

The Perry Marshall Marketing Letter

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The Marketing Guru Dog 'n Pony Show: Rant From A Frustrated Estudiante

Got this rant from Joe DiSorbo, from Singapore:

From: Joe DiSorbo
To: Perry Marshall

Perry,

I find myself saying the same I was saying a year ago.

There are a bunch of tools and information out there and it looks like a jumbled mess. There is nobody actually selling results.

Let's take your recent Renaissance Club news letter for instance. Let's say I agree with you about Bullock and Livingston and I want to try their services. I can't.

The best I can do is spend \$1000 on more CDs and manuals so I can spend 41 hours trying to learn something Glenn is an expert at which I never will be. Let's face it, Glenn is Glenn. It's a waste of my time to try and recreate Glenn's work (and time is the most important factor). It is like trying to copy Michaelangelo. I will never be able to replicate his work no matter how detailed his explanations. Glenn's systems works for Glenn because Glenn has a lifetime of education and experience behind it.

It much more effective for me to hire Glenn to do it for me. However, this is not cost effective because Glenn is most likely making too much money as a marketer (\$2000 an hour or something) because all the huddled masses are buying tape sets and getting no where. This puts the cost of hiring him out of reach.

Here is an example

New York to Los Angeles

*My need is to get from NY to LA.



Perry Marshall's Renaissance Club

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I see an on line advertisement in this regard and that leads me to visit a Ford dealer. They tell me I can have this great car that will take me from NY to LA in 3 days or less, in style.

I say great, I'll take one, how much are they?

Ford says "well, you can't buy the car, but for \$995 we will sell you this 41 hour CD set that teaches you everything you need to know to build your own car. If you need more guidance, then for \$9,995 you can come to a seminar where a guy who actually built one will tell you exactly how he did it. At the seminar you will learn everything including where to mine the iron ore used for parts, how to build a headlight, and all the other thing you need to get from New York to Los Angeles.

I say, " but I just want to buy the car. I really don't want to learn how to make the car."

And they say, "Oh, you're one of those, you want to do it the easy way. You're one of those customer that wants US to do all the work. Isn't it enough that we are telling you everything you absolutely need to know to build the car. You just don't seem to get it. How ungrateful can you be?"

I say, "I just want to get from NY to LA. That is what I want to buy. I don't want to buy the plans to build a car. I have no interest in building cars. My interest is in getting to NY."

They say "OK, we will sell you an actual car, but the price is \$1,000,000".

I say "\$1,000,000!, why does one car cost so much. This is a nice car but that is way too much".

They say "Because the ROI in selling the information on how to build the car is so lucrative, it doesn't make any sense for us to waste time actually building cars for people unless they pay us \$1,000,000 a car. It is much easier to sell information because it doesn't have any moving parts, it doesn't break, has no warranty or guarantee, and customers keep buying it year after year."

I say, "Oh, sounds like a good business. However, it looks like I'm taking the bus. By the way, I have some land off the coast of Florida I am trying to sell, are you interested?"

They say, "No, but we have a list of people that might be".



*I also want to talk about the "art" factor. The "art" factor is the one thing that is never mentioned in Internet marketing. Internet marketers disguise the art factor as systemization. Everybody acts like marketing is a system that can be replicated with the push of a button. The real truth is that the difference between the winners and losers is the art factor.

Internet marketers do not address the art factor for obvious reasons, because you cannot replicate it. It is personal.

You can give me a Picasso paint by numbers set and I can complete it, but it isn't going to sell at Sotheby's for \$20 million. The same is true for Internet marketing. I can read every book or listen to every tape set on copy writing, web site design, Taguchi, or Guinea Pigs, copy it to the letter, but it still isn't going to make me a million dollars.

The thing that is going to make me a million dollars are the intangibles, the art factor.

The art factor **IS** Internet Marketing.

If you don't have the skills or time to become an artist then the next option is to hire the very best artists. That is what I am trying to do but even that is very difficult. Unfortunately, unlike in Michaelangelo's day, the artists are now very expensive and practically out of reach.

Frankly, the Internet marketing community is selling air, nobody is selling results.

I think there is way more money to be made in providing actual results to business owners than just selling air.

My challenge to you is this.

Show me a way that actually delivers measurable results to business owners and I will show you 5 times more money in your pocket than your making selling info products.

See you in Chicago.

-Joe



To: Joe DiSorbo
From: Perry Marshall

Joe,

First, there's much truth to the 'art factor' idea and that's why I talk about giftedness and personality so much.

