Marlon's Marketing Minute

January 21, 2012

Instant Clarity!

The One Thing That Will Make You The Most Money By January 28

Introducing the instant "swirl of ideas" Darwinian Prioritizer

Hello,

Marlon here.

January 28.

It's just 7 days from now.

What's the one thing that could make you the MOST money by January 28?

How about the most money by February 29?

Do you know what that is?

I'm going to give you the SIMPLEST method in the world to figure this out.

Now, just like last week's issue, this is only for SERIOUS marketers. I'm NOT sugar coating, selling you blue sky, and blowing smoke anywhere I can.

But as I explained last week in *Secrets of a Lazy Internet Marketer*, the thing we strive for is to get the results with no more work or effort than NECESSARY.

In other words, as much as possible, work smarter not harder. And that's what today's method is about:

How To Stop The Incessant Swirl of Ideas In Your Head And Follow A Rational Method To Select The One With The Biggest Payoff and Impact

You have all these ideas swirling around in your head.

You buy this product on how to use such and so method. And you're all excited.

Then you get an email about another method and get all jazzed about it.

Then you read my ezine and decide, "Nope, THIS is what I need to do."

So you contemplate, PLAN, think, DESIGN, organize, worry about obstacles, try to figure out the best route.

And if you're like most people, in the end you may spend a little bit too much time sorting through the SWIRL ideas and not enough time FOCUSING on one of 'em.

But it isn't your fault.

Nope. It really isn't.

The PROBLEM is a lack of a system for organizing and sorting you're your ideas.

Here Are The Benefits Of My Instant Swirl Of Ideas Prioritizer

Benefit one: You'll be able to get all those ideas out of your head and into a process that prioritizes them for you and allows you to focus on the ONE idea that makes the most sense for you this NEXT WEEK.

Benefit two: You'll have a process to take NEW IDEAS and insert them right into your "swirl of ideas" prioritizer mechanism, so they're out of your brain and you aren't worrying about them anymore.

Benefit three: You'll get newfound CLARITY of thought and focus of action that frees you up and makes you feel like a new person.

Benefit four: You'll be able to STOP the endless research and method hopping and zero in on one thing.

My Personal Experience With This Method

Here's why I recommend it.

I'm a very creative person.

I read incessantly.

I routinely get more ideas than you can shake a stick at.

I have a "new product ideas" notebook where I write down all these ideas. And I have another "marketing ideas" notebook where I write down all my marketing ideas.

But how do I know WHICH idea is more important than another idea?

Darwin talked about the Survival of the Fittest.

Shouldn't your "Swirl of Ideas" be the same? Where only your TOP idea or ideas SURVIVE the competition, so you spend your very limited time, money, focus and energy on the BEST ideas?

The Instant Swirl of Ideas Darwinian Prioritizer

Here it is.

The SOLUTION.

You can apply this TODAY and know EXACTLY which of your ideas to focus on for the next 7 day that could have the biggest payoff.

I call it INSTANT because after you enter your date, you click one button and BOOM!

The answer is instant. There is prep work though.

Here's how it works:

Step one: Open up an Excel, Open Office or Numbers Spreadsheet, or an iPhone or iPad app.

If you have an iPad or iPhone, search APPS for "spreadsheet" and you'll find plenty you can use right on your device.

I found a very nice app for my iPad that does spreadsheets. And it was free or only a buck or two.

Or, you can do it right on your desktop.

Step two: Create 4 column titles

Column one: Idea

Column two: $ Impact

Column three: Probability

Column four: I x P

I'm borrowing this ranking from Overwhelm Cure. Now, in that product I go much, much more into detail and show you how to create visual charts and tons of other cool stuff.

But JUST using the Darwinian Prioritizer I give you right here, you can experience virtually instant and amazing clarity, focus and results.

Step three: Get all of those ideas you got out of your brain and onto your column labeled "ideas"

That's right.

Get the list of ideas SWIRLING around in your head OUT of there and onto your spreadsheet where you can let the Darwinian process rank 'em for you.

Step four: In the $ Impact column, take your BEST GUESS of how much money that idea will make you in the next 7, 30 or 365 days.

You get to choose what timeframe you use to evaluate your ideas in.

Having said that, take your BEST GUESS for each idea of what you think it will realistically make in that timeframe.

What's the payoff.

One way to come up with this estimate is to ask others in the forums you participate in and have made friends with what THEY made and how THEY did and in what timeframe.

What?

You don't know anyone in forums and haven't made any friends online who are doing stuff?

Well, now is the time to start and you can put that on your swirl of ideas list.

Step Five: Now Estimate The PROBABILITY of That Success

The more you already have the SKILLS or EXPERIENCE to do the tasks required, the more you are friends with others who have done the same and you can get advice from them, the higher you can rate your probability of success.

The more COMPLEX the project is with the more STEPS required, the longer the timeframe involved, the more you have to hire out help or freelance work, and the more you're relying on things beyond your control like Google rankings, the lower the probability of success.

For example, if you have a list of customers or hot prospects and your activity is to launch a new product to that list, that's a high probability of success, like a 9 or 10.

If you have 4 or 5 affiliates PROVEN to promote for you, that's a high probability of success.

If you have a complex project with a lot of steps and no experience at all, that's a lower probability of success, like a 3, 4 or 5.

Getting a guru to promote your product? That's like a 2 or 3.

Co-creating a product with 4 or 5 friends and everyone agreeing to promote it to their email lists? That's an 8 or a 9.

