

**HOW I DISCOVERED THE MIRACLE OF SEED MARKETING,
AND HOW IT'S WORKING IN MY LIFE RIGHT NOW THIS MONTH**

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Hello,

Marlon here.

You need sales today.

You need money today.

You need action today.

You need responses to your Facebook ads.

You need webinar registrations.

You need people to buy your book or ebook.

You need responses.

You need someone to do something today.

You have a car you need to buy, a vacation to fund, debts to erase, dreams to fulfill

You need results now.

In this newsletter issue, I'm going to share the marketing system I use to get my marketing needs met, whether it's paying bills, persuading someone, getting people to promote my products, making big ticket sales, or even selling houses.

These principles are part of my life. I've used these to solve insurmountable marketing problems, to get thousands of people to promote my products, to enjoy hit product after product.

I've used them to develop groups of people on the fly, to search for a lost dog, to promote a magic show, and many other things.

But more importantly, I used them to market my way out of a very difficult period of my life financially.

Seed Marketing Works To Meet Your Needs RIGHT NOW

This isn't some theoretical thing. Right now, today, you can use this.

If you're selling coaching, you can use it to sell more coaching or start selling coaching.

If you need to sell a big ticket, you can use this.

If you're brand new and confused by everything, you can use Seed Marketing to clear the fog.

If you're launching a new product, Seed Marketing can help you make it more successful.

If you know someone who needs a job or needs to promote themselves in some way like that, Seed Marketing will work for them.

If you find that sometimes you talk and people don't listen, or you often try to persuade others but don't get the result you want, Seed Marketing can help you.

Seed Marketing is how you GET a RESPONSE, whatever the response is that you need to get.

THE FIRST KEY PRINCIPLE: FIND THE NEEDS

See, I graduated from college when the oil market had crashed.

I went out looking for a job when companies were laying people off. I moved to Dallas from Oklahoma City because I heard the economy was better in Dallas. I had NO IDEA what I was doing. I didn't have any money, not even to buy laundry detergent.

About the only thing I had going for me was a vision of what I wanted I wanted. On a big piece of cardboard, I had drawn out what I wanted to DO because *Think and Grow Rich* gave me that idea – definiteness of purpose.

I knew I wanted to speak at seminars, write, do consulting, and sell information products. But that was ALL I knew back then.

Now, at that time I didn't KNOW the Seed Marketing formula.

Over time, I discovered 3 simple steps that never fail. And I call it the Seed Marketing System.

The first key principle is to FIND THE NEEDS. Or, to elaborate on that a bit: FIND THE PERCEIVED NEEDS AND WANTS.

Back then, I didn't know.

When I looked for a job, people told me to do "informational interviews" with companies instead of going there to "apply for a job."

But they never said WHY you do an informational interview or what the value would be. Presumably it was to find needs.

Ridiculous.

I still remember an interview with a marketing manager. Nice guy. Middle aged. Thinning hair. He looked over the patchwork stuff in my writing portfolio. He explained they were laying people off.

But I didn't get it. You START by finding the NEEDS. To be accurate you find needs and wants because people don't always want what they need. I include WANTS in NEEDS.

What I SHOULD have done but didn't KNOW to do was say "OK, does this guy know anyone who NEEDS direct response copy?"

If he did, then I would have gone to step two which is PLANT THE SEEDS.

The easiest thing to do would have been to talk to the Chamber of Commerce and get a list of businesses that are known to be growing and expanding and talk to them. I could have found out what they're selling, who they're selling it to and how letters that responded to could help them sell more and put more money in the bank.

I could have asked people I met what companies they knew of that used direct mail. I could have talked to "lettershops" and offered a bit of cash for everyone they referred to me that had a need.

This Is The Exact Opposite Of What Most People Do

Most people are trapped inside their heads and we can't get out.

They aren't fortunate enough to be reading this newsletter. So they don't even know what they don't know. They don't know they're trapped.

Most people are ONLY thinking about THEIR point of view, how THEY see things, what THEY need the prospect to do, the metrics THEY need on their webinar registration page, the content of their blog post or ebook and how great THEY think it is.

See, it meets THEIR needs!

But what about the needs of the other person? Does it meet THEIR viewpoint?

All the GREAT things in marketing are so stupid simple it's embarrassing. And we forget them all the time. And without something like this newsletter to remind you, you forget them.

What Response Do You Need To Get?

What response is it you need to get?

Do you need a phone call?

Someone to attend a webinar?

Someone to listen to your point of view, read your ad, open your email or click on your link?

WHATEVER the response it, you START by asking this questions...

WHAT NEED/WANT WOULD CAUSE THE PERSON TO GIVE THAT RESPONSE?

That's it. You see, you START with the needs.