Second, I would disagree with the perception that selling info products is more profitable than selling results. Actually Glenn is having the following problem with his survey product: It works, it's color-by-numbers, there's very little art in it, it's step by step, systematic. If people use it, it works. You don't have to be Glenn to make it work, you only have to be methodical and detailed about following his formula. You do have to follow the formula, and it's involved.

The problem Glenn has is that it's hard to sell. It's NOT air. Air is easy to sell. Real work is hard to sell. He and I have discussed on a number of occasions the fact that he's selling this *in spite* of the fact that he makes more money just sitting in his cave and using it than he makes by selling it. In other words he's so hard to hire because he can make more money selling his own thing than selling someone else's thing. The reason he wants to sell his research system is because he likes to teach, he feels he has something to offer, and it gives him some notoriety in a community where some notoriety can bring you more good things.

The reason Jonathan Mizel is not in the guru business these days is that when you're a guru everyone rips off your ideas and sells them for cheap, and besides, he makes 5X as much money sitting in his cave selling non-info products to non-internet marketers. And that's the God-honest truth. That's what he's doing now. And making a mint.

That said, you can realistically hire Glenn if there's enough money in the deal for everyone involved. If I were you I would at least talk to him. And you can get the art you're looking for just by hiring a top copywriter. Top copywriters (even non-guru ones) are expensive simply because the magic they create is so valuable. Yes, copywriting is art. I don't think that's very much of a secret.

Fact vs. Fiction in the Guru Biz

While I was reading Joe's rant, my neurons dredged up an old Amway story. One time I was at this regional rally, there were maybe 300 people there. Somebody on the stage said, "I want everybody who showed the plan 15X or more last month and [I think there were a couple



of other criteria, like listened to a tape every day and did their 100 points of volume that month] to stand up.

Out of 300 people, there were two people who stood up: me and one other guy. That's it.

I knew him. He was a lot like me – an exemplary student, working real hard, following instructions to the letter, and so far as I could tell, not getting the kind of traction he really needed to get either. Clocking in the miles and not seeing results.

I was beginning to wonder if this thing worked at all, and I remember thinking, “Hmmm, even if this thing doesn't really work like they say it does, there's only two people in the room who actually know it: me and him. So long as everybody else thinks this works, they'll just keep buying tapes and coming to all these rallies and never be the wiser.”

Which is exactly what Joe is talking about in his rant – people selling air instead of selling results.

See, if most people never do anything, then it's much, much easier to sell pixie dust and unicorns and fairy tales than to sell things that actually work. All you have to do is issue a refund to the 5% who actually try it and determine it doesn't work. You still get to keep the other 95%. There is an entire class of 'mail order buyers' who purchase information like this and never use it... who have been deliberately cultivated by their preferred gurus to behave that way.

If I were willing to do that, life would be a whole lot easier... *for a little while*. The problem with that is that eventually it *does* catch up to you. Eventually everybody *does* figure out it's all smoke and mirrors and the whole thing comes crashing down. And in the long run, I would attract losers and wannabes to myself rather than peak performers. I wouldn't have the privilege of working with the Roundtable members and cutting edge online marketers like Bullock and Ari and Glenn. (Oh, I forgot to mention – Joe did purchase Glenn's system, thank you very much, and he's going to have an intern implement it. Competent intern, no problem.)

I wouldn't be on the leading edge, nor would I get emails like this one... let's grab the most recent one in the folder. Came in on Wednesday:

Perry,

Just thought I'd take a moment to say thanks for the advice I've received from you this past year and a half. I had one VERY expensive adword campaign before I ran across your coaching information and put it into practice.

When I got started with your advice, we were launching a brand new church in Fort Wayne. Most of the time, churches start with just 50-60 people. Sometimes, when a guy really has a grip on marketing (I have an MBA in it), a church might launch with 200 or so folks.

Last September 2005, with the coaching we received through your materials, like the Definitive Guide, not only did our costs drop dramatically so we could use the excess funds in other ways, but our church launched with 579 people on our first service. It has been



soaring ever since.

In fact, since then, several businessmen in the community have approached me to help them launch adwords campaigns.

And, the success from those businesses actually led me a few months ago to start a company that specializes in putting adwords campaigns together for small to mid-size businesses (the ones that Marketing Sherpa reported are either being shrugged off like fleas on a dog or not even bothered with at all).

Anyhow, I've figured out a profitable way to set up campaigns and run them for guys who want to get started and find the success I've discovered. Of course, I am constantly refining the process, which is what led me to looking at your latest stuff... which I discovered I had bought twice!