Doing ad swaps and then selling products via email? That's an 8 or a 9.

Trying to sell a weight loss affiliate product using seo methods? That's like a 3 or a 4. Maybe a 2.

Taking a product you are passionate about, creating a set of bonuses for it like I explain in Swagbox 7, then getting others to promote it to their list and you suck up a second level commission, that's a 7 or an 8, depending on your networking and persuasion skills and your ability to create bonuses.

This is NOT a science.

You get BETTER at it with experience.

The one thing you can do to improve your estimates is to ask others who have already DONE it.

Step Six: Multiply I x P

You do this with a FORMULA in your spreadsheet, or you can do it by hand.

In Excel, you type this in your I x P column:

=B2*C2

B	C	D	E
$ Impact	**Probability**	**I x p**	**MD's**
500	8	=B2*C2	
500	7		
300	9	2700	
300	7	2100	
200	9	1800	

Then you mouse over that little arrow on the lower right corner (where my red arrow is pointing) and you drag that sucker down the column and it adds the formula to every cell.

You'll notice that I have ranked probability from 1 to 10 with 10 being the highest.

The impact column is for one year ranking by 1,000's. So a 500 means I estimate the idea will return $500,000 in 12 months.

Step Seven: Sort on your I x P column and put it in priority order.

I currently have 66 ideas in my New Products Prioritized Darwinian spreadsheet. Here is a portion of it? Now, as you can see, I have a number of other columns I plan to add ranking factors in. But the two most

important are $ impact and probability

|	$ Impact	Probability	I x p	MD's	$ per Monthly MD	Monthly MDs	$ Back End	My Time	Lisa Time	Tag	Tag
	500	8	4000								
	500	7	3500								
	300	9	2700								
	300	7	2100								
ity payout	200	9	1800								
	200	8	1600								
	150	10	1500								
wall stat holders, printed swipe files	200	7	1400								
	150	9	1350								
	150	8	1200								
ing, cd month, seminars....whole line manuals	150	8	1200								
	150	7	1050								
hose	200	5	1000								
ıg, lists	100	9	900								
ollars for dimes appeal and scarcity	100	9	900								
	100	8.5	850								
	100	8	800								
	100	8	800								
	100	8	800								
brand own affilaite program.	100	7	700								
	100	7	700								
	75	9	675								
ırs market it via sub id in infusion	70	9	630								
's mobile so teach people how to sell for it	75	8	600								
	50	10	500								
	50	9	450								
	75	6	450								
	75	6	450								
	50	8	400								
	50	8	400								
	75	5	375								
	75	5	375								
nd how doing it	40	9	360								
	40	9	360								
	40	9	360								
rations	40	9	360								
ends.	40	9	360								
	50	7	350								
	50	7	350								

The beauty is there is ONLY ONE that is #1.

Just one.

I can easily look down that list and compare how I estimated the impact and the probability.

Remember, it's your best guesswork and not rocket science. You can certainly look at your ideas as a WHOLE and then re-evaluate.

Here is how you sort your ideas in Excel:
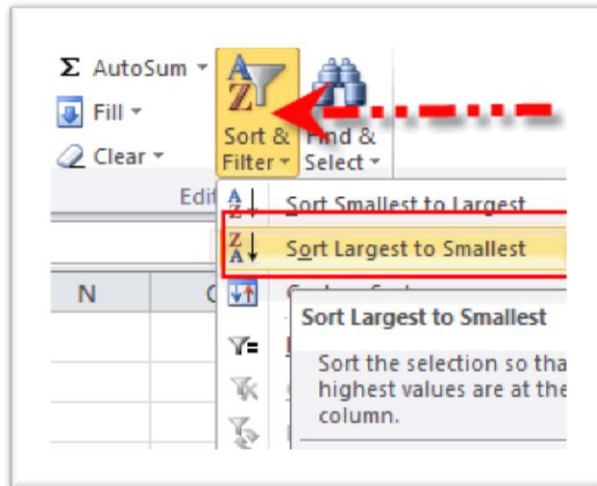
Step Eight: Feed your winner into the Work Breakdown Structure using the method I taught last week.

That issue will not be free much longer.

Here's another WBS we did this past week:

That was for a project with only a two-day duration. The tasks on it are fairly small in duration.

I have a question:

Who else is teaching you these things?

I dare say NO ONE.

You want to know why?

Only SERIOUS internet

SUMMARY: The secret of being a LAZY INTERNET MARKETER is to have others do the work or to plan it out in such a way that you do the MINIMUM work you need to do with as little RE-WORK as possible, and as efficiently as possible.

What the **<u>Instant Darwinian Prioritizer</u>** does for you is gives you a method to get that swirl of ideas OUT of your head and onto a spreadsheet where you can RANK THEM by impace and probability.

The OUTPUT is a prioritized list with only ONE ITEM as number one.

That's the item you do your Work Breakdown Structure on and go to town with.

I'm gonna end with a few resources you may not know about:

[Newbie Crash Course](#) – My basic training I gave a new employee and had him document. VERY good training for newbies.

[How to Build Your Email List and Make](#) [Sales](#) – Recently updated. Helps you create your freebie offer, put up a squeeze page to get people on your email list and send out emails that get people to buy. Does NOT cover traffic.

[How to Get Visitors To Your Website or Blog](#) – If you need VISITORS to your website, this is my best help.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

This poem summarizes everything I am, everything I believe about marketing and life.

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost