

MARLON'S MARKETING MINUTE

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Have you ever wondered why SOME people seem able to GET RESULTS consistently, and others don't?

Hello,

Marlon here.

First off, the launch of the World's First 1 Click Internet Marketing Plan SOFTWARE went fantastic and you have to [see the DEMO!](#) [Affiliates, go here.](#)

Profit Planner Plan B buyers – the new 1 click software is ALREADY in your account as a BONUS. You do NOT need to buy it.

Profit Planner Plan C buyers – there is an UPGRADE link in your member's area. Just log in.

The PROOF it's the world's first is I own the domains surrounding it and on the video demo do a GOOGLE SEARCH that PROVES it conclusively.

If you need customer support, NEVER email us. Always, always, always use the support desk: <http://www.getyoursupport.com>. The link is in every ezine issue and at marlonsanders.com

Have you ever wondered why SOME people seem able to GET RESULTS consistently, and others don't?

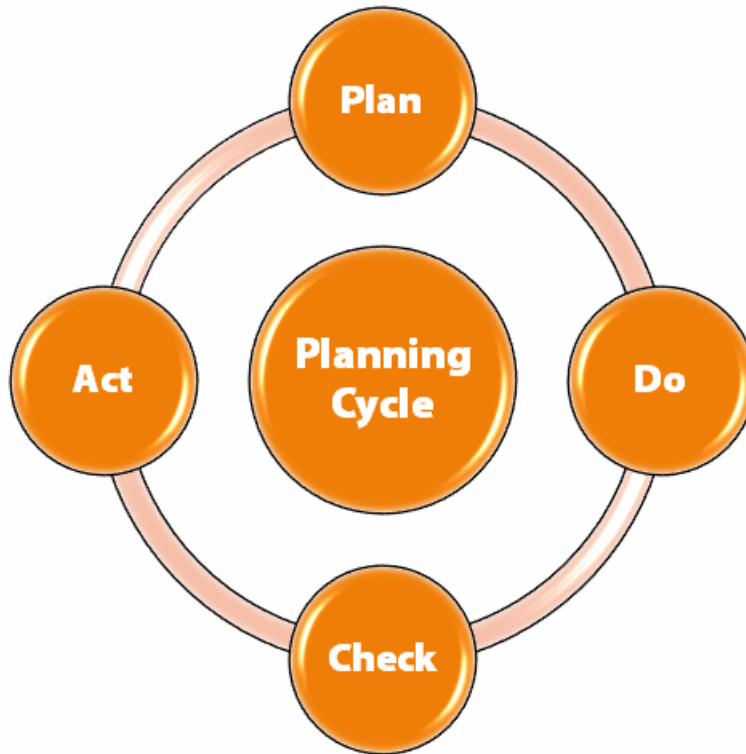
Or maybe in SOME areas or things you are ACE at getting results. And others you just can't get it to work.

Or how about GROWING or EXPANDING a result.

You HAVE a result but you want to INCREASE it!

For example, you're doing marketing on social media like Facebook. You have SOME things that are working for you but you want MORE things! Or you want to expand it.

Or maybe you're on Linked In and getting results. But you want to amp it up. Ramp it up.



1. Dial in a **NUMBER** like a thermostat does

All systems are GOAL driven.

If there's no GOAL, there's NO improvement.

If you don't set a GOAL to improve your Facebook marketing, then there is no way a FEEDBACK SYSTEM can operate.

If you're getting some opt ins from your squeeze page but you want MORE, without a goal, there is no way to improve the system.

Think of your THERMOSTAT on your temperature control. You SET IT ON A NUMBER!

2. Create a **MEASURE** that tells you if you're getting closer to the goal or not

What I mean is, you need a FEEDBACK mechanism.

A thermostat measures the temperature and says, "OK it's not X degrees yet so RUN the HEATER or AIR CONDITIONER more.

3. Compare the “Number” with the “MEASURE”

Has the goal been hit yet? If not, more operations or adjustments have to be performed.

If your unit of measure is TOO BIG, then you won't make adjustments often enough. If it's too small, you'll adjust course too frequently.

