as well as I'm board-certified anesthesiologist.

The hardest sale you can ever do to a human being is sell them on a surgery that can save their life but also means that it's going to risk their life.

So I was forced, over the last 15 years, and actually I was lucky, I found something that worked all the time. It's a process that wipes out their fear. One minute they're scared about their cancer and all that. They can't make any sense out of anything.

Right after they go through the process, which I got down to about 5 minutes and then less, they don't have the fear and they kind of take charge. We noticed also that because of that, for some reason, they actually do better, they recover faster and all that. But I'm not making any claims on that.

Anyway, what I discovered was that I could use the same to allay my fears, like when the IRS was invading me and that kind of a thing.

And then, I started making it available to some executives that are really stressed out and so forth. And eventually, I put it on a video because I found that it helps. What I have actually is the beginning of what you call humanizing technology; something that would actually get rid of people's fears/worries immediately and get them out of the stress that then allows them to make better choices and to move forward and things.

So it has been very integral for me to actually say, "Okay, this is my niche market, this is the specific area that this has to be in. People have used it to lose weight, people have used it to patch up things. People have used it to actually go out and get the nerve up to knock on doors and sell things.

So the reason I'm joining your cause is to kind of get a little better focus on where I really, really want to go with it that would be most effective in actually marketing the whole thing.

I'm wanting to find ways – for instance, what I was experimenting with last night – is I was using your sales letter, which is excellent, and I was thinking, "How can I use my stuff to motivate me to actually go gung-ho on this?" It worked fantastic. And I said, "Oh my God, I could sell a ton of just this software, your software with this."

Marlon: Let me make a recommendation for you to think about. I want you to go get the Standard Rates & Data this week, look at it, look at the self-improvement list where they've bought a product related. If it's fears, then look at the lists available on getting rid of fears or they bought something on getting rid of their fears. Look where people have spent money, not just asked about it but actually purchased a product from direct mail. You don't want a list where they bought from TV. You don't want a list where they bought half the time from radio. It will tell you if it's 50% TV, 50% direct mail or 100% direct mail. All of you want 100% direct mail buyers of a product or service similar to what you're selling.

Attendee: How do I find out who has bought it? This list seller will have to tell me that?

Marlon: In Standard Rates & Data, it will have numerous lists of people who have bought self-improvement products.

Attendee: Okay, who have bought?

Marlon: Who have bought. Yes. Now, there's also lists of inquiries in there. So it will say, "Inquiries, seekers, opportunity seekers, health seekers." Those aren't buyers.

When it's buyers, it will say "buyers." And it will say, "Source: 100% direct mail." That's what you're looking for.

For the gentleman selling e-books, his best thing is buyers of an e-book.

Attendee: I have e-books, too.

Marlon: Yeah. And then the other element you're looking for is what's called the "hotline name." Hotline are their most recent names. And when we actually get into the list rentals, you're going to rent a list of people who have bought the product, and they bought it within the last 30 or 60 or 90 days. These are hotline names.

So you want to try to find a list with a nice chunk of hotline names available. Like that one list that I told Jeanette about, about the home business people, 75,000 people a month. That's what you're looking for: 20,000 buyers a month, 50,000 buyers a month, because that gives you the ability to scale, to get your postcard out to a large number of people. Does that make sense?

Attendee: Yeah. Did you say you're going to cover postcards?

Marlon: Yes, we're going to cover the data on that, yes. We'll talk about who to use, how to do it, how to get them printed up, what to put on them, and so forth.

Attendee: Yeah, can you hear me?

Marlon: Yes, I can. You've got the medical PDA software and hardware, no website yet, you're looking at keywords.

What I would recommend for you is to see, in Standard Rates & Data, just to see what you can dig up. Look under computers. Try the category computers, like PDA's, and see what's available there.

But probably under PDA's, you wouldn't find a list of doctors. So I think you're going to have to try to find a list of doctors who have bought something related to computers or bought something related to PDA's, or bought something related to software. So that's really what you want to find is a list of doctors.

Now, for you, your best bet may be advertising in medical magazines with some small ads that drive them to a website, with classified ads or one-inch ads.

So what you also want to do is you know what the medical magazines are, call their advertising department and see if they offer one-inch ads that are one-column wide, one-inch deep, or classified ads.