Last month and this month, I sold over 600 products at \$60 each. Why? Because I gave people a marketing system for selling big tickets that literally they would have to pay \$5,000 or \$10,000 to learn all the inside information, the exact numbers I shared, the inside secrets, the correct sequence of actions.

Everyone in marketing needs money.

They want more vs. less.

So why wouldn't they need or want to get paid for big tickets?

I even showed how to simply create an 8-week big ticket coaching program.

Then I topped it off with an insane kickoff training. Many people skim over products, but the ones who DID listen to it were rewarded crazily for their time. Insanely good info.

HOW ABOUT YOU? What response do YOU need to get right now?
Today? This week? This month?

What NEEDS do the people have who are likely to respond to your offer?

You gotta find that out. You're trying to convince your spouse or significant other to do something? Switch your VIEWPOINT.

How do THEY see it? What are THEIR ideas? What are THEIR needs?

You don't start with YOUR viewpoint. You start with THEIR viewpoint. By being inside their head and seeing through their eyes.

I'll never forget pounding on doors, door-to-door trying to sell insurance, magazines, hand-made flowers and other things. I focused on the product I HAD not the NEEDS the PERSON had!

When I sold insurance, I could have shown up at the door with a chart in hand. People open the door. "Hi, you talked to Joan on the phone ...here check this out." Hand them the chart or sheet of paper.

See how that says \$1,993,204?

Because of the new tax law, I can show you how to get that by setting aside a comfortable amount each month you won't even miss. I just showed Johnny down the street how to do it. Can I show you now also?

See, WHATEVER your marketing problem, SEED MARKETING helps you solve it. SEED MARKETING reaches to the point of your NEEDS, right now, today.

Whatever it is you need, whether it's more sales, conversions, responses, clicks, attendees, members, sales, SEED MARKETING holds the simple keys that deliver results.

The shallow marketer thinks they already know this. And yes, it IS simple. But did you know that Procter and Gamble actually puts their employees in customer homes for up to a MONTH just so they can discover their NEEDS?

The SEED MARKETER realizes that like layers of an onion, you can go VERY DEEP with this method. Deeper than shallow marketers ever dreamed or thought of.

I think of network marketers, bless their hearts.

So many get in a company and get all excited. But they don't know you FIND THE NEEDS. :You start from the VIEWPOINT of the other person. So they spew all this stuff all over your Facebook newsfeed about PRODUCTS, blah, blah, blah, get rich, passive income, residuals.

Oh yuk.

Their products. Their marketing method. Their company.

Who really freaking cares?

In contrast, my friend Robert Blackman built a million dollar network marketing business using SEED MARKETING methods. He led with THEIR needs. And he used a SEED DRILL (the phone...more about this in step two shortly).

Or take famed trainer Dani Johnson. Dani distributed flyers every week (step two) as her SEEDS. No talk of products or typical network marketing stuff. Just a simple [1/4 page flyer](#) she had printed 4-up really cheap.

When people responded, she did NOT talk about herself or her products or her company. Her whole phone script talked about THEM and what THEY wanted. Sheer simplicity. And brilliance.

Insurance sales people. All insurance policies sound the same. And most of us don't feel we NEED insurance. Then someone developed a process called "infinity banking" where you could finance your own cars and other things "for free" using insurance. All of a sudden they turned a liability into an asset.

But that's only one creative way to do FIND NEEDS. Ben Feldman was in the Guinness Book of World Records for many years for selling more insurance than anyone in the world. Amazon has 2 books by him that explain how he FOUND NEEDS the scattered his seeds using the "seed drill" method in step two.

I have METHODS and PROCESSES for doing this. It isn't guesswork. I have a process that has it down to a virtual science. There's my 12-product survey. The customer council. Multi-pronged listening methods. And my research process.

Here's just one tiny snippet of that process that will be an eye opener for you.

VIEWPOINT SWITCHING PROCESS: Think of one thing you want someone to do. Now imagine you're that person. See through their eyes, from their viewpoint. How does that change your view of the situation?

Then go to step two:

STEP TWO: SOW YOUR SEEDS

I grew up in Oklahoma City.

An hour and a half away was Enid, Oklahoma, wheat capital of the world.

The drive from Oklahoma City to Enid passed miles of land planted with wheat.

There was the planting season, the growing season and the harvest season. You have to SOW your SEEDS and GROW your seeds before you can reap your HARVEST.

I had a friend in Dallas named Juanell Teague. Wonderful lady. For the 10 years or so I knew her, she operated the only production company Zig Zigar would use to promote seminars he'd speak at.

She produced those big events where thousands attended.

After she shut down that business, she started a CONSULTING BUSINESS consulting with book authors who wanted to become famous speakers like Zig.