Well, I thought I'd just take a moment to thank you. The church is soaring, my new adwords firm is taking off quickly, and life is good.

Thanks,

Ray R. Harris
Lead Pastor
The Pointe Church

and now CEO of
SitePropeller, Inc.
<http://www.SitePropeller.Com>

Is marketing guru-dom all it's cracked up to be? I for one am not complaining, but as I've said in other times and places, I'm definitely a cat on a hot tin roof. When your job is the dissemination of fresh ideas, then buddy you'd better be producing good stuff, consistently, month in and month out. I remember a conversation with Jonathan Mizel about some of his 'side businesses' and he said, "I finally got sick and tired of my students making more money than I was." Which is why he doesn't keep a high guru profile anymore. He makes a lot more money hiding in his cave and quietly, invisibly, selling non-info products to non-info marketers.

As a matter of fact I couldn't tell you what his websites are even if I wanted to. He does it all under the radar. In the vastness of the Internet, there are a lot of places to hide. Let's be frank: *You generally make a lot more money keeping secrets than you make revealing them.* Doesn't that kind of make sense?

Can you hire Mizel? Yes, I'm sure you can, if there's enough money in the deal. But don't show up with ten grand and expect him to play ball, 'cuz he won't. Can you hire me? Yes, I'm sure you can. But there's better be a very realistic possibility of generating a half million dollars or more, and if the \$363.00 half-hour consultation makes you blink, you'd better look elsewhere. Oh, and I have to *like* what you're doing. If my gut doesn't feel cozy about it, no dice. (More about that in a little while.)



The Art Factor. Joe's right, a lot of people disguise the art factor as systematization. But there *is* an art factor. Case in point: Can I hire somebody to write this newsletter I'm writing right now?

Absolutely not. I doubt it would ever sound like me, no matter what whiz-kid writers I hired to write it, and no matter how much money I paid them to write it. Some years ago a big publisher sold a bunch of subscriptions to a brand new newsletter, to be written by a very famous business guru, who in the 2nd or 3rd month of publication decided he didn't really feel like writing a newsletter every month. They attempted to get the thing ghost written but the whole enterprise soon hit the skids. Their only recourse was to issue refunds to everybody.

Could I teach people how to write my newsletter? Well, I might be able to teach you how to write *your* newsletter but I could never teach you how to write mine. Why? Because my newsletter is *me* on a piece of a paper. Your newsletter is *you* on a piece of paper. That is not replicable, not duplicatable. Yes, there is definitely an Art factor in marketing, as I shall explain in a minute. BUT.... And this is a very big but – the Art Factor is NOT the thing that holds most people back.

What holds most people back is not the Art Factor, but the fact that they simply do not put one foot in front of the other and execute. If you're going to be a marketing guru, yes, the Art Factor is probably crucial to your success. In the "Marketing Guru" market all your competition is absolutely razor sharp, they're all in it because they're obsessed and fascinated with the human psychology and with the game itself. If you don't have a personality that stands out, you don't stand a chance.

Who else in the marketing biz has a good print newsletter? Let's see, there's John Carlton... there's Dan Kennedy and Bill Glazer... You wanna play in that sandbox, be my guest. Meanwhile I might suggest that there's less contested real estate to be had out there.

But most markets are not that way. Most markets have *zero* prime quality newsletters, not three. In most markets, it's "In the land of the blind, the man with one eye gets to be king." Like where I came from, the industrial market – you only needed to have a *little* bit of personality to stand out.

The "Anybody Can Do It" Schtick

Any time someone says to you, "Absolutely anybody can do this, and become extraordinarily successful, and make millions of dollars, just by following these simple steps" you need to hang on to your pocketbook.

I do not believe that "anybody can do..." any specific thing. *At least not to a level of proficiency that the world is going to richly reward.* Can anybody build a Google AdWords campaign? Well certainly yes, anybody can sign up, write a few ads, insert a few keywords and set a bid price. Yes, any computer literate person can do that. And any reasonably intelligent person can be made reasonably competent at this, so long as they'll sit down and pay attention.

But the extraordinarily successful people are the ones who, in their head, somehow 'crawl inside' of that ad campaign and *feel* what all those numbers and columns mean... who



are able to sense what those visitors are clicking on and why they're clicking. In their mind, the numbers come alive, they have meaning... there's a mental and emotional connection to what goes on. They can look at somebody's ad campaign and in 10 seconds know whether it's put together right, or not. Those are the ones who manage \$10,000 or \$100,000 of clicks every month and make it profitable.

