

# **Marlon's Marketing Minute**

**July 14, 2012**

**Support M-F 9 a.m. to 4 p.m. CST.**

## **5 Steps to Attract Buyers Into Your Marketing Funnel**

Hello,

Marlon here.

In the last issue I talked about how to focus on your numbers.

Today I expand on that concept in greater depth and also share with you ideas on how to attract buyers into your marketing funnel.

EVERYTHING starts with attracting potential buyers. And it's easy to screw this up and get it wrong.

Before I get to the article, a few quick notes:

[Check out Paul Myers' new humdinger product:](#)

If it doesn't shake up those cobwebs and get your marketing juices flowing, nothing will!

[AFFILIATES: Need a 100% commission offer? Mail this weekend here.](#)

### **How to Get Support**

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

**Marlon Sanders Support**

You have been logged out.

**To Get Support Click "START A DISCUSSION"**

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



**Start a discussion**



**Browse discu**

On WEEKENDS, we don't typically have support. Now, to today's content....

# **How to Attract Buyers Into Your Marketing Funnel**

I remember like it was yesterday.

I rocked a 386 computer I bought from Dax online after reading his 2-page ad in his catalog. Ummm, the ad didn't say that if you called customer support, you'd have one heck of a time getting through.

But that's how it was and that was my first computer.

In those days you have AOL, Compuserve, Prodigy and Genii.

Now, the big secret was that if you placed your free AOL classified ad at the right time of the day, you'd be on TOP of the ads! That meant lots of people would send you an email asking for your free report, seeing how autoresponders didn't exist back then.

I'd dutifully reply to every response by typing their name in the Dear Friend field and sending them back my form email.

You'd THINK that Internet marketing has come a long ways since then, wouldn't you?

Or how about this?

I have a manual here from George W. Haylings who back in World War 11 ran an info product biz out of a pup tent by running classified ads in magazines. People would write in for the free report and he'd send a mimeographed letter back.

So for all the sophistication of Facebook, Twitter, Klout, Linked In and all the rest -- people don't change.

Technology changes.

People don't.

I mean, Alexander the Great wanted to conquer the world way back whenever. We STILL got people who wanna do the same thing.

Back 1,000 years ago, people got angry over religious issues and killed people. Guess what? They STLL do.

I could go on and on.

There is no reset button on the human brain, on emotions, on human nature.

Which is kinda good news for marketers.

With all the fancy smancy technology we have nowadays, making sales and running a business STILL comes back to a few simple things you can focus on and do extremely well.

Step one: Attracted qualified potential buyers

Step two: Give ‘em reasons to buy from you

Step three: Give ‘em reasons to buy from you TODAY

Step four: Deposit money

Step five: Spend money

Now, you’ll notice that it BEGINS with “attract qualified potential buyers.” And, oddly enough, this SEEMS to be the step where most people FAIL.

Here are the mistakes:

### **Step#1: Take action on attracting potential buyers**

Most people make the mistake of NOT attracting people at ALL. Just flat out not taking action and getting’ er done.

There’s no cure for inaction.

And I’m afraid that with the massive proliferation for every conceivable moneymaking scheme under the sun, people have lost sight of the simple basics.

Like if you spend 100% of your time researching, you’ll NEVER make any money or sales at all regardless of how amazing the method is.

I believe you spend 1/2 your time researching in the beginning and 1/2 DOING. You learn by DOING.

It's hard when there is so much data available and new things being invented that literally one person just can't take it all in.

You have to draw a line somewhere.

What MOST people do is get an email or go on a webinar. They get all excited or interested and start researching, researching, researching with whatever time they have available.

Then they run into some glitches they don't have answers for or that sound less than 100% passive results. So they start researching the NEXT thing looking for something that is mostly passive and has ALL the answers worked out in advance.

Of course, you can never have all the answers in advance. So this results in an endless cycle of research and start over, research and start over.

Like a hamster running circles on a wheel, you run harder and harder and faster and faster and STILL end up where you started.

It's an EXHAUSTING and FRUSTRATING process that ultimately ends in DISSAPOINTMENT because there's simply no way to succeed with this method.

It's 100% guaranteed to not work.

Fortunately, there is a better way.

## **Step #2: Clearly define a SPECIFIC goal you can focus on**

Without a clear goal, you research EVERY possibility that sounds good! This ultimately culminates in mistake #1.

If you don't have a clearly defined goal, then your choice of possible solutions to research expands infinitely.

That results in an infinite amount of research to do and the endless loop explained in #1.

Most people don't make the bridge between the idea and a specific goal to focus on and pursue.

Do you know how many visitors you need a day? How many opt ins? How many things you need to do TODAY to get the number of visitors and opt ins you want today?

Working these details out will take you a LOT farther than just researching the next bright, shiny object.

**Step#3: Figure out where the potential BUYERS of your product or service hang out.**

Most people make the mistake of trying to ATTRACT anyone and everyone then being disappointed that no one buys

This is extremely common and I know you've seen it in marketing forums where people post about how they're getting TRAFFIC but no one is buying.

Let's say that I sell \$100,000 sport cars and I buy ads in a cheap give away weekly classified ads paper where people go to buy USED things so they can save money.

You might find a sale or two in there but it'll be slim pickin's.

Most of the time when "traffic" (that is, visitors to your website) doesn't convert (they don't buy from you) the reason is that what you OFFER doesn't match up to WHO you're attracting.

I'll give you a perfect example: Hiring employees

If you run a job ad that emphasizes the perks of the job, how it's EASY and ENJOYABLE, you're likely to attract someone who is less than an Ateam player.

On the other hand, if you run an ad emphasizing that the position requires someone who is practically superman and even then it's almost an impossible job, you're going to get someone who is completely different from ad #1.

This is one of the problems we have in Internet marketing. Marketers want to make sales so they emphasize how easy it is, how only 5 clicks of a

mouse are required (in the extreme example), how you can do it in only an hour a day.

So what you ATTRACT with sales letters like that are people who don't want to work AT ALL.

Then they wonder why they don't succeed.

The point is you have to ATTRACT the type of people you WANT and who are BUYERS. And even beyond that, the type of people who will make good long-term customers.

### **Step #4: Focus on your numbers daily, weekly and monthly**

Right now, as I write this, here are the visitors on my websites LIVE:

S...	Contact ID	S...	O	State	# ...	Current Page / Ticket Subject	Total Time	^	Campaign Source
	85.218.220.110			In Site	1	<a href="http://www.swagbox7.com/">http://www.swagbox7.com/</a>	0:00:02		www.getyoursales.com
	p50896DE0.dip.t-dialin.net			In Site	2	<a href="http://thetrafficdashboard.com/mmm/pinterest/">http://thetrafficdashboard.com/mmm/pinterest/</a>	0:01:25		getyourprofits.com
	ec2-184-169-225-174.us-west-1.compute.amazonaws.com			In Site	1	<a href="http://pushbuttonletters.com/">http://pushbuttonletters.com/</a>	0:01:48		
	75-137-9-31.dhcp.nwnn.ga.charter.com			Out o...	1	<a href="http://www.swagbox7.com/">http://www.swagbox7.com/</a>	0:02:12		www.getyoursales.com
	d-208-103-67-122.cpe.metrocast.net			Out o...	1	<a href="http://www.swagbox7.com/">http://www.swagbox7.com/</a>	0:02:34		www.getyoursales.com
	pool-72-87-96-21.prvdr1.east.verizon.net			Out o...	1	<a href="http://www.swagbox7.com/">http://www.swagbox7.com/</a>	0:02:39		www.getyoursales.com
	host86-145-156-37.range86-145.btcentralplus.com			In Site	2	<a href="http://www.marlonsanders.com/minisitetemplate/34.html">http://www.marlonsanders.com/minisitetemplate/34.html</a>	0:06:12		
	CPE78cd8e6bdc20-CM78cd8e6bdc1d.cpe.net.cable.roger...			In Site	1	<a href="http://www.marlonsanders.com/ninjabanners/">http://www.marlonsanders.com/ninjabanners/</a>	0:06:17		
	h69-21-134-36.prssn.dsl.dynamic.tds.net			In Site	1	<a href="http://www.swagbox7.com/">http://www.swagbox7.com/</a>	0:07:11		www.getyoursales.com

I realize you can't see that picture that well. Each of those lines represents a person on one of my sites. I can also see WHERE they came from, what search engine or if they were referred, who referred them.