Same thing medical newsletters. You may be able to purchase advertising in medical newsletters. And the best scenario is actually to find medical newsletters that you can put an insert in with the newsletter, a one-page or a 4-page letter folded into one 8½ by 11, and have them insert that into their newsletter when they mail it out, selling your product. So those are really your advertising options.

Try to find a list of doctors who have bought something and proved an interest in computers, PDA's, software, etc., so they're technological doctors, they're not a doctor that's a technophobe.

Attendee: Right. At the moment, I don't have the software up. I'm still researching a blueprint for that.

Marlon: What's available?

Attendee: The software that's available out there.

Marlon: We have to go forward with planning your marketing, as though you have a product. We don't have a choice.

Attendee: What I want to do initially is just affiliate with the other software developers.

Marlon: That's fine, but you've still got to do it as though you're going to have your own product. And you've got to go find a list, you've got to price the ads in magazines, get your ads created, get your postcards created and so forth.

It may or may not be profitable with affiliate programs, because they may not be paying you enough commission to advertise. But I don't know what to tell you about that.

Pretty much, you need to own your own product or service. All of you, pretty much, need to have your own product or service to be able to afford to advertise.

Attendee: Marlon? On the affiliate program, I've sent in on the AutomateYourWebsite. You were talking a little while ago about actually putting in a place for people to register on your home page. Does this come with a program, or this is something I have to hire somebody to do for my website?

Marlon: What the software does is they have a sign-up page that's in the software. And all you do is you have a link called affiliates. Just a link. That goes to a web page that you create, that simply says, "We pay out \$X commission at this time of the month, and we also give you banner ads or whatever to promote with," and so forth, "and sign up here."

And then the sign-up link is just the link that the software gives you for people to sign up.

Attendee: Okay. So then, like on the front page of my website, I could add...

Marlon: It's just a link. It's just a link that just says, "Affiliates," that's all, or "Affiliate Program."

Attendee: If I wanted to offer people free information...

Marlon: The AutomateYourWebsite software also allows people to sign up, to request free information or a free report, and it goes into the autoresponder. It has build-in sequential autoresponders. Very simple to set up the autoresponders in there.

Attendee: Okay, great.

Marlon: It also has a shopping cart. So those of you who have multiple products, you can use the shopping cart so that when they click "order," you can have a page that also says, "Please add the following to my order." And you can list different products that they can add to their cart. You can actually pick up additional sales when they're going through the ordering process.

Attendee: That's another thing. I have a shopping cart now that I don't like at all. I do have my own merchant account. I'd like to use the shopping cart that you have on AutomateYourWebsite. Can I swap them?

Marlon: Yeah, it should be compatible. There shouldn't be any problem with your merchant account. It depends on what gateway you're using. When you sign up for the free trial, there's a support option available, where you can just call. I think when you sign up for the free trial, you can just post to the bulletin board support. But after you're a paid member, you have a phone number you can call for support.

But it will list on the website all of the payment gateways. Most all the big payment gateways, like Verisign, AuthorizeNet and so forth are accepted. So the chances are about 95% that it will work with your existing merchant account. That's what I'm saying. Chances are there will be no problem.

Attendee: Okay. Great. Can I ask one more question?

Marlon: I've got a couple more people I've got to get onto, but go ahead. I can answer one more question.

Attendee: Never mind. Go ahead.

Marlon: Okay. Are you there, Ron?

Attendee: Yes, I am.

Marlon: Okay. Let's look at your URL and just see where you're at and where we need to get you to. (URL removed). This is a sports fan's store, so I'm assuming this is affiliate program stuff? Or do you own this?

Attendee: I own it. I own it, Marlon. The reason I purchased it was to learn how to run a web-based business. Actually, I'm trying to find info products to sell. I'm an airline pilot, and I was wondering what your opinion was, how I could go.

Marlon: Do you know anything that airline pilots would be interested in buying?

Attendee: Well, the problem is it's kind of a limited market. There's only like 50,000 or 60,000.

Marlon: You can live off of a market of 50,000 or 60,000, because pilots have a lot of money. But you've got to be selling them something that's expensive. You can't be selling them something cheap. You've got to find something for \$1,000 or \$2,000 they want to buy. Do you know anything airline pilots would want to buy for a \$1,000 or \$2,000?

Attendee: Not really. That's the problem I've been working with.

