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Unified Field Marketing Discovery!

on-line reference



The Unified Field Marketing Discovery Primer

Introduction

$$\text{Profits} = \text{Mass} \times \text{Velocity}$$

Welcome to the Brother-and-Sisterhood of the UFMD!

Warm Greetings.

What you're about to read is the primer for the Unified Field Marketing Discovery.

It is NOT the discovery itself.

Einstein spent his entire life in search of the Unified Field Theory. You can read about it at:

<http://www.aip.org/history/einstein/philos1.htm>

Or search google.com or any search engine. I am no Einstein. But what you're about to read will lay the groundwork for *The Unified Field Theory Of Marketing*.

This begins with the basic understanding that profits equal mass times velocity. Mass is size. Velocity is speed. To make money, you must have size and motion.

This will become evident as we move along.

No one understands this.

Products don't make you money.

Web sites don't make you money.

Employees don't make you money.

There's only one thing that makes you money.

Mass in the form of a list.

A list of people who have money to spend and are used to spending it on products similar to the one you have to sell them.

There are other ways to make money. But many of them are expensive. Complicated. And very high risk.

Who needs that?

When you understand where money comes from. How it's created. How to conjure it up at will, your life will never be the same.

The first thing you have to understand is what makes money. And it all begins with mass in the form of a list.

There are other ways to make money. But many of them are expensive, complicated and very high risk.

The second element of money is speed. If you have mass but can never promote anything to your mass, to your list, what do you have remaining?

Nothing.

So you need a list-mass plus you need a velocity or motion to your list. That is, you must be promoting products to the list.

A list. A product or service. These are the core elements of money. When I use the word product, you can also use the word service. For our purposes, they are the same.

Here's where it gets interesting.

The assets that make money do not have to be yours. The list. The product. The promotion. The list-mass. The velocity-promotion. They do not have to be yours.

Money is an idea created in the mind of man, what is commonly referred to as the MasterMind. If you are not clear concerning this fact, read *Think and Grow Rich* by Napoleon Hill.

Once you see this, understand this, you will see why the possession of assets nor money are truly required to

make money. You will be freed of the common conventions that keep people in their money place.

You will rise above the masses and discover what it truly means to become a UFMD man or woman.

Our theme is the creation of money and wealth through the use of marketing assets. The assets of mass, that is the list or group of people we are selling to.

And the use of velocity or speed. The promotion made to the list. And on a wide scale, the velocity with which we make such promotions. And the regularity with which we make offers and create money.

All of this is to gain an understanding of what really makes money. What does money consist of? What are the assets that make money? Who must own them? Who profits from them? How and why?

Why does the common marketing man or woman struggle when a UFMD man or woman rises above the common planes?

Please understand that I write this without ego nor claim to personal perfection or mastery of the premises.

The data that comprises the Unified Field Theory of Marketing always has been and always will be part of Infinite Intelligence or the MasterMind as described by Napoleon Hill.

Others have called this the presence or spirit or God or universal law. I am not here to advocate or promote names nor religious beliefs.

I am here to point out what is. Whatever you call it, however you explain is perfect and right. What is, is. What is law, is law. I am not the message. I am only a humble servant of the message. I am chosen to be the messenger for reasons unknown to myself.

Some will try to rip off the UFMD. Others will try to discount it. Explain it away. Some may try to destroy it.

But truth prevails. And in these writings you will discover the truth if you are meant to be in possession of *The Discovery*, which apparently you are since now find yourself reading this information in its entirety with complete attention and understanding without distraction.

The UFMD is not mystical in that all the applications are 100% real world. And because of that, in the balance of the primer, I will make no more reference to the mystical elements of *The Discovery*.

The fullness of The Discovery will be revealed to you once you have passed beyond the Primer and read the actual UFMD itself.

As you read, you might find yourself wondering what the potentials are. What the possibilities are. How exciting could this be for you once you are in possession of the full discovery.

You might even wonder if you are one for whom it is chosen to go to the next step and become a Certified Master of the UFMD. These things will all be revealed to you in time.

And now, it is time to commence your training in the Unified Field Marketing Discovery.

Money from nothing and the chips are free.

I welcome you to the Brother-and-Sisterhood of the UFMD fellow seeker.

Onward. We have much to accomplish.



The Unified Field Marketing Discovery Primer

Chapter Two

Profits=Mass x Velocity

The Money Is In The List

Burn this in your brain. Write it on your wall. Put it in your daytimer. Put it on your screensaver. Say it as your money mantra.

The money is in the list.

For entrepreneurs, small businesses and those of us who need to make money without spending a lot, this is the biggest breakthrough realization you could ever have.

This is the most powerful marketing secret I know now and will ever know.

You don't need any assets in your business. You don't need employees. You don't need products. You don't need a database.

Throw all that stuff out the window.

They can come in handy.

But you don't need them to make money.

There's only one thing you need to make money.



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The Unified Field Marketing Discovery Primer

Chapter Three

Profits=Mass x Velocity

The only thing you need

The only thing you need is a list of people. Why? Because if you have a list, you can always find a product to sell to it.

There is no shortage of good products in the world to sell. If you have a big, hot list, you can always find someone with a great product to sell to it.

Great products are a dime a dozen. That's just a fact. Perhaps an unfortunate fact. But it's a fact.

Give me a great list of people with money to spend who are used to spending it. I can hop on the Internet, zip onto a search engine and find a product to sell them in nothing flat.

So it comes down to this.

How do you make money?

Find lists.

Lists of people with money. Who are used to spending it on products.



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The Unified Field Marketing Discovery Primer

Chapter Four

Profits=Mass x Velocity

Why the list is king or queen

If you have a list, you can always go to someone with a good, quality product and say, "I have a list of 3 million golfers. If I sell your products to them, will you pay me half?"

If they say no, they're crazy. You can just go to the next person with a product.

Now, the format the list is in is also important. Your preference is to find a list that comes with fax numbers or email addresses.

Why?

Because direct mail is a pain.

First you have to come up with a design for your direct mail piece. Then you have to find someone who can print it without screwing it up. And who won't charge you an arm and a leg.

Then you have to find a letter shop to do the mailing. Someone who won't screw you.

Then you have to pay for the postage.

You end up sinking 50 cents or a buck in U.S. terms into the mailing. Dollars, pounds. Whatever currency you deal in. It all adds up to money out of your pocket before you make a dime.

If you have a great deal, you could probably get someone to fund it. But it's a lot higher risk.

If you send out a fax test that doesn't work, you just change the fax and test it again.

If you send out a test email that doesn't work, you just change the email and try again.

If your direct mail flops, now you have to go through the whole entire time consuming process again.

Arrggghhh!

I'm going to talk about direct mail again later. It can be a giant money-maker...if you have the money to risk playing that game.

Most people don't. They don't have 3 to 10 grand (or more) to drop testing a few lists. The only advantage of direct mail is the rollout.

I'll get back to that concept in a minute.



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Chapter Five

Profits=Mass x Velocity

Getting out faxes and emails

I can send out emails for free or virtually free using a list server like Lyris.

<http://www.dundee.net/lyris> can help you.

Or <http://www.sparklist.com>

Lyris is a fantastic mail server. If you buy the Lyris mail server software, it's several grand if I recall right.

But you can use the above services and use someone else's Lyris server for a small fee.

Now, I can also send out faxes extremely fast for 10 cents each (a fraction of a pound) using an online service that does it for me.

These are easy ways to make money.

Easy is good. I like easy.

What do you say in your fax or email?

Well, all you have to say is enough to get the action you want. If you send a fax, you want people to do one of two things:

1. Retrieve your complete sales letter from your fax-on-demand
2. Call your voice mail to request a complete kit of information by mail.

Wait, I thought you said not to do things by mail.

Well, you cut your costs by 90% by only sending the kit via mail to those who request it. This is a proven model that has worked over and over.

Of course, the fax-on-demand method works because people are reading the fax you just sent them. So you know they have a fax and can retrieve your sales letter from your fax-on-demand system.

If you aren't familiar with fax-on-demand systems, they're simple. You call up a number, punch in the document number and the document is faxed right back to you.

People have been making money with fax-on-demand services a long time now.

It's a fantastic way to deliver your sales letter without having to spend much money to do it.

No postage. No printing. No stuffing, stamping and mailing costs.

Listen up: The biggest expense in sending out direct mail is not the postage. It's the printing and labor to assemble and mail the whole thing.

That can eat you up.

I have friends who have tried the traditional two-step method. You run a lead generation ad. That means an ad that gets people to inquire or request additional information on your product.

They see a small ad or classified ad in a magazine or ezine. They call a pots number (pots=plain old telephone service, that is a toll number or a number you pay; to call) or a toll-free number and ask for more information.

Then, they receive a series of direct mail letters about the product. This method is usually used with products in the \$200 to \$1,000 range.

That means, the sales letter may be 20 to 50 pages long! The number of follow-ups (repeat mailing of the same basic sales letter) is usually 3-fold.

And then a sequence of regular 2-6 page letters follows that.

OK, I said all that to say this: Most of my friends who have tried this method have either lost money or made only minimal money.

Why? Because you have to hire someone to get all that mail out, track the sequences and so forth. Unless you do it yourself.

You have to pay high rates for printing unless you do a great job sourcing out low-cost printing.

You have to deal with turnover of employees and so forth.

And even with aggressive cost-cutting, my friends have still had trouble making money with that model.

I have also known people who claim to have made a lot of money with it. I'm not sure if that was gross or net!

That's why I bring up the use of fax and fax-on-demand technology. It's a real cost-cutter.

In a minute, we'll talk about the resources to set up the technology for you.

Now how do you find the lists?



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The Unified Field Marketing Discovery Primer

Chapter Six

Profits=Mass x Velocity

Taking the first step

The first step in finding lists is to look for lists.

It's a whole state of mind.

Let's say you're talking to Joe Blow big shot business person. They're bragging how they do 20 million dollars (or pounds) a year in sales.

What is your very first question to them?

Hopefully, by now you know the answer.

"So what kind of list do you have? How big is it?"

"Well, ummmm," Mr. Big Shot replies, "We don't actually have a list. We just shoot from the hip."

You know he's full of it.

If he was making 20 million dollars, he'd have a customer list. Right?

