

**Please Note:** The following is a 13 page transcript from my “Do You Have Alligators In Your Pond?” tele-conference call.

## “Do You Have Alligators In Your Pond?”

**Marlon:** Let’s dig into alligators in your pond. Why are alligators in your pond? Why do they exist? How do you get the alligators in your pond out? We have 30 minutes for this call. I planned to do a little interaction, but that’s okay. We’ll just go ahead and dig right into the information.

I believe there are 3 basic reasons that you have alligators in your pond. I’m going to talk about those. I’m going to talk about the 3 keys to getting the alligators out of your pond.

The #1 reason that you have alligators in your pond, you’re swimming in bills or your marketing’s not going or you’re not making the money that you want to make, the #1 reason is you’re trying to skip what some people refer to as a gradient of actions.

Let me explain it this way.

In my home, I have stairs. Now, if I try to go from the bottom of the stairs to the top of the stairs in one step, what happens? Well, obviously, I run into a big problem and can’t do it.

So what we do is we create stair steps, little steps that take you from the bottom of the stairs all the way to the top of the stairs. And these are little, small, easy-to-take steps.

Now, this is really a huge, major reason that people have alligators in their pond, they have marketing that doesn’t work, they have promotions that don’t make money, and so forth. And the reason for this is trying to take too many steps at a time and/or skipping steps.

I’m going to talk really about skipping steps, because I think that’s what happens.

You read an e-book, read a book at the bookstore, hear an online marketing teacher talk about some really great, neat, exciting method of making money. And they’re making all of this money doing it, and you want to make a lot of money and get those alligators out of your pond. So you start trying the methods.

However, what you don’t have in place are all the steps that you need to take before you go on that final rung or that final step. This is called skipping steps.

I’ll give some metaphors here. You try to drive a car, and you understand how to use the steering wheel but no one’s shown you

how to close the door and lock the door, so you're trying to drive a car with the door open. That's called skipping a step.

Or you go to try to drive a car, but no one showed you how to put gas in the car and your car runs out of gas. Some of you have been in that situation. You got your car going, but you ran out of gas because you skipped some steps along the way. Nobody told you how to add gas to your car.

Now, let me give you a personal example of this.

When I was a kid, I wanted to ride a bicycle. I had a really pretty red bicycle that I guess my parents had bought for me, and my brother was going to teach me how to ride the bicycle.

So my brother showed me how to peddle. So I hopped on the red bicycle and I started peddling.

Now, the one problem with the scenario is my brother neglected to show me how to put on the brakes or to tell me how to put on the brakes. So what do you think happened? I promptly went off of a brick retaining wall. The house next to us, they had like this brick wall and I didn't know how to put on the brakes. I skipped a step and I had a big wreck as a result of it. But fortunately I survived, I guess. Or maybe that explains a lot of things today. I don't know which.

So the number one thing is skipping stuff.

Now, let me give you an example of steps that you may have skipped over. For example, not knowing how to format emails correctly. A lot of times, I receive emails from people where the lines wrap and the email is just not formatted correctly.

Not understanding or knowing how to write good subject lines.

Not knowing how to write really great headlines for a sales letter of a website.

Not knowing how to create emails that really communicate or sales letters that communicate. It's one thing just to write a letter. Anyone can write a letter or write an email. But there's a big difference between being able to do that and being able to communicate.

Now, communication and writing and selling through a sales letter and email and so forth, this is a basic thing. And yet you just can't skip over this step. I don't care what method or system you're using or how great it is, but you've got to cover the steps. You've got to go step by step by step.

What happens is you hear about the success of someone who's been climbing steps for a long time, and now all of a sudden you go to a seminar and you hear the guy get up there and say that he made a million dollars in whatever or he made \$500,000, or he made \$100,000, he made \$50,000, he made \$30,000, but he or she took

a lot of those little steps and knew how to take those steps along the way.

Or, if they skipped a bunch of steps, what will typically happen is he or she will have a big success but they don't know how to put gas in the car and sooner or later that success breaks down.

So #1 is just skipping steps, and a lot of people do that. Learning the basics and the fundamentals is boring. There's nothing really exciting about learning basics, like how to format emails, how to set up autoresponders the right way, how to really set up your order pages so you maximize the conversion on an order page.

