

Please Note: The following is a 19 page transcript from my *How to Grow and Promote Your Business* tele-conference call.

“Grow And Promote Your Business”

Marlon: This is our call on how to grow your marketing business. So let me take a quick survey here.

First of all, I remind you that this call is recorded. If you speak during the call, you give me permission to use the sound, likeness and quality of your voice in perpetuity, worldwide, without recompense or royalty.

Having said that, your participation does make this call possible.

If you're on this call because you have a business, an existing business, and you want to learn to grow it say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: If you are a newbie and you do not have a business yet say, "Yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Okay, a few of those. If you have a business but you have alligators in your pond and you're struggling, you want to know how not to struggle anymore say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Got a few of those. Okay. We have a separate "Alligators In Your Pond" call that we did, and I'll be repeating

that call. So if you haven't been on our "Alligators In Your Pond" call, you'll want to be on that.

But this call's going to be useful for you today also, even if you have alligators in your pond. And the reason is that you either grow or you die. So the way that you ultimately get out of a pond with alligators in it is you learn to grow your business. The only real way is you either grow or you die. That's how you get the alligators out of your pond. Ultimately, you simply learn how to grow a business.

So for those of you who are newbies, those of you who have alligators in your pond, those of you who have an existing business and are just looking to grow it more, I do welcome you to this call.

I tend to have a loud voice. And the only criticism on my conference calls that I've heard is that I tend to be either really loud or sometimes yell and scream.

If I yell and scream, I do apologize. It really is just I'm a tall guy and I have this loud, booming voice. So it's just the way the deal happens.

Okay, I'm excited today because I get to talk about one of my favorite topics, and that is the secrets of growing a business – any business. Folks, this includes marketing a business, marketing a city, state, country, an idea, an organization or a group. How many of you would like to know how to do all of the above things? Say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Alright, great. That is what we're going to be talking about today. And I'm going to leave this call off of mute as long as we can. If any of you do have background noise or interference that comes in, none of you have it now but if you do during the call, you can press *6 and mute yourself out if you start getting background noise. Otherwise, I have to mute out the whole entire call.

I do like having you all available on the call, because it allows me to ask questions and get a little bit of interaction.

Let's talk, then, about how do you grow a business. Step #1 is you have to know your market. Know your market. So let me explain this.

Now, this is any business. Whether you're market a city, country, state, organization or group, or your own products or services, you've got to find the demand and know the market.

Marketing comes from the word "market." What does the word market mean? The word market equals demand. So when you hear the word "marketing," I want you to automatically create the association of this is about finding demand. Marketing really is the process of finding the demand and then getting a product or service sold and distributed into that market or into that demand. That is what marketing means.

A lot of businesses are out there trying to do marketing, and they really don't know what marketing is. And it's hard to do something where you don't understand it, you can't define it, and you don't really have a clear picture of what it is.

So one of the first things I can tell you is get really, really clear on what marketing is, what the process is, and the big picture of how you do it. That's extremely important.

So the first part of marketing is to find markets and find the demand.

Let me give you a couple of quick examples of this, from my own life, that I've seen.

A great example of not finding a market is the first product that I created to sell. It was called "How To Avoid TV Repair Rip-Offs." My dad was a TV repairman. I figured everybody wanted to know how to avoid TV repair rip-offs because there were a lot of rip-offs. I worked my tail end off for about 3 months to write a booklet on the topic. I created an ad. I put it in the TV Guide, and not even one person would buy the booklet for \$5.

Now, ladies and gentlemen, this is called the lack of demand.

Now, it is demand that makes you money, not the lack of demand. Some of you all, the problem you've got, the reason you've got alligators in you pond or the problems you've got in your business, you don't have any demand.

Now, some of you have got too much demand. That's a separate type of problem that we'll talk about in a second. But the very first thing you've got to become is an expert at finding markets, an expert at finding demand.

Now, one of the keys that I teach in Milcers and I teach in Cash Like Clockwork and my other products, one of the real keys to finding demand is doing surveys and learning how to really, really do surveys properly and correctly.

I can tell you this: hardly anyone on the internet knows this or does it properly or correctly. Surveys are just one of the huge,

massive keys of learning how to find demand and then learning how to position your product.

