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Best Wishes,  
Marlon Sanders

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The following is a "sneak peek" preview at the [NEW 2006 version](#) of the "Amazing Formula That Sells Products Like Crazy!", by Marlon Sanders

This PDF has been sent to you courtesy of: Karen Walker

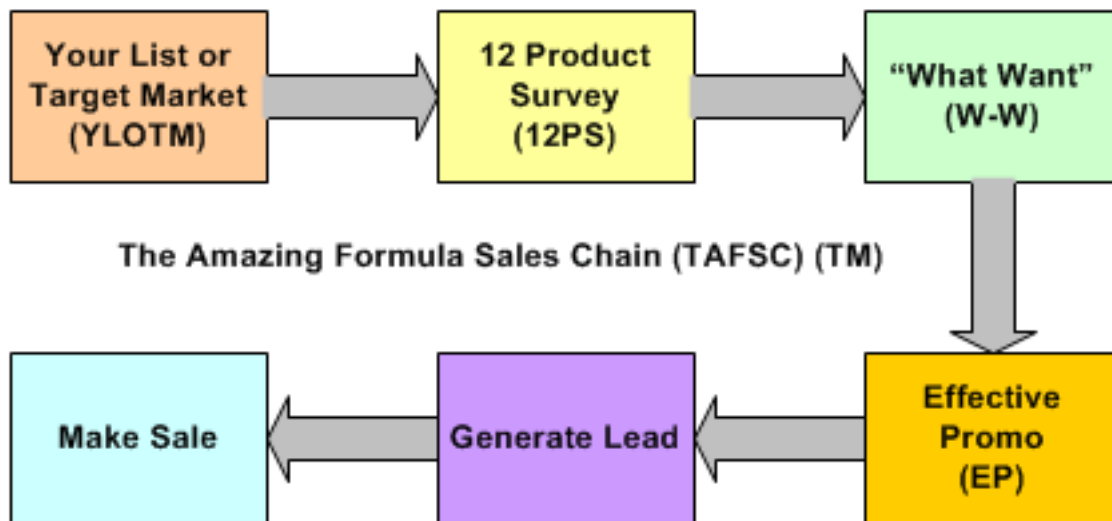
## THE AMAZING FORMULA THAT SELLS PRODUCTS LIKE CRAZY!

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}^{\text{TM}}$$

### THE FOUNDATION OF ALL ONLINE AND OFFLINE DIRECT MARKETING WEALTH AND RICHES

**Objective:** To get you to understand where the money is.

**Action:** Write out 3 things you will do based on what you learned in this chapter.



Step one is the foundation of all online and offline wealth and riches. Here is the secret:

The money is in the list, the list, the list.

But to really cash in on that concept, you have to find YLOTM, do your 12PS (correctly), identify the W-W, execute your EP, then GenL and MS.

Let me explain...

This is core to the HTM segment of our *The Amazing Formula*. It's also basic direct response marketing strategy. Get a list and then sell something to it over and over and over again. What I'm saying is, the Internet is NOTHING NEW AND ALL NEW -- both at the same time. The basic way you make money is the same way people have been making money in direct response since early this century (and probably before that).

And that principle again is -- **GET A LIST, DEVELOP A RELATIONSHIP AND SELL TO IT OVER AND OVER AND OVER AGAIN.** I'm going to elaborate on that in greater detail as we go along.

By the way, this is the most packed chapter in the Formula. That's why there is so much highlighting in it. I want you to be pay extra special attention to this as you read through the product 3 times as explained in the introduction. Remember, your first time, you're just reading for the big picture and to understand the WORDS used in the Formula. I am careful to define these words as we go along.

I don't care what you sell. Whether you're a plumber, architect, attorney, consultant, publisher or travel agency, you must develop your list and obtain repeat business.

If you sell to customers, then *The Amazing Formula* will work for you! Period. End of story. "But Marlon," you object, "I have a one-shot sale. I don't have a BERCTM in my business."

Your BERCTM is your "Back End Repeat Cycle." It IS the action of getting a customer and selling to them over and over again...with a system.

In marketing, you have the front-end and the back-end. The front end is your lead generation and initial sale. The back-end is the repeat business. The gravy train is in the repeat business. Yet, almost everyone focuses on the initial sale.

### **Step One: YLOTMTM**

Your List Or Target Market: This is the foundation of everything. You have to have a list or a target market.

So many people struggle with this step. I don't know why. It's simple. You aren't going to struggle with it now that you are an *Amazing Formula* Fanatic! But Marlon. I'm not a fanatic. Well, once you understand maybe for the very first time how to really and truly target your market, you will be, won't you!

Just on the merits of that one discovery alone. Isn't that worth a lot to you? Of course it is. For the first time, someone is going to explain to you in plain English what a target market or list is and how to get yourself one!

People teaching marketing don't even know what the heck they're teaching. Why? Because they apparently don't understand the difference between marketing and sales.

They are really teaching advanced selling methods when they think they're teaching marketing. And you wonder why you're confused! Don't worry. I'm going to straighten it all out for you.

It's really very simple.

*Marketing doesn't mean selling any product that a company decides to make. Marketing is finding out what consumers really need and filling those needs with the right products and services.* (From: *Marketing Fundamentals* by Husted, Varble, Lowry)

How many ebooks or courses on "marketing" talk about that process? How many of them tell you HOW TO FIND OUT what consumers really need? Almost none.

They all talk about how to SELL your products and services to markets that they presume you already have identified. Marketing is about finding the MARKETS you're going to sell to. Finding the market and the demand for a product or service.

Right now, you already understand more about marketing than most people. And you understand more than some "gurus"!

Here's another definition:

*Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy personal and organizational objectives -- American Marketing Association*

How many people teaching marketing talk about pricing or distribution?

Marketing finds what people want and matches up those wants with products and services priced to make the most money.

The P's of marketing are:

**Product:** What products you sell

**Price:** How much you charge

**Place:** How and where you distribute the products

**Promotion:** *A combination of advertising, personal selling, sales promotion and publicity activities that communicate product or service benefits to the public. Marketing Fundamentals by Husted, Varble, Lowry.*

Hardly anyone teaching marketing shows you how to FIND MARKETS to sell to. How to price. Or how to distribute. All they teach is how to promote. My goal is to explain these things to you in plain English, so you will at last understand them.

The veil of mystery will be removed. For the first time in your life, you'll really understand what marketing is and how to do it for your own products. Most people don't get it. They confuse marketing with selling.

Marketing is NOT selling.

There are high-priced marketing consultants who mainly teach selling strategies. They don't teach methods of market selection. They don't teach pricing strategies. They don't teach distribution. What they teach is selling and promotion.

Yet they call themselves marketing consultants. They are often very skilled at selling. But I think it's a disservice to call yourself a marketing consultant when, in fact, you don't do marketing! Well, it really doesn't matter. All I'm trying to do is educate you, so you at least know the difference between someone teaching you selling strategies and marketing methods.

'Cause they are NOT the same! Now, let me take the confusion out of promotion for you. A lot of people also don't know that there are only 4 forms of promotion.

There are 4 forms of promotion: advertising, publicity, personal selling and sales promotion.

No one ever told me that when I was studying all this stuff. It makes everything crystal clear when you understand that really, there are only 4 ways you promote a product.

That's it.

Just 4.

**Advertising:** Paid, non-personal promotion of a product or service by mass media. Is the Internet a mass media? Sure is. So when you sell your products on the Net are you advertising? YES!

**Personal selling:** Promotion of a product or service through a personal one-on-one oral communication.

**Sales promotion:** Giving customers a reason to buy right away like contests, premiums, product samples and price discounts.

**Publicity:** Unpaid promotion for a company or product.

That's not nearly as overwhelming as feeling like there's a million ways to sell your stuff. You've ONLY GOT FOUR. That's right. Four basic ways to promote.

I bet you've read other books, ebooks and courses on marketing. I bet you've been to a seminar. Yet, no one has ever told you there's only four ways, right?

That's what is so amazing about *The Amazing Formula*. It just takes away the b.s. and boils it right down so anyone can understand and use marketing right away.

You use all 4 of them when you truly implement *The Amazing Formula*. I've heard people say, "Marlon, I read the Formula but I don't know how to promote my product."

Dude, you have four options. Pick one or two and start. It's really that simple.

The next time someone comes out with that hot new promo method that they swear makes a million dollars overnight, you KNOW it's only 1 of 4 things. That really narrows it down, doesn't it?

To put that simply, in marketing you target groups of people called markets. You do this by looking at potential markets and figuring out which ones are most profitable to pursue. Then, you find out what what they need and want and assemble products and services to sell them. You price those products and services, promote and deliver.

That's it in a nutshell.

Few people talk about how to identify potential markets and lists, find out what people want, price and distribute! It's amazing. And these are the people teaching YOU about marketing!

What most marketing people are really teaching you is sales methods. How to sell. But selling isn't marketing and marketing isn't selling.

Marketing figures out WHO buys hotdogs, WHY they buy hotdogs, HOW to reach them with a message. ADVERTISING communicates a WHY WANT. People respond to the advertising and call or visit a SALES PERSON who sells the product.

A Why Want is why people WANT the product. The benefits. The ONLY reason on earth people buy your product or service or anyone else's is for benefits.