And let me say this: it's not just about internet marketing. This applies to any business, any company, any organization, idea, any entity or things that you want to promote. There are basics. How do you target a group of people with what are called homogenous needs, similar needs, similar wants, similar desires?

How do you conduct proper surveys and then analyze and evaluate those surveys, so you know the exact turn-ons of that audience and that market. How do you do that? That's a real basic.

How do you create any kind of promotion? See, this is one of the things that I'm doing in our new Milcers site. We're talking about all kinds of promotions, marketing anything. I don't care if it's a city, a government, a country, or helping a friend or family member or cousin get a job. It's all promotion. It's all marketing. And it's all the fundamentals that apply.

You target this group of people, you do surveys, you find out what they want, and then you've got to know how to package a presentation. That presentation may be a sales letter. That presentation may be a sales letter. It may be an advertisement. It may be a billboard. It may be an ad on a bus. There's all kinds of advertisements, but you've got to know the turn-ons of that audience, and then you've got to put those turn-ons into what ever that piece of promotion is; brochures, flyers, any kind of promotion. It doesn't matter. You've got to know the key turn-ons and you've got to put those into that promotion, that marketing, that advertising and so forth.

So that's step #1 and reason #1 for alligators in the pond.

Now, reason #2 is a real lack of understanding, caused by hearing all of the theory and not having anything practical to relate it to.

A lot of times, you hear all of the theory and you feel like you really understand things, you feel like you understand all of the basics and all the steps and so forth. You feel you know how to climb those stairs.

The only thing is you've never climbed stairs before. And then you reach real stairs, and you feel confused because this isn't like the stairs you heard about in theory. These stairs are different.

See, there's a difference between just reading something, just hearing about something, and then actually being able to climb the stairs.

Let me give you an example of that, that I can think of.

I used to know this girl, she was kind of an interesting person. She had a self-punishment method where if she messed up on something she would force herself to run stairs. This is kind of what her parents made her do when she was young. They would punish her by making her do physical activity, as odd as it sounds.

This is not a good way to raise kids, by the way, in my opinion.

But anyway, if she violated one of her self-standards, she'd force herself to go down to a stadium and run stairs for 30 minutes.

Now, theoretically, I know how to run stairs on a stadium. You pick up one leg. How hard can it be to run stairs, right? But she could run stairs for 30 minutes, and I could probably make it up those stairs in a stadium once, maybe twice. But I'm not doing it for 30 minutes.

See, there's a difference sometimes between theory and just building up the muscle of doing it. And again, this is part of steps. See, you can walk up those stairs once, but that doesn't mean you have marketing muscle or promotional muscle or advertising muscle or business muscle. You've got to do those basic steps and then do them over and over and over. And yeah, that's boring. This is not as exciting as hearing about how someone made \$30,000 in 7 days or 10 days or whatever. Right? It's not as exciting.

However, this is what makes the deal happen. It's kind of like this. Have you ever seen bodybuilder competitions? Now, you may or may not like the look of bodybuilders, but my point is this: you can go to one of these competitions, or maybe it's an Olympic competition or any kind of sport thing where someone wins. And you think, "Wow, that's so great! That's so exciting. I would love to do that, because that's so neat when someone wins a tennis tournament or a bodybuilding championship or a race or a basketball championship," or whatever it is.

However, that victory, that one event that looks like, "Oh, they won the game!" as though all there was, was you just had to be able to play that game. And what you don't see is the drilling, constant repeat drilling, over and over and over, just on learning basics.

Now, I understand you're saying, "Marlon, I don't have time to learn basics. I've got alligators in my pond. I've got bills. I need money now. I don't need to learn basics, I just need to get the alligators out of my pond."

The point of this is there's really only one way you get alligators out of your pond and keep the alligators out of your pond, and that's really to learn marketing and promotion. In my opinion, not just

internet marketing. I think if you only focus on learning the technical details and the latest software and the latest whiz-bangs of internet marketing, that you're making a big mistake as far as getting alligators out of your pond.

Whether you're talking about online marketing or offline marketing, it's all about understanding and being able to take the steps of promotion, building a business, growing.

So these are all the basics, and learning to take these steps and building up marketing muscle in terms of taking these steps.

