



*A Free Newsletter to Marlon's Customers With 1 or More Purchases In
The Past 12 Months and 1 or None Refunds*

HOW TO ANALYZE YOUR SALES MACHINE

**HERE'S HOW TO BREAK DOWN THE KEY COMPONENTS TO SEE WHY
YOU ARE OR ARE NOT MAKING SALES.**

IF YOU DON'T HAVE SALES OR YOUR SALES ARE STALLED, HERE'S HOW TO ANALYZE IT...

Hello,

Marlon here.

There are two things that make you money.

1. Marketing
2. Sales

Marketing is where you identify potential markets for your product or service and get them onto your list.

Sales is when you sell them.

Marketing and sales has changed very little in 100 years despite what people would tell you.

In the early 1900's, you'd get lists of potential buyers and send them circulars or letters.

People would respond. That's marketing.

Then you'd arrange an appointment with a sales rep to sell them. That's sales.

Back then, circulars and letters were mailed to prospects weekly if not daily. And sales reps were on the road all the time making sales.

The lists back then were kept on index cards with elaborate tabbing methods to segment prospect needs and wants. That's right, segmentation isn't new. They actually did pretty sophisticated segmentation way the heck back before computers existed.

Today, instead of direct mail we have email. The good news is you don't pay to send it out.

The bad news is you can't just get email lists and start sending them emails. Well, you can but it's not a good idea and not likely to be very effective.

So you normally find people who already have email lists where people have willingly subscribed to the list. And you pay that person a commission for emailing your offer.

That is known as affiliate marketing.

Once the person opts in or buys something cheap, they're on your list and you move into the SALES part of the equation.

So you gotta have a MARKETING SYSTEM in place to get potential Patrons (repeat buyers) onto your list.

Then you need a SALES SYSTEM in place to sell them.

Without a MARKETING SYSTEM, here is what happens ... **sporadic income**

You need money.

You do some rush marketing.

Money comes in.

You stop marketing.

Money stops coming in.

Sporadic marketing is a horrible idea and a poor way to run a business. Because you live in emotionally draining feast and famine cycles. Your bills are constant. They bang on your door every month.

If you don't have consistent, pre-scheduled marketing, then you don't have regular, consistent sales and you suffer.

Running a business without a **MARKETING SYSTEM** in place causes sporadic income. And it sucks. Money comes in and you feel high and exhilarated. You're on top of the universe.

Life is good.

When your marketing stops, sooner or later the income dries up. Sometimes that is a delayed reaction.

But when it dries up and you're bills are still pounding on your door, it's **NOT** good. Because it takes **TIME** to **RE-RAMP** up your marketing.

Marketing is **NOT** particularly fun. Why? The hardest thing you'll ever do is get a new customer. And getting new customers isn't easy. Your repeat business **SHOULD** be easy. It isn't always, depending on your reload systems, but it should be.

The vast majority of people will never have any kind of a consistent marketing system as unbelievable as that sounds. It's business 101, and most never have it.

There are several options to put a Marketing System in place that you want to **AVOID**:

Option 1: Chasing Rabbits

You can do this.

It's simply a matter of how many Youtube videos do you want to watch that lead to rabbit holes.

And how many rabbit holes you're willing to go down that lead to nowhere.

And how many "magic solution" products you're willing to buy that promise an instant answer but in the end don't deliver.

It's a really long, arduous process. Expensive in terms of your time, energy and frustration. Especially the frustration of trying thing after thing after thing that doesn't work.

Option 2: Buying easy, magical solutions

For \$7 you can get all the traffic in the world.

I can't criticize these products. You learn from everything. But in the end, you won't likely get what you're after and you're still chasing rabbit hole after rabbit hole and wasting an enormous amount of time, energy and money.

Sometimes the fast, cheap, easy way really is the long, hard, costly one. Or that's my experience and what I see in my customers who insist on going that route.

Option 3: Buying "big numbers" by someone with a Marketing System you can never personally duplicate

There are a lot of super slick marketers who work months on sales presentations that sound flawless.

They show huge, gigantic numbers for traffic and sales.

Everything sounds perfect.

The thing is, when you REALLY learn what they do and how they do it (if this is EVER revealed which it usually isn't) you find out their Marketing System is something you can't personally duplicate because it's based on

having a team of people you don't have, talents you don't have or other similar factors.

Option 4: Invest in a cheap, partially disclosed solution

You'll find a hoard of inexpensive methods sold.

It's all well and good. I love learning new things.

The problem is that more often than not the Marketing System is only PARTIALLY taught and revealed. Crucial parts are left out and only available in a \$10,000 or more coaching program.

Everything is so professional or sounds perfect.

But then you notice all those HUGE success stories come from people in the \$25,000 coaching program, NOT the info product buyers!

These are a few things to be aware of when you're looking to buy help setting up your Marketing System.

Option 5: Expecting some "expert" to figure it all out and do it all for you

The job of a business is to get and keep a customer.

If you expect someone else to figure out how to do that for you, you're essentially asking them to start a business for you.

Because that IS the whole entire business – getting and keep a customer.

The chances of someone else truly figuring that out for you is slim to none. They have their OWN fish to fry!

Once you HAVE a real Marketing System in place, life is good. The sun comes out. The birds chirp. Food tastes better. Your spirits are high.

A business is an assembly line for getting and keeping customers. It needs to operate with machine-like precision.

And you're ready for part B which is the SALES SYSTEM.

The Sales System is show you make SALES to the people who have entered your “opening sequence” from your Marketing System.

