

Marlon's Marketing Minute

Feb 4, 2012



**Want New
Customers Out The
Wazoo?**

Hi,

Marlon here.

New customers out the wazoo?

If you want 'em, we got 'em. It's all in this issue.

First, a few quick notes...

1. Can't access your product or bonus? Or other problem?

If you need customer support, please go to <http://www.getyoursupport.com> and post a ticket.

If you have an unresolved issue, please post there. I have been personally handling most tickets the last few weeks and expect to next week. If you can't access a product or bonus, or you have some other issue that needs resolved, please post to the support desk, so I can fix it.

I'll repeat – if you have an unresolved problem, or issue, can't access a product or have something that hasn't been fixed for you in the past, then please post to the support desk.

I may not be lightning fast getting it fixed, but we'll get 'er done.

2. Affiliates – Your COMMISSIONS from Wed through Sun. will be sent on Monday because Lisa was off Thursday and Friday.

3. If you weren't able to open this ezine from a few weeks back, here's a link that works.

<http://marlonsvideos.com/mmm/InstantClarity.pdf>

4. New Ateam site is almost ready.

It's gone slow by I've almost got it all set up on Infusion so you guys and gals can access it with the same login as your other stuff. I'll ALSO have all the most recent webinars up on the new site.

Now, onto today's info..

Key One: Think numbers x quality

It isn't all about numbers.

You can have a huge list that gets a very small number of click throughs.

But neither is it all about quality. You can have one brilliant promotion but that may not pay all your bills for the year. You've GOT to have a combination of numbers and quality.

Key Two: Crank up what you're puttin' out

The title of the article today is based on using the word "Wazoo" because of an article I read by Joy Gendusa, founder of PostcardMania.

She found that her headline on postcards using that word did better than anything else. Now, she has a GREAT site on marketing with postcards. They have an awesome USP:

The only company that creates marketing campaigns based on proven results!

And they deliver on it. You can [read how here](#). Here's her [ezine archive](#) that is very much worth digging into.

You gotta put out a lot of stuff: postcards, emails, letters, outbound phone calls, articles, banner ads or whatever it is you do to bring in new customers.

To grow your business, think in MULTIPLES.

Joy does \$19 million a year according to her 2010 newsletter (maybe more or less now). But she STARTED by mailing 2500 postcards per week promoting her services.

When her income stopped growing, she bit the bullet and doubled her mailings to 5,000 a week and her [income DOUBLED](#).

They now mail 120,000 postcards a week, plus use other marketing forms.

One of my friends I talked to this past week has a whole team of people in the Philippines who make outbound calls for his business.

That's cranking it up to a new level.

Key Three: Trade Either Time or Dollars For Exposure

You've got to get the word out.

And if you've got to do it as targeted as possible but also in volume. It's great to really target and zero in on your potential customers.

But if you can only reach 5 of 'em, that rifle targeting won't pay your bills for long. So it's a BALANCE between targeting and volume.

To get more volume, you either use money or your time.

If you're broker than a wooden nickel, then trade your time for exposure by writing articles, doing guest blogging, working social media, speaking on webinars or pitching on webinars, doing testimonials for other people's products that get featured on their websites, posting in forums, personally recruiting affiliates, and so forth.

If you have more money than time, then BUY exposure via pay-per-click, banner ads, aggressive affiliate promotions and so forth.

What you CAN'T do is sit back, peck around barely at a few things then be shocked over your lack of results.

Key Four: Repeat What Works. Stop What Doesn't

Don't keep repeating what doesn't work or loses you money.

You've GOT to track the results of what you do and spend time on what works.

Tracking is kinda boring, if not tedious. It also happens to be crucial. Joy, the postcard lady, has a different 800# on every new postcard campaign so she can track what works and what doesn't. Great idea.

If you don't track, then when something DOES work, you don't know it because you weren't tracking.

The basics!

It's so easy to get busy and caught up in other things that the basics don't get done.

Key Five: You MUST Focus On New Business

It takes time, energy and focus.

If you're spending all your time firefighting, dealing with employees or outsourcers who are difficult to manage, then you don't have time to focus on what you need to – GROWING your business.

You might need to learn more about project management methods, managing skills and hiring processes.

Key Six: When Something Works, RUN With It

It can take a lot of experimenting to find that one thing that works. You might need to try TEN things to find ONE that works for you, for your price point, for your offer, for your product line, for your style and abilities.

So when you find that one thing, run with it. Give it all you've got.

[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.



<http://www.ateamsuccess.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