So let me review these. The first one is skipping steps. The second one is having it in theory but not having the doingness of that activity. It's one thing to know it intellectually but another to do it and do it and do it. So you really have the doingness of it, and you can relate it.

The third thing is misunderstanding concepts. See, it's really easy sometimes to misunderstand. You think you know how to write a good headline, but unless you have somebody who knows how to write headlines look at your and go, "Ooh, this isn't a good headline," you misunderstand what a good headline is really about and what benefits are really about.

Sometimes, it's really easy to mess up on basics like selling benefits instead of features. It happens all the time. We make that mistake. I make that mistake sometimes.

So the third reason is just misunderstanding.

Now, let's talk about some specifics of how do you get the alligators out of your pond. I'm going to give you 3 steps in just a second, 3 specific steps on how do you get alligators out of your pond.

Before I do that, though, I want to emphasize a couple more points. #1 is I want you to become a master of simple action. A lot of you, if you have alligators in your pond, you're probably so confused about how those alligators are in your pond, why those alligators are in your pond, how you're going to get the alligators out of the pond. You're caught up in all of these complexities.

And yet there's one thing that gets alligators out of your pond, and that's being able to take simple actions, simple steps. It's one step at a time. There are steps that lead you out of the pond. You need to walk up this gradient to get out of that pond. There are steps that get you out of the pond – simple steps.

But if you get all caught up in complexities and you're focusing on all of the complexities and you don't know how to just take the simple actions, you're never going to get out of the pond. You're going to stay in there with all of the alligators.

See, what we want to do is turn you into a pond builder. You really get the alligators out of your pond when you become a pond builder. Let me explain that.

You're either growing or you're dying. You're either growing or you're dying. Let me talk about that.

If you only focus on getting the alligators out of your pond, you're always going to have alligators in your pond. The thing you've got to focus on is becoming a pond builder. The day you do that is the day you get the alligators out of your pond.

So you either grow or you die. And the problem is that it's really tempting to listen to what I call the song of the sirens.

The song of the sirens is this really alluring, tempting song that says, "Hey, someone else has done all of the work for you. Someone else has done all of the thinking for you. Someone else has had all of the experience. Someone else has done everything for you and they're going to sell it to you cheap, and it's really going to work fast, and you're only going to need 20 hours a week for it and you're going to make \$5,000 a month or more."

I know these things because I've surveyed you guys and you gals, and I know this is what you want. You want to work 20 hours a week, you want to make \$5,000 a month. I'm not saying all of you, but I'm saying for the most part, this is what people have told me by actual surveys. They want to make \$5,000 a month or more. They don't want to work more than 20, 25, 30 hours a week in order to do that. Some people are willing to work more. They also want something that gets results pretty quick, and they don't have to learn a lot of stuff for it.

Well, the problem with this is it just kind of doesn't match up to reality. I don't really work 20 hours a week. In actual work, what I consider work, I probably work 1 or 2 or 3 hours a week. But understand this: I'm always studying, I'm always learning, I'm always reading. I'm always doing those things.

I think the point of that is you can get to the point where you're working not even 20 hours a week, 3 or 4 or 5 hours a week. You can get to that point. A lot of people that I know, a lot of my friends, are at that point.

I have people that run my business. Like right now, I have an employee in my house who's doing stuff, taking care of stuff, getting things done for me. I have a full-time customer service person, a full-time executive director. I have a programmer that works almost full. I have all of these, so that's why I don't have to work.

But you can build up to that point. But initially to say, "Hey, I only want to spend 20 hours a week," no, no, no. Unfortunately, it takes more than that. What you're trying to do is you're trying to skip steps. Everybody wants to get to the 10- or 20-hour-a-week

program, \$5,000 a month, but a lot of people don't want to go through the basic skills training that it takes. And that's what we're about in Milcers and what I'm about in the stuff I teach. It's really the basic skills and training.

Alright, so I talked a little bit about the song of the sirens. In other words, if somebody comes to you, "Hey, I've done all of the thinking, I've already got the product, I've already got the promotion, it's cheap, it's easy, and it doesn't take any time, just push the button, sit your butt down, watch TV, push the button, and you're going to make money," come on! No.

