How A Home-Based Business Rockets From Scratch To $78 Million

How A Little Short Guy, Terrified of Selling, Started A Business From Scratch At Home And Made $78 Million

By Marlon Sanders

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Was it worth it to them? Sure was. They stood to make many more millions from it on a yearly basis.

But all his success boiled down to one thing –having a SYSTEM for selling stuff, whatever it was.

Notice I didn't just say "being a great sales person."

You don't build billion dollar businesses by selling everything yourself. You create a SYSTEM for selling that's a whole process.

Once you get that System down pat, you can bring in sales people on salary or commission (or both) to do the selling for you.

Lead generation on a consistent basis separated Walter from everyone else. He created Systems that generated tons of leads. All sales people want qualified, warm leads more than anything else.

If you have warm, qualified leads (interested people) then the sales people will come.

One time Walter and I took a walk outside his ranch home up the somewhat steep hill there. I fired question after question about his lead generation System.

I could write a book or two on what I learned from Walter.

But the main thing is that a sales machine does NOT run without a steady flow of leads.

Here are a few common mistakes people make in putting together their lead generation System:

1. Failing to identify the hot buttons of the target audience.

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You can't get people into your marketing funnel unless and until you know what turns them on. Walter knew the hot buttons of his audience inside and out. This is step one.

Just as an example, when Walter spoke at conventions for dentists, he offered a freebie report on a super hot topic if they'd just give him their business card. Almost everyone did because he KNEW their hot buttons.

2. Failing to know in advance the OUTCOME you want when someone enters your marketing funnel.

Walter had a clearly defined path his prospects would go through.

Where are they going? What actions are they going to take? How are you going to get them to buy progressively larger amounts over and over?

3. Trying once or twice to get people into your marketing funnel and then giving up.

Success results from testing and tracking a variety of possibilities over and over. Walter used inbound sales people for this. But in other businesses, he used outside commission sales people.

4. Not knowing in advance the "marketing play" you're running.

Are you targeting people who are underserved? Overserved?
Non consumers? Are you playing offense? Flanking moves?
Guerrilla tactics?

5. Using feast or famine lead generation techniques that leave you high and dry after "the big event" is over.

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Walter lived and breathed lead generation, just as you should. You just can't set up too many lead generation systems.

One thing Walter did in his seminar business for dentists was tons of public speaking. This crude lead generation method takes a lot of work but he did it all the time because he knew how critical a constant flow of leads was to that particular business.

6. Failing to split test many variations of your name capture "squeeze" page until you get 50% or more to join your list on a consistent, routine basis.

7. Failing to have a pre-planned, tested follow up sequence in place.

Now, that may sound like a daunting task. But a friend of mine just totally rebuilt his marketing funnel since January of this year. He anticipates doing $70,000 this month, all from consistent, steady lead generation, without product launch mania.

He anticipates being able to ramp up his funnel to $100,000 a month within 6 months. And this guy has been involved in Internet marketing for only 2 years, more or less.

What's his secret?

Focus on lead generation, Systems and the marketing process.

Just consistent, steady, routine Systems in place.

Who do you want to target?

Why do you want to target them?

Do they have money to buy?

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What will you offer them as a freebie to GET them into your marketing funnel?

What marketing sequence will you follow up with to get them to buy?

What are YOU focusing on?

Have you been focusing on finding places your target audience hangs? Creating offers that get them on your list? And then a sales process or sequence that gets them to buy progressively larger dollar amounts from you?

Some people hesitate to sell larger dollar amounts.

I can tell you from a great deal of personal experience that people will benefit VERY LITTLE from things they pay little for. Psychologically, they don't value or respect the information.

It's why I'll be drastically increasing the price (and value) of my Ateam calls shortly. At the stupid cheap price of $37, I can't even get my members to show up on the calls.

Why?

Flat out I'm charging too little. You don't value what you don't pay much for. You need to realize this and get bold about charging your customers what your products and services are worth — without guilt.

If you don't value what you sell, how is anyone else going to value it? I'm NOT saying charge for shoddy products. It's a given that you sell quality products and services.

But don't be shy about charging for what you sell. Of course, you have to learn the marketing SKILLS that allow you to GET PAID for the great value you offer.

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One of my friends used to sell a seminar. He had to raise the price to $5,000 before he could actually get people to DO what they learned. Any price less than that and they didn't value the info enough to actually do it. They just viewed it as something interesting to think about.

Again, people don't respect and value what they don't pay for. Mark it down. Repeat it as your mantra. You know that whole thing about "move the free line?" Yeah, it's true — on your initial marketing funnel. You gotta do whatever it takes to get people INTO your funnel.

Once they're there? Charge 'em. Seriously. If you don't "get that" then you really don't understand how the human brain works and you've got a lot of learning about marketing, psychology and the human brain to do.

Now, if you don't care what people do, or if you don't care if they benefit, then yeah, sell your stuff for a song and a dance and be done with it. You won't help that many people but you'll get lots of compliments on how cheap you are.

So what secret did Walter have others didn't?

1. He built lead generation machines.

His Systems generated thousands and thousands of leads from hot, interested prospective buyers (what we in the biz call "prospects).

2. He charged a fair but substantial price for what he sold.

There's a saying that the trick to having money is to get people to buy from you, or something like that.

I think it was Zig Ziglar who said poor sales people have skinny kids.

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3. Walter had a passion for learning

There's this odd balance between buying information and doing.

If all you do is buy, buy, buy and you never DO, then you're on the wrong path.

At the same time, you'll find out that Charlie T. Jones spoke the truth when he said, "Leaders are readers."

You gotta balance learning and doing. You need BOTH wheels on your marketing machine.

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