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SALLY'S SECRET – WHY SALLY ALWAYS HAS MONEY COMING IN NIGHT AND DAY AND FRED IS STUCK SWAPPING TIME FOR DOLLARS IN THE DAY TIME ALL THE TIME

**WHAT'S SALLY'S SECRET TO SUPPLEMENTING HER INCOME
WITH PRODUCTS SHE TRADES FOR DOLLARS SO SHE FREES UP HER TIME?**

Hello,

Marlon here.

Toby L., please contact me on the support desk at getyoursupport.com concerning your Fast Track. Or check your FB messages. I sent you one.

First of all, big news...

I plan on taking this newsletter to paid status. I'll add a Facebook group to it. The price will be \$17 to \$19 a month.

If you saw the price at the top and started to freak out from fear I was going to charge you for what you didn't agree to, you can relax.

What you will get that you don't have now is a new Facebook group.

Also, in a paid version, I'm free to talk about some things I won't really discuss in a free version. This provides extra value.

In addition, since you are a loyal reader, **I'll give you a special offer.**

The date will be announced.

I may keep 1 issue a month free. That's what I'm considering.

My reasoning is this: Kevin Fahey has roughly 2,000 subscribers to his monthly checklists that he produces. That comes out once a month and is produced largely by outsourcers.

This content is produced by me personally. And it's 4X per month. So while I think it's worth \$47 a month or more, at \$17 a month with a FB group where I post videos, it's still a bargain.

How To Know When and How Your Income Will Be Produced Every Month With Near Certainty

Fred started an Internet marketing business.

He's a super sharp guy. And nice as heck.

Reads like a madman.

Very competent.

He produces products when he's inspired and in the mood. Often on the spur of the moment.

For example, he does a seminar with about 3 weeks of planning and promotion. Six at most.

He has unstable income that can't be counted on.

And then there's his bud Sally.

Sally seems to always have money coming in.

People are mystified by it.

They call it SALLY'S SECRET.

Sally doesn't write her own copy. She hires someone. Sally doesn't design her own sales pages. She hires someone.

Sally doesn't produce her own products.

Someone else does.

Sally has it goin' on.

Today we want to talk about SALLY'S SECRET.

What Is Sally's Secret To Constant Income That Doesn't Stop?

As you know, I buy lots of products (even though I could simply ask and get comped for them).

As you know, I read and study a lot. I enjoy it. It's fun. I love learning new things.

Last night I bought one from him called [Productivity Hacks](#). Honestly, the title is about as sexy as mud.

Not a lot of people get all jazzed up about becoming more productive. But I LOVED the product. Really useful.

I won't steal Kevin's thunder and reveal all his secrets here. But I WILL cover a few of his ideas as they apply to planning your income now through Jan 1.

Kevin's idea is this: Plan your income out ahead so you know exactly where your money will come from.

You can use this idea even if you aren't a product launcher. But I'm going to apply it to product launching.

At the time I'm writing this, it's October 12.

Kevin does 1 launches a month. The one on the first of the month each month is for one of his checklists. These are produced 90% by his outsourcer or team. I'm not sure his exact arrangement there.

Then he has a middle of the month promo that is often something internal to his list. But it could be another launch.

He plans things 3-4 months in advance.

If you have a job, you might plan 1 launch a month or every two months. If you're full time, the same applies.

But if you want to stabilize your income more, here's how you might plan your income out:

Nov 1: Product launch

This could be a report, cheat sheet, videos, training, plugin, templates or whatever. But the big idea is for it to be the kind of launch you can repeat over and over.

Nov 15: Internal launch using the Daegan Smith invisible funnel method or the Jeff Walker method.

Dec 1: New launch of XYZ product

Dec 15: Internal promo for XYZ

Dec 20: Christmas special

Anyway, you get the idea.

In my business, for many years we had a nice cadence of a launch every month or every other month.

That's a good clip for the types of products we produced which were quite a involved.

The checklists Kevin does are a clever idea as they are pretty simple to product and they sell.

Barb Ling's cheat sheets are like that.

But there are 1,001 ways to do that basic idea...something reasonably simple that you can launch monthly.

Brendan Mace and Jono are doing this on W+. Sometimes it's their own products. Sometimes they partner up.

That is one option. You find someone with a product and launch it for them. This is how Gaurab Borah built up his business. He tells the story [here](#). It's a funny story because in the beginning, he only knew a little more about launching than the people he was launching for.

Proof that in the land of the blind the one-eyed man is King and the one-eyed woman is queen.

Neil Napier is a top launcher who follows a similar method. He actually plans things out meticulously.

It's up to your style how detailed of planning you do.

Once you know where the money is going to come from you lay out your daily plan.

So let's say you know you'll have a launch on Nov 1.

You plan out your main daily task between now and Nov 1.

So let's bring this down to YOU right here, right now.

Do You Have Resistance To Doing This?

I've found out some people have really strong inner resistance to putting things like this into action.

It's like they can't pull the trigger because they think of all the potential problems and things that could go wrong.

Maybe they had some bad experiences that were emotionally draining or painful.

And they're just having a hard time getting back in the saddle.

Or maybe it's the first time out.

Either way, realize this: All progress comes from being UNCOMFORTABLE.

If you're waiting to feel COMFORTABLE before you take action, you have a long, long wait.

Comfort gets you nowhere.

The only way I know to deal with this is to push through anyway. There's no super easy way to do it other than starting with projects that seem pretty easy to you.

That way, you get momentum.

Once you get momentum everything is 100x easier.

When you have no momentum, boy it's a struggle.

Are You Waiting To Be "Sure" or Have Inspiration Strike?

One of the things I noticed about my friend is he's waiting for inspiration to strike and to feel sure or certain about what he's doing.

The thing is, you usually or often find certainty and inspiration when you're producing products, not before.

Movement and motion are the answer.

That RESISTANCE a lot of people feel is at heart simply INERTIA.

A ball at rest tends to stay at what?

Rest, right?

A ball in motion tends to stay in motion.

Which is one of my goals in Fast Track is to KEEP members into motion. But if you aren't in motion at all, you might, in addition, need a KICK START.

I've thought about this a lot.

I think the reason so many people don't have things going on in marketing is because of this one thing:

RESISTANCE

Which is another way of saying they're a ball at rest.

And they keep waiting for lightning to strike and get their ball moving.

And you know what?

The lightning never strikes.

They keep waiting to feel sure.

And you know what?

They never feel sure.

What they have to do is just push through the inertia and get their ball rolling.

And what better way to do it than to plan out where your money will come from each month.

The Secret To Daily Income

So Kevin has a secret he teaches.

It's one I've used for many years and it works: Plan an Income Producing Activity every day.

Usually that means emailing your list for an offer.

But if you're an advertiser and do retargeting, it could mean that you run ads.

Every day on your daily plan, you have an Income Producing Activity.

That's the secret.

All the greatest secrets are so simple you say, "That's so simple. It has to be more complicated than that."

That's how you know you probably stumbled across a real secret.

Jay Abraham is fond of distributing a public domain work called Obvious Adams.

He was this renowned business person. And all he ever did was the obvious.

**If You're a Go Getter Or More Advanced Marketer,
Here's a Take Away For You**

This is pretty crazy to me.

Kevin plans out his income roughly 2 years in advance.

And in more detail a year in advance.

And the next 3-4 months are planned out in detail.

In his [Productivity Hacks](#) video he shows you the whole method and gives you the spreadsheets.

I don't know many marketers who plan AND execute 2 years in advance. It's brilliant.

Now, I don't know if I'll ever plan 2 years in advance. Probably not.

But possibly.

It's an intriguing idea.

I certainly like the 1 year plan and especially the 3 to 4 month plan.

The reason I say it's brilliant is when you plan projects out in advance, you can implement them at a higher level.

And you always have income producers rolling off the assembly line.

If you're in Fast Track, you know that I don't hold back.

If someone else came up with something that can help you, I'm going to recommend it. Usually, I don't make a commission for doing so. I pass it along because I'm that committed to helping our members.

And I'm doing the same for you now.

The New Year is coming.

I'm already planning for then.

I like this.

Best wishes,

Marlon

PS: Are you needing to Kick Start things? [You're trading time for dollars in your own service business but you want to trade products for dollars](#) instead, or at least supplement your income.

If you're in a service business now and you want to trade products for dollars, [take the brief survey here](#). Let me know what's going on. I'll see what I can recommend to you.

**[Click Here](#) To Take
The Time For
Dollars Quick
Survey**



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