Marlon: Well, let me just give you an example. You could try taking sports fan memorabilia or investment-type coins, collectibles on sports stuff, put it on a postcard and mail it to pilots, or a one-page letter or a 2-page letter. "Hi, I'm a pilot also, and when I'm off of flights I love to invest in sports stuff. The other day, I was talking to some of my friends and they were like, 'Gosh, how can I get some of that stuff?' And I said, 'I've got some I can sell you.' So they bought it from me. And then I realized, gosh, there's a lot of pilots that might be interested in this stuff. It's really great."

And you try to appeal to them. "It's really great. I carry my stuff with me, and before a flight I get to look at it." You really play up the pilot aspects, right?

Attendee: Yeah, okay.

Marlon: I would also pay attention to what pilots buy. I know pilots have a good discretionary income, and I'm sure that there's some common things that pilots spend quite a bit of money on, whether it's particular types of I don't know what, computer accessories.

Attendee: I haven't been to that Standard Rates yet.

Marlon: Standard Rates & Data.

Attendee: Standard Rates & Data. Does it break it down into actual...

Marlon: Every single way. You've got to understand, these are huge, gigantic, enormous, massive volumes, like about 1,300, 1,400 pages each. They're enormous. So there's every kind of index possible, every kind of index and cross-reference possible.

You can go in there under pilot gear and stuff, and see what pilots buy, what kind of lists of pilots are available.

Attendee: So it's just actually spending the time.

Marlon: It's going down there and doing it, you bet you.

Attendee: And just finding the time and doing it.

Marlon: Yeah. And most people just never take the time to do it, right? There's also tons of stuff in here, lists available on travel. And since you're a pilot, you've kind of got an angle there on travel, also. Tons of travel stuff. Business traveler's lists, frequent flyer corporate executives, Hawaii visitors. You can do the travel secrets. "Pilot reveals little-known travel secrets." You could do all kinds of stuff.

But can you find stuff specifically on pilots? Yeah, you bet. There's like 15,000 lists in this thing. It's just absolutely amazing, everything that's in here.

Attendee: On the 12-product survey, and you maybe are going to cover this, if I've got one good idea and I'm trying to integrate it, how do I find the 11 others? I can only think of one. But I guess you'll cover that in the future.

Marlon: Well, first of all, you look in Standard Rates & Data and see what they've been buying. By the way, let me tell all of you this because here's a really great secret no one knows.

In the Standard Rates & Data, in volume one, they have a section that is called the High-Ticket Mail Order Buyer's Index. This is in volume one.

These are people who have bought high-ticket items, thousands of them, on different products. Listen to this. Under the topic of aviation, there is the Aviation Consumer Newsletter, there is the Boy's Pilot Shop Buyers. How about that? Average ticket sale is \$95. The Wright Brothers' Collection, Zenith Aviation Book, right in the Mail Order High-Ticket Buyer's section.

Now, this thing is beautiful. Whether you're interested in automotive, boat and yachting, brides, business leaders, collectible, here's all the high-ticket lists available for you. Thousands of them. Crafts and hobbies lists. These are all high-ticket buyers that are so easy to find, they're just there in volume one. And they're high-ticket mail order buyers.

Whatever your topic is, it's in here. Like we have the skin cream. There are tons of lists under the topic of health. Lots of lists under the topic of health.

This is a great resource to go in here and find people that have not only bought something but that have spent a lot of money. Like I was going to look here, under PDA's, because we have the gentleman selling PDA stuff.

Here's a bunch of home computers and software. He wants to sell to physicians or doctors, so I'm going to look here, under home computers. A lot of lists here related to home computers.

Anyway, opportunity seekers, for the gentleman selling e-books, tons and tons of high-ticket opportunity seekers' lists. Photography professionals. Here's a list of millionaires that you can access. That's interesting. Business and legal report buyers. Oh, sports. Here's tons of lists of people who are into sports, that you can sell sports merchandise to. Skiing, golfing, pretty much everything under the sun.

So that's a really good resource for all of you.

We have room for one more, and I needed to speak to Lisa. How are you doing? Lisa?

Attendee: Yes, good morning, Marlon.

Marlon: Alright, Lisa, you want to sell to Ebay buyers. Now, you have a lot of competitors, so my recommendation to you is that you first do a survey, a 12-product survey. Do you have my Cash Like Clockwork program or Give Me My Money Now?

Attendee: I have Give Me My Money Now, and I just ordered Cash Like Clockwork.

