

# How to Start 2015 with **Momentum** in your Marketing

Hi it's Marlon Sanders and I wanted to wish you a happy, healthy and wise 2015. I want to talk briefly to you about how you set your goals, your plan for the New Year. You can't have a plan without goals, you can't have a goal without a plan. So those two marry up.

In marketing it's really pretty simple, you only have two variables. Two basic factors you are dealing with. It goes back to 1989 or so, when I bought my first Jay Abraham product. That was when I learned about Front-end and Back-end.

**2015**  
**Momentum**

Front-end is the initial sale, Back-end is everything that happens after the initial sale. What you learn in Marketing 101 is the hardest thing you ever do is get that first sale. The easiest thing you ever do should be getting the repeat business, the follow-up business. Not everybody purchases, it would be a misconception that everyone that buys the front-end buys the back-end, but a lot of people do. It is the repeat and referral business that keeps you in business year after year and helps you strive.

So for you, your 2015- How do you get off to a Fast Start? I think it is important that you take the momentum from the next 10, 25, 20 days of the New Year and get some activity and momentum going.

Where do you start? Well that...

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