

THE HEART AND SOUL OF THE INFO PROFITS BUSINESS – OLD SCHOOL STYLE

- ⇒ **ROOTS OF THE DATABASE AND WHY IT MATTERS**
- ⇒ **FULLY ILLUSTRATED**
- ⇒ **WHY IT'S THE HEART AND SOUL OF YOUR BIZ**
- ⇒ **WHAT IF YOU HAVE A JOB AND LIMITED TIME?**
- ⇒ **WHAT IF YOU WANT TO ROLL LARGE AND BIG?**

⇒ **HOW DO I MAKE MONEY IN 60 MINUTES USING WEEKLY BONUS STACKING?**

⇒ **HOW TO I PILE UP MONEY USING INCOME STACKING?**

Hello,

Marlon here.

This report reveals the heart and soul of an Info Profits Business – Old School Style.

That's right, I'm digging way back in time to open your eyes to the REAL, true source of Info Profits Profits. You'll never see the business the same again.

You'll see and understand what others don't, giving you a big advantage.

Get a lead.

Follow up.

Make a sale.

You either have no business and a job. And you're lookin' to get something started. Or you have a full or part-time business already started. You may sell online. Or maybe you sell offline.

Whatever your situation, you want to make sales.

In order to do that, you get a lead, follow up and make a sale.

Everyone ELSE just SENDS YOU EMAILS selling stuff day in and day out. Who else sends you detailed, illustrated newsletters like I do teaching you the REAL direct response marketing and money-making stuff? Not many.

I do it because I CARE. I care that you succeed.

I'll give you a "high level" example for you if you already have a business or have things going. Then spend the bulk of the time for those of you starting from 0 with nothing going for you but an idea. LOL.

I'll likely be doing a sales webinar, letter, process or consulting for an old client. I should get paid \$10,000 or \$15,000 for it because he SHOULD make \$500,000 or more from it. Actually, I SHOULD get \$50,000 or more because of the value generated. Paying \$50,000 to GET \$500,000 is a pretty fair trade. But I won't have a lot of time in implementation. It's mostly a matter of knowing WHERE to apply effort.

But anyway, the point is, here's all he needs:

a. Develop leads for that particular product

He already has the prospects BUT they have to be turned into active leads via a "hand raiser."

b. Follow up

There has to be a PLAN and it's probably a sequence of postcards, letter or letters and phone calls.

c. Make a sale

That's the PROBLEM in this case. Because the easy sales have already been made. On this one, there has to be a coordinated movement.

In Chess, to win, you move your pawns, rooks, knights, Bishops, Queen and King – in coordinated moves.

A lot of people are trying to make the big sales with only a rook or a bishop.

**Here's How It Applies TO YOU If You Got Nothing
But An Interest Or Idea**

Example A: Last week in our Facebook group, Pat posted and said she would eventually like to have time to draw. She has a job right now and spends 3 hours a day on Internet marketing.

Here is what Pat said:

Trying to get business going in 3 hours per day after work. Then I get hung up on some nonsense ttechny thing that makes no sense! Yesterday I put a photo on my blog. Got the code from Amazon for their item. It's a little photo. On my blog it has a scroll down! Seriously?! It's 1 1/2 inches. Why would we need to have a scroll down to see the bottom of the photo? I can't post it like that and wasn't able to fix it so it got put off to today. My next chore. Everyday goes like that. I take one step forward and 2 back and things that should take an hour take 4. Yet I persevere. Some days though, I feel like I will never get this.

I asked for her background:

At work, accounting for a medical fund. Lots of customer service and insurance issues as well as numbers. Naturally, creative. Love to write. Will draw someday when I get a life! Organization. Teaching. People look for me to help with organization, writing things, explaining things to others. At work, I've done educational meetings to explain the insurance to people whose first language is not English. They liked it. It's a long way from accounting but there you go. Never know what I get up to in a day.

Example B: Kimarie posted and said she has a Phd in XXXXXX and is a certified hypnotist. But has to work 3 jobs to pay the bills.