#1 is to find demand. You learn how to do that through surveys.

Now, step #2 is you've got to position your products and services and know how to position products and services. If you can find that demand, you still have to think about, "Okay, now how do I package and position a product or service, so it optimally meets that demand?"

Now, I'm going to give you another example of this. I'm going to keep trying to do examples here, so we can drive these points home.

Finding demand. Now, in contrast to my experience with "How To Avoid The TV Repair Rip-offs," a product that hit the other end of the continuum was one I wrote, one of my initial products that was called "The Amazing Formula" and sold products like crazy. AmazingFormula.com. If you own Amazing Formula say "yes."

Attendee: Yes.

Attendee: Yes.

Marlon: We've got a few people here that own it. Everyone here should actually own that product. It's the big picture of marketing and it's helped thousands of people around the world.

That product, the day I launched that product, the week I launched that product, it just took off. It just started soaring.

And this is what you're looking for. When you've really tapped into demand, when you've really found demand, that's something you can grow your business with. When you tap into that demand, you have to have the good sense to run with it and go with it and not just keep poking around for other things.

One of the best tips I can give you on growing your business is find the demand and when you get the demand, have the good common sense to ride that horse until that horse really slows down.

We rode Amazing Formula for a long time. We still ride Amazing Formula, but we've gone on to other products and services.

So that's another example of finding demand.

Now, before I go on about positioning, if you have a product or service that has a lot of demand, if you have existing demand for a product or service and what you need to do is market it better and distribute it better, say the word "yes."

Attendee: Yes.

Attendee: Yes.

Marlon: Okay. If your challenge is getting demand for your product or service and finding demand, say the word "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Okay. So we've got people on both sides of the story. Some of you are trying to find demand, some of you have already got demand and you're trying to ride that horse, right?

So for those of you who have found demand and are trying to ride that horse, I want to tell you something that's going to save you and make you a lot of money.

Never change something that's working.

Now, you've heard about split-testing and all of these things, and these things are all great, but let me give you really good advice.

If something's really going great guns and just really going great for you, folks, have the good common sense to not change it until it stops working.

There are more marketing processes broken by trying to fix something that's working than any other thing I can think of.

I personally have lost a good deal of money over my marketing life by trying to fix something that wasn't broken. It's an old cliché, but if it isn't broken, don't fix it.

These are the little tips about growing your business along the way.

Okay, so we talked about demand. The next thing is do your survey. So you have a demand, do your surveys, and then learn how to position a product or service really well, so that you sell into that demand.

And let me give you an example of this, just from our own experience with you guys and gals, in our Milcers group, and just on our general customer list and so forth.

One of the concepts that I came up with was learning how to autopilot a business. And you create income streams and put them on autopilot, which to me is a great concept and is largely what we do in our business. We get a marketing system or process and we put it on autopilot.

But that doesn't mean I don't work. That doesn't mean I don't have staff that doesn't. But it's a way that I think about business.

But what I learned by doing surveys with my customers is that really autopiloting wasn't nearly as big of a hot button as say the topic of growth was and expanding a business.

So look at it this way. There are different hot buttons that your customers have, so you can find that demand. But within that demand, you've got to find out what is really their hot button. And you've got to know this, because it's really easy to push the wrong hot button. And if you're pushing on the wrong button, if I'm sitting here talking autopilot, autopilot, autopilot and what you want to do is grow, grow, grow, grow, grow, can you see how even though there's demand, if I'm hitting the hot button of autopilot and the hot button is really growth, can you see how this is a problem in marketing?

So you can buy my product on how to write sales letters. You can buy Pushbutton Sales Letters. And you can be writing your sales letters, and then sending me an email because Pushbutton Letters didn't do that good of a job for you. And the reason is because you're writing this brilliant headline about how to put a business on autopilot, or some hot button, when the hot button is something totally different.

See, you've got to get that hot button and know that hot button, position that hot button, and get it in the headline of your sales letter that you put on your website or in any promotion.

If you think about it, do cities have hot buttons? Yes.

If you're marketing a country, do you need to know what the hot button is for your country? Yeah, absolutely.

