

A Special Communique For Those Who Bought Kevin's Productivity Hacks Wherein I Explain Why I Love It And How It Can Help You Regardless Of Your Situation

Hello,

Marlon here.

I'm passionate about this method Kevin produced and I want to highlight important parts so you share my excitement.

As you know I've produced dozens and dozens of products and been full time since 1997.

But I've never had a system exactly like the one Kevin presents here. I even have my own planner and it's a darned good one.

I might change up the next planner incorporating some of these ideas.

1. Every day plan your income producing activity and mark it in green

Listen if you're getting started and got nothing, then what I'd do is take one of the products you already own or have bought and start doing whatever it says to get daily income.

My advice is to start building a list and mailing it daily.

But you could also run ads.

Or do a daily Facebook post that has a link in comments that goes to a product review on your blog that is an affiliate product.

Or you could record a video daily for Youtube that reviews and promotes an affiliate product.

Over time those have proven to be great moneymakers. If you bought the product I promoted a year or two ago by Keder Cormier, that method still works.

Alex Becker's Youtube channels has some great videos on how to do that.

What I do NOT recommend for this is just preparing to some day make money. Get something you can DO that at least has a chance or shot at making sales.

Then Kevin plans out his product launches.

His are monthly.

Yours could be monthly, every 2 or 3 months.

But you plan the tasks monthly, weekly and daily.

In his system, he has you plan 1 main goal / task for the month and 1 for the week and 1 for the day.

And he has a chart in there that shows exactly how he does this in Google docs.

2. Leave Fridays open

Don't plan anything.

If you have undone tasks from the week you do them on Friday. Otherwise, start on next week's tasks.

3. Use outsourcers to do product, design and copy

He does NOT explain this a lot in the Productivity product. But he DOES in his \$17 a month membership you can [try for a buck here](#). Highly recommended.

Today he did an outsourcing call and answered 12 questions I had about his model. His model is different from how I have always done my outsourcing and virtual assistants. It's a low budget model. I really like it.

I LOVE how he's doing his outsourcing and product launching. It's a lot of small, easy, no stress launches vs. fewer really big ones.

This lets him do products that aren't "hypey." Yes he sells a lot less but it's all good as he pushes all buyers into his \$17 a month recurring.

4. Write out daily plan in Google docs

You'll see plenty of examples of this.

5. Strive to create a money method that is repetitive

This is what I did with our dashboards.

There's nothing Kevin teaches here I haven't done most of my career in IM. It's just that I LOVE how he systematized it more than I have.

And, of course, there's some cool things I've done in outsourcing he doesn't. But that isn't the point.

I learn ALL THE TIME and am always learning new, better ways to do things.

6. Have a second MPA in the middle of the month.

He does an internal promo to his list then. Or sometimes a second launch. This is a great way to keep the income consistent all month.

There are a LOT of other takeaways. But these are the most important to me.

Best wishes,

Marlon