Working 3 jobs to pay the bills so get home tired so nothing gets done. Plus, don't really know what I should be doing. Whenever I have a little time off I plan to work on my online business but life happens. It's been that way for years now!

I asked her her background and she said:

I am Tech Manager for a non-profit (only tech so do all the work "in the trenches" too). But my passion.... I have a PhD in Esoteric Philosophy and a couple of hypnosis certifications which is more what I want to do. I have a couple of websites as starting points so I wouldn't even have to start from scratch.

Both want to ESCAPE their job and aren't sure HOW to do it. The WAY you do it and the WAY you ESCAPE is by learning to get people to buy stuff, or to put it more bluntly, learn to create and sell.

In terms of WHAT TO SELL, look for a COMBINATION between:

1. What you're interested in or passionate about

In example A, that is drawing. In example B, it's hypnotism or Esoteric knowledge.

2. Intersect that with WHAT SELLS

In drawing, you look at WHAT SELLS. What are the best selling products on Clickbank. What are the big video views on Youtube. Are there home study courses being sold? Membership sites?

In hypnosis or Esoteric knowledge, you would do the same. You gotta find out what people are WILLING and ABLE to spend money for in that niche, topic or field.

3. Intersect with what you're GOOD AT

You want to look at what you have SKILLS WITH.

This is where obtaining the SKILL of Internet marketing can help.

In example A, she has an interest in drawing but doesn't have high-level skills at it. I don't know in example B.

My mum loved china painting and placed #1 three years in a row in the state fair. She could have offered little cheat sheets, built a list then reviewed different new products that came out and sold them via affiliate links.



My dad loved to fly model airplanes. He could have had little PROBLEM SOLVING cheat sheets or REPORTS that he gave away free or sold cheap to build his list. If he really made an effort at it, he probably could have turned that into a thriving little business. Maybe never a huge business, but definitely a thriving smaller one. Because he could have also sold a 3-hour

Saturday webby on how to fix your crashed models. He was both accomplished at crashing his models when he flew them and also quickly re-building them!



And he could have reviewed new plans, parts, planes and other stuff and sold them via affiliate links. If there were no affiliate links, he quite possibly could have just struck informal deals.

He could have a DATABASE of buyers. Today, people only have EMAIL lists. They don't get the concept of the DATABASE. I teach databases because when I got started, we didn't HAVE email. We had databases with names and mailing addresses and phone numbers!

People today don't get database marketing. They only understand email marketing.

Before the Internet and email existed, you had DATABASES. See those card files on the left wall?

Those are all CUSTOMER FILES with each customer or prospect on an INDEX CARD! And it got far more elaborate than this!