If you're selling a product or service, you've got to be really clear on what the hot button is.

Now, I've got one more great example of this. Across the street from where I live is this computer store. They do computer repairs, so this lady repairs my computer. A really nice lady, and I help her out with some marketing and she fixes my computers for free.

Anyway, I was in there the other day and she was writing this yellow page ad. Her headline for the yellow page ad was something along the lines of... It was really bad. I can't remember exactly. It was something like, "If your computer service isn't too bad..." It was like the worst headline I've ever heard.

So I'm like, "Why do people come to you? What is it they really want? What's the hot button?" And she says, "Marlon, the reason people really come, the number one thing they want is

just fast." And I'm like, "Did you put that in your headline, fast?" She's like, "No." I'm like, "You've got to put that in your headline. That's your headline. You've got to have speed in your headline."

So then we came up with a headline for her that went something like, "Your computer fixed really fast, guaranteed!" Or, "Your computer fixed fast, guaranteed," or something along those lines.

Then she had a couple other hot buttons that she knew people really had, and we stuck those in little bullet points of the advertising. This makes all the difference in the world of your promotion.

So what we have here so far is we have demand and we have promotions. But now we have a third topic, which is growth. See, growth encompasses a lot of things. Let me just touch on some of the really crucial and important topics in terms of growing your business, because there are multiple factors in growing your business.

The way that I think about this is like buckets. You've got different buckets in your business that you've got to keep full and you've got to deal with, or your business isn't going to grow. One of those buckets is your legal bucket. And if you don't have your legal bucket handled, it can come back to butt you in the rear end.

Have any of you ever had something in terms of legal that bit you in the rear end because you didn't take care of it? If you have, say the word "yes."

Attendee: Yes.

Marlon: At least we've got one honest guy on the call. Folks, if you don't take care of your legal bucket, it can come back to bite you in the tail end. But that's just one bucket.

Another bucket that you've got is help. Now, this is employees or this is freelancers or vendors, but it's called leverage. You can't do everything yourself.

Now, I realize a lot of you think you can do it better than anybody else can. If you feel like you can do the work better than anybody else can, say the word "yes."

Attendee: Yes.

Marlon: Okay, some of you feel that way. That's understandable. Because the truth is probably you will not find anybody else who can do the work as good as you can.

However, here's what you've got to realize. Yeah, you can do the work better than anyone else, you can do it faster than anyone else, but the problem is you can't do it all. See, when

you grow, here's the things that you've got to consider in terms of growing.

You've got to have a sales presentation. You need to typically have a sales process or some sales staff. You've probably got emails that are going out in there. You've got promotion that's going out in there. Right? You've got hiring some people or vendors or freelancers. You've got doing a little bit of training with them to think about. You have the finances and the accounting of your business. You have your legal. You have developing your plans and your targets and your goals for your business. All of these things are part of growing your business, right?

So the thing is if you try to do all of those yourself, you end up burned out. How many of you on this call, right now, are burning out? Say "yes."

Attendee: Yes.

Attendee: Yes.

Marlon: Okay, some of you are burning out. You know why that is? It's because you're trying to do it all yourself. Right?

Attendee: Right.

Marlon: Typically, that's the thing is you're trying to do it all yourself, and you can't do that. You've got to learn how to hire and manage and train other people to do work.

Now, those can be freelancers, they can be vendors, or they can be employees.

When we broach on this topic, you'll typically hear people say, "I don't want employees. Employees suck. I hate employees. I can't stand employees."

Well, I have a new employee here in my office, Matt. I just hired him a couple of weeks ago. And since Matt's come here, he's got the offices in shape, he helped me get my back patio straightened out, I've got plants back there now. We've got Matt calling my customers now to check up and find out some things about my customers. A lot of you on this call, if you just bought a product recently, will be getting a call from Matt.

See, Matt's doing stuff that I just won't do. I won't take time to do.

We've got another guy who does our spreadsheets. How many of you like nothing better in life than sitting down doing your accounting and spreadsheets? Say the word "yes."

Attendee: No.

Marlon: How many of you would really rather do about anything else in life than sitting down and doing your spreadsheets? Say the word "yes."

Attendee: Yes.

Attendee: Yes.