Let's say as an EXAMPLE your desired \$ of purchases from a new customer after 30 days ON AVERAGE is \$60. And CURRENTLY it's \$40.

You have a \$20 GAP to close.

There is NO SYSTEM WITHOUT FEEDBACK loops. There is no feedback without a starting GOAL.

4. Action taken to close the difference

Whatever the difference is, you run a PROCEDURE, PROCESS or SEQUENCE to close the gap.

If you've already RAN YOUR SEQUENCE and the desired number isn't attained, you re-run the procedure or create a new SEQUENCE.

In the above example, if you have a \$20 GAP, you look at your AUTORESPONDER SEQUENCE and say, OK THIS SEQUENCE NEEDS ANOTHER \$20 added to it.

Or you need to install some other SEQUENCE of actions.

If you have something already WORKING to a degree, you can IMPROVE it, do MORE of it, add to it.

If you got zero, nada, nothing, THEN your FIRST GOAL is just to get a result at all. It's hard to multiply zeroes.

What ACTIONS do you take?

1. Model EXISTING sequences of steps that ARE getting the result

You look at MULTIPLE successful systems that ARE getting the results best as you can determine.

2. Look for the COMMONALITIES, or things in common

This tells you what's working in common.

3. Look for DIFFERENCES between higher performing systems and less performing systems

For example, in basketball, you see winning teams manage to get the ball to the open player through passing. Less effective teams don't. That's a very basic example.

In Internet marketing I tell people to PRINT OUT their pitch or sales page and lay it on the floor or tape it on the wall NEXT TO a known, highly successful pitch.

Then COMPARE the elements, length, subheads, guarantee, bonuses, bullet points and headline.

4. Add new sequences of steps and see if you get closer or farther away from the goal

Keep running your LOOPS. You're either going to get CLOSER to or AWAY FROM your goal.

You do MORE of the things that get you CLOSER to your goal.

In a particular result, there are ONLY a limited number of factors that can be CAUSING the result. Of course, isolating causes is what scientists do using the scientific method you studied way the back in school.

In MARKETING, we call that SPLIT TESTING.

And the REAL goal is to find what factor or factors are driving the response.

So in a sales pitch, you want to know if swapping out guarantees has more impact than changing headlines or designs.

This is an ART because it's often a COMBINATION. Which is why not everything is cut and dried, black and white.

5. RAISE YOUR GOAL – This is the key to ever increasing results

If you don't raise your goal as you get closer to it, the problem is that then you LOWER ACTION because your "system" is reaching homeostasis or stability. In other words, you're closer enough to your goal so you stop taking so much action.

This is why you have to RAISE YOUR GOALS! It creates new ever-increasing REINFORCEMENT LOOPS that keep increasing over and over and over.

Obviously, the above PROCESS is something my 1 Click Internet Marketing Plan software helps you DO. It's the MODUS OPERANDI behind why it works.

But you can do it on your own also. This cycle applies to ALL of life! Everything you do.

If Your System Is NOT Working, Do THIS

If for some reason, you are NOT getting closer to your goal, then:

a. Break down the PARTS of your GOAL

b. Measure each one separately

So on Facebook you can measure the CTR rate, cost per click, % opt in and so forth.

Or you can measure:

- Opt ins
- First time buyers
- Reloads or repeat purchases

Those are the things the Profit Planner focuses on. But if you need to FIX a process or SEQUENCE OF STEPS you can drill down in more detail. That's what the MONTHLY REVIEW is there for.

If you're NOT using the Planner, good luck! No, I'm kidding. You just break down your system into sub-systems, define the OUTPUT or RESULT. Then you test out a NEW SEQUENCE OF STEPS.

At the end of the week or month you ask:

DID THIS GET ME CLOSER TO OR FARTHER AWAY FROM MY GOAL?

Best wishes,

Marlon Sanders

[Here's the VIDEO DEMO](#) of the new 1 click Internet marketing plan software if you haven't seen it yet.

Only 4 Days Left To Get In On The February 12 Training!



The One Click Internet Marketing Plan

Watch Me Create An Entire Internet Marketing Plan In 2 Minutes That Will Start, Grow or Expand a Business