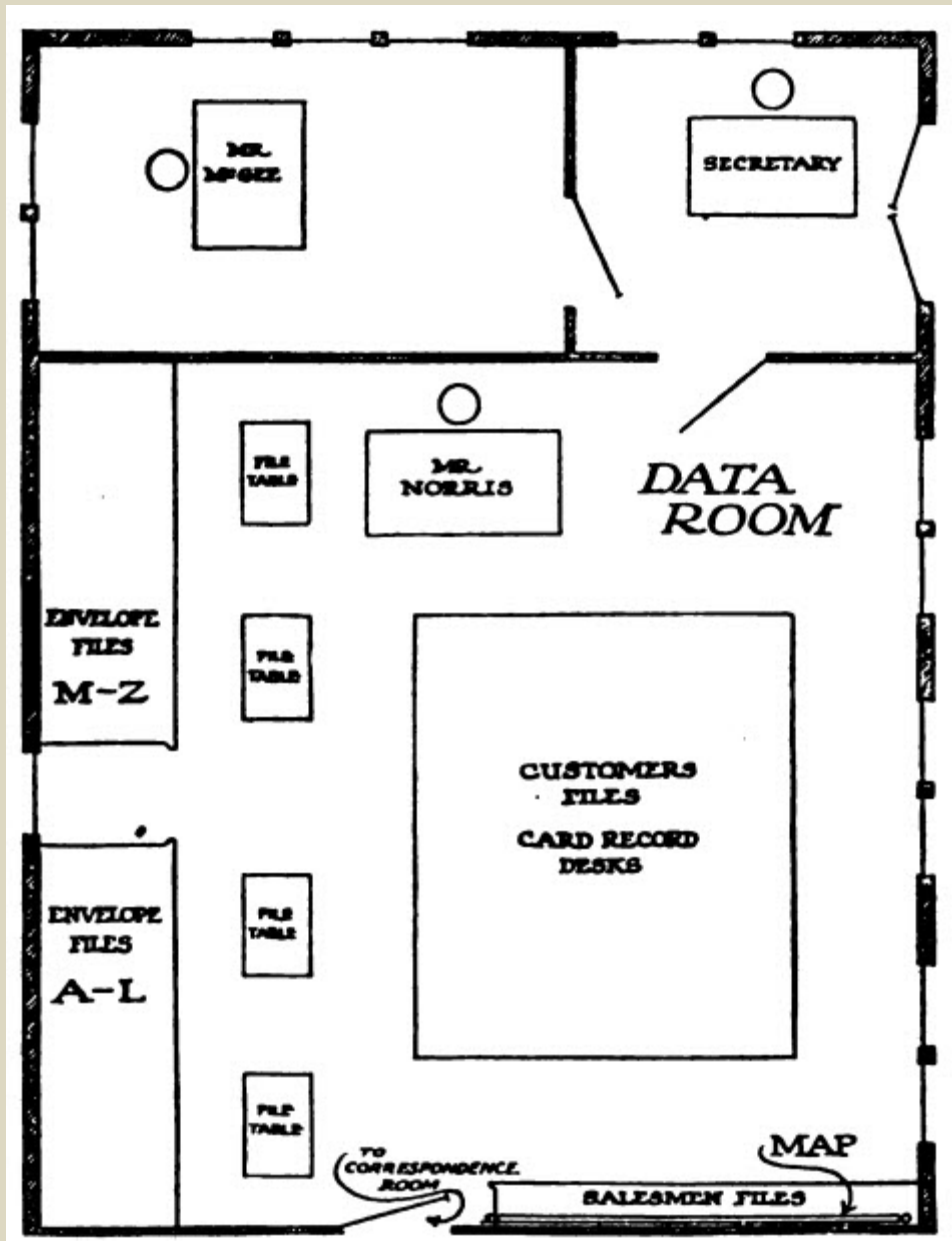
When I say the money is in the list, we're talking full-blown DATABASES here.

Here's another picture:



As you can see, they weren't joking around. They took their prospect and customer databases **EXTREMELY** seriously.

Not only that, they had entire rooms built for their databases, secretary and stenographers.



You say, “Marlon, why are you showing me all this old stuff. I live in today man!

The reason is that we take autoresponders and databases for granted. But think about it. If there wasn’t GOLD in those lists of prospects and customers, back in those days they could never have afforded the extreme manpower it took to manage and keep them up to date and in use.

And today, we think that somehow merging in personalized customer data is a new thing. Or that keeping data on customers is something invented by Facebook.

Well, check this out:

KNOW AT A GLANCE
who buys—what they buy—when they buy—and equally important—when they don't

We have an Indexograph for every line of business
Prices \$125 to \$395

DELKNAP INDEXOGRAPH SYSTEM

- Here's W.Z. Swain, for instance, 428 Riverside Drive, New York
- Buys Furnishings regularly
- And Hats, too
- Not a real Clothing Customer, however
- Purchases in other Departments suggest he is Car Owner and Golfer

Send him letter about new 4-piece Golf Suits and "Slantrib" Topcoats

They kept a lot more data than you could fathom on old-fashioned index cards and merged that data into letters using machines like this one:

ADDRESSERS VIDEOADDRESSERS PRODUCTS I LIKE BOOKMARKS ONLINE GUIDES ABOUT

Addresserpress

MADE BY THE ELLIOTT CO.
of CAMBRIDGE, MASS.