People get all confused about sales letters and they think letters won't work for them. That's fine. There are many ways to advertise. But it's all basically the same.

ALL ADVERTISING AND SELLING DO IS COMMUNICATE BENEFITS.

That's all.

Period. End of story.

Why? Because ALL anyone buys is benefits. That is the only motivating factor for a purchase. The only reason anyone buys is it provides a benefit (of some sort) to them.

Now that isn't so complicated, is it? Do you have to have a PhD. or be a rocket scientist to get that? I don't think so. People right these gigantic, huge, massive books about advertising. They develop all this lingo and everything. That's all well and good.

But it'd be nice if they started out by explaining really all you have to do is communicate benefits. That really simplifies everything, doesn't it?

## **Step Two: 12 Product Survey (12PS™)**

I'll say it a million times.

Selling is about finding out WHAT people want to buy and then giving them the opportunity to buy it from you. If you're selling what people are buying, you'll

find that making money is no longer a mystery.

Now, after you identify your list, you do your 12PS™ or 12 product survey. Everybody skips this step because they think they already have a HPO. Huge mistake. Crazy. Crazy.

What you think is hot may not look so hot after you do your 12PS™. Always do your 12PS™. I'm virtually the only person in the Internet marketing industry teaching and preaching this. Lucky you are now an *Amazing Formula* Fanatic. Or at least a beginning one.

Do you have any idea of how much time, money, energy, effort, wasted days, months and weeks doing a correct 12PS will save you? A lot of people don't know how to do a 12PS™. Most online marketers and "gurus" have probably never even did one. And if they have 12PS'd before, they probably goofed it. I want you to be goof proofed.

Let me also address the bigger picture. The 12 product survey is a tested and proven method. It's designed for entrepreneurs. In a larger company, your step two may be a wide variety of market research covering both demographics and psychographics. I'm trying to paint the big picture here for all types of readers.

If you have a budget, the BEST market research is to bring in your target prospects to live focus groups. You give them spend-able cash. Then tell them they can take 1 of 12 products you describe or walk out the door with the money.

This is the real acid test. You can assemble all the data you want. But in the end, the question is, do the people take the product or walk with the cash. For a little more info on conducting this sort of focus group, I refer you to *7 Steps to Freedom II* by Benjamin Suarez. There is a small chapter in the book on this method.

### **Step three: Find the AF W-W™**

When you do your 12PS™, you'll know the What Want of your market. That is the Amazing Formula W-W™. That is, what do they want. The What Want. You can't do anything properly and correctly until you are certain you have identified the W-W™.

Virtually no other marketing products teach people to do the W-W. Have you ever had anybody else tell you if you didn't get the W-W you were goofing and would foul things up royally?

No.

And that's why a lot of your marketing or maybe all your marketing hasn't worked for you.

#### **Step Four: Amazing Formula Effective Promo (AFEP™)**

We're going to talk about this in the KSL chapter. See, originally when I wrote *The Amazing Formula* 3 or 4 years ago (I forget the exact date), the main thing I concentrated on was sales letters. Back then no one even did that much.

Now, after having sold thousands and thousands of the product and making things so simple with the [pushbuttonletters.com](http://pushbuttonletters.com) software, I can take this to the next level.

Beyond KSL is KSP, which is your Killer Sales Process or Killer Sales Promo. I also call it the KSM or Killer Sales Message. Any message to your audience that contains benefit statements is a KSM. I mean, it could be the label on a can of beans, assuming that label has text on it about the benefits of the beans.

More on this later.

#### **Step Five: GenL™**

After you have your AFEP™ out, then you will be able to GenL™, which means you generate leads. You target an audience with common wants or needs, you get your promo out, and you generate response, which is also called a lead.

A lead is when someone takes a step that demonstrates tangible interest in your product or service. This could be requesting a free report or white paper. It could be filling out a form at a trade show to be on your mailing list. It could be filling out a form on your web site or joining your opt-in list. It could be agreeing to meet with a sales rep or attending a conference call. It could be buying a low-priced intro product.

These are all leads.

You will learn how to use introductory offers and free reports for this. For example, today I was talking to someone selling bookkeeping services. They said that every time they sell a certain introductory service, the client almost always hires them for full-blown bookkeeping.

There is the perfect GenL™. You gotta have GenL in your marketing. This bookkeeper had been trying to skip GenL and just sell, sell, sell. But I showed

her that she FIRST had to do the GenL step and then the sales would come.

In her case, I told her to put together a "white paper" on her intro service that almost always caused people to buy her monthly bookkeeping services. I told her to offer this white paper free through top sponsorship ads in ezines and through solo mailings to ezines.