Juanell was no newbie to marketing.

She knew you can't heat an oven with snowballs, to use the famous Cavett Roberts line. (By the way, I heard him give that incredible speech in person at the company I had my first writing job with.)

Juanell knew you can't get the wheat harvest without planting the seeds.

Most people don't know it but wheat covers more farmland than any other crop. That would be 570,000,000 acres. There's spring wheat and winter wheat.

You know the CLIMATE where you wanna grow your wheat. You don't plant winter wheat in the spring. If you're planting winter wheat, you do it in the fall 6 to 8 weeks before it freezes.

Why? Because you need STRONG ROOT GROWTH.

Then you FERTILIZE the land BEFORE you plant your seeds.

Next you SCATTER YOUR SEEDS or use a SEED DRILL!

Finally, you gotta water your seeds.

Juanell ran a small "boutique" consulting business, meaning she had a small number of clients, not a big mass.

That means she planted her seeds using a SEED DRILL. That's a highly targeted marketing method. In her case, it was direct mail.

She had honed and refined a sales letter and sent out 300 copies a month (as I recall...may have been more). Every month her letters would go out. She had a lady who came in part time, printed out the letters and mailed them each month.

She knew that by SOWING 300 SEEDS a month, she could REAP the HARVEST of clients and money she needed after she WATERED those seeds.

By watering, I mean talking to them on the phone and in person. And she knew that X letters, results in Y phone calls, that translated into Z meetings and xyz dollars.

It's just simple math once you get the system worked out. I have friends who have the same deal going with automated webinars (like Kirt Christensen) or with Facebook ads and coaching (Claire Jarrett), or with various lead sources and his phone team (Flo Orokunlee)

How I Discovered The Super Power Of "Fertilizing" Your Soil

One time I had a sales call on a lady whose husband had been fired.

She felt so bad she pulled out her address book and gave me a bunch of numbers. Almost every one of them bought from me! That week or month I was 12th in the nation in sales!

Why?

Because I had REFERRALS. A referral is a transfer of trust and a way to FERTILIZE the soil. Walter Hailey used to call it "pre-heating" the contact.

Walter NEVER made cold calls. If you've got Big Ticket Dashboard, you'll hear me present his method in good detail in the KICKOFF CALL.

But if not, here's the short version: Walter would ALWAYS have someone else contact a prospect and pave the way BEFORE he'd talk to them.

Always. Often he had the person mail a letter or simply pick up the phone and make an introductory call for him.

What SEEDS Do You Need To Sow TODAY To Get The Response, Sales, Promotion, Vacation, Debt Relief or Car You Want?

The great thing about being in business for yourself is there is NO LIMIT on your income!

You aren't dependent on your boss for a raise.

You're only limited by your ability to find people with NEEDS and SOW YOUR SEEDS.

Remember, that needs are the things they see, think and feel from THEIR VIEWPOINT, not yours.

As a SEED MARKETER, you know it's NOT about YOU!

It's about THEM.

The KEY is that based on their viewpoint you SOW SEEDS that cause them to RESPOND, buy, call, register or click.

But you have to sow enough seeds to enough people and SCATTER them on fertile ground or you use a SEED DRILL.

Earlier I mentioned Dani Johnson's flyer method. When she was a broke, homeless cocktail waitress, she found out she could get a 3% response from putting out flyers for her opportunity. Initially she put up one in the post office that generated 25 calls and got her started.

She worked her way up to putting out 10,000 flyers the first week of every month that would bring in 300-400 calls. From those calls, she funneled people to 8-9 live meetings a week in an office or home party setting.

In short, she scattered 10,000 seeds a month and became a millionaire within several years by doing that.

Scattering seeds is running Facebook ads. But you could also do retargeting ads which would be a seed drill method because it's highly focused.

One of her "proteges" put out 300 flyers a day for 10 years. The average Shallow Marketer would put out 25 or 50, get no responses then spend hours on forums asking people what's wrong with flyer marketing and what's a way that "works" today. When, in fact, SEED MARKETERS know they just didn't put out enough seeds.

In step one, I also referenced Ben Feldman, the world's greatest life insurance salesman for many years. He used the SEED DRILL method. By that I mean, he would find a PROBLEM he could solve (that is a NEED). Then he'd work up a 1-page letter about the solution.

He worked up a list of companies or people with that problem. And he'd mail them 4 or 5 letters. Then he'd call on them in person.

SEED DRILL.

In my business, I've had up to 30,000 affiliates spreading my seeds for me. On my most recent JVZoo launch, I had around 30 affiliates spreading my seeds. But Daniel Hall, Gauher Chaudhry, Derek Gehl, Daniel Hall, Andrew Lock, Roy Carter, Ronnie Nijmeh, Joel Peterson, Ian del Carmen, Don Crowther, Sean Mize and a few other affiliates were practically Seed Drills with their lists.