Why the Addresserpress is Bought by Business Men who already own "other" addressing equipment



Because — When you remove the addressed envelope from the Elliott Addressing Machine it is address side up, so you don't have to turn each envelope over to see the address, as is necessary with other addressing machines.



Because — You can stencil your addresses into Elliott Address Cards with any regular typewriter. You don't have to buy an expensive address embossing machine and you don't have to send your addresses to an outside concern when you need additional address plates.



Because — Since Elliott Address Cards are made of fiber you can print and write on their frames. Any Elliott Address Card will print 10,000 addresses. Elliott Address Cards never get stuck when going through the Addresserpress. Elliott Address Cards are about one third as bulky and about one seventh as heavy as the metal address plates used in other addressing machines.

And they had stuff a lot more sophisticated than that.

My point is this: By seeing these pictures it allows you to really see one thing with crystal clarity: The money really IS in the list, or what is better termed the database.

A list can be only email addresses.

But if you're a truly skilled user of databases, you have all types of data about prospects and customers and customize your follow up messages based on that.

It has never been easier in the history of man to do this.

You don't need a giant room with files, stenographers and secretaries. You can do more with one computer and a cloud-based service than they could with a small army!

People think email sequences were somehow a new invention.

Back then, they tracked mailings and sent out whole sequences of letters to customers and prospects that were merged with personal data from the record cards!

This is nothing new.

And the reason it's important for you to see and realize this is that you can see to the real, true HEART of the matter. You can see what really generates the money.

Now, don't think all they did was sit around and mail letters.

They also employed sales people to do lots of sales calls. The telephone was used some. But mostly it was in-person visits from sales people after someone responded to an ad requesting a free booklet or a similar lead generating item.

The point is, even back then they didn't lose sight of the importance of personal contact.

Today, people think they're saying something profound when they say, "The money isn't in the list. It's in the relationship with the list." Like people back in the day didn't do that.

Truth be told, many marketers back then did a superior job of it compared to today. They had a LOT less people in the world to sell to! That's a fact. The world population in 1920 was **1,791,496,000**.

Today, it's 7,632,819,325.

So roughly 7 times more prospective customers.

At a SIMPLE LEVEL, you start getting MORE INFO than just emails on customers. There are FREE and LOW COST CRM's today where you can record things like addresses, skypes, Facebook info, etc.

The Formula That Works

Here's the formula:

In either case, you can:

1. Get a lead
2. Follow up
3. Make a sale

And you can do that for AFFILIATE products or your OWN products.

In the example B at the beginning of this report, Kimarie may have the knowledge to create her own products AND promote affiliate products. In example A, Pat's likely going to be only an affiliate but can also create and sell simple cheat sheets.

How do you get a lead?

The BEST way to get a lead is to launch a low-cost product via affiliates.

In example A, Pat can do 1-page cheat sheets about drawing, just as I've talked about Barb Ling doing in the past few newsletters. ANYONE can do a 1-page cheat sheet.

Honestly, I'm convinced a number of 12-year olds could BECAUSE I see their Youtube videos, and they're pretty darned good.

What I'm saying is, YOU can do it also.

It doesn't take all the time in the world to create one.

The SAME THING goes for example B. She has 3 jobs so not much time. But she already has a lot of knowledge and resources. So this should really cut down the time required.

Ideally you do your 12-product survey the way I teach at gimmeseconds.com and quickestart.com. But you can also observe problems, complaints and repetitive questions that come up in forums and groups over and over.

When you're in forums and groups, it almost gets obnoxious. People ask the SAME QUESTIONS a billion times. And people ANSWER the SAME QUESTIONS over and over and over and over and over and over.

That means your RESEARCH is DONE FOR YOU! Lol.

All you have to do is ASSEMBLE the best tips.

