THE NUMBER ONE LAW OF MARKETING- YOU MUST GET THIS STRAIGHT – MS

Support Affiliates Credibility Blog

Hello,

Marlon here.

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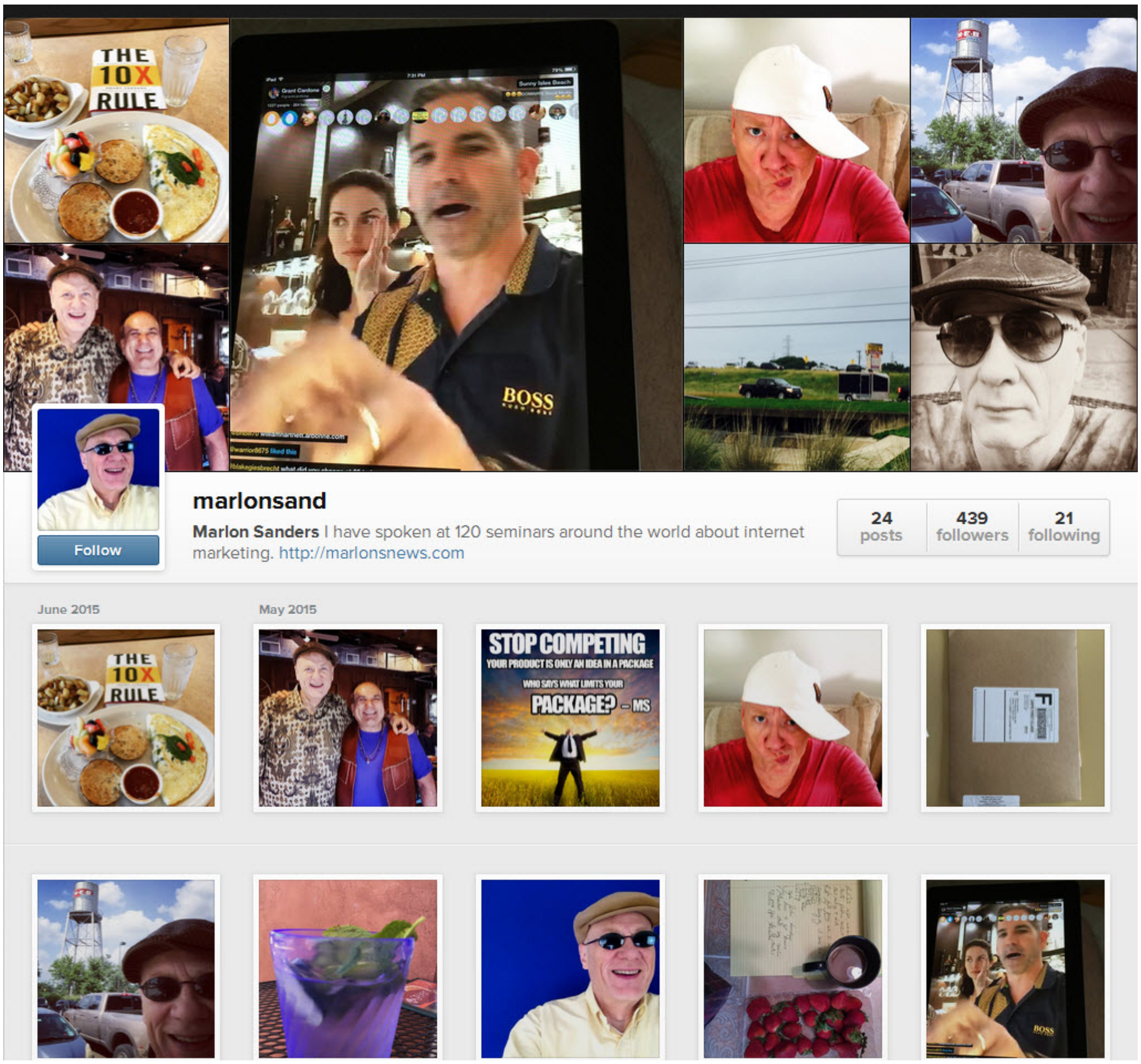

First of all, I've done very little on social media much to my chagrin. I had a really nasty flu or cold. What the hay is going on? It's summer? Well, I haven't had a cold in 3 years so I can't complain.

Ladies and gents, I've noticed a big decline in your response to offers I've sent you from JV Zoo or Wso Pro.

I don't just send these willy nilly. I do my best to personally review every offer and/or only mail it if I know the person who created it really well.

I also typically only mail things that are evergreen, or I specify if they aren't. Pretty much, I hate things that aren't likely to last longer term. So I'm very choosy.