Everybody I know that makes money in this business, including the people that sell make money by pushing a button, they all are really good marketers and they all really do understand very well and are experts at advertising and promotion and what I call the fundamentals.

The problem with fundamentals is they're not sexy and exciting. That's why I all it the song of the sirens. The song of the sirens is, "Hey, we're going to do sexy stuff. We're going to learn the most whiz-bang things. We're going to do all this sexy, really exciting, wow, this is really just the most amazing whiz-bang something." And all of those things are good. I'm not running them down. A lot of those things work, they're really great. But, you know, you've got to take the steps first; and that's how you get the alligators out of your pond.

Now, let me give you 3 specific steps to get you all off to a start. I want to make this specific, so you get a handle on it. See, this is not really complicated.

Here's Marlon's 3-step program for getting the alligators out of your pond.

Step #1, write this down, find demand. You've got to find something that's in demand, that people are willing to pay for.

Now, as simple as that sounds, how many times have I been contacted by somebody who says, "Marlon, your Amazing Formula doesn't work! I tried the Amazing Formula, nobody's buying my product or my service. Your Amazing Formula doesn't work."

See, step #1 of the Amazing Formula is finding demand. Find your hot target market, your hungry target market, and then find the demand. Well, they skipped that step and thought they were following the Amazing Formula.

What they were following was the formula that doesn't work now, never has worked, never will work. Any formula that's going to make money has got to start by finding a group of people that want something or need something or are willing to pay for it. In essence, you've got to find demand. You've got to become an expert at finding demand.

Step #2 is you've got to promote. Some of you that have alligators in your pond, you've found demand; the problem is you're either A) under-promoting, B) doing crappy promotion, or C) you skipped steps in terms of doing your promotion, and you're doing way too little, too late and too infrequently.

So you've really got to promote. You've got something in demand, you've got to promote that thing. And eventually, you need to get staff on or freelancers on, or other people on and affiliates on, helping you promote.

It's a dream that you can run a multi-million-dollar business out of your home. Now, I do know maybe a few people that run a multi-million-dollar business out of their home. But they probably aren't going to keep doing it. It's a really tough thing to do. For every million dollars you do, most businesses in the world have 10 employees. They have an employee for every \$100,000 of business.

So this is kind of another thing about let's just face up to what reality really is. If you want to earn millions or sell millions, you probably need staff. You can use freelancers, you can use people like I do, who are independent contractors, for the most part.

But you can't do it all yourself. You can't take care of legal things, take care of all of your accounting, produce products, promote products, have quality control going, take care of your customers, backend your customers, go out and get new customers, provide really high-quality customer service, take care of problems, take care of technical issues, take care of your hosting, take care of charge-backs, refunds, merchant account problems. And be sure and keep doing those new products and big backend products, and watch out for your competition and watch out for changes in the market, changes in the industry and everything, plus keep educating yourself, plus go to seminars and do all of that all by your little lonesome. That's really a lot of little things for your little lonesome to do.

So don't buy into this line that people feed you of, "Hey, you're going to make millions, work from home, never employ anyone, have no expenses whatsoever." Folks, I just think that's an illusion and somebody's trying to sell you something that, in my opinion, for the most part, doesn't exist.

So I just think it's about the truth and I think it's about the honesty.

Now, does that mean you've got to have people starting out, that you've got to have a budget starting out, money starting out? No.

When I started in this business, I was pretty broke. The great thing about starting online is you've got a computer at home and an internet connection, and you've got a brain and a little bit of software, and you're pretty much good to go. Find demand, get a product, promote. Get on the phone. Call people up. Send out

emails. Build a list. Do stuff. Promote, promote, promote. Do search engine stuff. Promote, promote, promote. Right?

So how do you get the alligators in your pond? Well, it's pretty simple. You've got to find demand, you've got to get a product, you've got to promote, promote, promote, promote, promote.

And then, step #3 is you've got to grow, because you grow or you die. And I want you to set a goal to become a pond builder, a builder of ponds. Your ponds need to have lots of fish in them. Those fish are eating up all of your bait, which is, in essence, the lead generation for your products. That's becoming a pond builder.

Emphasize growing, learning the steps, taking the steps, versus "Oh my god, Marlon, I've got to make money now! I've got to make money today!"

Now, having said that, with Milcers we're working to put together a system where people can see their alligator stuff and get out of the pond just by the money they generate by promoting Milcers.