If he does have a list, what do you think you want to know next?

Think about it. From what we've said, what format of lists are we looking for?

Primarily email and fax. Right? That's right.





Unified Field Marketing Discovery Primer

Chapter Seven

Profits=Mass x Velocity

List-Hunting Criteria

"Do you have your customers in fax or email format?"

"When was the last time you emailed or faxed an offer to your customer list?"

"How much money did it make for you?"

These are all the questions you need to be asking when you meet people.

You're looking for BIG lists. Or smaller lists of rich people who buy expensive things. How big is big? I guess that depends on your comfort zone. What is big for me may not be big for you.

I just made a deal with someone who has a list of 9 million names. To me that's a big list and 100,000

names is small.

But to someone else, 100,000 names could be big. You can certainly make a very healthy profit mailing 100,000 customer names. Perhaps more than I make by mailing 9 million opt-in names.

Opt-in names means the people didn't pay any money to be on the list. They didn't buy anything.

The best names are customer names. And customers who have bought more than once have more value than customers who have bought only once.

Customers who have bought in the last few months are worth a lot more than customers who bought 2 years ago. In the U.S. 30% of the people move every year.

So if a list hasn't been updated, a two-year old list is 60% bad. Not so exciting.

Of course, if you have fax and emails, your risk is almost nothing.



The Unified Field Marketing Discovery Primer

Chapter Eight

Profits=Mass x Velocity

Why the risk is limited

That is what's so cool about this money-making method. What risk does the company have for selling your product to their list?

Almost nothing.

It's a fax or an email.

If it doesn't work, no big deal.

And the same for you. You risk very little. You have the time invested to write the email or fax. Hopefully, the product you're selling already has a sales kit, web site or fax-on-demand/sales letter created.

So you don't have to do that work.

It's a lot of work to create a web site, write and test a sales letter or create an effective fax-on-demand product.

Therefore, on the flip side when you're looking for products to match up to the list you find, what is your number one criteria?

Someone who already has a successful sales process going. They already have a web site that sells. They already have a direct mail piece that sells. They already have a sales letter that works which you can stick on a fax-on-demand. They already have telemarketers who can sell.

They already have the sales process together.

A product without a sales process is a dead end. Do you know how long it takes to create a successful sales process? Sometimes it takes a long time. A lot of testing. A lot of money.

Do you have the time? Do you have the money?

Then don't waste your breath.

It may be the greatest product ever invented in the history of the world.

But until they have assembled a sales process that works, don't fall for the trap.

You say, "Man, that's an exciting product. As soon as you get a web site that converts 2% of unique visitors to sales, you call me and I'll hook you up with some serious traffic."



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The Unified Field Marketing Discovery Primer

Chapter Nine Profits=Mass x Velocity

What is the liability?

Here's something else I want you to think about. Using this method, where is your liability?

Do you own the list?

No.

Do you own the product?

No.

What do you own?

A brain smart enough to put the two together. Maybe a telephone and a computer.

Is someone going to sue your corporation? And you should be set up as a corporation.

But is someone going to sue you? Well, they could. But what incentive is there? What assets do you own? None. You own no assets.

Do you have liability? Well, yes, you could have some. But you have no assets. If they sue your corporation, you just say uncle. OK, go ahead and take my phone. It's worth \$50.

A friend of mine made a big mistake with this. He put together a list of fantastic investors. It was his own list. He assembled the makings of a great product. It was owned by his corporation.

Next, what do you think happened? All kinds of legal troubles, lawsuits and everything else. Why? Because he had assets.

Now, if he owned the customer list, that would've been fine. He could've sold other people's products to his customer list and came out ahead. But when he also owned a product, he had trouble.



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Chapter Ten

Profits=Mass x Velocity

A Profitable Example

"But Marlon," you ask, "You have products. You have a customer list. Why are you teaching me this?"

Well, some of this I've learned in the process of owning and marketing my own products. Also, it isn't the only way to make money.

I'm just trying to describe this incredible, amazing revelation I've had about making money. And how to do it simply and cleanly.

Let me tell you a story about a brilliant marketer named Jay Abraham. You've probably heard of him. A long time ago, he was involved in the investment newsletter industry.

He saw the value of what I'm explaining to you. He went to something like 8 investment newsletters (I'm telling this from memory. I don't remember the exact number.) and he bought options on including inserts in their newsletter mailings.

At the time, no one was doing newsletter inserts. That's where you take a four-page direct mail letter and insert it into the envelope the newsletter goes out in.

He tied up rights for a nominal sum to these newsletters. Now, he had an incredible pipeline to move products through. Each month, he'd put together a mailing for a product and send it out through his newsletter pipeline!

Talk about a money machine!

The cool thing is, it took a ton of time and money for the newsletters to get their subscriber lists together. Jay was able to cash in on those lists. Because he knew the value of the lists.

What he was doing before was renting the mailing lists from the newsletters for something like \$100 per 1,000 names.

He then saw how much money he could save by putting an insert in with the newsletter and riding on

the existing postage. Versus having to pay separately for an envelope and postage.

Anyway, he cleaned up for 3 years with this idea. The reason he paid money for the option was that he knew the newsletters would want to do it themselves when they saw how much money the method made.

I'm telling this story from memory and may have a few of the facts wrong. But the principle is, he recognized the value of the lists, tied up rights, then inserted other people's products into the pipeline!

Sheer brilliance.

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The Unified Field Marketing Discovery Primer

Chapter Eleven

Profits=Mass x Velocity

Your own money pipeline

That's what I want to turn you onto. Your own money pipeline.

Let's talk more about how to go fishing for lists and then how to hunt down the products.

First of all -- list fishing.

Here's one great idea. Go through magazines and look at the ads. If they're running substantial ads in magazines, they probably have lists.

The big companies probably won't do joint ventures. They rent out their lists through list brokers. Look at the smaller display ads. The ones that are one to three inches in size.

You can also look at the classified ads.

Pick up the phone. Call people. Don't be afraid. Another thing you can do is put out a publicity release about how you're searching for a joint venture partner.

Or you have a list and you're looking for products. Or you have a product and are looking for lists.

How do you write a publicity list? Just look at existing publicity releases. Go to yahoo.com and click on their news link. You'll see many press releases. Or go to <http://www.businesswire.com> or <http://www.prnewswire.com>.

They'll even write the release for you if you don't want to do it yourself. If you don't have much money, just buy the distribution in your city. You'll still get on the online wire service. That will only cost you \$75 to \$350.

We'll talk about using elance.com in a minute. I also recommend using people from elance.

You can also run classified ads in magazine. "I have a list of X,000 names. Looking for products to promote to list."

Or, "I have a hot product. Looking for 50% joint

venture partners. Just send our fax or email to your list and get a check."

You can run banner ads online. You can find successful web sites and call the owner. In short, use your brain. Look for lists. Keep your eyes open.

If you seek, you'll find. I think that's in the Good Book somewhere. I didn't say it. A higher authority said it.

If you don't get a response from your phone call, send one letter or a series of letters and/or postcards. Then follow up with a phone call.

A decorative footer bar with a blue and green gradient background. On the left side, there are three circular navigation icons: a left arrow, a home icon, and a right arrow. To the right of these icons, the text "(C) 2001 Higher Response Marketing Inc. All rights reserved." is displayed in a small, italicized font.

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The Unified Field Marketing Discovery Primer

Chapter Twelve

Profits=Mass x Velocity

How to Sell \$5,000 Seminars

I'll tell you about something clever I saw another marketer do.

He had this big seminar he was promoting on Internet marketing. \$5,000 if I remember. Here is what I'm told he did. I haven't verified this with him. And the info could be wrong.

But this is what a friend told me.

He offered a commission to people who had a good online following to call their contacts and get them to promote his seminar to their list for a commission.

So he had two commissions to pay out. One to the people making the phone calls to find the people with the lists. And a second one to the people with the

lists who did the mailings for him.

Those were usually emailings to their customer lists.

As I recall, at least several hundred people attended. In short, the seminar was very successful.

How much money did he pay out? Probably 10% or 15% to the phone guys and 20% or 25% to those who did the mailings.

I'm guessing. It doesn't matter. You work with numbers you're comfortable with. The point is, you could get people who are well connected to make calls and recruit people with lists for you.

You don't know the people with the lists. But you can hire people who **DO KNOW** the people with the lists and recruit them to market your products for you.

Pay everyone on a commission basis and you're out of the deal with little risk and a big upside potential.

Let's talk some practical things about finding lists.

If you just email someone with a great list and tell them you can make them a gazillion dollars and you have this fantastic product, you are dreaming.

You won't hear back from them.

Doing deals requires a very professional presentation.

You have a logo designed by someone like gotlogos.com. Or a graphic designer on elance.

You have that logo printed on nice stationary and you send the potential partner a real letter that is brief and to the point.

No wild money claims.

I'm not going to pretend anyone can do this. Knowing how to approach someone is an art.

If you aren't a good letter-writer, then hire a writer on elance or elsewhere to write your letters for you.

How do you know if you're a good writer or not? The response. If you send out letters and don't get response, it wasn't a good letter.

In this case, you probably want to send a letter with a clean, crisp dollar bill attached to the top.

This method was originated by Robert Collier and later made famous by a marketer named Gary Halbert.

Gary teaches to send a letter like this:

"Dear Friend,

As you can see I have attached a clean, crisp dollar bill to the top of this letter.

Why have I done this?

One, what I have to say is important and I wanted to make sure I obtained your attention.

And two, what I have to say is about you making money without doing much. I do the work for you.

I have a product with proven promotional pieces that convert 2% and better on qualified fax and email lists.

I have fulfillment all set up.

The product is top notch, does not compete with yours and is backed up by an excellent customer service system.

What I propose is:

1. We send our proven promotion to your list.
2. We track sales real time with our affiliate software. You can see your sales at any time and place test orders to know you're getting paid on 100% of sales.
3. We send you a check.

Our product is unique, well-differentiated, reasonably priced and something I bet your customers will want to know about.

It provides a service that you will feel good about offering.

If you want to read about the product, go to our web site at: <http://www.blahblahblah.whatever>.

Or call me personally for a no-hype, no-pressure explanation at: (xxx) xxx-xxxx.