Marlon: Okay, great. All of you who ordered Cash Like Clockwork, you will also be receiving a printed quick start guide, which I'm working on this week. So all of you will be receiving a quick start guide imprint mailed to you.

Give Me My Money Now has an example 12-product survey. The reason I say that is I'm not really sold on your product idea. It kind of depends on how much money you need to make. The issue is there's already a lot of stuff done on how to sell on Ebay. But I've got one website for you to go to that's making really good money. Selling how to make money on Ebay on Ebay isn't going to make you much money, I don't think.

Attendee: Okay.

Marlon: Everybody does it, \$20, \$10, \$7 for the e-books. They just don't sell for much.

Now, there's one great, killer website that will show you how to really make serious money doing this. And that website is AuctionTrainer.com. And what he does is he does Web-X conferences. And you can go there and he has a prerecorded Web-X conference that sells his whole package for about \$2,000. But you've got to understand, he isn't doing this on Ebay. He does probably a lot of different types of lead generation, and maybe even including postcards.

Now, in Direct Mail Rates & Data, you may be able to find people who have purchased how to make money on Ebay books or products, or biz op seekers. If you go to that high-ticket section under business opportunities and look at the high-ticket buyers lists of business opportunity buyers who have spent quite a bit of money, then that's your ticket right there.

Then, what you do is you mail them a postcard sending them to your website or a postcard that sends them to a prerecorded hotline audio message, where you give them more information about why they should go to your website – and not just go to your website, but sign up for their free web demo.

If you really want to sell this deal, price it higher and do web demos, like they do at AuctionTrainer.com.

Attendee: What I was thinking, I was trying to figure out what could set me apart from all the other hundreds and thousands of Ebay websites. I know a lot of them just have kind of a jumble of information, so I'm working on putting together a system that would simplify the steps.

Marlon: All of that's great, but the problem is you can't sell it on Ebay. You aren't going to make any money selling it on Ebay. You've got to sell it offline, which means you've got to do offline lead generation or at least other online lead sources of general biz op seekers. You might make money on PPC traffic for that, if you had a really great sales pitch for it. But we'll go into pay-per-click stuff later on and who I recommend on that and everything.

But go study and go sit through an AuctionTrainer class. See how they do their marketing. Get on their mailing list. Study their follow-up emails. And then, go check out your Standard Rates & Data and just look at what's available to you in business opportunity lists, and see if any of them have anything to do with Ebay.

Attendee: Alright.

Marlon: Do we have anyone else who's come on the call recently and you have not introduced yourself? If you're on the call and have not introduced yourself, please do so now. Do we have anyone?

Attendee: Hello, Marlon. Larry over here in Pennsylvania.

Marlon: Hey Larry, how long have you been on the call?

Attendee: Since about 10 until 1:00 my time.

Marlon: Okay, so you got in late. No problem. Larry, do you have a product yet?

Attendee: No. I have purchased some resale rights for some various stuff, and I have your Cash Like Clockwork course. And I'm looking to put the hosting and use your autoresponder program.

Marlon: Larry, what's your profession or what background do you have?

Attendee: I'm a real estate investor, but I spent 20 years in the oil industry.

Marlon: 20 years in the oil industry doing what?

Attendee: As a jobber, a reseller.

Marlon: As a jobber or reseller?

Attendee: Yes.

Marlon: What does a jobber or reseller in the industry do?

Attendee: I sell diesel fuel to commercial accounts and trucking companies. I sell gasoline to service stations, motor oil to end-users.

Marlon: Stop. You did that for 20 years?

Attendee: Yes.

Marlon: Do you think there are other people that might be interested in selling to gas stations?

Attendee: It's actually a shrinking market.

Marlon: I'm not saying it isn't a shrinking market, but are there people that are interested?

Attendee: I think there probably are, yes.

Marlon: There are things that gas stations sell.

Attendee: Correct.

Marlon: And then who else did you sell to?

Attendee: I would sell diesel fuel and motor oil to trucking companies.

Marlon: To trucking companies. So, are there other products and services or are there other people that would like to sell to trucking companies?

Attendee: I'm sure of it.

Marlon: That actually sounds really great. And I think a whole course and maybe a boot camp on how to sell to trucking companies, gas stations, and whoever else you've sold to. And you create an upfront, \$500 or \$600 course, and coaching and boot camps.

Attendee: That's a great idea. I tried to avoid it. I hate the industry.