When I was writhing with abdominal pain, there was 1 or 2 offers I sent from close friends I didn't closely examine. I could barely get off the sofa. But normally, I'm very selective.

I say this because I want you to know I don't just hammer you with offers I choose without thinking.

Normally, I don't even promote other people's products. I had a family situation that caused me to delay launching products. But now I'm back on track for those things.

Sometimes, life does get a bit in the way of marketing or your business. You do your best to stay on top of both of them.

Now, today's TOPIC:

What is the #1 law of marketing?

At the very top of the list in the top 5 and maybe number 1 would be the law of supply and demand.

Most people don't understand this.

When supply goes up, demand and price goes down. It's really not that demand goes down. Let's say there are 1,000 people who want X product and only 1 person selling X.

The price of X goes up and sells like hotcakes.

Now say that 1,000 people want X product but 10,000 people are selling it.

The price goes down. Way down. Not only that, buyers get picky as all get out because if you don't make them happy, they have 9,999 OTHER people to buy from.

This is the situation dentists, real estate agents and many other faces.

What Does This Mean For You?

Anytime you see supply outstripping demand, you need to know what's going on.

Let me give you an example:

JV Zoo added the ability to put all buyers automatically into a webinar follow up.

Since EVERY product launcher (or most) are now using this feature, what do you think that does to the VALUE of or DEMAND FOR webinars?

When the supply of webinars goes UP like crazy, the demand for them will go down, attendance will go down and, very likely, response will go down.

This doesn't mean some people won't still crush it on webinars. What it means is you're working against supply and demand instead of with it.

The goal is to be AHEAD of the supply / demand curve, not behind it. Does that make sense?

Right now, for example, offers on the Warrior Plus platform for products on how to make money with cpa (cost per action) offers are super hot.

The #6 and #10 offers in the past 30 days are on that topic.

I'd a lot rather be a SELLER on that end then a buyer. I'd rather sell into demand. You sell what people want to buy.

What's The Real Take Away For You Here?

The take away is very simple.

You want to SELL INTO DEMAND. You want to sell products where the demand EXCEEDS the SUPPLY.

This is mostly based on OBVSERVATION.

You should also think twice before jumping on the latest, greatest bandwagon. There are some bandwagons you SHOULD jump on if they're part of a TREND that will last.

Others are ephemeral and will be gone like a thief in the night.

It's up to you to decide which it is.

What If You're Selling Something Where Supply Vastly Outstrips Demand?

You don't always have your "ruthers."

Let’s say you’re selling sales training for sales people.

It isn’t like there’s a LACK of sales training in the world. Then, it comes down to your ability to hustle more, differentiate your benefits and have a better sales process.

At root, you have to do a better job getting ATTENTION than everyone else. Attention is the most basic of currencies.

You have 4 basic elements to work with:

Price: How you price things

Place: Where you sell and distribute your product

Promotion: How you promote it

Product: What the product is, and how you package and differentiate it.

A Closing Example

Over the past year, marketers teaching other marketers to how to generate leads for and sell big tickets on the phone have prospered greatly.

Now that a LOT of marketers have jumped on the bandwagon and are ALL teaching somewhat similar to exactly similar methods, you’re seeing the SHARPEST and fastest moving marketers who understand the law of supply and demand CHANGE their OFFER, their PRODUCT in the 4 P’s formula.

In general, the smartest ones are seeking rarified air where again demand exceeds supply.

In this case, it's going to selling ULTRA HIGH tickets. Most people are now teaching how to sell $5000 to $10,000 coaching packages on the phone.

The marketers who really understand the law of supply and demand are now teaching how to sell 25k, 50k or 100k.

You're seeing people transition from teaching how to build a 7 figure business to how to build an 8-figure business.

Several coaching programs have a billionaire at the center of them to "one-up" programs that "ONLY" have the "guru-millionaire" as the figurehead.

This is ALL about the law of supply and demand.

Plain and simple.

When you have an over-supply of people teaching how to build a 7-figure coaching business (or whatever), what's left? How to build an 8-figure business.

Then bringing in someone with 8 figure credentials to speak, lead or teach to differentiate the program.

Today's newsletter was more for intermediate and advanced marketers. But even if you're a raw newbie, understanding this will help you be on the RIGHT side of the demand curve.

What I mean is, you don't want to be "the last fool" buying the business opportunity where supply vastly exceeded demand a year or two ago.

At the same time, jumping on the newest, latest and greatest isn't always the answer.

To me, the way I see the world, the REALE answer is simply understanding. And knowing where you're at in the supply / demand cycle and being able to EXECUTE your plan based on that understanding.