This is your “point of entry.”

Every business has a point of entry through which new customers generally arrive.

After they get on your point of entry buyers list or they opt in, then the next step is your SALES SYSTEM.

In the old days you had sales reps on the road.

Some people today do inbound sales. Or they do webinars. Or they use video sales letter or sales letters.

You need some way to get your point of entry people to BUY your higher priced stuff and spend more money with you.

Otherwise, you won't be making much money.

Regardless of the media used to make the sale, the key is the OFFER and the SALES SEQUENCE USED.

This is based on a fundamental understanding of the psychology of the sale.

Without a Sales System in place, you'll see the same problems repeated over and over.

People complain about having lots of prospects but no one is buying.

Or they make ridiculous offers that expose them to low profits and high risk.

The worst is just NOT making sales.

You have prospects and potential buyers or low-dollar buyers. But no one ASCENDS to spend more money.

Nothing sucks worse than that.

You spend all your time, money and energy getting potential buyers. Then find out you can't get any PROFITS from the relationship.

It's one thing to deliver a high quality product or service.

It's quite another to GET PAID FOR IT.

Just because you HAVE an extremely high value product or service does NOT mean people will pay you for it.

They only pay if they PERCEIVE that value and HAVE to pay. More often than not, the problem is a lack of a formula to get potential clients to truly PERCEIVE the value, especially in dog-eat-dog, highly competitive markets where competition is fierce.

Your challenge is to figure out how to get people to BUY what you have to sell.

There's a big difference between a Sales SYSTEM and just sales.

Sales is often thought of as a one-shot thing.

A SYSTEM is a whole collection of sales activities or what I call a SALES SEQUENCE.

Your #1 job in starting a business or growing a stalled business is figuring out how to GET NEW CUSTOMERS.

That is, how do you find 'em (marketing) and get 'em to buy (sales).

No one else is going to figure this out for you.

A lot of people want to buy a system where someone else has figured it all out for them.

More often than not, to get the result they seek, there is one person who has to figure this out.

Themselves.

In order to DO this, they need to HAVE an understanding of both sales and marketing.

This goes counter to what we all want.

We all want a simple, 1-thing solution. Just take this 1 magic pill and sales will pour in.

It's simply magical thinking.

Like doing a magical ritual to lose weight while you continue to stuff pizza, burgers, fries and fried foods down your pie hole.

Probably not going to happen.

I see a lot of people think that buying one magical thing will cause sales to pour in. Probably not.

On the other hand, people who understand that the heart and soul of the business is Marketing and Sales, getting and keeping a customer, these people see it as a learning process and the result of a SEQUENCE of actions.

They understand that you need to try out different variations and gauge the response until something works.

And that the guided hand of an experienced professional can speed up the process greatly.

Or sometimes, just having an in-depth understanding of tried, tested and proven methods.

Most things on Sales are taught only at a very surface level without much depth of understanding of how to do it or why it works.

How To Obtain a Needs Analysis

I offer a free needs analysis in terms of identifying your needs in setting up a Marketing or Sales System.

There will be nothing offered or sold in this meeting.

It's 100% of help you identify your NEEDS.

This can help you CLARIFY your focus, identify what's STOPPING you from making money or why sales have stalled.

Whether you want to start up an online business or have one you want to grow or that has stalled, or you're a comebacker, just having your needs clarified can be a BIG help!

At worse, you have new insight into what you need to do and what training, skills, or knowledge you need to HAVE to get over your obstacles.

Obviously, the SOLUTION to your needs is some sort of paid program or consulting.

So if you're too broke to spit, it's a waste of your time.

At the same time, this is NOT a sales pitch. It's a needs analysis. Should your needs be something I can offer a solution to, a second appointment will be set to go over a proposed solution.

There's no guarantee of that. It really depends what your needs are. I might just refer you to one of my friends or someone else's program I know about.

If you don't have a Marketing System or it's broken, we can do a Needs Analysis on that.

If you don't have a Sales System in place that's working, we can do a Needs Analysis on that.

If you'd like to book a Needs Analysis and you have at least \$1,000 to \$2,000 to spend for a solution IF you saw that it solved your problems and had a good chance of working gangbusters for you, then here is how you book your Needs Analysis meeting.

Go to: <http://getyoursupport.com> and click start a discussion.

Give me your name, mailing address, cell phone where I can send you a text or call.

I'll message you back the next step to schedule.

Best wishes,

Marlon Sanders



Free Needs Analysis

Do you need to build a Marketing System?
Are you getting leads but no sales?

Do you know for sure what knowledge you lack?
Are you adding the right skills to your arsenal?
Do you have a plan for getting new customers?

Is your Marketing System inconsistent?
Do you know what you need to do next?
Get fresh clarity on your needs

NO PRODUCT WILL BE SOLD.
You must have a marketing budget to quality.

Yes, I Want A Needs Analysis

1. We'll meet on the phone
2. I'll ask you a number of questions to diagnose your needs
3. We'll discuss your problems, challenges or goals and identify any knowledge and skills that are lacking.
4. We'll discuss a plan to get from where you are now to where you want to go.
5. No product will be sold. This is only a needs analysis. You must have a marketing budget to qualify.
6. Should I have a solution for you in my personal arsenal, a separate appointment will be set.
7. If I don't have a solution in my arsenal in terms of training to fill in your missing knowledge or skills or consulting to assist you with it, I'll refer you to the best people and resources I know of.
8. You will leave with clarity on the knowledge and skills you're missing that must be in place to establish your Marketing or Sales System.



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