This is a CHEAP way to advertise. It doesn't work for all products or niches. Some niches only have one or two ezines. Which means you'll be raising skinny kids if that's the only place you advertise your products!

She could also offer the white paper through free publicity. We'll talk about publicity later. It's so important I put together a whole course just on how to get publicity at prcash.com.

What is a whitepaper? It's a report that you save as a PDF file using a tool such as Adobe Acrobat. There are different software programs that let you make PDF files. This is an accepted way of distributing information that has perceived value. White papers are NOT ads. They give valuable information.

However, when you use the "setting the criteria" approach in the KSL/KSP chapter, it doesn't matter. When people buy the criteria you educate them about, they end up buying your product.

And you never had to give a pitch or "sell."

So if you hate selling, learn the white paper method and "setting the criteria."

### **Step Six: Make Sell (MS™)**

This is where all the ebooks and bookstore books and everything else on marketing start. They all start with Make Sale. But you can't Make Sale (MS) correctly until you first YLOTM™, 12PS™ and W-W™.

That's why things have been falling apart on you. Or you aren't making nearly as much as you could! It's all starting to make sense now, isn't it.

See, you've been omitting the absolutely crucial steps in marketing that NO ONE TEACHES.

A lot of people sometimes market their back end or repeat business. They occasionally do it. They hit-and-miss do it. But this key is your system. You do it without fail.

Here's what I'd say: First, almost all businesses can have a BERC if you look for it. I teach my students all kinds of innovative ways to add BERC's. We'll go into some of those later in the chapter on BERCing. But let me say this: Let's say you rack your brain and still can't find your BERC. The formula STILL works for you. You simply use it in the context of lead generation.

The first thing you have to do is get a list of people to sell to. If you aren't selling all you want, if you aren't making all the money you want, you probably have insufficient list acquisition and development strategies.

**There are two possibilities.**

1. You acquire, find, locate and exploit existing lists.
2. You create your own lists.

We'll talk about both of these.

The Formula is extremely clear on this point.

**1. As a system you continually seek out, find, target, and sell to existing lists, sources of people, names, and traffic to your web site.**

If you sell offline, you do this by finding direct mail lists and joint venture partners who will sell your product to their list. Or maybe they will invite their folks to a seminar. Or refer you to their vendors and suppliers.

We'll talk about the many possibilities. The many kinds of lists.

**2. As a system you create your own lists.**

You can do this by offering free reports through all kinds of ads, PR methods and so forth. If you sell online, you can buy traffic from pay-per-click search engines like overture.com. You can offer a free ezine or mailing list. There are many, many list-building strategies.

## **Strategies for getting a list**

In the HTM chapter, we're going to cover this more in depth. But the big picture is: You target your market and drive traffic to your web site, into your store, to your sales reps or to your inbound sales team.

Or you target a market and proactively communicate your BENEFITS to this market through faxes, outbound phone calls and so forth.

Let me expound on that. A market is a group of people who are in the market to buy something. That's why they are a target in the good sense of the word. It's like a pond of fish.

If you wanna catch fish, the very first thing you have to do is find a pond of hungry fish. THAT is your target market. A pond of hungry fish.

A lot of people are racking their brains trying to get fish to bite bait. The problem is, their fish aren't hungry! Man, you gotta have hungry fish.

And you gotta give them bait THEY want. A lot of people are bound and determined to force their bait (their product) down the mouths of the fish, whether the fish want it or not!

Fishing is simple. You find a pond of hungry fish. You find out what bait the fish want and give it to them. Fish bit the bait, the BENEFITS they want. Not what you like. Not what you want to eat. What THEY want. The benefits that turn them on.

Here's the system:

You target your market, your pond.

You have attention-grabbing graphic design. I've seen more web sites that lose sales because they have horrible, amateur designs. If you sell offline, your direct mail, your billboards, your ads all need pro graphic design.

Do-it-yourself sucks unless you're really talented. Your refusal to spend money on pro graphic design, paper, letterheads, logos etc. could easily be costing you a ton of sales.

Most importantly, you have a KSL (Killer Sales Letter...more about this in a later chapter) that SPELL OUT in detail all the benefits of your product or service, explains what differentiates your product or service from others, that sets the criteria for the sale, that builds the credibility and reasons for doing business with your company and that creates a compelling reason to request follow up information or a contact from a sales rep.

If all that ran by you real fast, don't worry. I'll go into the steps in more detail later.

In most offline businesses, you use sales letters announcing specials to your customer list. Or seeking out new business. Think creatively. Think right-

brained. Your sales letter is your promo. It's your sales tool.

It could be a coupon that is sent to a list. It could be a sales pitch made by telemarketers. It could be your inbound phone pitch.

It IS the thing that gets people to take action.