Best wishes,

Your name

Now, if you want to see some really terrific sample letters on how to solicit people, buy the book *How I Made A Million Dollars In Mail Order* by E. Joseph Cossman.

I've heard it's the all-time best selling business book. Or certainly at the top of the list. It has been on the shelves of bookstores for over 20 years -- or at least ever since I can remember.

The sample letters are excellent.

I'll talk more about Cossman in a little bit. I had the good fortune of speaking at the same seminar with him once. He's a mail order legend.

In that book, Joe also tells you how he found products around the world to promote and tied up exclusive

U.S. rights without spending much money.

Here's the thing.

Someone with a great list has their own products and/or can source their own products.

That's what makes this deal a little difficult and not as easy as it sounds on the surface. It's also the reason I have my own list.

I'm going to delve into that more later.

But here's what I want you to see: The only thing you have to bring to the table is:

1. A unique, well-differentiated product.
2. A sales process that is **PROVEN** to work with facts, statistics and sales to back up your claims.
3. A turnkey system where you handle product delivery and fulfillment and customer service.

If you don't have those things, you are dreaming. Every day it seems I get emails from someone in an MLM with a "great" product and they want me to promote it.

First of all, it's usually a health/nutrition product and that isn't my target market. So these fine folks didn't do any research.

Second, there's no profit margin in the product.

Third, there's no proven sales letter and sales process.

But other than that, the person is REALLY excited and sends an email with unproven, invalidated, outrageous claims.

Wake up!

I'm not against MLM. I have great friends in it who make tons of money. However, they are sharp, talented, hard-working people who don't do dumb stuff like I just described.

The problem is, making money is work. It takes expertise. The more expertise you have, the less work it takes. But how do you get expertise?

By trying a lot of things that don't work! By working! Once you have the expertise, it's easy.

It takes work to find a hot product and a hot list. Most people want a magic bullet.

Sign this contract. Tell your friends about the product. Do nothing. Make a fortune.

That isn't real world.

Enough said.

Let's explore the product angle more now.



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The Unified Field Marketing Discovery Primer

Chapter Thirteen

Profits=Mass x Velocity

Finding the products

Let's talk about finding products to sell.

Products are important in that you don't make money without the product.

It's just that finding products is much easier than finding a list. There are giant books you can find that have endless supplies of products. It's easy to find product.

Here's how you do it:

1. Look at the ads in trade magazines that target the same industry as your list is in.
2. Hop on Altavista.com, Excite.com or Yahoo.com and do a search for web sites.

3. Ask your friends.
4. Run banners ads looking for a product.
5. Place classified ads in magazines or ezines or USA Today searching for products.
6. Consult *Thomas Directory of Manufacturers*.

I already gave you a sample ad earlier for finding products.

But something along the lines of "Sell your product to my list of 500,000 people. Keep half the profits."

You should get bites on that bait.

Think about it. You could design a banner ad or go to elance.com and have a graphics designer whip up one for you.

Then you could run that banner in targeted areas. Where are those?

Probably on web sites where people in your target market go.

You could also run ads in targeted ezines and place posts in forums telling people that you need a product or a list.

Before placing a post in a forum, always ask the forum for permission.

Of course, that does bring up the topic of money. How much money do you get for putting the list owner together with the product person?

That depends on how good a negotiator you are. But here's a simple way to start off. Say to the person with the list, "I have a business associate with a product that would be perfect to fax to your list. He/she is willing to give me a 50% margin on it. If we faxed out the offer to your list, how much would you be willing to give me on it if I put the promotion together for you?"

Whatever they come back with is more than you had before you started. And you have little investment other than the time it takes to write the fax and coordinate a few things.



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Chapter Fourteen

Profits=Mass x Velocity

\$78 Million Example

Here's another story that illustrates the power of the list. Back when I wrote sales letters for a living, I had a client named Walter Hailey who was worth millions and millions.

He made his first \$78 million hit by selling insurance to supermarket employees. What he realized was that supermarkets have a built in list -- their employees!

So he devised a system whereby he could sell insurance to supermarket employees by offering a plan that saved the employees money.

He sold a billion dollars of insurance in eight years. Why? Because he got the rights to sell to a captive existing list -- the employees.

The key is, the plan saved the employees money and made the list owner -- the supermarket -- look good.

You need to come up with offers that make the list owner look good. And that gives the list owner a self-serving reason to promote your product.

It's all about the list. Understanding the value of the list. Knowing how to cash in.

Here's something to think about:

What else might supermarket employees buy?

Anytime you see anyone making money from any type of list, ask yourself, "What else might this list buy? What reason could be created that would make it to the absolute benefit of the list owner to promote the product?"

Money is good. But if you can tie in reasons in addition to money, that's even better.

One of the good ways of finding lists and products is via press releases. I've got a whole course that teaches you the in's and out's of using publicity.

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

But if you don't have the money to buy the course, here's what you do:

Go to Yahoo! and just study the press releases that come out. Read how they're written and write yours in a similar vein or tone. Study the releases on the newswires like Business Wire and Prnewswire.

I want you to get and read that E. Joseph Cossman book I mentioned earlier.

What Joe would do is fascinating. He would tie up the exclusive rights to market overseas products in the U.S. Then he would launch the product with press releases and use the press releases to obtain distributors.

Distributors are the online equivalent of resellers or associates.

So one great way to launch a unique, differentiated product is with press releases.

It isn't the focus of this product to teach you all the basics of marketing. If you don't understand the concept of differentiation, you need to study my *Amazing Formula Deluxe* course at <http://www.amazingformula.com>.

But the short version is that differentiation means a product that is different from others. It has a unique slant, feature, benefit or angle that is highly desired by the marketplace.

If you find a product that is NOT unique or not different, it's hard to sell it.

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The Unified Field Marketing Discovery Primer

Chapter Fifteen

Profits=Mass x Velocity

How to write your documents

Now, here's another loose end.

How do you write your fax document or email?
Again, keep it simple.

The best way to learn is this:

Every time you get a good email that grabs your attention and makes you want to buy something, stick it in a folder called "examples." Every time you get a good fax, save it.

If you aren't on the "junk fax" lists, don't worry. They're easy to get on! Of course, you won't be sending out unsolicited faxes. That's a big no-no in the U.S. I don't know about other countries.

In the U.S., you have to send the fax to a list of people who have a relationship with the company. The best list to fax to is a customer list. Or a prospect list where the person has voluntarily given their fax number and consented to receive fax communications.

A good fax has a headline and body copy or bullets that convinces the reader to take further action by calling the voice mail number or requesting additional information from the fax-on-demand.

You should do quite well with a strong headline and some cogent bullet points. For example, if I were creating a fax ad for this product, it would say:

**"Hot new report reveals
how to create money out of thin air"**

- * Does not require you to have a product
- * Does not require a customer list
- * Makes money in a short time frame
- * No direct mail required
- * Promote on a shoestring
- * No MLM
- * Sell other people's products to other people's lists!

Free fax-on-demand (toll call applies)
1-800-xxx-xxxx

Free 24-hour voice mail:
1-972-xxx-xxxx (toll call applies)



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Sample fax

The other way to write the fax is with body copy. In general, I think people will read bullets before they read body copy.

But faxes do work with a headline and text. If you need help writing copy, I refer you to my ad copy course at salescopy.com.

Here's how a fax might look with a headline and body copy.

**"Hot new report reveals
how to create money of out thin air"**

Dear Entrepreneur:

Everything you've heard and been told about making money is wrong. Dead wrong!

You don't need products to make money. Products won't make you a dime.

You don't need customers to make money. It takes a lot of hard work to build a customer list. It can be very slow and time consuming.

You don't need a web site to make money. Web sites don't make you money. All you need is a list. That's right. He who has the list has the gold. But the trick is, it isn't your list. It's someone else's.

Call now to get my kit that reveals more details. It's free.

Yours truly,
(signature goes here)

Free info kit reveals more details. Proof!

Fax-On-Demand: (972) xxx-xxxx

24 hour recorded message: (972) xxx-xxxx



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Chapter Seventeen

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Composing fax promotions

Part one is the headline and part two is the bullets. You can't lose with the lead, "Hot new report reveals . . ."

That's always a strong opening.

I also love how to headlines. How to get some benefit or solve some problem. Here's a good source of headline ideas. Read the cover of Cosmopolitan magazine that is published here in the U.S. If you're overseas, I'm sure it's on the newsstand there also.

They have great headlines on the cover of that magazine. You can also study the headlines on direct mail pieces you receive, ads that catch your eye and so forth.

Part two is the bullet points. The bullet points summarize the key advantages and benefits. Put bullet points there that are going to compel the reader to want to know more.

No, I'll take that back. To HAVE to know more.

Now, if you're going to a customer list where there is a strong relationship, you want to bring that into the headline. For example, "Preferred customer special on new golf balls."

That is simple. But if the list was made up of golfers who had previously purchased from the company, it would be effective.

You can also add in a free bonus. "Free golf gloves with any purchase -- for customers only!"

Another approach you can test in fax mailings is sending a one-page sales letter that looks like a fax. You just use the memo or fax template in Microsoft Word and type a one-page letter that describes your offer and gives the next action step.

This is what you fax. It's neat and clean. You can try a variety of memo and fax cover page formats.

You can even write up your offer as a complete full-page direct response ad like you see in magazines and fax that.

Here's another trick that is cool. New technology allows you to merge in a customer's name with the fax. So the fax can actually say, "John, here's a special Christmas offer for you!"

You can even merge database fields into the fax. So the body copy could say, "John, to show our appreciation for your four years as a good customer, we're offering a free golf glove with any purchase."

The field you merged in was the four. If your database has a first purchase date, then you know how long John has been a customer and you can merge this data into the fax. That's just an example. It could be anything.

This technology is very hot. And not many people are using it. You blast out a personalized fax to someone's customer list, and if it's a strong offer, I bet you'll see the response go through the roof!

Here's where to get your hands on this personalized fax technology:

<http://www.cynetinc.com>

<http://www.launchfax.com/run.htm>

Unified Field Marketing Discovery!

on-line reference



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Chapter Eighteen

Profits=Mass x Velocity

Automated phone calls and more

Here's another interesting twist:

[Cynet Interactive](#) can make automated phone calls to your list.