Now if you create a free cheat sheet or one for under \$5 on that topic, and announce it to affiliates at 100% commission, you have a decent chance of it selling. And it's a piece of cake (with practice) to bang out one of these a month or even week.

Believe it or not, Barb Ling at one time produced one new product PER DAY!

When an affiliate sends someone to your SALES PAGE, that is a lead. They're on your email list and you can make follow up sales.

Getting a LEAD can be SIMPLE.

Is there some type of question that all the newbies in your niche forum or forums ask over and over? That you could then create a free report on and stick it on an email capture page and/or run a Facebook newsfeed ad like I showed in my last newsletter? (If you missed it, you really missed out. Great newsletter!).

You don't have to solve the world's problems to get someone to opt in. If you can solve 1 very specific problem most people or a lot of people have, or even a segment, that can be a very good freebie or low cost offer.

Dani Johnson started her networking marketing empire by putting out 5,000 flyers per week on CARS. She made them 6 up on a page, cut 'em apart and stuck 'em in the car doors everywhere!

I met a girl at a seminar 6 months ago who made a full-time living for 10 years using ONLY this marketing method! LOL. It's not my favorite method because there are often ordinances against it. And unless you go around and pick up all the flyers left on the ground, you leave a bad clean up job for someone else to have to pay for.

I'm just pointing out lead generation doesn't have to be complicated. Now, if you did it in an area with no ordinances and you made an effort to clean up the ones dropped to the ground, then you have something that would be workable.

Heck, you can stick a magnetic sign on your car and get SOME leads. It's not the best way but it works. I've done it before.

You can stick up little posters on cork boards in grocery stores with tear off numbers and get calls.

THE MORE YOU OUTPUT, THE MORE RESULTS YOU GET. Just don't "spam" or spew out unwanted crap all over people. That isn't marketing. It's graffiti. Don't be autoposting junk all over the place.

It isn't high art.

It isn't art.

It's graffiti. And not the artful kind. It's just noise.

We are MONEY ARTISTS who specialize in creating money by the application of the marketing arts.

Artists create value in the eyes of others. They don't spew stuff anywhere and everywhere they can like a dog in heat.

It's all relative. There are many Facebook groups where you ARE allowed to post your offers blatantly. Have at it. No problems there. I saw a Youtube video by a girl who says she gets a lot of leads that way.

Here's a dude that finds motivated sellers of homes by using [postcards and letters](#).

How To Make a Sale

By the way, if you saw Barb Ling's List Building sales page, you know it's SIMPLE. Yes, YOU can create one. LOL. I'm just telling you straight up. ANYONE with a little effort can make a page like that.

[See it here.](#)

Now, if you're launching something for \$10, \$20 or \$60, you need MORE. And that's where your skills and knowledge of sales and marketing come into play.

Pushbuttonletters.com has helped a lot of people. It works. But you STILL need to go beyond that and learn how to market and sell. It's a good TOOL, kind of like training wheels to learn to ride a bike.

That's why you START with LOW PRICED stuff typically.

However, there is another approach. That is to go straight for the big ticket. It's a whole different approach I teach in [Big Ticket Dashboard](#).

In the example I gave of the consulting I'll likely be doing for my client, I'll use advanced Big Ticket Dashboard type methods, and perhaps sales letters and a webinar or two.

Or, I could just use Big Ticket Dashboard almost verbatim. They go from the ad to a webinar to an application to the phone call where the sale is made.

When you go from mere competency to art to HIGH ART, you employ more and more TOOLS with more and more SKILL. You just keep adding ABILITIES and TOOLS to your collection.

One way to make sales is in person or over the phone. If you want to hear one of the best videos I've seen on a sales process, I learned a lot from [this one](#). Alex is fantastic at teaching sales.

How To Follow Up To Bring Home The Dough

Marlon, thought you said I got a lead, followed up and made a sale. Now you have me getting a lead, making a sale THEN following up!

What gives?

If you're selling something for cheap that is an impulse purchase, you really consider that cheap purchase as the "lead." It's the same as an opt in to your email list.