So at that second when I did the screen cap, 9 people were on my sites. I can also tell you exactly how many people have clicked on my order link today, how many have opened my emails, what affiliates are sending me traffic and which of my sites are "hot" today.

So far this morning 58 people have gone to the Traffic Dashboard sales letter, 14 to Marlonsnews, 18 to Marketing Dashboard and so on. This is on a Saturday morning obviously BEFORE I email my ezine.

I can see that an affiliate in China sent traffic to a promo page that is out of date. And we need to either change the page or contact the affiliate.

I can see that I have an affiliate promoting Swagbox7, which is totally awesome because it's a great product. In fact, at this very SECOND, I have 3 people on Swagbox7.com that they referred.

My point is NOT to brag. It's simply that I'm watching my numbers throughout the day and I have systems set up to tell me ALL my numbers.

I can tell you that 4 minutes ago Matthew opened an email I sent him and John clicked my link for the Paul Myers promotion I sent (GREAT product by the way).

Conversely, I can tell you that last night totally sucked and we had very little traffic. A reminder that I need to ramp up some traffic on Fridays and plan ahead for it.

Normally we have an affiliate promo go out on Thursdays or Fridays but I didn't do that this week, thus the sucky traffic last night.

In last week's ezine, I showed you a very simple way to track your CORE stats.

Oooops, someone just landed on my support page. And I had a visitor to Big Course who bounced after 10 seconds. I need to watch that traffic and see if I need to make some changes to that page.

So this is the PULSE of an Internet marketing business.

At HEART, though, it's MUCH SIMPLER.....

### **Step 5: Know your numbers in and numbers out**

The MOST important thing is the SIMPLEST.

You have INPUTS into getting the OUTPUT or outcome you want.

The OUTPUT you want is the Internet lifestyle and FREEDOM.

The MEANS that creates that output are the processes or methods that create SALES. So SALES = FREEDOM.

That's your key equation.



To get SALES, there are INPUTS.

- a. A flow of people who are potential buyers
- b. Products or services they want
- c. The presentation of benefits and results they want
- d. Credibility
- e. Reasons to act now

That's a shortlist.

In the old days, Zig Ziglar gave the BEST analogy.

He said that people would yell and scream at a wood-burning stove for NOT producing HEAT.

But it didn't have any WOOD in it! So there was NO WAY for it to produce heat.

No inputs = No outputs

That's how Internet marketing is.

Freedom = products sold = things that CAUSE products to be sold

Out of all of these, the most important is that you START with a potential buyer and put out LOTS of little reports or lead generation mechanisms that will pull them into your marketing funnel.

- \* slides on slideshare
- \* youtube videos
- \* pdf's on document sharing sites
- \* posts on social networks
- \* posts in forums
- \* free reports

And so forth.

These are the things that ATTRACT people INTO your marketing funnel.  
And they're not hard to produce.

And not even hard to distribute. In fact, they're FREE to distribute.

It's just a matter of the FOCUS to get 'er done.

Best wishes,

Marlon Sanders

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## **RESOURCES FOR YOU**

[Check out these 5 freebie videos you get with Promo Dashboard](#)

[Do you know the Guru Formula?](#)

[Can you put up a full marketing funnel in 14 minutes?](#)

[Got Squeeze Pages?](#)

[Need awesome banners?](#)

[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.

Traffic Dashboard really works: <http://www.thetrafficdashboard.com>

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**