So you could also have a pre-programmed phone message that would call up customers and offer a free report.

I haven't tried this. But if you were offering a customer only special or a hot report, it sure could work. The one thing you want to stay away from is unsolicited faxes or emails.

People must have given permission to the list owner before you send a fax or email. You also want to stay away from products with low margins.

I know some people will read this report and say, "My MLM vitamins (or whatever) are perfect for this."

Well, it could work. But in most cases, you don't get 50% commission, so you don't have much profit to split with the list owner.

And without the profit, they aren't mailing. Now, you theoretically could give them most of the profit to obtain customers. But cash is king.

You also have to custom-tailor your offer to the company. If you approach a company with a list of phone buyers and try to get them to send out an offer for vitamins, you're dreaming.

It isn't going to happen in most cases. Go for the high percentage stuff. You want to send an obvious, related offer to the list. At the same time, it can't compete with what the list owner already sells.

It needs to be complementary.

In some cases, you might be able to sell the company's own products to their own list! I've had it happen. If you know how to do the fax broadcasting or fax-on-demand or email and they don't, then you have an "in".

Getting out large numbers of emails isn't simple. Most people don't know about the Lyris mail server.

Most people don't know about the fax broadcasting service bureaus like Cynet Interactive that can do mail merged faxes.

They just don't know.

You show them that you do know and that you can make them money, and you have a shot at a deal.

You're also going to need a source for fax-on-demand. You can search any search engine or look at the classified ads in business magazines. In the U.S., you can call: 403-934-6061

By the way, if you're unfamiliar with fax-on-demand, it's a phone number you call, type in a document number and your fax number, and you get the document faxed back to you.

If you're sending out emails, you probably aren't going to send people to a fax number. You're going to send them to a web site.

But if you're sending out postcards, you might want to send them to a fax-on-demand.

Let's say someone has a great customer list but they don't have email addresses or fax numbers.

Instead of sending a whole sales letter, you can zip out a postcard.

Postcards are very effective to a house list, that is a customer list.

With all the email glut nowadays, it isn't a bad idea to use postcards. They are cheap to get printed and do work to customer lists.

I have seen them used also to prospect lists as a two-step. In other words, you send a postcard offering a free report on a hot topic. But I think, in general, you will find they work better to customer lists.

Your postcard will say something like, "Free report reveals new method for blah, blah, blah."

Call 24 hours: 1-800-xxx-xxxx.

If this goes to a customer list, the people are already qualified so you use an 800 number versus a phone number people have to pay to call.

The purpose of a toll number is to qualify prospects who are not customers. That is, to keep you from having to send your expensive sales information to those with only a casual interest.

But if you're going to a customer list, the folks have already spent money so you know they're qualified. That's why it's fine to use an 800 number.

Before the Internet came along, this was the MAIN way to sell something.

You ran two-step classified or small display ads in targeted magazines. Then you followed up with several rounds of sales information.

Or you sent a postcard to a targeted list offering a free report on a hot topic. Of course, the free report was largely a sales letter.

I also saw one-page letters to customer lists used successfully. You just sent out a letter offering a free report...just as we talked about with the post cards.

You may be thinking, "Geez Marlon. This is all good but how do I get actual examples?"

Same old answer:

Get busy. You look in the magazines that target a market. You respond to the small 1-inch display ads, classified ads and so forth that offer free details, free information, free tape, free video, free report and so forth.

Or, you buy a few things to get on the mailing lists.

Soon, you'll be swamped with terrific direct mail samples!

It's like someone asking, "How do I get on Spam lists?" It isn't exactly a hard thing to do!

When the Internet came along, it totally changed things. I don't do postcard mailings and such. I just sell on the Internet. We're going to talk about how and why later.

But in talking to my friends, I've heard the response to two-step ads in magazines has decreased. The quality of prospect has decreased. Ditto for postcard mailings to prospects.

My gut tells me it depends on the target market you're talking about.

Now, the other method we talked about was voice mail. Let's go into it a second.





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Chapter Nineteen

Profits=Mass x Velocity

Voice mail tips

Here are several sources for voice mails:

Central Calling Systems: 1-800-955-5001 or
1-916-962-2789.

ATG 1-800-775-7790

If you're sending out a fax document, normally you send the response to your fax-on-demand to get your sales letter. But you can also offer a web site and a voice mail option.

The magic words with voice mail are "Free 24 hour recorded message."

Most often, though, you use a voice mail in conjunction with a postcard or ad. And the idea is

people call the voice mail for additional information. You tell them a few more benefits and then offer to mail a complete information kit if they leave their name and address.

Caution: Requesting a phone number decreases responses greatly. Also, it's best to use an 800 number vs. toll number in most cases.

Don't get hung up on the technology. The thing is, you have a list. You want to make a great offer to the list that has already been tested and proven successful by the company you're acquiring the product from.

At least, that's in the ideal world.

But there are many approaches you can take to get the same general result.

Earlier I mentioned Joe Cossman's book: *How I Made A Million Dollars In Mail Order*.

Joe would obtain exclusive distribution rights to products overseas and then market them through his channels in the U.S. He could funnel products through the same channels over and over.

Usually, he launched new products with a giant press release mailing. And from that, he would get distributor inquiries as well as sales and cash flow.

The problem is, he would have to inventory the products in the U.S. That's a big cash flow drain and increases your risk greatly.

But it's still the same concept. He had a pipeline of channels through which he could move products. Then he tied up rights to overseas products, brought them here and just kept moving them through his pipeline.

His pipeline was the equivalent of a list. A way to move products.



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Chapter Twenty

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More Thoughts On Pipelines

Here's another variation on this you could use. If you become an expert at obtaining free publicity, what you do is market other people's products through free publicity.

Actually, the publicity isn't free because you have to write a release or have it written. And you have to get it into the hands of your media contacts.

You can use a product like <http://www.gebbie.com> and obtain their fax list. You can fax the list of media contacts as often as you want without paying additional royalties.

To blast out your faxes, you can use press blaster or if you get your list from Gebbie, you can use

<http://www.faxaway.com>. Their prices are very reasonable.

Gebbie has an outstanding reputation. But I'm getting off track here. What I want you to understand here is why and how this a variation on the same thing. See, in this case, your list IS the media contacts. And when they publish your press release, they move the products for you.

They are your channel or pipeline.

But guess what?

You don't have to pay them a wooden nickel for doing it! No commissions!

So if you have a product where your margin is less than 50%, this is the method you have to use. You're going to need to become an expert on obtaining publicity. Don't bother with the books at the bookstore. Most of them aren't worth much.

I recommend you study actual press releases you find online at prnewswire.com and businesswire.com. Read the articles on those web sites and on Gebbie about how to get publicity.

The secret of publicity is NEWS! Tie your news release into a current event. Anything that is happening right now that you can hook into.

There is a learning curve. But once you get it, publicity is one of the sweetest methods you can use. Right now, I can go online to prnewswire.com, submit my press release and have it out all over the Internet within 30 minutes! And the cost will be \$150 or something like that.

I can get national distribution for \$600 or \$700 to newspapers and magazines.

The problem with using the online distribution services is that they don't seem to like small businesses.

It's very difficult to get them to accept a press release in my experience.

It's much easier to fax out your release. With faxed releases, though, you are going to get phone calls.

Of course, that's a good thing because it means someone is interested in writing about your product.



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Chapter Twenty One

Profits=Mass x Velocity

Press Release Example

Here's an example of a press release I wrote:

Tips to sell more products this Christmas

To sell more products this Christmas, send a special offer to your customer list.

That's the advice of Marlon Sanders, owner of optinmarketing.com, a web site that shows business owners how to sell more products on and off the Internet.

"Here's an example," said Sanders. "I have a client who sells products for golfers. We just sent out a special offer via email to his list.

We offered a free pair of leather golf gloves with any purchase. He imports the gloves, so he can afford to give them away even on small purchases."

"This weekend we're sending out a test of 250,000 emails to make sure his server doesn't crash with all the traffic. And to see the sales the offer generates. If it's successful, we'll roll out the full 3 million list", added Sanders.

But you don't have to use email. You can send postcards, letters or make phone calls. It's whatever works for your customers. In fact, just by sending a communication to them, any communication, your sales will go up. "Just try it and see," exhorts Sanders.

For more tips and ideas on working with your customer and prospect lists, you can visit Sanders' web site at:

<http://www.optinmarketing.com>



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Chapter Twenty Two

Profits=Mass x Velocity

Making Money With Flips

Remember this: when you go for free publicity, you're looking for a news angle. And you're looking to solve a problem.

The media are always interested in solutions to problems.

OK, so we've established that media contacts could be considered a list and a product pipeline for you.

Here's another one: An online associate program. The associates are the list. They sell your products for you. They have their own house lists of customers they can email about your product.

They have customers coming to their web site. And all they have to do is promote your product on their

web site. And when they make sales, you'll send them a commission.

This is another variation. It's harder work in that the competition for associates is fierce. But it can be lucrative. The problem here is, in many cases, you're going to need to own the product to have enough margin to pay the associates a 25% to 50% commission.

But if someone was willing to give you 50%, you could pay 25% first level and 5% second level to associates and still make out.

You'll probably never have to pay out the 5% that often because the second tier sales usually don't pan out.

This is my own personal method for making money.

Why?

After all this talk about using other people's lists and other people's customers, why is it that I have my own products and own lists?

Here's why:

Actually, my lists are primarily those of my associates. All my resellers have their own lists. When I come out with a product, it goes down that

pipeline.

I remember a long time ago having a discussion with the famous mail-order personality Melvin Powers. Melvin would publish a book and get the MLM companies with gigantic member lists to sell his book.

Not MLM distributors but the companies themselves. Overnight he could generate a reasonably predictable amount of sales.

He would publish books specifically for that distribution channel!

My friend Elaine Floyd does the same thing. She has a very large publishing company that publishes her books.

She just asks them what book they want. Or they tell her, and then she writes it for them. In other words, she has sold the book before she writes you.

If you have any distribution channel, the game is simple. Find out what the channel wants and create it or find it and tie up rights.

For me, I ask my resellers what they want to sell. Then I create it! See, my associates are my product pipeline.

But there are many product pipelines. A product pipeline is a list or distribution channel.