Marlon: That's why people don't sell to the industry they've been in, because they've wanted out of it. But hell, you've got 20 years in it and now you want to go sell something you don't know anything about, to people you don't know?

Attendee: I guess.

Marlon: You see what I'm saying? It doesn't make any sense. So you don't have to be in the business. You've got to sell to people that want to sell to the trucking companies.

Attendee: Absolutely.

Marlon: That's a new business, because you're selling marketing. And you're going to show them how to approach them, what to say, how to get through the ropes, what products and services work. That's what I would do, because you're teaching them how to access a distribution pipeline.

Now, you've got to figure out who is it that wants to sell to trucking companies and find out who those people are. You've got to go through and think who has products and services that trucking companies buy – already buy – but they don't know that they can sell it to the trucking companies. And can you teach them how to do it?

Who could sell to gas stations? Gas stations already buy from these people, but there's a whole lot of other people out there that don't know that and don't know how to do it. See?

Attendee: Right.

Marlon: That's where I think you need to be thinking.

Attendee: Real estate's a lot more fun. I've been doing that for a couple of years and know a little bit about that. But that's a big market, also.

Marlon: Yes, it is. Go ahead and spend this next week thinking about what do you want to pursue, as long as you've got experience and background in it. I kind of like the trucking company thing because you did it for 20 years, but you sold real estate software?

Attendee: No, no. I'm a creative real estate guy full-time.

Marlon: Oh, also you do creative real estate?

Attendee: Yes.

Marlon: There's so many people in that business, though, and there is a market for it but it's highly competitive. There isn't anybody doing anything on how to sell to trucking companies. See what I'm saying? Nobody. You haven't got any competitors.

Attendee: That's right. It's a very, very limited market for sellers.

Marlon: Yeah, but there's probably people willing to pay at least \$2,000 or \$3,000 to figure out how to do it. That's an infinitesimal part of their potential profits if they learn how to tap into the distribution channels. You follow me?

Attendee: Okay. I have knowledge on different levels of that.

Marlon: There you go. That's what I recommend for you. We'll be talking to you more during these calls, Larry. Who else has come on the call and has not gotten to introduce themselves yet? Anyone?

Attendee: Hello, my name is Jan. I'm calling from London.

Marlon: Hi, how are you, Jan?

Attendee: I'm fine, how are you, Marlon?

Marlon: Doing good. I apologize for the confusion on getting on the call today. Jan, what do you sell and who do you sell it to, or do you have a product yet?

Attendee: I'm not actually selling any of my products at the moment. I bought the resale and distribution rights to a set of wealth creation books and courses. As I say, I'm not actually selling them at the moment. Neither do I have a website set up. I'm in the process of doing that.

Marlon: What is your background? What have you done with your life?

Attendee: Well, I'm still working at the moment. I'm currently working as a legal secretary. So really not that grand, it's working in the legal environment.

Marlon: So you're a legal secretary?

Attendee: Yeah, that's right.

Marlon: In the UK?

Attendee: That's right.

Marlon: It's just a thought. What do you think of a product called "How to get a job as a legal secretary?"

Attendee: Yeah, sounds interesting, actually.

Marlon: I kind of think a lot of people would like to be legal secretaries. They don't know how to get the job, they don't know about the training. And I think you could do "How to get a job as a legal

secretary" as a backend. You might consider offering resume services, some consulting, even maybe contacts.

Attendee: Yeah, sure. The only thing is I actually have 9 products to sell, so I do have plenty of backend products. That wasn't really the line I wanted to be in.

Marlon: Sometimes, what you need to do is totally different than what you're thinking of. You could do wealth creation to legal secretaries. That would be my choice.

Choice number one is maybe how to get a job as a legal secretary, because there probably isn't much competition on it. There's a hell of a lot of competition on wealth creation. If you want to do wealth creation, I think you try to market wealth creation to legal secretaries. "Hi, my name is Jan, I'm a legal secretary. I've been one for X period of time. Recently, I really got concerned about my future and my retirement, and actually using my job and my hard work to create wealth. And I've done an awful lot of research on it using my skills as a legal secretary, and I put together a whole kit of resources to help you as a legal secretary – not just work, not just slave away, blah, blah, but develop wealth."

I think that would be your choice number 2.

Attendee: That sounds good.

Marlon: What you've got to do is in the UK you don't have Standard Rates & Data Service, but you do probably have something where you could find a list of legal secretaries that you could send them direct mail.

Attendee: Right. Okay.

