

Shocking Truths about *Internet Marketing* You Haven't Heard!

Hello, Marlon here.

You probably can think of a super-rich author or athlete. While it isn't obvious on the surface, there are methods and ideas THEY use that you can too. That's what we'll explore today.

Yesterday I was thinking about Internet marketing.

I get hundreds of emails in my inboxes daily because I have special Gmail accounts set up just to capture emails and offers, so I can study them.



What occurred to me is people lose sight of what a SIMPLE BUSINESS this is.

- It's not complex.
- It's really not complicated.
- It's not hard to understand.

Here's the whole entire wonderful business in a nutshell:

1. You offer something at a low price to get a customer on board
2. You keep selling them things they love, value and benefit from — and you do that over and over.

This means there are ONLY several important skills:

Skill #1: Finding new potential customers who are likely to become repeat buyers over and over

Skill #2: Getting them on board with a low-priced offer

Skill #3: Getting them to REMEMBER you and why they'll want to buy from you over and over

Skill #4: Coming up with new things to offer them over and over

Skill #5: Giving them reasons to CONTINUE paying attention to you and buying from you

Skill #6: Finding your best buyers and customers and making sure you offer them the things they want

Just follow me a second here.

You, LIKE ME, are hit with 4 billion offers in your email. Which ONLY shows this formula really works. Right? I mean, would you be getting 4 billion offers if someone wasn't making money somewhere? Of course, your fear-based reptilian brain whispers doubts to you like, "How will you ever stand out? What right do you have? These other people are better than you. You're a fake. You're a fraud. Shut up, keep your job, and die someday."

There is no magic wand of credibility and permission. Robert Ringer wrote about this many years ago in a book few people understood called Winning By Intimidation. The book was largely about his concept of leapfrogging the need for others to give you approval and permission.

All business is, is getting a customer and selling them stuff that gives them value for their money commensurate with what they're spending with you, and in some fashion, way, shape or form that they felt better about giving YOU their money instead of someone else.

Which is where your Reptilian brain barks at you again, "What reason ...

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