That means, your follow up becomes what you sell them AFTER they buy your cheat sheet or low cost impulse purchase item.

The first thing you have are OTO's or one time offers the customer sees immediately after the initial purchase. These are your "would you like fries with that" upsells.

Barb usually just sells other cheat sheets and also webinars or videos she has done. But in her List Building cheat sheet, her upsells were PLR products that were HIGH QUALITY.

That is the problem with PLR. So much of it is junk. It takes time to find good vendors and hunt down stuff that provides good value.

If you're a fast writer or you have the knowledge, you can sometimes just as quickly do video the way I teach in quickestart.com and do a little mindmap product.

In example A, Pat isn't an accomplished "drawer," so she would need to find PLR or even re-purpose old public domain works. Yanik Silver did this once with a figure drawing product he found, advertised it with Google Adwords and made pretty good money!

In example B, Kimarie has a strong knowledge base, so maybe she could whip out a mindmap, spend an hour or two recording a product, throw up a simple video sales letter for the OTO and have her own products for the OTO's.

Or she too could hunt down PLR.

People don't put that much value in their communications and customer list today.

In the old days, they had to hire stenographers to write customer letters:

STENOGRAPHER No.		WEEK ENDING _____ 190__											
Department		Hrs.		No Letters		Hrs		No Letters		Hrs		No Letters	
MONDAY	AM												
	PM												
TUESDAY	AM												
	PM												
WEDNESDAY	AM												
	PM												
THURSDAY	AM												
	PM												
FRIDAY	AM												
	PM												
SATURDAY	AM												
	PM												
MISCELLANEOUS	AM												
	PM												
Totals													

And you had follow up kept track of on index cards:



The point is, there is GOLD in your customer and prospect lists. Take your FOLLOW UP very seriously.

You do NOT need a big list to make money.

Some people do extremely well off of lists of 500 or 1,000 buyers by mailing bonus stacking offers.

Who else TEACHES you this kind of thing FOR FREE?

No one.

You want to build DATABASES not just email lists!

You want skypes, SMS and addresses in the ideal world.

**What About Email Follow Up
and How Do I Make Money In 60 Minutes
Using Weekly Bonus Stacking?**

All your buyers go into automateyourwebsite.com, Aweber, Getresponse, Actionetics or whatever email program you use.

Your REAL MONEY comes from selling other items.

There's a SECRET to this:

It's called THE STICK. This is a method I learned from my mentor Lew Williams. It's old school from the old days.

In your first email or two, or in the product itself, you're going to RESELL what the person just bought. That not only makes the SALES but STICKS the person to YOU via building a relationship.

If you're selling a cheat sheet, you can deliver WITH IT a video or report you write that SELLS YOU! What is YOUR STORY. What is your VISION? How are you helping them?

At the "high art" level, you tell your creation story, some of your rituals, your sacred words and so forth. That is advanced "high art" marketing stuff.

If you don't know what I mean by HIGH ART, then in my Facebook group, I have a pinned post in there that explains it. T.J. Rohleder once sent me a 40-page letter that was "high art" stick. It was AMAZING.

Anyway, you explain that you have this degree in esoteric knowledge, or you love art and search out and REVIEW all the cool, new ART or DRAWING PRODUCTS.

You tell WHY you're interested in art or drawing. You tell your STORY so people feel you are a PERSON and it STICKS or BONDS them to you. You show them a few pictures. Tell your story.

You want them to KNOW, LIKE and TRUST you!

If you're selling stuff at HIGHER PRICES, then you need to pull in your rooks, knights, bishops, pawns and queen in a coordinated effort.

You might have blog posts, Facebook posts or group posts, webinar, Facebook ads, an application, a phone call or other tools.

In EXAMPLE A and B both ladies can send emails for AFFILIATE OFFERS from Clickbank and other places. If you LIKE on Facebook lots of sites in your niche, and join their email lists, you can SEE the OFFERS they promote. Most of those are affiliate offers!