Marlon: See, folks? And if you don't want to hire somebody else to do that, what's going to happen in the end is it isn't going to get done and it's going to bite you in the tail end. See? You've got to have your accounting handled. So you've got to have people.

So you've got to know how to hire people to grow. You've got to have people to help you. You've got to know how to hire them, how to train them and how to manage them. And this is a process.

Employees are great, staff is great, people are great because they buy you time and they give you leverage.

Let me just tell you a simple thing that you can do right away, anyone could do right just about away to grow your business. That is to have somebody that proactively networks for your business, finds potential joint venture partners, and so forth. And you have somebody that does that for you full or part-time.

Most businesses, if they have someone onboard doing networking for them, can really prosper. And I'll give you an example.

Way back when my dad started his TV business, back 40-gazillion million years ago, my dad wasn't very good at selling. But he had this guy who was out of work, but he was really good at selling. And he had this guy go around and contact hotels and motels in Oklahoma City and pitch his TV repair services. And the guy got my dad on with several really key, really big hotels. And just by having those couple accounts opened up, my dad was able to service the TV's for all of the major hotels and motels in Oklahoma City for about 25 years.

He never would have been able to do that if he didn't have this little salesperson guy who went around and developed those initial relationships.

Now, some of you are a born networker. If you're a born networker, say the word "yes."

Attendee: Yes.

Attendee: Yes.

Marlon: Okay, some people are born networkers. If you're a born networker, then you can do it yourself.

How many of you all have things you'd rather do than network?
Say the word "yes."

Attendee: Yes.

Marlon: See, some of you need to hire a born networker to work for you. Can you see how your business might be able to grow if you had someone out there networking for you? Say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: If you can't say it, I can talk about it more. Do I need to talk about that more?

Attendee: No.

Attendee: No.

Marlon: Alright, so it's clear. So in terms of growing your business, you've got to find demand, you've got to position your products and services, you've got to promote, and you've got to leverage and grow through staff.

Now, I want to talk just a little bit about promoting, because I kind of skipped over that a little.

In terms of promoting, I want you to think of this as a sequence. In fact, if you have a pencil, I want you to draw a line. This is kind of an interesting thing. Here's how it works.

First, draw an X. And then you draw a line over to a Y. Now, the X is you and the Y is your potential customers. So you have marketing and promotion that goes from X to Y. And what that marketing promotion does is get them to inquire and respond back to you.

So now you go from the Y and you draw a loop pointing back to the X.

So what happens is you have some kind of advertising or promotion that goes out. Now the people respond back to X, and now you respond from X and you draw the line back to Y.

This is really the breathing of business or the routine of business. And I don't care if you market on the pay-per-clicks or the search engines, or you're selling a city, country, an organization, a church, or whatever it is that you're promoting and marketing, this is the basic marketing process. And there are many different ways to implement this marketing process, but it's the breathing process. You've really got to become a

master of this, because it is the breath of business in terms of marketing and promotion.

Let me just give some examples.

You rent a list of names who are potential prospects for your product or service, and you send out a postcard that gets them to call in for a free report, which is a very low-key, low-risk thing.

So now, it goes from X to Y. You send out the postcards and then they call back in, going back to you, they call in and request the free report. Now you've got your little free report or your promotion that's going to go back out to them. Do you see how that process works? And it goes back and forth.

I'll give you another example of this. There's so many different ways that you can do this, and you want to use multiple methods.

What most businesses get stuck in is one lead generation method. But lead generation is the lifeblood of your business. In fact, if your business is currently using only one lead generation method effectively, I want you to say the word "yes."

Attendee: Yes.

Marlon: Okay. A couple of you. If you're using effectively more than one lead generation method, say the word "Yes."

Attendee: Yes.

Attendee: Yes.

Marlon: Some of the rest of you, I don't know. If you're not using any lead generation method at all, say the word "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: We need to know a few of what you're going to designate as lead generators.

Marlon: Okay, let's talk about that, then. Just a second. Lead generation means this. I appreciate your asking that question, because I forgot to define the term. Here is lead generation.

Lead generation is someone who is a potential or prospective customer for your product or service. And they're going to raise their hand and say that they have an interest. So they identify themselves as being an active prospect. We call this the process of going from suspect to prospect.