Here's what Joe Cossman would do. This is absolute, sheer genius. He would get a sample of a product from an overseas supplier. Then he'd make appointments with the big catalog houses and show them the sample.

If they liked the product and wanted to order it, he'd tie up exclusive U.S. distribution rights.

In other words, he found out IF his channel (the catalog houses) wanted the product BEFORE he tied up the rights to it.

In the old days, the catalog houses were giant product movers. Actually, they still are. You can read his book to find all the examples. They were, in essence, one of his main, primary lists.

Here's another way he'd find out if his channel wanted the product. As I recall, he'd put out a press release on it BEFORE he had acquired rights.

He'd find out if anyone inquired about the product or wanted it! If they didn't, he wouldn't waste his time.

See, you find out what the distribution channel, the list, wants. Then you find it or create it.

This is a common theme in many, many fields. I'm opening a goldmine for you. When you really get this principle, you are going to shout for joy!

OK, here's another one from a totally different field.

Real estate. You know how the smart real estate wheeler dealers used to buy property. They'd run ads in the paper saying they had houses in different areas for sell at certain prices.

They also would run ads saying they wanted to BUY houses in those areas.

Then, when they got enough calls from someone in that area wanting to buy, they'd return the calls of the people wanting to sell!

So they'd have a channel, a pipeline to sell the house BEFORE they bought it!

Of course, every industry has rules about what you can and cannot do in advertising. I know that in the U.S. the ftc.gov has rules governing what is called dry testing or selling products you don't have.

You can just go to ftc.gov and type in "dry selling" and read the laws for yourself.

All the same principles still apply. One way or the other you find out what the distribution channel wants

first!

Get it?

One more example.

I have a series of tapes on making money by buying and selling real estate notes or paper.

What they would do is hunt down people with paper they wanted to sell. Then they'd take the details to paper buyers and see what they'd pay.

Then they'd flip it. That is, sign the contract to buy it from the one party and immediately turn around and sell it to the other.

So you have the channel to sell it before you buy it.

I do the same thing with products.

I'll do a survey with my pipeline or customer list to find out which of 12 products they want to buy before I create it.

Surveys are not always 100% but they do put the odds in your favor. Also, you have to get the product out fast because the market can change on you pretty quick.

Anyway, the customer list is my pipeline. I find out what they want before I create or write it.

Now, could I do that and then hire a writer to write the product? Could I do that and then run ads trying to find someone who already wrote the product and can't sell it?

It's no different than buying real estate. You look for people who "don't want" their property because they don't know how to market it.

You can look for people with products who don't know how to market them. So you offer them a standard royalty of say 5% to 15% on sales. Then you turn around and flip it through associates, lists, or any distribution channel.

Are you with me?

Most people can't market. So they have products that are created but can't be sold. You come along and tell them you can sell their product for them, do everything for them, fulfill the products, handle refunds -- and just send them a check.

Are they going to turn that deal down?

Can you find writers who don't know how to write what sells and sell what they write?

That's about 80% of all writers.

Can you hire them to write cheaply or for a royalty?

Yes.

Can you find out what a list or channel wants to buy?

Can you go to someone with a 100,000, 500,000 or million lists, do a 12-product survey, find out what they want to buy and then have the writer write it?

Can you go to back issues of newsletters, magazines, ezines...in magazines issues 5 years old. Can you find products that aren't being sold any longer?

Can you write those people a letter and offer distribution of their product for a 5% to 15% royalty?

Will they take your offer? Yes! Why? Because they don't know how to market. Their product is just sitting in the garage or on their hard drive generating no money. No revenue.

It's like a rental house just sitting there with no tenants. No income.



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Chapter Twenty Three

Profits=Mass x Velocity

Money Streams

Here's what my friend Patrick Anderson figured out.

Patrick is a total genius. He's the one that originally told me I should have an associate program.

He stays in the background of his company. Not a lot of people know who he is. But his company's web site is at: <http://www.activemarketplace.com>.

Anyway, Patrick figured this out.

He found out he could buy different streams of traffic online really cheap. Especially in the post-Internet boom.

So he buys a stream of traffic, puts up a list of something like 200 key words and sees what people

click on.

And that's how he knows what they will buy.

It's actually better than my 12 product test. He tests 200 or more products at a time.

When I say a stream of traffic, he may buy exit popups. He may buy click-throughs or impressions.

Whatever.

But can you see the brilliance.

Give me any stream or source of traffic I can buy cheap. Give me a list of 200 or 400 key words they might possibly click on.

Throw the list in front of them and see what they actually click on.

Odds are one in 200 that you will guess what they really click on.

You don't know till you run the test.

Then all Patrick does is sign up for several associate programs related to the winning click. And he starts testing programs and headlines 3 at a time.

He revealed all this at Jonathan Mizel's Boulder Marketing Summit.

If you ever have a chance to go to one of Jonathan's seminars, it's a real treat.

Do you get it?

You find a source of traffic, a list. A source of buyers with common wants or needs. You find out what they will click on or what they want to buy.

Then you release it down the pipeline.

Sanford Wallace, the famous ex-Spam king did this post Spam king days.

He started a site called "passthison.com" It contained neat little gags and things you could pass on to your friends.

He got like a million visitors a month or more. He tested exit popups until he found what people will respond to.

In his case, he offered freebies. Things people could sign up free for. And he'd get paid per signup.

This was smart because his traffic was totally untargeted. He didn't even have a target market other than people who liked to send stuff to their friends.

Yet, he found broad interest things they would sign up for. Like coupons to save money on their groceries, free film, credit cards. Stuff like that.

But he got this gigantic traffic. A huge pipeline. And he tested exit popups until he found something they would buy.

If you don't know what exit pops or popups are, they are those little pages that pop up when you leave a web site.

Some people hate 'em but Sanford made enormous amounts of money with his creative pipeline.

What's so genius about what he did is he **CREATED** a pipeline or a list.

Mark Joyner did this in a flash of his normal brilliance lately with startblaze.com.

It's a deal where you can sign up to have his start page appear on your web browser. And for every two displays on your computer, your page appears once in his network.

He gave you something like 10,000 free displays if you signed up in the first 30 days.

Wow! What an explosion.

So you can create your own traffic or list if you're a braniac like Mark or Sanford.

I've never been that smart.

So what I do is use an associate program.

But any source of existing traffic will work. What Patrick does is just BUY the traffic. He just finds streams of traffic, exit pops or whatever, he can buy cheap.

How do you find 'em?

Are you beginning to get the big picture here? It's all the same. The same in real estate. The same in many areas.

He finds people with traffic that don't know how to monetize it. They don't know how to market their traffic. They don't know how to cash in on it.

He will even buy web sites for the traffic!

But it all goes back to what Robert Allen was teaching in his *Nothing Down* Real Estate Course 20 years ago!

You find don't wanters. People who don't want something. They don't want it because they don't know what to do with it. They don't know how to extract the value out of it.

Or they have a crisis where they just need money fast. Right now.

That's where you come in with an attractive, win-win offer.

You have to think win-win.

Because I am well known, I have many people each week want me to sell their products to my list.

But I already have products. And I know the value of a list.

You have to find people with lists who don't have products. Or they don't have time to sell to their list. Do you get it? I already have products. I don't need your products.

But not everybody is in my shoes.

Now, if you came to me with a really great product and offered to cross promote. "Hey Marlon, I've got x,000 buyers and I want to cross promote. You sell my product and I sell yours."

Then we have potential if the lists are approximately the same size and the responsiveness is similar.



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Chapter Twenty Four

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How to make money through lists

OK , so let's keep going. What other lists are there for you to exploit, other than the ones we've already discussed?

How about lists of ezine publishers? You can send them an article for them to publish that references your web site at the end. That counts as a list or product pipeline.

Mark Joyner is a smart guy. He sends an ezine article to ezine publishers every week with their reseller ID embedded in it! Or that's what I've been told.

Very smart.

Another bright friend of mind, Kirt Christensen used to buy ezines that were going out of business. As I

recall, he would send an email to ezine publishers asking if they wanted to sell out.

That should give you food for thought. What lead generation sources, lists or streams could you flat out buy?

Here's another one: Centers of influence.

I once worked at a company that got around 60 calls a day because they had a network of seminar companies and newsletter publishers that referred attendees to their company.

The customers of these seminar companies and newsletters were, in effect, the list.

Here is the key: They offered a resource that was important to the seminar attendees -- a cheap vehicle for advertising. So all the seminars promoted them.

For free!

All it took was solid networking to inform them of the companies services. I don't know this as a fact but I imagine they also offered a special deal to the seminar attendees.

When you make an offer to a list owner, point out that you will offer a special deal to his/her list. That makes the list owner look good to his/her list.

Who is in a position to send you a constant stream of people/bodies/traffic?

What benefit could you provide in exchange? Money is NOT the only vehicle for exchange. Maybe you provide a non-monetary benefit.

How could you benefit their customers? How could you benefit or cross promote the list owner?

All I'm trying to do here is open your eyes and show you that there is the literal way of thinking about lists and then many variations on the theme.

What about Microsoft? They make a lot of money. Do they have a list? A pipeline?

You bet they do! Their pipeline is the network of dealers and stores who sell their computers and software. They have a very gigantic list!

There are many sources of lists. Magazines have lists of subscribers and so do newsletter publishers. Associates have lists of members. Churches have lists.

In fact, as I recall there is a book of lists at the bookstore!

Hmmmm, that should spark a few ideas.

Of course, in the real world, getting magazines or newsletters to promote your products for you may be a long shot.

There is one trick you can pull out of your hat that can open doors for you that would otherwise remain shut.

That trick is to get someone else to introduce you to the list owner. For example, their best customer. Or one of their vendors.

If you have well-connected friends, tap into those connections by getting them to introduce you to their sources. Why would they do that? Offer them 5% of sales or profits. (Assuming that's legal in your state, country or province.)

Here's another angle: Create a product that is based on interviews with these list owners. When you interview them, you flatter them.

However, you have to approach them professionally. Start by writing a coherent, brief letter than explains your project, what you're doing with it, why you want their time and how much you want.

Try for a 30-minute interview.

Have your interviews transcribed and publish them into a book. Then go back to your interview sources

and ask them to sell it to their lists!