Marlon: Check with your librarian and see if there's a mailing list of legal secretaries.

Attendee: Right. As far as the products I already have, the products I have would be targeted, I think, to business opportunity seekers as well.

Marlon: I don't like it.

Attendee: You don't?

Marlon: That's what I said. I don't like it because you're competing with a million, gazillion other people. Most people that do that don't make money. The people that make money are the people that own the products, that are selling you the reprint rights. Those are the people that make the money.

Attendee: Right.

Marlon: If you want to be in that market, create your own products and sell reprint rights to other losers. That's what happens. The people that own the reprint rights aren't the ones making the money, it's the people selling the reprint rights.

So if you want to sell to business opportunity seekers, create your own business opportunity you sell to them, whether it's reprint rights or something else. But if you want to make money, then I recommend that you have your own product or service, you create something like we talked about, or you could take the reprint rights you bought and sell them to legal secretaries.

The reason is there isn't a million people trying to sell to them. There's a million people trying to sell to business opportunity seekers.

Now, if you want to give it a shot, go find lists of people that have bought business opportunities and you try to sell them the reprint rights you bought. Without comment on the company or whatever reprint rights, because I don't even know what you bought, in general it's a tough way to make money. In general, you're competing with the people who sold you the reprint rights, because they're selling the reprint rights to the same list that you're trying to sell the reprint rights you bought to. You see?

So if you really want to make money selling to business opportunity seekers, create your own books, products, etc., and sell reprint rights to other people or take the reprint rights you bought and sell them to legal secretaries would be my advice to you.

Attendee: Alright, that sounds good.

Marlon: I also like how to get a job as a legal secretary.

Attendee: That would be a good start.

Marlon: I don't think you're going to have a lot of competition there. Or, alternatively, something for legal secretaries, again, on making money, wealth accumulation, or being more successful as a legal secretary like "The New Legal Secretary's Guide To Job Survival."

Attendee: Yes. Sure. That sounds good.

Marlon: Do we have anyone else who's come on the call and has not introduced themselves yet?

Alright, next week, it's going to be more structured. Today, I was trying to give you all a quick start and give you some individual guidance on what you're going to sell and who you're going to sell it to.

I'll be putting together your quick start guide this week. You all have an assignment, for those of you in the US, to go check out Standard Rates & Data.

Jan, I want you to go ahead and see if you can find lists in the UK of business opportunity buyers or legal secretaries. I want you to find some list that you can market to.

Also, if there's a magazine that legal secretaries read, if there is any newsletter or magazine, find out if you can buy advertising in it and how much it costs.

Attendee: Yes.

Marlon: The same thing would go for a couple of the rest of you, like I discussed with Dr. Berkel. Same thing would go for you, finding a magazine for diabetics, pricing the advertising in it, and Standard Rates & Data.

Next week, we'll try to be more structured. Hopefully, we won't have the same problem getting the call started. I'm going to present teaching content next week, more than today. I wanted to get all of you kind of on a fast start.

Next week, we'll present some more structured information for you.

Attendee: Marlon, I want to ask you a question about going to Standard & Poore.

Marlon: It's Standard Rates & Data, yes.

Attendee: Standard Rates & Data. It's not Standard & Poore?

Marlon: No, Standard Rates & Data, and it's available at your library, libraries in big cities. And there's a specific volume you want called Direct Mail Rates & Data. The Standard Rates & Data Service publishes a number of volumes, magazine advertising, newspaper advertising and so forth.

You want the 2 volumes called Direct Mail Rates & Data. That gives you the rates and data for direct mail lists.

Attendee: Okay.

Marlon: The series of volumes is published by the Standard Rates & Data Service. But they have a lot of volumes other than the Direct Mail Rates & Data. The only ones I want you to look at are the Direct Mail Rates & Data.

Attendee: Okay.

Marlon: Okay guys, that's it for today. I do apologize for the confusion, for those of you who got on the call late. You will be getting a recording of the call today, because I know some of you got in late.

You all have your assignments. I'll be working on your quick start guides and getting those out to you as soon as possible. Those of you who have ordered Cash Like Clockwork will be receiving it in the mail.

We'll be meeting same time next week, and hopefully without the confusion. I do appreciate you being on the call. I do hope you got some good guidance today and some things to work on. Let's see some progress.

Our goal at the end of 12 weeks is to have all of you up running and selling something successfully. We'll see you all next week.