The key is action. Whether you sell products on the Net or offline.

Now, that action can be a purchase, request for additional information, request for a quote, free report, in-store visit or whatever.

It's the key promotional action you want people to take.

If you generate leads online, what you need (and this is extremely important) is a form people fill out to request a contact. Do NOT just ask people to call you. At the same time, if you want inbound calls, display your phone number prominently on your web site. I hate it when someone is selling a high-ticket item but they don't even give a phone number. If you're running a part time business, at least give a number for a voice mail.

OK. Let's take another example. Say you publish an ezine online (that is a little newsletter that is emailed to people) and you sell advertising. How does the formula work for you? By the way, the same steps basically apply to an offline newsletter or communication vehicle also. Think in terms of principles and concepts. Not literally.

Apply whatever I say to your product. Your medium. Understand the principles and the actions will take care of themselves.

One: You need to build an opt-in list of potential advertisers that you regularly mail special advertising offers to, marketing ideas, success stories from advertisers, that kind of thing.

Two, you need to occasionally send a stand-alone email that gives your ad rates and includes a link to a sign-up form. I subscribe to a number of ezines. I'd probably advertise in more of them if they made it EASY by sending me the ad details in a simple email with a link to a sign-up form.

In addition, if you sell advertising, you need to write a KSL (Killer Sales Letter) that makes a compelling case for running ads in your ezine. Don't assume that people are going to understand why they should give you their money for an ad! Explain who your customers are, how you built the list, how much money they have to spend, demographics if you have any, success stories from other

advertisers, types of products your advertisers are interested in, and so forth.

Do NOT just give me a rate card!

Next. Let's say you own a small, local antiques store. How can you use the formula? When people come into your store, get them to sign up for your mailing list. Capture both their email address and fax number. Email and fax a weekly or monthly hotlist, newsletter or customer special. I recommend faxing over email. People are more likely to read it.

Or try this: Write a personal letter about a specific product that explains how you found it, why you love it, the background, the sizzle, the romance. Send out a letter on one very expensive product.

One more example. You're a plumber. How can you use *The Amazing Formula*? A large percentage of your business probably comes from the Yellow Pages and coupon mailers. Always include your web address. At your web site, have an article that says, "Warning! Don't use any plumber until you read this." Then explain why you're the only plumber anyone with a brain should use. Include a few success stories. Have an article or two with free tips.

Then, when you go out on a job, get an email address and fax and monthly send out a little newsletter, special offer, that sort of thing.

One of the things I want you to do is to begin thinking about your marketing model. The one I advise most people to use is to begin with the offer of a free informative report or the sale of an entry or lead item.

This is part of my *Twister Marketing (tm) system*. What you do is pull new customers into your marketing funnel with an incredibly enticing lead offer. You know how a funnel begins small and then gets progressively larger?

That's what you want to do with your marketing. You pull people into your marketing funnel with a powerful lead item and then you go after larger dollar sales. Of course, this is all in the context of providing great value to your customers. Your customers should always get more value than the money they give you.

That's one of the things you'll find out from this product. If you get only one idea from this product, it'll pay for itself ten or twenty times over -- easily. And I can almost guarantee you're going to get more than one great idea.

I think some people don't understand the value of intellectual property. Let me explain it this way: What I'm selling is not words on pages. It's an end result.

So if you pay me \$100 and I give you one great idea that makes you \$1,000 or \$10,000, wasn't it worth the \$100 to make the \$1,000? How much are you making on your \$100 sitting in the bank? I bet you aren't making a 10-times return on it.

Do you see the value of that? Sometimes, the most valuable thing I get out of a product is motivation. Or expanded perspective. But one of the neatest things is just when it gets me excited and shakes loose the cobwebs.

Everybody gets in ruts. One of the jobs of a product is to shake your thinking up a little bit, get you excited and get you out of a mental rut. That's worth a lot of money to me.

*Twister Marketing* has a number of Prime Directives. One of them is: Always, always, always give your customers more than they give you. That way, they always keep coming back. Never kill the goose that lays the golden egg. You want to baby that goose all you can!

Here's what you want to do to make your entry offer enticing: Use the bonus-up technique I give you later on to bonus the sale. Add in a whopper guarantee and a time limit for taking advantage of the offer. I'll go over these things in the ad copy section. In other words, you're going to juice up that front-end sale all you can.

That generates your initial, front-end sales. Your front-end is your INITIAL sale to your customer. Your back-end are your repeat sales and larger dollar items you sell after the initial sale. Your initial sale to a customer is typically only a fraction of what they'll spend with you over an extended period of time.

Next you have your back end sales. You can have multiple low-dollar back-end sales, a few big ones, or a few big ones with multiple low-dollar offers.