What I've noticed is that people who d

If you're using Facebook ads, you could use the conversion layering I talked about in Big Ticket Dashboard.

Your seeds might be products you launch or wso's you run. Your seeds might pages you get ranked in Google or videos you get humming on Youtube.

You can scatter your seeds using social media, Periscope, Twitter and Snapchat. But your SEED must be something people WANT and find HIGHLY DESIRABLE.

If you go around spewing junk that has no PERCEIVED VALUE you'll just annoy people and will get hardly any response. Shallow marketers are in that boat. They spew and spew and spew and never learn from it.

But SEED MARKETERS learn from their mistakes. And if they scatter something that doesn't get a response, they up the PERCEIVED VALUE or re-do their STEP ONE to FIND A NEED.

Needs change. People change. Markets change. You ALWAYS have to stay in touch.

Sometimes it's as simple as the presentation of your SEED must create perceived value. A lot of people have graphics that just look like garbage, junk or low value.

TJ Rohleder is fond of quoting P.T. Barnum who said "you can't catch a whale with minnows." Sometimes you have to pony up for web design or graphics that make you stand out and look like a professional. Maybe right now, you use 99Designs.com. And you "level up" a step beyond where you're at.

Then the next level, you can afford to Level Up another rung up the ladder.

One of the biggest things I notice about Facebook newsfeed ads that work is they invested in pro graphics and photography. They had pro photos taken, not an iPhone job.

If people don't PERCEIVE the value in your seed, you can scatter it far and wide, and you'll just be wasting your seeds. You've got to scatter it on FERTILE LAND, which means one people who PERCEIVE the value you're offering.

What SEED or OFFER can you BROADCAST that will BRING IN the responses you need LIKE CLOCKWORK? I mean, I DO own cashlikeclockwork.com!

RULE: Whatever marketing you do, do it like clockwork.

Juanell Teague put out her seeds like clockwork. Dani Johnson put out her seeds like clockwork. People want the HARVEST but they don't want to

SOW the SEEDS. A farmer knows they have to sow X seeds to get Y harvest of wheat.

Your SEED can be simple product launches like I just did on JVZoo. For the last few years, Alex Jeffreys did a product launch monthly and usually every 2 weeks – like clockwork.

If you want to take a luxury vacation, buy a luxury car, invest in rentals, pay off debt, you need SOW SEEDS EXCEEDING the harvest you need.

NEVER plant just enough seeds.

Shallow marketers don't do that.

They “plant” 5 Facebook ads for a week, lose money and quit. Then they wonder why their harvest never came in.

They launch ONE product, get a few affiliates or sales and never launch again.

They expected a million acre harvest but only planted one acre.

RULE: SOW SEEDS in EXCESS of the HARVEST you need

Grant Cardone calls it the 10X rule. He tells you to sow 10X the seeds you need to harvest. That may be more than you'll need but he makes a great point.

Shallow marketers sow LESS than the SEEDS they need to sow to get the harvest they want.

Sow an ABUNDANCE of seeds.

You're doing social media? Bang Twitter. Bang Facebook. Bang Snapchat. Bang Periscope.

Don't put a toe in the water.

Go whole hog.

Here's what SEED MARKETERS do: **PLANT FAR MORE SEEDS THAN YOU NEED TO GET THE HARVEST YOU WANT.**

Be bold. Don't apologize. Go for it 100% and don't hold back. I'm NOT talking about spamming. That's what shallow marketers do. They scatter seeds to on land that isn't fertile and they don't have any rights to sow their seeds there.

SEED MARKETERS scatter seeds and use seed drills in excess of the harvest they need.

CREATE YOUR OFFER: Your offer is the seed you're doing to sow. It's the seed you sow that will grow into interest and desire for the response you want. I call these "hand raisers." You get your potential responders to raises their hands of interest.

It might be a free webinar, free report, free book download, Amazon KDP offer. But it's something that people WILL respond to. If they don't respond, you didn't offer perceived value and you go back to step one.

Obviously, I have processes for creating offers that get people to respond. There's a whole art and science to it. But for now, just brainstorm what offer you could make to your potential responders that would very likely get them to raise their hands to get it.

SEED PLANTING ESTIMATE: **What is the harvest you need? How many seeds do you need to sow to get the harvest? Plan in multiples of that.**

If you don't know the NUMBERS you NEED for marketing, there are other lessons where I talk about how to reverse engineer your income.

Also, you get the software where you input the amount you need to make and a couple other numbers and it spits out all the numbers you need to hit.

A lot of people vastly under-estimate the amount of seed planting they need to do. This is why you gotta know your numbers.