So if they read a trade magazine or a magazine or a newspaper, or they're on some kind of a list where you figure they're

probably interested or they have a chance of being interested in your product or service, they're called a suspect.

Now, you place an ad in that magazine that gets them to call in to your business or go to your website and opt into a mailing list, or call an 800 number to obtain a free report. The ad or the sales letter is going from X to Y. Now, at Y, when they contact your business back, they request a free report, they call into your business, they opt into your mailing list on the internet, at that point they become a prospect because they've actively said they have an interest in your product or service that you're selling.

Now, what you do is you're going to put promotion back to them in a sequence of activities, to turn them from being a prospect to a customer, from a customer to a repeat buyer, and from a repeat buyer to an evangelist. And one of the key points that most businesses fall down in is they don't concentrate on getting customers into repeat buyers and especially repeat buyers into evangelists.

Your ultimate goal should be for every one of your customers to be an evangelist for your product or service and send you referrals.

So this is what we mean by lead generation. Does that clarify the activity of lead generation?

Attendee: Yes.

Marlon: Alright. So what I've covered so far is just some key basic points in terms of growing your business. You've got to find demand and know how to find demand. You've got to do surveys and know how to do surveys. You've got to position your product or service so you're hitting the right hot buttons. You need to send out different pieces of promotion that are going to get people to opt into your mailing list, contact you for more information, request a free report, a free video, a free audio and so forth. And then you communicate back to those customers, again, using the hot buttons that they told you they had when you did the surveys.

Using their exact hot buttons, you hot button back to them a sequence of promos. That can be emails, that can be faxes, if they've given you written permission. It could be direct mail. It could be, again, emails. It could be outbound telemarketing calls.

You're going to send promo back out to them in order to get them to buy. And then once they buy, you've got more promo that gets them to buy on a repeat basis.

Now, let me simplify this in terms of 2 activities. There are 2 basic activities in terms of breathing. You breath in and you

breath out. In and out. This is the basic activity of growth in a business, and let me explain.

In means that you get communications and inquiries coming in from suspects, who become prospects as soon as they come into you and they inquire. And then you have going out is your promo, and you need a balance between it. You need promo going out to get people to come in and contact you, so you can send more promo out that gets them to contact you more and buy more on a repeat basis.

In and out. This is the breath of business, and you've really got to become an expert at the in and out of your business.

Now, you've got to take a minute to look at your business after this call, and write down what are you doing to get people to come in, to call, to opt-in. How many things are you doing?

And then how many things are you doing effectively that are out activities? You're sending direct mail out, emails out, faxes out, voice broadcasts out, direct mail out, telemarketing calls, whatever it is.

So what's the in of your business and what's the out of your business? So these are 2 crucial parts of your business.

It's also true just in terms of every other aspect of your business. For example, you can be focused on your internal administration of your business and the production of your products and services, administration and production, and then you can also be focused on the promotion of your business, which is an out activity. Administration and production are inside the business, in. Promotion is out. And you need a balance. If you spend all of your time trying to get all of your administration right and your production right and you never promote, you're going broke. But if you promote and you have it organized and you don't have administration and you don't have production, then you're screwed also.

So see how there's a balance between the in and the out in terms of growth?

Now, how do you become a pond builder? How do you get out of the pond with the alligators and become a pond builder? How do you grow the business?

Well, what you do is you master the fundamentals. You get the balance between the in and out. You become an expert at finding the demand. You become an expert at getting your positioning of your products, the promotion of your products together, the production of your products and services, and these are the keys of running the business. And then you've got to manage your buckets.

The final thing I'm leaving you with, we talked a little bit about buckets but I want to talk just a little bit more about that.

The idea of managing the buckets is every business is composed of about 7 to 10 absolutely essential buckets that you've got to take care of. There's hiring and training employees. Right? That's a bucket.

There's the legal aspects of your business. That's a bucket. Right?

There's creating your products, doing surveys and creating your products. That's a bucket.

There's producing or developing the products or services and delivering the products and services. Producing is a bucket, delivering is a bucket. Right?