If you're a part timer or you're the Lone Ranger, my suggestion is that you have a low-priced entry offer with several big-ticket, back-end items.

Then, after that you can endorse (on a highly selective basis) products and services from other marketers on a 50/50 profit split.

Alright. We're going to be talking a lot about making sales both online and offline. First a note about the Internet.

Spam is out. I differ with a friend or two of mine on this topic.

If you spam, you'll end up losing your web hosting. And you might get death

threats.

There are easier ponds in which to fish.

On the Internet, the key is to get people to opt in to your list. What I'm telling you at this point is nothing new in a way. But stick with me because it's going to get exciting.

Offline marketing, as we have already discussed, is much simpler, since you don't have to get people to opt in to have the right to send them a promotion.

Here's what you must have to make money online. Most of these elements apply to making money offline also. If you aren't making money, it's going to boil down to one of these things.

## **1. A list**

Your list is part of TM in the formula. It's a highly targeted media. Selecting your list is a critical part of the marketing process. I equate selecting your list and selecting your target market.

There is some difference. For example, let's say your target market is senior citizens. You could have 100 different lists that reach senior citizens.

But for the beginning marketer, your list IS your target market. I like to KISS it in the beginning. You know, keep it simple stupid! (or smarty, however you wanna say it.)

We're going to talk in a minute about how you build your list. If your product isn't selling as well as you think it should, the problem is probably your list. If you have a web site, the problem is the quality of your traffic. You may be getting lots of visits from broke people! Or individuals who aren't in your target market.

Did you know that a lot of "great" salespeople aren't great sales people? They are great prospectors! They know how to find high quality prospects to talk to. The best sales presentation in front of a broke, disinterested prospect doesn't hold a candle to a mediocre presentation to someone with great interest, an urgent need, the money to buy, and the authority to make a decision.

Instead of fretting over the fact that people aren't buying from you (if that's the case), create new strategies to present your product to higher quality, more affluent, better targeted prospects.

I used to criticize myself a long time ago when I was a young cub and trying to pay bills by selling products at a normal job. I'd call on people and no one would want to buy my product -- or even listen to my sales talk for that matter.

I didn't realize I was fishing in a pond where the fish weren't hungry and didn't like my bait!

You gotta have hungry fish! You gotta have bait they like!

This is the reason I've assembled a number of "instant referral" systems and automated traffic generators you can install on your web site. The best quality prospects are usually referrals from others. It's my belief that having these referral systems on your web site can make a major difference in the quality of traffic you enjoy. I spend a great deal of space in the big course talking about these instant referral systems.

The question in selecting your list or your target market is, how can you find and reach groups of people with money who have a problem that your product solves?

Look at mailing lists, newsletters, magazines, trade publications, ezines, banner exchanges. Can you target your market through one or more of those channels? If you can, you're off and running. If you can't, then you're not there yet.

Here's an example: Let's say you have a new product of some sort that stops back pain. What you might do is target people in a profession or occupation who have a high incidence of that problem.

You need a problem to solve and a group of people with that problem. You need to identify the price tag (financial and emotional) of having the problem. And the price tag for solving it. If the price tag for solving it is much less than the price tag of having the problem, that's a good sign.

## **2. An offer**

The offer is often referred to as "the deal." In other words, it's what people get for their money. The offer includes your product, guarantee, bonuses, reason to act now, and payment options. The offer is the engine that drives your KSL.

If you're an attorney or real estate agent, you're going to be limited in the elements you can include in an offer for your services. That's the reason I tell my students to use info products as front-end lead generators. You can add bonuses, guarantees and all the tricks because you're selling a product not a regulated service. Does that make sense?

On the other hand, if you're in a regulated industry, and you don't lead with an information product, then you're going to have to use only the elements of an offer that the law allows you to.

You can ZOOM your sales just by renaming your product or switching the makeup of your product. Adding things to it to make it more attractive. Taking out things the fish don't care about.

You can zoom sales by raising or lowering your price.

You can zoom sales by offering a more powerful guarantee.

You can zoom sales by adding new, very attractive bonuses.

What I just gave you is enormously valuable if you apply it. Man, don't just read this stuff. Take action. Do something about it.

Ask yourself, how can you make your guarantee more powerful? How could you add more attractive bonuses? And so forth.

Here's a break down of a powerful offer:

**The title:** The title of a product alone can make a massive difference in sales. In the book *The First Hundred Million* by E. Haldeman-Julius, the author documents this fact over and over. For example, the book title *Casanova and His Loves* sold 8,000 copies. A title change to: *Casanova, History's Greatest Lover!* zoomed sales to 22,000 a year.

That's only one example. I could create a whole product just showing how changing the title of the product causes big differences in sales.