If you know that in 30 days a new customer will spend another \$70 on average, then you know that you can spend \$35 in Facebook ad costs to get them. Or you might be willing to go in the hole \$20 on affiliate

commissions, if you knew 100% that they would spend \$70 on average in 30 days.

This is how you create predictability and certainty in your business.

STEP THREE: REAP THE HARVEST

This is the best part.

It's where you make your money. Get your response. It's the PAYOFF.

You want to pay off your debts? You need a harvest.

You want to take a luxury vacation? You need a harvest.

You want to grow your membership? You need a harvest.

You want to expand your business? You need a harvest.

Once you sow your seeds, you have RESPONSES. Now you have to take those responses REAP your HARVEST.

You turn the response into an action or commitment.

One time I had an idea on how to run ads for children's magic birthday parties. I ran the ads. Pretty soon I raised my prices (not a lot, I was young). But at the time, it was a lot.

I started reaping the harvest of referrals. And the phone rang a LOT. And I did a lot of parties.

The whole key to the HARVEST is BUILDING VALUE then closing.

There are many processes and methods for building value.

As a magician, I always loved going to the midway at the fair so I could hear the various pitches for knives, blenders and card decks.

This past year, I bought the best DVD which was by the best state fair card deck pitchman in the world: David S. Walker, King of the Svengali Deck (well-known to magicians).

He had a pitch that was magic at getting people to spend money for his card decks.

His pitch was masterful at BUILDING VALUE.

The ESSENCE of selling is building value. True, you gotta give people a reason to act now and close. But unless you built value in MULTIPLES compared to the money, time or commitment you're asking, you have a RED LIGHT no-go situation.

Marketing is NOT about misrepresenting, lying or anything else that uninformed, Shallow Marketers often think it is.

MARKETING is about finding and building value and offering that value through channels.

I already own a JUICER which I originally got turned onto by Mr. Juiceman on TV. There's an example of a great pitch that builds value for a juice machine.

Later, I watched the Fat, Sick, Nearly Dead movie and bought the turbo-powered Breville Juicer and love it. Fantastic machine.

The only thing is, sometimes I'm HUNGRY and want to get rid of my hunger pains fast using something healthy. That's where a blender comes in. You toss in fruit, spinach or kale, a banana, ice and boom! A hunger-busting drink.

There are many blenders. And even though I recently paid \$200 for one, I'm NOW going to pay \$500+ for yet another one. Why?

Because of VALUE.

With the Vitamix™, you can toss in the apple WITH the core and the seeds. No problem. You STILL get a smoothie. You can throw in a lime WITH the skin. Boom! You STILL get a smoothie.

Blend your soup ingredients for 5 minutes and boom! Hot soup.

Toss in a few ingredients. Blend. Healthy ice cream!

Other blenders don't do a 100% complete job of blending and you get little chunks and pieces not a real smoothie. Plus, they have intimidating sharp blades you have to deal with.

And the blades go dull.

Some people own their Vitamixes a LIFETIME!

Now THAT is value.

But if you just see a Vitamix on the shelf for \$529, you don't see the value. The value has to be BUILT. And you have to be someone who PERCEIVES the value in eating healthy to begin with. You have to be fertile soil for the Vitamix pitch.

In marketing and sales you BUILD VALUE. And if you want repeat business, and you won't stay in business without it, you need to build REAL value.

You can't heat an oven with snowballs. And you can't lose a sale or get an action or commitment unless and until you BUILD VALUE.

And remember, value is from THE OTHER'S viewpoint, not yours.

That must be the hardest lesson in marketing to remember. Shallow marketers just blow by it and don't pay any attention to it.

SEE MARKETERS "get it" and when they muck it up or forget it, they return to the touchstone. They return to building value from the other's viewpoint, using their language, their thoughts, their ideas, their words.

It's so easy to forget this.

We get excited about OUR group, OUR products, OUR organization, OUR network marketing gig, OUR cars, widgets, planes, trains, opportunity, ebooks, books, coaching program, course, method or whatever it is we sell that we FORGET.

We temporarily lapse into the habits of the Shallow Marketer.

You gotta take a step back.

Take another look.

Am I looking through my own eyes? Am I pitching the way I see it, not the way the potential responder sees it?

What is valuable TO THEM? I have to remind myself of this. Sometimes I forget it and have to “re-learn” it. The market has a way of reminding you.

All the great marketing lessons are simple. And they’re the most easily forgotten. You have to constantly remind yourself. See, you NEVER escape the fundamentals. Sometimes you have to go all the way back to step one and say, “OK, what are the perceived needs and wants?”

Sometimes you don’t even know. You don’t know what the perceived wants and needs are. Or you get the presentation of the value wrong. You back to the basics. Back to your processes. Back to your checklists and systems.