Or do the interview, write it up and send it to a trade journal the list owner reads. You'll be a hero in his/her eyes. And you'll have an open door to present your joint venture idea.

Now, that's a fancy variation on the idea. You normally don't need to go to such lengths. I'm just showing you a number of variations on the idea. Things I've seen successful people do.

The best book I've ever seen in my life on how to open doors is called *Networking with the Affluent* by Thomas Stanley.

It's powerful stuff.

But for the most part, you won't need to use those advanced strategies. After all, your offer is compelling:

"Hey, you have a list. I have a product. Email or fax your list and I'll pay you 30% or 40%. You do nothing. I do everything."

Ask business people if they have a list. If they do, ask them when was the last time they faxed or emailed an offer to the list. Ask how profitable it was.

If it made a good profit, great. If they haven't done a promotion recently (or ever), there is your opportunity. If they did something that didn't make money, tell them you have a a very strong tested, proven promotion.

What you're really saying is this. You have a list. Do you want to make some easy money with it without lifting a finger? Yes or no? If you do, just give me the word, and I'll take care of everything else.

So where are we?

You have found a list. You've gotten the OK or go ahead.

How are you going to track orders and sales?

That's easy enough. The orders can go through a special web page you set up. Or they can go through a special 800 number you establish.

They can ask for an extension number or special offer number when they call.

You control the product. So all product fulfillment has to go through you and that's how you know you won't get screwed on the deal.

Never hook up your list owner with your supplier.

That's a no-no.

In one case, I was promoting a product to the list owner's customers. We just set up an associate URL using their affiliate software. We used this URL in the offer so that all sales would be tracked.

If you need associate software, go to:

<http://www.assoctrac.com>

Or, <http://www.synergyx.com>

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The Unified Field Marketing Discovery Primer

Chapter Twenty Five

Profits=Mass x Velocity

Variations On A Theme

There are many variations and themes on the same principle.

Let me stimulate your thinking with some examples. For example, a friend of mine has access to an email list with 250,000 names on it. This is an opt in list where people specifically requested to be on the list and receive email. I can email those names for \$150 per 1,000.

Now, that sounds expensive. But in traditional direct mail, you would pay \$600 or more to send a sales letter to those people. You would pay \$120 to \$150 just to rent the list of names.

So in other words, here is a giant list I can email for the same cost of renting a list in traditional direct mail. But I don't have to pay the printing and mailing costs because I'm just sending an email.

If I get a 1% response, that translates into 10 orders. Ten times \$67 is \$670. Minus my \$150 investment nets me \$520 per thousand. I have 250,000 names available. So $250 \times \$520 = \$130,000$.

And that is just if I mail the list once. What if I mail it multiple times for different products? This might even be profitable for affiliate products.

So, you can hunt down people with large lists and email them. Where can you do this? Here's the web site. <http://www.postmasterdirect.com>.

How about this? They have a list of 7,795,374 business names. Those are pure opt in names. They have every kind of list imaginable. I bet there is one that matches what you want to sell.

What if you had an email that worked to that list? If you had that (and understand that is a big if), but IF you did have an email worked, you'd be in the chips overnight.

Say you brought in \$50 per \$1,000 names. You'd make \$5,000 for every 100,000 names emailed.

\$50,000 for every million. Over \$350,000 total.

Now those are some serious numbers.

Can you do it? My opinion at this point is that it's similar to direct mail. It takes skill in execution.

A sloppy, amateur pitch isn't going to work. But if you have a proven sales process, you sure have a shot at it.

There are also risks involved. Even though those people opted in, they could forget this fact. If they complain to your web host, they could cause you to lose your hosting. Of course, Postmaster Direct should be able to provide proof they opted in.

But still, it could be a hassle. Like I say, I just got turned onto doing this. I didn't realize they had such large opt-in lists.

In the past, you couldn't get such large figures. But now, they have some big numbers on their side. And people complain about them being expensive. But what I compare it to is direct mail.

In direct mail, you "rent" a list. That is, you pay so much for the right to send mail to the list one time. That is called a rental. Normally, for buyers list, you pay \$100 to \$120 for a solid buyers list.

Of course, I haven't used Postmaster Direct's lists. Responsiveness is the key. But for the sake of illustration, let's consider the numbers . . .

A decorative horizontal bar with a blue and green gradient. On the left, there are three circular navigation icons: a left arrow, a home icon, and a right arrow. The copyright text is centered on the right side of the bar.

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The Unified Field Marketing Discovery Primer

Chapter Twenty Six

Profits=Mass x Velocity

Testing Direct Mail Lists

In direct mail, you have to pay around 60 cents or more per piece mailed for printing and letter shop services. You pay your list rental fees (around .12 a name on top of that.) So you have .72 cents per name mailed.

However, you do have 2 big advantages on your side:

1. You can rent a list of BUYERS. People who have bought a product similar to yours and who are mail responsive.

When you rent an email list, these folks are not buyers. That makes a huge difference.

2. Your mail will receive more attention than an email. A lot of folks just hit delete. You at least have

to physically pick up and handle mail that is sent to you.

Now, for those advantages, you're going to pay .60 cents more per name mailed. For every 100 mailed, you have recoup \$60 more than you would from 100 emails.

In addition, you don't have all the work involved in trying to produce a mailing of 20,000 pieces.

OK. So there are advantages and disadvantages. In the ideal world, you find a business with a LIST of people. And you pay them a percentage of sales in exchange for their endorsement of your product to their list.

This greatly increases your response. The downside is that you have to pay out 25% to 50% commission to get them to endorse your product. That's a big chunk. And chances are, they don't have a list of 1,000,000 customers to mail.

The advantage of both direct mail and these opt-in email lists is that you have volume on your site. For example, if you can locate a list of 1,000,000 buyers of a book on X topic. Then you mail them a letter offering another book on X topic, you have a decent chance they will buy.

They bought once. They, theoretically, will buy again.

Of course, you don't mail all 1,000,000 names at once. What you do is pay to rent 5 to 7 lists. The minimum list rental is almost always 5,000 names. You pay say \$100 per list. So you invest \$500 in list rental fees.

Now, big companies will mail 5,000 direct mail letters to each list. Then they'll roll out based on those results.

However, that means mailing 25,000 pieces just for a test. Wow! That's an investment of \$17,500 if it costs you .60 for printing and letter shop services and \$100 per thousand for the list rental.

Eeeeeek! What if it doesn't work? Ouch. So what normal people do is mail 1,000 letters to each list. Little guys can't afford 1,000 letters. So they'll mail 200 to 500 letters per list.

Then, they roll out to the most profitable list.

What professionals do is as follows:

1. To the most profitable lists, they mail 10x the initial mailing. So if you mailed 1,000 letters the first time, you mail 10,000 letters the second time.

2. To marginally profitable lists, they mail 5x the first mailing.

3. To lists that only returned 80% of the amount invested, they mail the same initial amount to see if response increases any.

Never ever roll out and spend a lot of money on a marketing project, media or method you haven't first tested on a cost-effective basis where you can afford to lose the money.





The Unified Field Marketing Discovery Primer

Chapter Twenty Seven

Profits=Mass x Velocity

Direct Mail Numbers

What should you do? If the list breaks even or makes money, try mailing 5x your original amount. So if you mailed 500 names the first time, mail 2,500 your second time out. Then go in increments of 5.

500

2,500

12,500

62,500

And so forth.

"But Marlon. That's a lot of stamps to lick," you object. That's where the letter shop comes in. Remember the .60 per letter for printing and letter shop services? Your letter shop will do all the

stuffing, folding, inserting and stamping for you. They'll get you the pre-sort discount which saves you money.

You can find letter shops in your phone book under the same name. If you're in another country, they may go by a different name. But you should still have the same services available.

As far as renting lists, here is what you need to know:

1. Only rent buyer's lists, not compiled lists. Buyers are people who bought a list similar to yours. Compiled lists contain names where people have not actually bought a product.
2. You have to rent 5,000 names but you don't have to mail all those names.
3. You can find list brokers in your phone book. However, many of those won't have access to buyer's lists. In the U.S. you can subscribe to the mailing list directory at srds.com. They have different directories available. You want the one with mailing lists in it. You will also find a directory online at edithroman.com.
4. Rent names that are no older than six months and preferably three months. For your initial test, use what they call "hotline" names. These are the most

recent names available.

The more recent the purchase, the higher the response. The more frequently members of a list have purchased, the greater the potential response. The more money spent on purchases, the better the list.

Pros call this recency, frequency and monetary value. So the best buyer list contains hotline names who have bought expensive products more than once. That is in the ideal world.

Now, you're probably wondering what to mail to your list and what price point to use.

In the U.S. postage increases after 1 ounce. Right now, it's .34 cents for one ounce. If you're in another country, check your rules.

In the U.S. you'll want to keep your mailing right at one ounce. If you use the right weight of paper, you can get four pages in there printed front and back, a 1/4 page order form and a #9 return envelope. You mail the whole kit in a #10 envelope.

For the return address on the envelope, just print your personal name and address. No teasers or b.s. on the outside of the envelope. You may want to pay the extra charge and have the envelope laser addressed.

Alternatively, you can get labels that your letter shop will stick on the envelopes for you.

Send your mail out pre-sorted first class. I don't advise bulk mailing, although after you're successful you can certainly test it.

You can request a sample of the mailing originally sent to the list you're renting. If it's high-powered, you may look at other lists. Your preference is to rent a list where people bought from a not-so-great mailing. That way, you don't have to be superman or woman to get them to buy.

If they bought from a 4-color magalog that threw in everything but the kitchen sink, think twice. A magalog is a magazine that is actually one long sales pitch. They are very expensive to put together and are normally done by the real pros.



The Unified Field Marketing Discovery Primer

Chapter Twenty Eight

Profits=Mass x Velocity

Finding Resellers

If you're using rented mailing lists, you need a markup of at least 3 times on your product. And to have the best chances of success, look for a ten to twenty times markup.

That's why I like information products. They're easy to ship and they have big markups.

Now: Here's a killer formula for success. TEST your sales letter on your web site until you get one that is converting well. Then you can translate that sales letter into a direct mail piece that you can send out.