Now.... Who can do that? Can anybody do that? Well, I just don't think that "anybody" can. A lot of people can. It helps an awful lot if they're learning on their own dime. I sure have met a lot of people who can, who have a passion for it, who love to do it. It would be foolhardy of me to point to some specific person and say "That guy could never do *this*" – I don't know that about him.

So, can "anybody" do AdWords? Yes and no. There's the doing of the thing, and then there's the Art Factor. The Art Factor comes into play when your heart and soul get connected to it, when you are able to crawl inside the thing and live in it and breathe it. It's something that goes beyond systemization. If you have a *passion* for it, if you have the *discipline* for it, then yeah. You can pick up the art factor. Then you can do it.

I could say the same thing about...

Writing headlines

Developing a killer USP for your company

Crafting ultra-persuasive ad copy

Delivering a scintillating newsletter

Churning out a killer rant about something you're mad about (I told Joe DiSorbo, maybe you never thought of yourself as a great copywriter, but that rant you just wrote sure was a great piece of copy! Anyone who knows how to write can write a great rant, **when they get wound up**. A copywriter writes a great rant on command.)

One of my favorite scientists is Barbara McClintock. McClintock was a biologist at Cornell who made startling discoveries that scientists are *still* ignoring today, 50 years later. She was so far ahead of her time that for 20 years she hardly bothered to publish any of her work. She was tired of being ignored or belittled by her peers, who were stuck in rigid paradigms.

McClintock discovered that DNA is intelligent. It has the ability to re-engineer itself on the fly in hostile situations – in fact it's literally pre-programmed to re-program itself. This discovery was so radical that they thought she was crazy at the time and her insights are mostly dismissed even now. Big Institutions funded by Big Pharma peddling materialistic philosophy would have us believe life itself is nothing more than a happy accident of dumb chemicals. But McClintock was perhaps the first to understand (even before Watson and Crick discovered DNA) that living things are organized by *information*.

Do You Have a Feeling For...

The title of her biography *A Feeling For The Organism* refers to her ability to seemingly crawl down through her microscope and get inside the cell – not just observing what was visible, but what was *implied*. Her intuition was so complete, she always seemed to know what lay



around the next corner. She recognized the behavior of cells the same way you and I hear footsteps upstairs and recognize the sound of your spouse's or kids footsteps.

Forty years later she claimed the Nobel prize for science.

OK, so what world are *you* able to crawl inside of, the way Barbara McClintock crawled inside of corn maize cells? Can you crawl inside your customers' minds that way? Can you imagine you're a web page, readers listening as you talk to them and you know how they're answering back? Can you become so absorbed with your customers that you become one with them?

Whatever microscope is so fascinating to you that you can crawl down inside it and imagine yourself living down there – if it's an audience that has money to give, *that's* the way you're gonna make a million dollars.

Will “absolutely anybody” be able to do what you do? Not on your life. You can't buy marketing for your business on a showroom floor the same way you buy a car. USP's just don't roll off assembly lines every 45 seconds. There will be few who can rival you. And nobody will be able to sell somebody a road map to your pot of gold for \$49.95 either.

Wise Words For The Rank Beginner

Yeah, I know, I was supposed to tell you how easy and effortless it was gonna be. Well there's plenty of other newsletters that will happily tell you that, I won't bore you with a list of 'em here. Personally I'd rather the guy tell me what it's gonna take so I can get on with the real business of earning some dough. For those of you who are still with me, I have this advice:

Pick battles you can win. You need to find a Land Of The Blind where you can be King. The list of markets that have no more than 0 to 1 savvy marketer is loooooong indeed. If we made a list of every niche market that exists, 80% of them would *not* require you to possess very much “Art Factor” at all. A good criteria for choosing a market, then, is *little or no Art Factor required*.

Now, in some sense every market, even mining for copper, involves an Art Factor somewhere. But it's not necessarily in the marketing. If you're mining copper in The Congo, the Art Factor may be all about hiring miners at 10 cents an hour when the guy down the river will pay them 25 cents an hour to run around with a machine gun and steal corn meal from starving villagers.

You get yourself a half-dozen issues of *Copper Miner Monthly* (actually you NEED to do this, not optional!) and curl up on the couch for some enjoyable reading. You make an astonishing discovery: *There ain't a soul in this industry who knows how to market anything. These guys wouldn't know a good headline if it sat down on my picnic blanket and belched.*

Look, here's a company that spends \$200,000 a year on marketing and they only get one new customer a month. Hey, that means if I can get them a new customer for less than sixteen grand, they're getting a good deal.