Plus, they're already showing you HOW TO RUN THE ADS and HOW TO WRITE THE EMAILS and SALES PAGES.

You can't copy and paste text. But you can study, extract the key points and go and CREATE YOUR OWN based on that and based on your understanding of SALES FORMULAS you get from my products.

The BEST WAY to make money with affiliate offers is to add your own bonuses. I talk quite a bit on how to do this at swagbox7.com. Sometimes the vendor has bonuses you can stick on a bonus page along with PLR bonuses and something you create by yourself.

It can be as simple as a 5-minute video on a problem-solving topic or a little report you write in 20 spare minutes.

Find SPECIFIC PROBLEMS you can solve for people.

You say HOW?

Listen, there's only 3 or 4 years of archives in most FORUMS and groups where people give in-depth problem-solving advice. This is an ENDLESS source for CHEAT SHEET ideas and content, BONUS IDEAS, etc. Each of those questions that gets asked over and over could be either a little mini bonus video or report or a cheat sheet. Or a webinar product that is more in depth. Or a mindmap video product.

All you do is apply a little brainpower and creativity and assemble and synthesize stuff. Then make it look all pretty! You organize and format it nicely.

You can't COPY and PASTE what someone else says. Lol.

But you can take the best 5 or 10 posts, pick out the best IDEAS in each then articulate in your OWN WORDS. In other words you re-write it. Preferably with a little PERSONALITY thrown in. A little flair. A little

human caring and ability. Honestly, anyone with a BRAIN can do this who is willing to apply a little elbow grease. It doesn't particularly take any special ability.

Yes, it's true, sometimes to make a lot of money, you do need the ability to string together words and apply elbow grease.

Fortunately, all of my customers should have that ability! So you've got this one! And in 60 minutes, you can assemble a bonus page with practice and send an email.

Notice that I said 60 minutes WITH PRACTICE.

You can promote the same bonus stack ALL WEEK long or even for 2 weeks if you're really thin on time.

If you do weekly BONUS STACKING, you'll have money coming in weekly even with a SMALL LIST.

How to Pre-Pay Affiliates For Launches Using Affiliate Stacking

Another method you may not have thought about is this.

When you're doing your bonus stacks, you UPFRONT ask the person if you go to bat FOR THEM, will they be willing to GO TO BAT for you?

By promoting them, you PRE-PAY for THEIR promotion on a PSYCHIC level. Not all will go to bat for your launch but many will.

What launch?

Well, after you've supported launches and brought in affiliate commissions, you've bought yourself time to create a product or co-create one. If you're new to a market and don't have a knowledge, you can interview people and turn that into a product. Again, I explain this in quickestart.com and MORE DETAIL on that method in [Info Product Dashboard](#).

If you bought Round Table or Fail Safe System or Cash Like Clockwork from me, you have info on it.

How to I Pile Up Money Using Income Stream Stacking?

I teach a method called Income Stacking.

This is where you **STACK INCOME**.

ONE METHOD for Income Stacking is to create different **BONUS STACKS** for products.

Now make your **BONUS STACKS** evergreen and load those bad boys up in your autoresponder, whether it's automateyourwebsite.com, Aweber, Getresponse, Actionetics or whatever.

There are many “high art” income stacking methods where it's **POSSIBLE** to have \$50,000 or more per month coming in on full or semi auto pilot.

What you do is:

- 1. STACK INCOME STREAMS**
- 2. PUT ON AUTOPILOT**
- 3. ENJOY THE INTERNET LIFESTYLE**

A lot of people were in my Milcers groups in times past. But they really didn't “get” that we wanted to **STACK INCOME STREAMS**.

For example, let's say you figure out how to do a webinar or Google Hangout. And you interview someone about a \$200 or \$500 something or the other they sell and you make 50% commissions.

You stick that in your autoresponder follow up sequence.

Now you have a pre-loaded income stream. You can also do video sequences, mini launches, all kinds of “high art” income stream stacking methods.