This is one of the reasons I’m in business. I’m not a perfect marketer and don’t have a perfect business. But I have systems and processes that have worked for me over and over in a very long lifespan in this business. And I teach those to others as part of my SEED MARKETING system.

Dani Johnson would get the people who responded to her flyers to a live meeting or home party where she made her presentation and got a commitment.

Some people run ads and get responses but can’t make the sale.

Others launch “front-end” products but can’t make the back-end sale.

Often, you won’t reap your harvest the first time out. Grant Cardone tells you to plan to do 10X more than you think you’ll need to do to reap your harvest.

You launch your front-end product and it sells. But then your coaching program, “back end” or what I call in Amazing Formula your BEREC flops.

Your job is to FIGURE IT OUT. You don’t quit. You don’t stop. You have to dial up the combination a little differently and try again.

Shallow marketers only try a few times and quit. Why? Because they lack faith in their SEED MARKETING.

Maybe they didn't scatter their seeds on fertilized ground. Maybe they didn't water them enough with their autoresponder email sequence.

Maybe their webinar wasn't quite right.

In marketing terminology we call this the "value proposition."

It's what you get for your money.

The reason Ben Feldman sold so much life insurance is he had the SIMPLEST ways to BUILD VALUE for what it could do.

The reason you buy a car is the sales person or the advertising built value for you.

While the Shallow Marketer has a flop or two and gives up, the SEED MARKETER goes back to their toolshed and pulls out another tool. They go back to their checklists. Back to their processes. Back to their systems.

They go back to the basics of SEED MARKETING that are known, tested and proven to get results time and time again.

SEED MARKETERS know that if they aren't getting results, it's one of three things:

1. They didn't find perceived wants and needs
2. They didn't sow enough seeds with perceived value
3. They didn't build value and close the deal or get commitment

How SEED MARKETING Helps You Solve Your Marketing Problems Today

If you need money, then you need SEED MARKETING.

Why?

Because whatever you market and whoever you market it to, Seed Marketing will work for you. If you work with it.

There are 1001 ways to spread your seeds.

I saw a post today by someone selling \$500 of Clickfunnels a day using their search engine optimization strategies. I'm not crazy about them AT ALL.

But this marketer loves them and is really great at them.

I love the videos by a guy on Youtube named Shawn Powell. He promotes network marketing companies using ONE daily video that is NOTHING FANCY at all.

But every day he's there doing a video on whatever network marketing company he's promoting.

He ALWAYS ranks tops in Youtube for whatever opportunity he's promoting. Why?

Because he puts out a NEW SEED DAILY. And he's very persuasive in his videos because he LOVES what he promotes and believes in it.

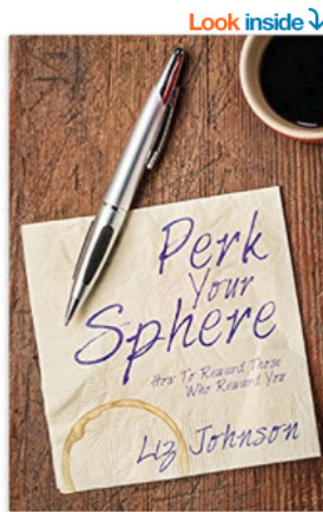
I love him BECAUSE just about anyone could do what he does. He just shares his excitement and talks up his opportunity.

I mentioned Ben Feldman. Ben would simply collect a small list of business owners he felt had problems he could solve. He would send them one letter a week for 4 or 5 weeks, then call on them in person.

Simple one-page letters were his seeds.

Here's a great little book by Liz Johnson who figured out a clever way to create a rewards system for people who sent her referrals. SUPER slick and if you sell something that is higher \$\$\$, it's PERFECT for you.

https://www.amazon.com/gp/product/1540755193/ref=oh_aui_detailpage_o01_s00?ie=UTF8&psc=1



Perk Your Sphere: How To Reward Those Who Reward You

Paperback – December 28, 2016

by Liz Johnson (Author), Lora Ackerman (Editor), Ande Dunn (Preface)

★★★★★ 29 customer reviews

See all 2 formats and editions

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Read with Our **Free App**

5 Used from \$8.25
9 New from \$9.34

You can do all the legwork needed to be a successful real estate agent, but it is impossible to do well in the industry if you don't remember its entire foundation: client relationships.

Realtor Liz Johnson has created a system that not only will change the way you do business but also has a higher rate of return than you ever thought possible. *Perk Your Sphere* provides a new structure for success!