Here's what to do if you can't afford direct mail

If you can't afford to do direct mail, then here's another way to get your greedy little hands on some

primo lists.

Call up people who have ads in magazines. Ask them to send your direct mail letter to their list in exchange for a split of the profits...usually 50/50. Who pays for the mailing is negotiable.

If they have fax numbers or email addresses, they can use those marketing methods to cut costs. You can send a dealer or reseller kit to everyone running classified ads.

You could even run ads or banners ads soliciting joint ventures. Also, newsletters can be a real goldmine. Go to newsletteraccess.com and you will have access to 5,000 newsletter publishers.

Those people have great lists to promote your products to. Send them a letter then call them on the phone. The most logical thing to do is find companies who are not directly competitive with yours.

You're looking for people who have a product related to yours but not directly competitive. They aren't that hard to find. Just thumb through magazines and trade journals and look at the ads.

I once hired a friend to call people and set up joint ventures for me. For \$1500-\$2500 you should be able to find someone.

If labor costs more than that in your area, hire someone in another state or city to call for you. Place an ad for help at elance.com as well as the help wanted boards. Search around and you'll find plenty of places.

You can also go to <http://www.google.com> and search for forums in your specialty area.

Of course, we come back full circle to the key to making most of these ideas work -- the sales letter. That's why I created a whole [course](#) on crafting sales letters. Whether you are sending a teaser email, sales letter or publishing a sales letter on a web site, there is one secret that cannot be avoided:

Study. Study. Study.

Study successful web sites. What do they look like. I'm not talking about the big dot com wastes. I'm referring to web sites like mine that are basically a sales letter on a web page.

In fact, here's how to accomplish two objectives at once. Buy this book *The Greatest Direct Mail Sales Letters Of All Time*.

You can get it at Amazon.com. Number one, you can study great sales letters there. That's a necessity if you want to write your own letters.

I used to read successful sales letters aloud. I would read them over and over and over so that I understand the cadence of the writing. As well as the sales psychology.

And two, you'll get some great ideas on how to design your web site! All you do is put the sales letter on a web page in the same format. And you add a little web magic for good measure.

For example, I put my sales letter on a page with a background. I recommend you do the same. Your letters should be on white. But you put a border around your page that is colored.

Do NOT use bright colors. Use dark blue, gray, dark green. These colors create trust. Bright colors are not good. Also, use red or any bright colors very sparingly.

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on-line reference



The Unified Field Marketing Discovery Primer

Chapter Twenty Nine

Profits=Mass x Velocity

Doing your research

Do not put a bunch of links, banner ads or other junk on your page. Would you see these on a direct mail sales letter? Of course not.

The price to pay for success is study. Study the sales letters in that book. Study successful web sites. You can find a bunch of these in the top ten list at associateprograms.com.

Do NOT rip off their design or their copy. Study and learn. Most of these sites are very simple. You can create your own with Front Page or Dreamweaver. I use Dreamweaver because I like the code it writes.

But Front Page is good also. Type "Front Page tutorials" in <http://www.google.com> and you will find

plenty of free tutorials on how to use it.

You also need to study successful emails. Search on a search engine for free-for-all-links. Use a hotmail address and submit your add on some of the ffa sites. You will receive hundreds or thousands of emails.

Now, open your hotmail account and skim all the subject lines.

Out of all of them, which ones grab your attention and why? Which ones do you feel compelled to read?

Now, open those that grab your attention and read them. Which ones are formatted in a way that is appealing? Which ones make you want to click and go to a web site?

How do they get you to want to click?

They probably have a headline with a good grabber. Maybe it offers a free report or download.

(It's hard to miss with the headline, "Free report reveals...")

Now, notice how long the lines are. Usually the lines are 65 characters long.

You'll notice that most of the emails sound the same. But a few will grab your attention. And out of those, one or two of them will make you compelled to click

on the link.

The purpose of the email is to get you to click on a link.

That's it.

Now, when you go to write your own email, you have an idea of how to write your headline or grabber, how to format your email, how to get a click.

If you don't study, you don't know.

If you send out email to a list, do **NOT** use your email program to do it. You must use a program designed for that purpose. You received one such program free with this product.

I also have used Mailking.com, aweber.com, getresponse.com.

Practice with small mailings before you do big ones.





The Unified Field Marketing Discovery Primer

Chapter Thirty

Profits=Mass x Velocity

Using publicity lists

Have you had enough or do you want more? What's that, you say? You want more.

Let's go on then.

Here's another list you can -- publicity lists. At Gebbiypress.com you can obtain over 10,000 media fax numbers that you can fax your press releases to.

We talked about it earlier. But I want to come back to it now that you know more.

See, the list you get from Gebbie press IS the list. Does that make sense?

PR contacts are a list.

You find out what that channel, that pipeline, that distribution vehicle wants. What bait they will bite on. And you find it, acquire it, create it and then move it down the channel.

Here's what you do. You listen to TV and the radio every week looking for news hooks. That is, current events you can hook your product onto.

For example, let's say you sell a course on how to be a consultant. You hear a news clip on TV about how several big dot com companies laid off a total of 8,000 employees.

You write this headline for a press release:

"Laid off dot com employees find golden parachute in consulting"

Last week 8,398 dot com employees were laid off. But they don't have to despair. There's a golden parachute waiting.

That's according to Lew Williams, CEO of bizhowto.com. Said Williams, "There's a big demand by e-commerce companies for people who have been in the battle and know the game. These people can sell their know how and consulting services while they're looking for their next opportunity."

The average consultant earns \$89,980 per year according to a survey conducted in XYZ newsletter. Adds Williams, "You have no overhead, employees or assets required. You need a phone and a computer."

For ex-dot com employees, Williams offers a free 21-day course called, "How to get paid handsomely for what you know." It's available at <http://www.bizhowto.com>.

That's a sample release. I wrote it off the top of my head. It could be improved upon. But it does show you how to tie into a current event.

News is what makes news releases work. The secret is to tie your news release into a current event.

After you write your news release, you fax it out to the list you get from Gebbie. You do this while you sleep. There's an art to getting free publicity.

You'll find several courses on the topic on my web site at: <http://www.prcash.com>

One more tributary to ponder on this theme.



The Unified Field Marketing Discovery Primer

Chapter Thirty One Profits=Mass x Velocity

Association Marketing

Associations are also a list.

Let's say you get a speaking engagement at an association. What is that?

It's a list. You get to speak in front of a pre-assembled list and sell the group on your knowledge and competence.

Then, you throw in a dose of direct response and offer a free hot report every attendee will want if they only give you their business card.

Now, you take all those business cards home, scan them into your computer using scanning software, and now you have them in a database. Right?

In most cases you're going to have email addresses and what else?

Fax numbers. That's right.

Fax numbers.

Yahoo!

Now, you're off and running again on the same track you've been on. How do you get such speaking gigs? You hunt down a list of associations in your area and send them a letter or postcard offering your speaking services free.

Later, when you're a hot shot, you can charge. In the U.S. there is a directory of associations you can use for your mailings. Just search for it on a search engine. If you're overseas, you probably have the same thing if you search around for it.

I said I was just going to give you one more tributary. But another hot one just popped into my mind. How about employees of a business. Are they not a list? For example, some department store chains have 18,000 employees or something like that across the U.S. alone.

What if you showed a gigantic department store chain how to sell insurance to their employees, offer a service or benefit to employees and also pocket

money.

That idea made someone I know millions and millions of dollars. Why? Because there is a list and an endorsement.

If you come up with a way to show a list owner how to cash in big time on their own list, you can be part of that cash out or deal. Put together a corporation. Test out your technology so you can prove it works. Then go to the corporation, explain how you have the technology to make a bundle selling to their own list. Then sell them your corporation.

Your corporation itself may not be worth much money. But if it has the tools, technology and systems to allow someone else to make a whole boatload of money, you have something highly valuable.

In essence, you're selling a system that is proven to work to someone else who has the list. But first you have to prove beyond a doubt you have the technology and that it works.

How? By running a pilot project or two. That's your proof.

Companies also have vendors. If you can get them to endorse you to their customers, employees and vendors, you have a very lucrative situation.

The endorsement eliminates cold calling, skepticism and other problems.

Let's say you have a service to market. How do you get business?

I already mentioned this. But you can go to newsletteraccess.com and find the newsletters that target your potential customers. Call or mail the editors. Do NOT email. Emails are tossed too easily.

Call or email the editor and tell him or her about your services. Then offer a free service or report to the readers. The readers are the customers of the publisher. The endorsement creates the credibility.

To expand your thinking further, what if you were good friends of someone who subscribed to the newsletter. Why not have that person call or send a letter to the publisher endorsing you?

That's a reverse endorsement. It's very powerful. Now, instead of coming to the newsletter publisher out of the blue, you are introduced by a customer.

You could do the same thing if you were friends with the guy or gal who prints the newsletter. You have that person introduce you. So it can work with customers as well as vendors and suppliers.

Let's say you want to network with a whole bunch of newsletter publishers so they will endorse your products to their list via inserts in their monthly newsletter.

How do you pull that off?

What I recommend is inventing a reason to interview the newsletter publishers. How about writing an article on "The top 20 business niches." You tell the newsletter publisher you're writing the article and you want to interview him or her.

That should open a door. Especially if you approach the publisher via a professional letter on good quality stationary. No shortcuts here.



The Unified Field Marketing Discovery Primer

Chapter Thirty Two

Profits=Mass x Velocity

Infinite Variations

Let's talk about a few more examples and then we can wrap this up.

There are an infinite number of ways to apply this method.

Let's take something like talk radio.

People who listen to talk radio stations....those where people call in to discuss a topic with the radio host....are proven mail order buyers.

As a whole, they represent a possible list. But what does the list want to buy?

If you listen to the direct response ads (ads that sell a product directly), you'll hear weight loss products,

sexual potency and hair restoration ads.

From this I deduce that the talk radio audience is more males than females. But hear my point: Most people have a product. They think, "Hey, I'll advertise it on talk radio."

That's the wrong approach. You begin with the list. You begin with talk radio. And then you ask, "What do they buy?" And how do you know what they buy? By what is already being sold via direct response.

Direct response ads are those that sell something directly. I heard an ad on talk radio for a catalog you could get of all kinds of neat radios and gadgets for your radio.