We're putting together what I think is a really great system for that. It's not going to replace becoming a pond builder, but it can help people feed the alligators, and we're working on that.

Alright folks, I've taken up my 30 minutes now. So what you can do is press \*6 again and come off of mute, unless you're on voiceover IP. I don't want to get that echo. But as long as you're not on voiceover IP, you press \*6, you can come off of mute, and I'm going to take some questions.

If you need to go, we've taken up our 30 minutes, you can go ahead and cruise. Appreciate you being on the call. I hope this call's been helpful to you.

However, if you do have questions and want to stay on the call, press \*6 and come off of mute, and I'll see if I can answer some questions.

I'm not hearing anybody come off of mute. Let me see if I'm on mute. Hold on. I hear you, maybe I was on mute.

Alright, who has a question that I can answer here? Go ahead, anyone.

**Attendee:** What do you find to be the best promotion method for promote, promote, promote, when you're just starting out?

**Marlon:** What's the best promotion method?

**Attendee:** When you're just starting out.

**Marlon:** Yeah. Actually, there is no one best promotion method. The best promotion method is one that gets your message to your audience. That's going to vary depending on what you sell, who you sell to, and what your business is.

But really, getting the message out is not the problem most people have. The problem most people have is they haven't surveyed their audience and they don't know what's their turn-ons are. Therefore, they create a promo that totally and completely misses the mark.

But it's a good question. And my answer to it is any method is a good method, where you're getting a targeted surveyed promotion with turn-on's, and you're getting that in front of the 8-ball of your target audience.

That's a good question, though. Who else has a question today?

**Attendee:** Marlon, I have a question about keywords.

**Marlon:** Let's hear it.

**Attendee:** Keywords, eBay keywords can't hang. It takes a worthwhile endeavor to get it started.

**Marlon:** Yes. Again, any method that can get you in front of your target audience with a survey-targeted promotion and with hot buttons that you know they have is a good method.

Now, if you're in a niche, pay-per-click seems to work better than if you're going for a really broad body.

So my answer to that is if you're marketing to a targeted niche and you can buy keywords at a reasonable price, it's good.

Having said that, the real answer is this: any method that will buy customers at break-even is a good method. If you're buying customers at break-even, that's a good method.

If you're making a profit, it's an amazing, incredible method. If you're getting new customers and simply break even doing it, it's still a great method because you can backend those customers. A very good question.

Who else has a question?

**Attendee:** Can you talk more about the backend side of things?

**Marlon:** Can I talk more about the backend? Yeah. This business is all about relationships with your customers. So what you want to do is get a new customer, you want to build a relationship with them, you want to find out more specifically the products and services they want to buy, and then you want to provide those products and services to them at a profit; meaning somewhere a 3-times or a 5-times or a 10-times mark-up, depending on what it is that you sell.

In physical products and services, you typically work off a 3-times or a 5-times mark-up. In the info products business, you work off of a 10- to 20-times mark-up. That's why the info products business is a great business to be in.

But you get a new customer, you develop a relationship, you find out what they need and what they want, and you package and create additional products and services to promote, promote, promote to, through a newsletter, through outbound telemarketing calls or inbound telemarketing calls, through direct mail, through possibly voice broadcast, through every promotional method that you can put together. You promote, promote, promote, promote.

A very good question. Who else has a question today? Anyone else have a question today?

**Attendee:** I would like to hear more about Milcers.

**Marlon:** Milcers is Marlon's Independent and Internet Lifestyle Club. It's a private site, along with a newsletter you receive once a month. That's in print and also a PDF on the private site.

And on the private site, we have lots of moderated forums. We have 52 benefits in Milcers. If you go to Milcers.com, that will tell you all about it. It's really my private inner circle of people that are really serious about learning how to find demand, promote, promote, promote, and grow.

So if you want to find demand, you want to promote, promote, promote, and you want to grow, you should be in Milcers.

A very good question. Who else has a question today?

**Attendee:** Marlon, I have a question. The private site, is that the beginner, the \_\_\_\_, the advanced, or a combination of all 3?