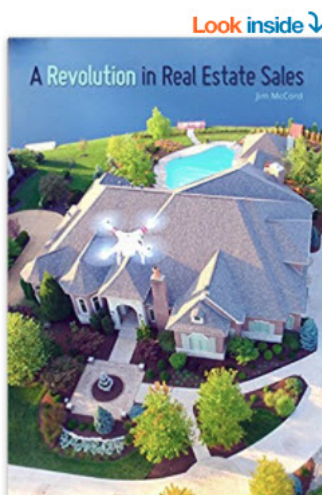
Here's one from Jim McCord who found a CLEVER way to use Send Out Cards to get real estate listings. I can't help but think his method could be adapted to many other industries and products using a good dose of creativity.

The postcards he mails are his "seeds." And he distributes them daily.

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A Revolution in Real Estate Sales

Paperback – September 23, 2016

by Jim McCord (Author, Editor)

★★★★★ 108 customer reviews

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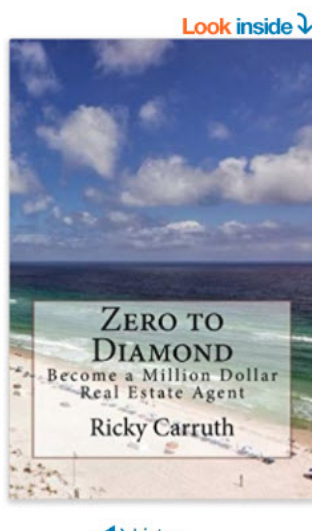
A detailed description of how to be successful in real estate sales. There are over one million

Ricky Carruth sells 100 homes a year by himself. He does it by doing very low key phone calls. He has a software vendor that provides “do not call” scrubbed numbers that are safe to call. Those phone calls are his seeds. And he plants his seeds daily.

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Zero to Diamond: Become a Million Dollar Real Estate Agent Paperback – February 10, 2017

by Ricky Carruth (Author)

★★★★★ 29 customer reviews

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With over 100 Residential Real Estate transactions every year, Ricky Carruth shares his outlook on what it takes to succeed as a real estate agent in today's market.

One of my favorite “old school” authors is Dr. Jeffrey Lant. He used articles and press releases as his “seeds.” It was written in 1992 but is mostly evergreen. It just comes down to doing it. If you like to WRITE, this is a GREAT one.



The Unabashed Self-Promoter's Guide: WHAT EVERY MAN, WOMAN, CHILD AND ORGANIZATION IN AMERICA NEEDS TO KNOW ABOUT GETTING AHEAD BY EXPLOITING THE MEDIA

Kindle Edition
by Dr. Jeffrey Lant (Author)

★★★★★ 8 customer reviews

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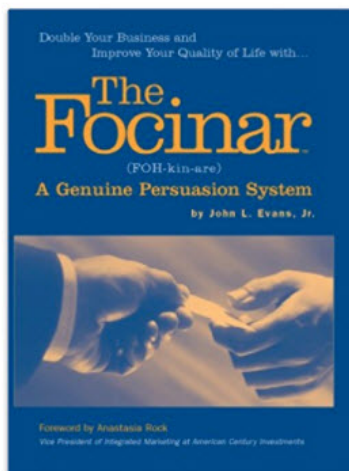
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Here's a really unusual one.

It's called the FOCINAR and is a great way that service type businesses can spread their seeds.



The Focinar A Genuine Persuasion System

Hardcover – June 1, 2006

by John L. Evans Jr. (Author)

★★★★★ 2 customer reviews

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Best wishes,

Marlon Sanders

PS: If you [own Amazing Formula Reloaded "The Course,"](#) in the TM Module, I have another report on Projectile Marketing. You want to cross

reference THIS one with THAT one. Sowing the seeds is another way of stating the concept of putting out projectiles, or as some people call them lead magnets.

The term lead magnets has come to mean so many things, I prefer more precise terminology.

In the step on building value, one of the most important ways you build value is by learning to tell your story well. When you get that down pat, you can tell it at the beginning of webinars, sales letters and conference calls.

Not only that, if you do podcast interviews, the bulk of the interview is taken up by your story. That's why you want to learn to tell a story that dramatically illustrates the transformation you went through and/or the lessons you've learned that are now gifts to your customers.

In step 2 on sowing your seeds, cross reference my discussion of your own personal focus and where you put your attention. If your attention is on YOU, your problems, your products, what you're doing, then it's NOT on your potential patrons, THEIR situation and how you can help them.

Your attention is NOT on what's going on in the world and the marketplace right NOW that makes it the perfect time for your potential patrons to buy from you now.

If all your attention is on your "whirlwind" and your present, then it's NOT on your future. This is why Grant Cardone writes down goals every day. Often different goals.

Why?

Because just the act of THINKING of goals and writing them down forces you to place your attention on the FUTURE.