I thought, "Wow, what a great product to advertise on the radio! Stuff for your radio!" Perfect targeting.

What do you sell on the Internet? You look and see what people buy the most on the Internet. One thing is software and computer books. It's obvious people on the computer will buy books about the computer and computer-related things.

Here's another twist. My dad was a TV repairman. But he couldn't make much money going out to people's homes and fixing TV's.

He needed a big list to sell his services to. Who did he find? Hotels and motels. They had hundreds of TV's that needed fixing.

In a way, it was a list. A list that needed a product. TV's that needed fixing. So he charged a buck a month per set and made a very nice living.

A friend of mine published a little book called *What Men Know About Women*. She sold several million copies as I recall. She would sell the books in groups of 30,000 and up to sales organizations because the sales people would use her books as door openers.

Why? Because the book was all blank pages! And the receptionists would find it hysterical. The sales people used it as a door opener and to be remembered.

What, then, was the list?

The list was secretaries and receptionists. And the sales people who needed to acquire their favor.

What other giveaways could you create that would incur the favor or goodwill of secretaries and receptionists? Mmmmmm. Could you sell that product in bulk to sales managers?

Do NOT get an idea, create it and then try it. That's too time consuming and costly.

How do you do it if you follow The Marlon Sanders' method?

You get 12 ideas. Call up sales managers and ask which they'd want to buy in bulk if you could deliver it in 30 days. You explain that it's a terrific door opener for their sales people.

You do this survey with 100 sales managers and now you have a distribution channel for your product BEFORE you spend any time or money creating it.

Here's another example.

How about churches. That's a big list.

What do churches buy?

Candles, right? I had a consulting client once that sold candles to churches around the world.

It was 100% two-step direct mail driven. A letter would go out offering a free sample. The response required to get the sample was a call to a sales rep who worked on commission.

Of course, they had a USP (unique selling proposition).

What else do churches buy in bulk, over and over again? If you can answer that question and then find a

way to offer a key benefit over the other competitors, you have a business on your hands.

What about your own web site visitors. What do they want? You do an exit pop survey of 12 products to find out.

If selling associate program products is your thing, then you test 12 different products all at once. Or test them in groups of 3.

Let your people tell you what they want to buy. And re-test every 3 months because it changes. People's wants are NOT static.

They change.

You must test and re-test.

Survey and re-survey.

Once you've found a list and know what they want to buy, you need a sales process to sell it to them.

We've talked about two-step marketing.

Fax-on-demand. Direct mail

Let's explore this a little more.



The Unified Field Marketing Discovery Primer

Chapter Thirty Three Profits=Mass x Velocity

Sales methods

It's beyond the scope of this product to give in-depth instructions on marketing methods. I do that more in *The 69 Laws of Twister Marketing* that is part of the *Amazing Formula Deluxe* package.

But I do want to discuss these some here:

1. Direct mail

Expensive but has the advantage of the big rollout. Also can become relatively automated once you get a package that works. What kind of direct mail do you use to sell to the list you discover?

It's easy. Get on that list and ones similar to it. Study the direct mail. What types of pieces do you get over and over again? Do you get double-sided postcards?

Do you get certain types of gimmick envelopes? What do you get? You sell to the list via the same types of direct mail they are proven to buy from.

2. Telemarketing

Good for customer lists. Good for following up mailings. Good for higher ticket items or recurring billing. Too expensive for one-shot, low-ticket sales without a big back end.

How do you learn telemarketing? You should probably just hire someone who has managed several telemarketing rooms.

Or, if all you're doing is selling to your own customer list, find someone with sales experience. And preferably phone experience.

3. Web sites

The key to selling a product from a web site is the sales letter. If you sell a high-ticket item, have the visitor fill out a survey and follow up with a phone call.

4. Fax-on-demand

You use it to deliver your sales letter to prospects at a low cost. If you use two-step ads, you can incorporate a web address and a fax-on-demand.

5. Phone seminars

A good way to sell high-ticket items is by holding a free or low-cost phone seminar which is basically an extended sales presentation to everybody on the call. This is a proven money maker.

6. Two-step ads

We already have discussed these. Usually they offer a free report on a hot topic. I discussed this method quite a bit in [Amazing Formula](#).

7. Two-step post cards

You send out a post card to your customers offering a free report, audio tape or video on a hot topic. The free report, tape or video gives information and then gives a thorough pitch for the product following a psychological format similar to what I teach for sales letters.

8. Two-step letters

Same as 7 but in letter format.

9. Dollar letters

Works best with your customer list. But can also be used to a cold list with telephone follow up. People definitely remember the letter.

10. Seminar selling

You invite people to a free or low cost seminar and give your pitch there. Another proven process that has worked for 50 years plus.

11. Sales people

Nothing new here!

12. Associates

If you sell online, the proven method is to use associates that drive traffic to your web site in exchange for a commission.

13. Distributors

Another good way to sell your products. Let distributors do it. Distributors are to offline selling what associates are to online selling.

14. Catalog houses

If you can get a large catalog house to carry your product, the sales can be quite large.

15. Sales letters

Your in-print sales people.



The Unified Field Marketing Discovery Primer

Conclusion

Profits=Mass x Velocity

There's an old saying, "You can lead a horse to water but you can't make him drink."

Not that you're anything remotely resembling a horse. But the thought does occur to me that I've given you all you really need.

You are not yet in possession of UFMD knowledge. But it is knocking at your door.

Tap. Tap. Tap.

Can you hear it? Can you feel it coming to you? Can you see the revelation as it unfolds to you?

Do not be concerned if this does not happen now quickly and easily. For you are yet to embark on the study of the UFMD itself.

To this point, here is the groundwork we have layed. You have learned that the assets of money do not need to be in your ownership or possession for you to make money with them, although it is often most convenient to own either the list or the product, or both.

You now know what makes money. Why you can make money from scratch since ownership of the assets are not required to profit from the assets.

What is required is control of or access to the assets through relationships, agreements, and joint ventures. You realize you can find discarded or under-valued assets, lists, customer databases and so forth.

You know, every day companies file bankruptcy. In Dallas, TX they publish these business bankruptcies in the local newspaper.

The greatest assets of these companies are their relationships and customer lists. Yet how many of them die on the vine? Is this not a great undiscovered treasure of assets that can be had potentially for little or nothing?

An incredible list source for almost free or for a commission? How many businesses have customers but seldom mail them or make offers. And if you had control over a hot product with a proven promotion, they would send it to their list for a commission?

Are you now a student of lists? A student of products? Do you have a notebook for listing your product ideas? And your list source ideas?

Since money equals mass x velocity, lists times products and promotions, this little book you keep could be your secret treasure.

Are you beginning now to understand where money comes from? How it is created from scratch? What the true sources of wealth are? Why you can make money without money or asset ownership once you are in full possession of UFMD knowledge and abilities?

Are you chosen to go to the next step? To become a Certified Master of the UFMD? This will be revealed to you as we move along.

Where do ideas come from? If assets don't make money, if relationships make money. If ideas make money, where do they come from? Who gives them to you? Do they just pop into your head from nowhere?

Or is there a MasterMind? A storehouse of Infinite Intelligence, the Non-Physical, of that which transcends who we are?

Can a person learn to tap into this vast storehouse? Andrew Carnegie, founder of the steel industry in America, commissioned Napoleon Hill to study the

richest men in America at the time.

People like Harvey Firestone, W.M. Wrigley, J.C. Penney, Thomas Edison and so many others. He wrote the conclusions in *Think and Grow Rich*. No one can count the number of millionaires who have attributed their wealth to what they discovered when they read that book.

A client I used to write for, Walter "Itsy Bitsy" Hailey went from a starving insurance sales person to doing a billion dollars in sales in 8 years after reading and applying *Think and Grow Rich*.

Was it only a larger part of the UFMD. Or was UFMD knowledge part of what Napoleon Hill used but never articulated?

One thing is certain. All wealth is created based on the core principles of UFMD. Articulated. Not articulated. Understood. Not understood.

This is the source of money from scratch. And the chips are free.

In summary:

You don't need products to make money.

You don't need customers to make money.

What you need is someone else's list. And someone else's products.

And all you do is move the products through the list or the pipeline using the simple, basic direct marketing principles that have been working for the last 100 years.

That's as simple as making money gets. It doesn't boil down any more basic than that. And really, anything more than that is a distraction.

You have products. You have pipelines.

The money is in funneling the products down the pipelines. You don't need to own the pipelines. You don't need to own the products.

All you need is the imagination, sales skills and initiative to hook the two up. This is what you bring to the table.

This is why companies will work with you.

You have the imagination to see the connection between the two. Your pipeline could be literal customer lists. It could be media lists. It could be affiliates. It could be ezine lists. It could be a web site with massive traffic. The possibilities are endless.

Creating products can be exhausting, expensive and time consuming. Plus, more often than not, new products don't pan out.

The advantage is that you maintain control, which is not always a bad thing.

Acquiring customers can be very expensive.

The money is in the path of least resistance. Go where the customers already are. Hook up a product to the list or the pipeline.

Moving products down the pipeline is the only activity that makes money. So why not put your focus on the single activity that generates dollars.

And keep your overhead to almost nothing.

Money will always come to the man or woman who has a pipeline for products. The key is to get the pipeline on board with you. You can always find the products.

Your job is to find the list. It's the list that's going to make you money. Become a list connoisseur. Become a master of making list connections.

Do the obvious. Go for the sure promotions.

It isn't the only way to make money.

It isn't necessarily even the best.

But I think if you try it you'll like it.

And if nothing else, hopefully you've found your thinking stimulated, your profit vision enhanced and your focus clearer than ever.

I began this UFMD primer by explaining the basic tenets:

Profits=mass x velocity

Your mass is the list. The velocity is the promotion. The number of promotions you do. The speed with which you create and execute promotions.

UFMD knowledge is around the corner. It's pounding on your door.

Can you feel the excitement? The electricity in the air? Can you hear it calling your name? Beckoning you to come into full understanding.

It is now time for you to move on. To take the next step. To come into the fullness of The Discovery.

Press on my dear UFMD man or woman.

Press on.

Best wishes,

Marlon Sanders

P.S. It is now time for you to open the UFMD product itself and begin reading. Now.



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