**The product:** The elements included in the product make a big difference. Big Al, the famous author of network marketing training books does 12-headline surveys for his ads. He finds that one outpulls the others by a big margin. My own research shows this is true also. The same goes for the TITLE of your product. The fault may not be the product itself. It may have a lousy name or title!

**The price:** You need to test different price points. People are always scared to do this thinking that customers will find out and complain. But most people have found this rarely happens.

**The bonuses:** Do you offer single or multiple? What are the bonuses? These things make a big difference. I've known people who took an offer that wasn't

doing well, added in 3 or 4 awesome bonuses and turned it into a big moneymaker.

If you have competitors, compare your bonuses to theirs. Who has the better bonuses? Very important.

The payment terms: Accepting credit cards online makes a big difference. Splitting up payments makes a difference.

The guarantee: A powerful guarantee or double-your-money-back guarantee causes sales to skyrocket.

The benefits emphasized: The psychological positioning of your product, the hot buttons you push, the angle you take. These are intrinsic to your offer. I like to look at "The Big Promise." That is, what is the big promise that is being made to the prospect? Extremely important.

**How the offer works for high-ticket items**: If your objective is to generate leads versus make a sale, then your offer is going to be the bait or freebie you toss out to generate leads.

In the insurance business, for example, salespeople would offer a free map or pen and desk set in exchange for an interview. That's an offer. In my mind, it isn't nearly as effective as it could be. I'd prefer to offer a video, report or audio program on a hot topic directly related to my product.

For example, if I were selling insurance, I might offer a free video called, *The 10 Secrets of Generating Wealth And Keeping It*.

Let's say you're a dentist. What would your offer be? I've seen dentists offer free services such as a free teeth cleaning or free whitening. Those have proven effective for some practices. But offering a free service is tricky. You attract a lot of freebie seekers.

A client of mine did a twist on this where the patient paid for the teeth whitening but the proceeds went to charity. That worked out ten times better. Why? Because the charity then assisted with promoting the offer. That made a major difference. It's hard for a single practitioner to generate enough visibility to get a big response. But with a group of dentists pulling together and using the promotional power of a non-profit organization, that simple twist made a massive difference.

One more example: If I were a consultant looking for clients, I'd offer a free report through small ads in trade journals. Here's the ad template: *Free report*

*reveals how to solve X problem.*

You fill in the ad with a specific: **Free report reveals how to keep your accounts receivables from sucking the profits out of your business. Simple, proven plan that really works! 1-800-xxx-xxxx. www.yourdomainnamehere.com.**

### **3. Killer Sales Letter, Promo or Sales Process**

We'll talk about this in another section. I'm going to give you my own personal formula for crafting killer ad copy. I've had people create the most incredible letters with this formula the very first time out of the chute.

I mean, no prior experience or training. They have taken the formula and blown me away with it! Almost no web sites use sales letters. Yet these are part of the foundation of marketing that makes money. Your actual copy is far less important than the strategic decisions about your offer explained in number two.

I think this is the most rewarding thing I do: I show people in any type of business how to put what they do or what they sell into a letter that causes people to want to buy it.

Just yesterday I got an email from someone in Brazil who used my Formula to write a sales letter. They gave me the URL where it was posted. I was so proud.

It's an amazing thing when you have the skill and know-how to sell your products and services using letters, emails and web sites. I get a lot of pleasure when students put my methods into action and succeed.

I teach you the basics in the KSL/KSP chapter of this product. I also have absolutely phenomenal software you can buy access to that allows you to craft a pretty darned good sales letter just by filling in the blanks and clicking a button.

It's at: <http://www.pushbuttonletters.com>.

You do NOT have to use sales letters. You can also use KSP which is Killer Sales Promo or a Killer Sales Process. We'll discuss this a lot more in another chapter.

### **4. Powerful branding**

Whether you sell online or offline, bad graphic design can kill your sales. And the lack of branding is a big mistake.

You don't need the hottest design in the world. But you do need current graphic design. I've found that the standard for acceptable design on the web keeps increasing. So you need to keep pace with the market. I'm finding that graphic design is more important than it used to be.

One of the ways you create differentiation from your competitors and sustain your price is by branding your business. Branding means you use a coherent set of symbols, logos and colors.

**A brand is a promise of a relationship and a guarantee of quality.** *Before the Brand* by Alycia Perry with David Wisnom III.

1. Colors -- Use a consistent color theme on your web sites, brochures, catalogs, business cards and trade show displays.
2. Logo -- Have a logo created for your business that projects your identity.

You know, if those links go bad, I apologize. Web sites come and go online. As with any vendor resource I provide, do your own due diligence.