**Marlon:** It's a combination of both beginners and people that want to grow. I don't look at it so much as advanced or beginners, as I look at it as there's 2 groups; one group has alligators in their pond, that's you guys and gals, and the other group of people are people that want to grow. So it covers both of those topics.

**Attendee:** Thank you, got it.

**Marlon:** Who else has a question today?

**Attendee:** I just got the email at 12:30, but I had a question about if someone has just lost their job and wanted to make it doing internet marketing, how would you direct them to make money right away?

**Marlon:** They lost their job?

**Attendee:** Yes, and they need money right away.

**Marlon:** Well, that's a good question. And let me say that I would suggest a couple things.

#1 is I would probably suggest finding another job, unless you have a really good cushion. Starting a business takes time and takes

money, because you're learning to find demand, you're learning to create products, and you're learning to promote products.

I would probably say at least find a part-time job so there's money coming in. At least a part-time job and possibly a new full-time job.

As far as what to sell, probably the best thing to sell is a service related to what the job was pertaining to before, if it's something that could be sold as a service. Or, if you have skills or expertise, some other type of service.

A service business is as fast as cash, because you don't have to have a product, you don't have to have inventory. Your inventory is your time.

If you have no job, you have time. All you have to do is find a group of people that need and want something, put some promo together and go out and sell a service. That's the easiest way to get fast cash going is to sell a service.

My father, in the depression days, worked on the mill for about 12 hours a day. For 3 years, in his "spare" time, he took a correspondence course on how to fix TV's and do electronics. He started his own business by repairing TV's for free for all the neighbors, until he had so much demand and the phone was ringing so much he started charging.

He created an extremely successful service business off of that model.

So yeah, I would start a service business. But I think you need income, so I think I would get at least a part-time job, if not a full-time one. Very good question.

I'm going to take 2 more questions today. Who else? I have room for 2 more questions. Who has a question?

**Attendee:** I'd like to find out the best way to market big-ticket items.

**Marlon:** The best way to market big-ticket items is to begin by selling a small-ticket, develop a relationship, find out what they need and want, package it, and promote the daylights out of it.

See, there is no one best way. A lot of you are hung up on the one best way. There is no one best way.

The best way is to find out what people want, find out what their hot buttons are, what their turn-ons are, and package that into multiple kinds of promotions, not one promotion. That means direct mail, that means email, that means newsletters, that means any communication that reaches your target audience cost-effectively.

There's a thing called integrated direct marketing, which means the combination of promotional methods gets a much greater response than one single method alone.

That's why you should be getting direct mail from us. If you're not getting direct mail from us, we have a wrong address for you. That's why we're doing these calls, that's why we send out emails and so forth.

So the best way to sell big-tickets is get a new customer, get a relationship, find out more specifically what they want, and package products and services and promote, promote, promote. Very good question. Thank you for asking that question.

I have room for one more question today. One more question? Who has the last question today?

**Attendee:** What's the cost of the Milcers club, to join?

**Marlon:** What's the cost to join? You can get the price, sir, by going to Milcers.com. The pre-launch for the Milcers private site is already filled up. You can sign up for the launch to our broad customer list, which will be in a couple of weeks.

Alright, thank you all for being on this call. I hope it was helpful today for getting the alligators out of your pond.

Let me ask you this. If I had a \$35, 5-night course called "How To Get The Alligators Out Of Your Pond," and we went more specifically into detail on what I just discussed today, if you would like to be in that course, say yes.

**Attendee:** Yes.

**Attendee:** Yes.

**Marlon:** It's a 5-night course, "How To Get The Alligators Out Of Your Pond," more in-depth, more specific, 30 minutes a night for 5 nights. If you would like to be in that course, say yes.

**Attendee:** Yes.

**Attendee:** Yes.

**Marlon:** Okay. I will see if we can put something together about that. Be watching your email for it. Thank all of you for being on the call today. We'll be having another call next Tuesday. I believe it's next Tuesday at 11:00 a.m. But just be watching your email for schedules of upcoming conferences.

By the way, in Milcers we're going to be having a lot of different groups and everything for our members, a lot of different conference calls and groups and so forth. So I would love to have you all as a new member of Milcers. Thanks for being on the call.

Go out, find demand, promote, promote, promote, and then grow your business. And let's get the alligators out of your pond. Bye-bye to all of you.

- End of conference call transcript