But at the most basic, **SIMPLE** level, you just load your bonus stacks you create into your autoresponder.

What About FOLLOW UP For BIG TICKETS from \$5,000 to \$50,000 a Pop?

But I realize you may be far beyond doing cheat sheets to make an extra \$200,000 a year like Barb Ling does, in spite of her physical disabilities that cause her to only be able to work an hour or two some days or many days.

You may like my client be selling to PROFESSIONALS with FIERCE COMPETITION and selling BIG TICKETS for \$5,000 up to \$50,000 a pop.

In my client's case, the average sale would be more like \$10,000 or \$20,000.

In this case you move from the basics to HIGH ART.

That means you employ ALL THE PIECES on the Chess board in coordination with a plan and STRATEGY.

Closing to get the check is KING. (Get it? Check?)

Your phone sales is your Queen.

Your application is your rook.

Your webby is your Bishop.

Everything else would be your Pawns and Knights.

You could have Facebook ads, postcards, sales letters, voice broadcasts, sms messages.

Your hoard of PAWNS are you ADS and promotion projectiles that go out into the market for you in MASS.

Your Knights are really the piece you move that brings in the lead, like webinar sign up pages or

You could have market research to identify a prioritized list of customer wants.

THE POINT IS, IF YOU SELL BIG TICKETS YOU PLAY ALL THE PIECES ON THE BOARD. YOU DON'T JUST PLAY A PAWN OR ROOK and hope to kill the King Daddy Check (mate).

Imagine playing chess but ONLY moving your Bishop! LOL.

Listen, people don't know HOW TO SELL STUFF on the Internet.

This is flat out true.

I'm talking businesses that have real stuff to sell at big margins.

They don't know how to do automated webinars, autoresponder sequences and so forth.

They're playing with only a Bishop and a Rook.

Imagine the value if you learn to use the pawns, Bishops, Rooks, Queen and King in coordinated efforts.

In other words, you can CREATE VALUE for yourself OR OTHERS.

You become a CREATOR OF VALUE.

You can't HEAT THE OVEN WITH SNOWBALLS to use the words of the immortal Cavette Roberts.

In other words, they want money with getting the SKILLS AND KNOWLEDGE.

The ULTIMATE way you get out of whatever HOLE you've gotten yourself in is to keep KNOWLEDGE and SKILL STACKING and to take whatever time you've got and EXECUTE the things that matter.

That means, hunting down and finding Facebook groups and forums that can help you solve whatever TECHNICAL stuff you are bogged down in. There are plenty of groups and forums for people who do Wordpress, Internet marketing and so forth. There are many of them.

So you can FOCUS on SELLING and MARKETING. And creating value.

You get out of the HOLE you're in by CREATING VALUE. By executing.

Whatever problem you're in, you CREATE YOUR WAY out of it.

CREATE.

Create.

Create.

Create.

You create your own money.

And you do it by learning to market and sell. You do it by not letting obstacles STOP you. It sucks sometimes. It isn't always easy. You have to BLAST your way THROUGH them.

You can't create if you're too bogged down in stuff that doesn't involve finding and keeping customers.

Because the MONEY is in FINDING and KEEPING customers. Organizing stuff and many other things are good. Necessary sometimes. But you need to spend your time FINDING and KEEPING customers. And, of course, creating stuff to sell them.

THAT has to be your focus. Whether it's doing launches, learning Facebook ads, doing content marketing.

Best wishes,

Marlon

PS: You can pay \$5000 or \$10,000 to figure out how to sell big tickets using webinars, applications and telephone strategy sessions. OR you can pay \$60 and get the same info in Big Ticket Dashboard...THEN, if you still want or need coaching on it, you can make an informed choice.

<http://bigticketdashboard.net>

This is a TRAINING product, NOT software, although there is a nifty software bonus, but that is a small part of the value. You will need to buy software to implement the method or use the low-cost, or free alternative available.

AND some of the icons are short BECAUSE that step is vital but doesn't require a lot of explanation. JUST the info you NEED.



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