3. Slogan -- Your slogan is the instant projection of your benefit.

My slogan currently is *Marketing That Roars*. It could have been better. I can't say that it projects a crystal clear benefit. But you know, at least it's a theme and it's consistent. So when a customer goes to my web site, sees the logo, slogan, colors, theme -- they have a consistent experience.

If you have no consistency in colors, theme, design and so forth, you have no cumulative benefit to your promotion.

Dollars spent on a quality graphic designer are dollars well spent. Man, some people online wouldn't recognize good graphic design if it ran over them in a truck! Here's an easy test.

Go to: <http://www.richdad.com>, <http://www.dummies.com> and compare your web site to those. If you don't look that clean, that clear, that branded, then you need to work on your design.

## **5. Superb Positioning**

In 1972 Advertising Age published a series of articles that later became a book

that changed the face of marketing forever. That book was called *Positioning* by Jack Trout and Al Ries.

You've heard the term before "position your product." That expression came from Trout and Ries. It's a genius book and you should read it. *Positioning is how you position a product in the mind of the prospect. It is NOT what you do to a product.* (Caps added)

Their thesis is *The best approach to take in our over-communicated society is the oversimplified message.* Trout and Ries called it the battle for the mind. Now, if you're a beginning marketer, I realize I've just thrown a big word at you.

You know, I think you start with baby steps and grow. Some people reading this are ready for the concept of Positioning. If you're a rank beginner and didn't even know what the word marketing meant before you bought this product, then focus on the basics of targeting a market, doing your 12PS™ survey, getting the W-W™, creating your promo and getting it out there.

In other words, target your market, find out what they want and sell it to 'em through effective promo. But if you're beyond the beginning stages, I recommend you get the book and read it over and over.

## 6. Great Distribution

I don't talk much about Place or Distribution in this product.

Distribution or Place is one of the Marketing Mix P's: Product, Price, Promotion, Place.

In marketing speak, distribution is called "Marketing Channels". *A channel can be defined as how and where you PURCHASE a product (or service) and how and where you use the product.* *Channel Champions* by Steven Wheeler and Evan Hirsh. (caps added)

E. Joseph Cossman was a brilliant man. I got to speak with him once on a marketing cruise before he passed away. He would obtain exclusive rights to overseas products and then sell them through one or more of 27 distribution channels he identified.

Many years ago he sold 1,600,000 shrunken heads, 1,583,000 spud guns, 3,118,000 ant farms. This was long before the Internet. He once said, "One good product or service can support you in style for the rest of your life."

In his book *Making It!* he lists these distribution methods. Which of these could

YOU use to sell your products and services?

- a. Direct to the consumer
- b. Through party plans (like Tupperware)
- c. To Mail-order houses
- d. Through resident buyers
- e. To department stores
- f. Through fairs and expositions
- g. To chain stores
- h. To discount stores
- i. To leased departments
- j. To supermarkets
- k. Through free publicity
- l. To wholesalers and jobbers
- m. Through sales reps
- n. Through franchising
- o. By exporting
- p. To the U.S. government
- q. Through direct mail
- r. Through co-op mailing
- s. Through trade shows
- t. As advertising specialties
- u. As premiums
- v. By fax

I digitally deliver my products instantly, right online. You want to automate as many aspects of your business as you can. That way, you free up your time to focus on marketing.

Here's the way it works. The customer clicks on the "secure server" link. They fill out the information, including credit card number. They push submit. The credit card is automatically processed and then the customer is presented with a download screen where he or she can download my products.

Now, even if you have products that you ship through the regular mail, you still need to automate your fulfillment. You need it set up so that orders from your web site are automatically forwarded to you or the person or division that ships your products.

You shouldn't have to go check for orders all the time. It should all be automated. A quality shopping cart program will do this for you.

I have people from big and small companies as well as part timers order this product. I don't know which category you fit in. If you're a company with multiple employees, you don't have to be concerned with the automation as

much, although it can be a cost saver.

On the other hand, if you're a small fish, automation can mean everything. It's harder than heck to create new products, promote your products, buy advertising, deal with associates, manage inventory, ship orders, do your taxes, update your books -- it's hard to do all that yourself.

You need to automate and sub out as much as possible. Your biggest point of leverage is marketing. You need to be able to focus on marketing.

In the auto-pilot section, I'll talk about digital delivery -- the good, bad, and ugly. No sugar coating!

PLEASE! Read through the Formula three times as I mentioned in the intro. You need to come back to this chapter at least two more times to really absorb it.

- End of Sample Chapter

[CLICK HERE](#) for More Information on the NEW 2006 Version of "**The Amazing Formula That Sells Products Like Crazy!**", to be released on March 14th during the BIG "Amazing Conference" call.