So you've got these different buckets of your business, and you need to make sure that you're handling all of your buckets. So let me just tell you what I've personally done. I have 3 big yellow sheets. You can go down to Office Depot or Office Max or some kind of office supply place, and you can buy big yellow sheets that stick up on the wall. And I want you to write 3 things on those. One of them says "Administration," one of them says "Production," and one of them says "Promotion."

Administration are the things that you're doing to hire and train staff, freelancers, vendors or volunteers. That's administration.

Production are the products or services that you're producing or in development, or that already exist, in order to promote.

And then promotion are the activities that you're doing to promote your business.

Administration: hiring, training, human resources kind of idea. Right?

Production: you've got to produce a product or service to sell.

And then promote: you've got to promote the daylights out of it.

So half your activity and focus should be on promotion and the other half should be on administration and production. And if you will just do that, concentrate on finding demand, doing the surveys, positioning the product or service, promoting the product or service, you're going to go a long way towards producing the kind of business that you want to have.

Now, our 30 minutes are about up. I am going to take question in a second, which will go over the 30 minutes. But I know some of you will have to go.

If you want to learn more about the types of things that I just talked about, I want to give you one key resource, and that is Milcers.com. We're doing a brand new launch of Milcers in a week or 2, maybe a couple of weeks. But you can sign up for another customer announcement list, I think, at Milcers.com. That's where we're going to be talking a whole lot more about this stuff.

Let me ask you this. Was this call helpful and useful for you today? If it was, say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Okay, good. Well, this is the kind of thing I do in Milcers; the kind of thing I want to do a lot more of.

Let me ask you this. If I had a little short 5-day course called "How To Grow Your Business," and let's say it was under \$50 and it was 5 days, one hour a day, maybe just about this same time, sometime during the day, one hour a day, for under \$50, a 5-day course on "How To Grow Your Business," and I cover these topics more in depth, how many of you would pay \$50 or less to attend that? Say "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Okay. So there's some demand for that. So I'll see if I can put something like that together.

And now, if you've come on this call, the 30 minutes are up. I do want to say thank you very much for being on the call. You are welcome to go on with your activities. However, I know some of you may have a couple questions about this, so I do want to open up the floor to take a couple quick questions. So if you've got to go, I do understand. I appreciate you being on the call. We're going to be having more calls, so be watching your emails.

But I do want to open up the floor to take a couple questions. If you have a question you would like to ask, I will take a couple questions here. Who has a question?

Attendee: I do. You mentioned find the demand first, then position your product or service. Could you expound a little bit on positioning, what does that mean exactly?

Marlon: Okay. Positioning is finding the hot buttons that people have. What's their #1 hot button? And then building and packaging the product or service and the promotion around that.

One of the examples I gave for that was one of the things we found was like the hot button of fast or the hot button of growth. That's why I'm having this growth call, is because I happen to know that one of your hot buttons is growth.

The reason I'm doing the Alligators In The Pond series of calls, and you'll be seeing some more of those, is because I happen to know that's one of the hot buttons.

Now, there's a whole concept in marketing called positioning, and we could really go a lot, lot more into positioning because there's other facets of it. But the basic thing that I want you to think of in terms of positioning is building and kind of custom-fitting the product or service to the hot button that you darned well know your people have.

You can screw everything else up, but as long as you know exactly what they want and you've got a product or service that's packaged to meet that, they're going to buy it. You're going to be successful.

So you actually custom-build a product or a service around exactly what it is the customer has told you they want. And an example of that is Milcers, with me doing these calls, because I know these are your hot buttons. Does that make sense?

Attendee: Yes, thank you.

Marlon: If we do the 5-day thing, I'd like to do the 5-day thing, I'll try to go a lot more into positioning. There's more to it than that, but that's a real simplified explanation of it.

Alright, thank you very much. That's a very good question. Who else has a question I can help with today?

Attendee: Marlon, it's about how to do surveys when you don't have your own mailing list.

Marlon: Yes. Here's how you do surveys when you don't have your own mailing list. Your mailing list doesn't matter. What matters is do you have a group of people who are going to buy your product or service, and do you have a way to reach them.

Attendee: Yeah.