Best wishes,

Marlon

PS: I haven't been pushing much for testimonials on the blog and a lot are a year old. If I've helped you, even if it was just something small, a small victory, do me a favor and take a few minutes to post it at:

http://marlonsanders.com/testimonials

Services You Can Use

http://marlonsanders.com/secrets -- This is a product that will take you out of the box.

http://marlonsanders.com/faststart -- If you're new, this is a good first product.

http://www.productdashboard.com
The POINT of Product Dashboard is to get you to create QUICK audio-based info products to TEST MARKET your ideas as fast as possible to find the 1 or 2 out of 7 that is a winner!

THAT is why I created Product Dashboard. Now, it's really the APPLICATION of the product creation part of Gimme My Money Now, which is the action plan for Amazing Formula. In Gimme, I teach to do a 12-product survey, create a FAST audio product, TEST it with a KSL and roll it out via affiliate traffic. That model applies TODAY every bit as much as when I originally created the model.

What I FOUND was Gimme presented the IDEAS but not enough of the mechanics on HOW to DO the fast audio products for some people to be able to implement it. So I said, “Hey, let me REALLY help people by putting this into a step-by-step how to.” Again, I KNOW you want to know, “Marlon, is it out of date?” The answer is again, I teach EVERGREEN stuff. It’s basic. Find your target audience. Do a survey. Find out what they want. Create a FAST audio product and see if it SELLS. That’s the whole concept. A few SMALL details may have changed…like the VERSION of Audacity you use I’m sure has changed. It doesn’t matter. It’s the BASICS that matter. THAT is the concept behind Product Dashboard. Survey > Create audio > TEST FAST. If it sells, roll with it and roll out an affiliate program. If it doesn’t, do the NEXT ONE.

Get all the basics on how to do graphics the REAL WAY using PSD’s from Photoshop Elements, so later you can graduate to full-blown Photoshop. This is very basic but really, really good training in just the core stuff you need to START OUT with. This is training wheels for graphic design. You won’t become a pro overnight. But this gets you on the RIGHT PATH and that is the PURPOSE. We updated screen caps last year. None of the basics in Photoshop Elements change much. You got a lasso. Paint bucket. Patterns. Gradients. This is what we teach here. BASICS. To me, if you’re really SERIOUS and don’t want to just hire out all graphics, you need this.
http://www.designdashbooard.com

Get “training wheels” to walk you through my famous 12-step formula I taught around the world in 120 seminars Fill in the blanks and click a button.
The ORIGINAL fill-in-the-blanks letter software. This is NOT about magically creating sales letters. It’s like TRAINING WHEELS for my 12-step formula to FORCE you to use it and walk through the process mentally. I found in teaching this in 120 seminars that people would not actually DO the formula I taught. So I decided to create a way to FORCE FEED it. THAT is why I created Push Button Letters that then spawned the whole entire genre of sales letter creation software, MOST of it sold as a magic pill without understanding the GOAL which is to get you to MENTALLY PROCESS and walk through a precise, step-by-step FORMULA.
http://www.pushbuttonletters.com

The exact things I taught a new employee to get him up to speed on all this marketing stuff in 30 days. And will get YOU up to speed on the absolutely criticall basic knowledge also. Get up to speed FAST with the in-house training I gave one of my new employees. I love this product. To me it's Evergreen. The stuff I teach here is what I feel is absolutely VITAL for anyone to know, including a new employee, new customer or whoever. That includes you. This is BASIC but powerful training. I find a LOT of people miss the BASICS, so they get no value from other stuff they buy. You HAVE to put in your basics FIRST http://www.themarketingdiary.com

Want to know how I got 30,000 affiliates to promote me? I love this product also. It's how I got several million people to my websites. It includes the steps, the documentation, everything. Now, yes, I did this product some years ago. You'll find out the things I do, teach and believe in are EVERGREEN. The answer is NO. It's not outdated. YES, everything in it STILL applies. Do I STILL use everything you'll read about it in it. It's my BLUEPRINT for a highly successful affiliate program. Check this puppy out:
http://www.1in102.com

Need a target market? http://www.pushbuttontargetmarket.com
If you're struggling to find a target market, I think this can help. It isn't the ONLY thing you need. It isn't like "the answer." But I really think if you delve into the tool it talks about that you can really gain a deeper understanding of what is SELLING in the market. That is the purpose of it.

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now! http://www.marlonsanders.com/writerssecret/

List To the "Pizza Cast" and discover some cool secrets of promoting products: I did this when I employed Santos. I think it's a good discussion of Promo Dashboard and the purpose of it. I like this interview a lot personally! Even though I did it 2 or 3 years ago that's why I keep it up. I think it ALL still applies. Again, this is another EVERGREEN PRODUCT and concept.

http://www.promodashboard.com/pizzacast/

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!
http://marlonsanders.com/optinsecrets/promo.html

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