Another thing I'd like to point out is that I plan on using this report as a lead generator for free or a low-cost fee.

You'll notice that I use a tone of empathy and common illustrations. You have to meet people at the point THEY are at.

In other words, this will become a projectile, lead magnet, front-end product or whatever term you care to use.

It takes a lot to remove your attention from your own whirlwind and focus every day on SPREADING the message of the transformation you can cause in people's lives.

To spread the message, you have to get out of yourself. You have to focus on others instead of yourself. You have to pay attention to THEM instead of YOUR product or service you want to sell them.

See, the great things in marketing are all simple.

Today, I spent an hour or two on the phone with a friend working out some technology marketing ideas.

But as I pointed out to him, Dani Johnson does very well just sending one teleseminar recording a day for 30 days. It doesn't have to be fancy if you get the message right and the audience right.

But to have those 30 teleseminars, she did a Monday night teleseminar call every week for multiple years. To do that, you escape your own whirlwind and focus on OUTBOUND ACTIVITY.

You project energy OUTWARDS. Over and over. And a lot of it.

It's hard to sell others and meet THEIR wants when your focus is on you, your problems, your products and what you want to sell.

As you can see, most of the great lessons in marketing are simple. That's why people overlook them in the search for their Acres of Diamonds.

Temple University was built on the back of one speech – *Acres of Diamonds* by Russell Conwell.

It tells many stories of people who left home to search the world for diamonds or riches when what they sought was literally in their own backyard.

It's one of the greatest motivational speeches ever. I put Les Brown's You Gotta Be Hungry there close to it.

Anyway, the point is we go looking everywhere in the world for magical marketing methods, tools, software, tricks and secrets.

But the real magic is the simple things. The great ideas. In fact, the greatest ideas are often the simplest.

One time someone asked the famous magician Dr. Harlan Tarbell the secret of how he fooled people with tricks.

He replied that he simply told people the truth. And that fooled them every time.

Best wishes,



Marlon Sanders

PS: Here are some of my solutions you might be interested in:

Amazing Formula “The Course” (advanced)

1. This is my super in-depth treatment of Amazing Formula. If you're serious about learning to market on the Internet this is the ONE course to get NOW. It has a lot of intermediate and advanced information in it but starts at the beginning for newbies.

It's not cheap. But neither is it expensive when compared to the value it creates and the other alternative solutions. [Go here](#). What is UNIQUE about it is I draw from a huge amount of experience being full-time in this business since 1997 and owning roughly 4,000 books. I'll put my marketing library up against anyone's. So what's UNIQUE is you get strategies and methods you've never heard anywhere else. No one else teaches them. These give you and EDGE because you have TOOLS no one else knows about. That's especially important today when everyone is competing using the same information

everyone else has. The bottom line is this is WHY I believe you can get superior results compared to other courses. If you're wanting to learn intermediate and advanced methods and "new stuff" you don't already know and you want A to Z coverage, this is IT.

The Fail Safe System (intermediate to advanced)

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few "intermediate" info product marketing courses or training. But you won't find advanced training. There really is almost no advanced training on the Info Product Business other than the Fail Safe System. It's advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you'd pay for an introductory or intermediate course on info products. [Click here to see it.](#)

How to Create High Profit Info Products

This is my info product creation training for BEGINNERS.

There's not a lot of "new" methods in it like my intermediate and advanced courses above. But it's 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard. Recommended for newbies and beginners. [See it here.](#)

Push Button Letters

One of my all-time best-selling products that started a whole genre of software. Fill in the blanks. Click a button. Get a sales letter. [See it here.](#)

Big Ticket Dashboard

If you want to sell big ticket coaching but don't want to pay \$5,000+ for a coaching program, this under \$100 product will teach you many of the same basics the expensive programs teach you. Do NOT buy this if you're wanting software. And don't buy it if you expect it to be as comprehensive as a \$5000 coaching program. And don't buy it if you don't want to do webinars or get on the phone with people. Listen, you need some hustle in

you to sell \$3,000 to \$20,000 packages. But this DOES have all the basics you'll find in far more expensive programs. [See it here.](#)

Marlon's Book of Secrets

Imagine being a fly on the wall and listening in on my conversations with multi-millionaires and incredibly talented marketers. Well, this book is the next best thing. It contains the cream of the crop secrets I've learned in a lifetime of being in this business. [See it here.](#) Oh, the book has typos. I've never taken the time to fix them. If you can't stand that, then don't buy it. I personally care about the quality of the information, not my ability to hire a proofreader. What's UNIQUE about this product is you won't find many of these secrets anywhere else because they are based on my experience. You'll get ideas you won't get anywhere else. This is NOT a step-by-step training product like my Dashboards. If you want step-by-step, buy a Dashboard.



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