Marlon: That's how you do your surveys. You may have to pay people to take your surveys. You may have to go out to them in person.

Normally, if you do a correctly-done mail survey, you should get a 30% response correctly done. You can do telemarketing calls to do a survey. You can go out in person and do surveys. You have to be resourceful.

But the basic thing is if you've got a group of people and you've got a way to reach them, you can get surveys done. If you don't have a group of people or you don't have a way to reach them, then you don't have a target market to begin with. Does that make sense?

Attendee: Uh-huh.

Marlon: But you don't need a list to do a survey. What you need is a group of people who are your target market. And you've got to be able to reach them through direct mail, through attending the meetings or events that they're at, or possibly via an online forum or e-zine.

But really, you need some pretty proactive way you can reach that group of people. You've got to be able to call them up. You've got to be able to send them an email. You've got to be able to send them a letter. You've got to be able to run an ad in a magazine they read.

You've got to have some way to proactively reach those people.

If you can't get them to take a free survey, then how are you going to get them to pay for a product or service? Does that make sense?

Attendee: Yeah.

Marlon: It's a real good qualifying issue right upfront. And that is the #1 question people have about surveys.

There is a back issue of the Milcers newsletter I wrote on surveys. It is available in the Milcers private site that you can purchase. It is something I will cover more in-depth, should we go ahead and do our series of 5 calls on how to grow your business. Very good question.

Who else has a question I can answer today? I heard 2 questions there. Let me take the gentleman first, then I'll take the lady's. Sir, what is your question?

Attendee: Are you going to post any of those survey results that you did for the new Milcers site?

Marlon: Sir, I absolutely will not do that. That survey's worth about \$100,000 or \$200,000 to me. I don't think anyone would be willing to pay that. It's worth \$100,000 or \$200,000 to me

and it's worth \$100,000 or \$200,000 to me, or more, to have my competitors not have the results of the survey.

Attendee: I understand.

Marlon: And if you do a survey, you shouldn't be letting your competitors see it either, because you just did all of their research for them. It's the stupidest, craziest thing you could ever conceivably possibly do.

Your positioning for your product or service is built on that survey. That is the competitive edge. See, your competitive edge is you know, better than your competitors, what your own customers want. That is your competitive edge.

Because then, sales is real simple. Marketing's real simple. You find out what people want to buy and you sell it to them.

So you've got to know, better than your competitors, exactly what it is your folks want to buy. And then they're going to buy from you, rather than your competitors, because you're better meeting exactly what it is they want. Very good question.

I have time for one more question. There was a lady who had a question. What was your question, ma'am?

Attendee: It is whether an emotional hot button is more valid or important to try and define than a factual type of hot button.

Marlon: Well, it's whatever's most important to your customer. In our surveys, we do both. We get the factual things that they want and we also get emotional hot buttons, and we use both.

So in reality, it doesn't matter, to some degree, which is most important because you're going to use both of them. Although with my audience and my Milcers and my people, I do have a real good idea of what's most important to them. One of those things is factual and 2 of those things are emotional. So I have one factual hot button that's 10 times more important to my people than anything else. I have 2 key emotional hot buttons that are more important to them than anything else.

So you need to know emotional and you need to know factual.

Ladies and gentlemen, I want to thank you very much for being on this call today. We are going to be having more little intro calls like this.

If this call was useful and beneficial today, I want to ask you to do a favor for me. Just send an email to MarlonOnly@AmazingFormula.com. In the subject line, in all capital letters, put "testimonials," and then write your comments for a free call today about growth, and say it was about the growth call, and give me your comments. And that will encourage us to do more of these calls.

If we don't get any comments, then it tells us you don't want the calls.

If you want more of the calls, then send your comments. If you give us permission to use your comments, we would greatly appreciate it.

Thank you for being on this call. If this call was useful and helpful for you today, say the word "yes."

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Attendee: Yes.

Marlon: Great. I wish all of you great success in growing your businesses, also in getting your alligators out of the pond, being a pond builder. Watch for more intro lectures. I hope to have a series of 5 calls coming up on growing your business. I'll see if I can put that together for you.

God bless all of you. Thank you for being on the call, and hopefully I'll be able to talk to you all on another call.