They don't know how to generate leads, their sales people only know how to sell on price, they don't know you can split test ads, every single website in the entire biz is brochureware and their sales people don't answer the phone at lunch time.

Oh, and at the Copper Mining Trade Show their sales guy blabbers on and on for a half hour before he even asks you the first question.

Congratulations, sir, you have just found a market where you can cream the competition with textbook marketing techniques and no Art Factor. It's the land of the blind, and you get to be king.

Be a Marketing Maniac. If you're going to crawl inside this thing and live it and breathe it... if you're going to have a *feeling for it*, then you need to be marketing obsessed. The marketing obsessed person looks for vital clues about human psychology *everywhere*. When you're a marketing maniac you find stuff in today's newspaper, in fundraising campaigns, in today's mail... you go to the doctor and while he's checking the lymph nodes under your groin, you're asking yourself, "How did he manage to sell me on this idea of feeling me out down there in the first place?"

You know you're a Marketing Maniac when: Your relatives and friends start giving you their junk mail because they "thought you might be interested." And you find, oddly, that you *are* interested. "Thank you, Frank. I mean, really Frank. Thank you very much for thinking of me."

Congratulations, sir, you have been inducted into the Marketing Maniac Hall of Fame.

Know Thyself and act accordingly. You absolutely need to make a list of microcosms you've belonged to in your life. Every club you've been a member of, write it down. Every political organization, write it down. Every job and career you've been in, write it down. Every subject you liked in school, every sport you played, every magazine you've ever subscribed to, every cause or religious organization, every hobby, it all goes on the list.

You now have a very large number of markets you can go investigate. So many that if you really followed my instructions and wrote all this down, you'll have to narrow this down somehow. And that's what I'm gonna talk about next.

Do They Spend Money? How Much? Going back through the list I just gave you... do people spend money in political organizations? Uh, yes, they most definitely do. Could be a place where you could be paid to generate results. Could also be a place where you test your marketing chops as a volunteer, for free. How about all those jobs you've had, do people spend money in any of those professions? Do they buy professional certifications? Do they spend money on advertising? Which ones spend the most?

The Five Power Disqualifiers. John Paul Mendocha has reduced the sales process to five essential requirements that are *always* present when a sale is made. I know of no one else who has distilled sales and marketing to such a small number of fundamentals:

1. **Do they have the money?** Some markets consist of people who have no money. Sometimes the very market itself is defined as a herd of moneyless people. Doesn't mean



you can't make a buck selling rent-to-own furniture, but know ahead of time there's going to be an *Art Factor* in getting blood out of them stones.

2. **Do they buy into your Big Benefit Statement?** If you're just going into a market, the question is, what kind of Big Benefit will they buy into? What kind of deal would they snatch up in a hot second? What Big Benefit are the other guys not promising?
3. **Do they have a bleeding neck?** If you wanna make the big bucks, your product has to deal with something that involves one or both of the following: (a) Pain and suffering, and / or (b) some craving that borders on the irrational. Intense pain, intense pleasure. *Stuff that hits really close to the jugular.* Serious money is always found in those places. And before you ease the pain, you must intensify it. The guy says to you, "It hurts really bad, right here." You point to it and say "You mean here?" and you smash it with a hammer, real hard. He yelps and sees stars for a moment. He nods and takes a big gulp, choking back tears. *Yup. Good market for you to go into.* What's the biggest, nastiest problem you've ever solved in your life? That's a real good start, right there.
4. **Can you affordably reach the decision maker?** Many markets pass the other tests but fail #4. I've got a friend who lost a big bundle trying to sell a seminar to MD's awhile back. They had the money, they bought into his Big Benefit Statement, they had a bleeding neck, but... it was almost impossible to get a piece of mail into their hands. Once they get out of school, most MD's stop reading. They have their staff sort all their mail, and what Helga thinks is a bleeding-neck issue and what makes the Doc's neck bleed, two different things. If you're a keyword jockey, Search Engine Marketing has its own set of limitations: You can only cater to a problem people know they have. If you're trying to sell something that is somewhat generic but you want to specifically target doctors, buying clicks probably won't work very well. Maybe you can commission a Pharmaceutical Rep to bird dog some leads for you.
5. **Does what you sell fit in with their overall plans?** If your service requires major brain surgery on the part of the customer, he ain't gonna take your offer unless brain surgery is literally a lot less painful than the alternative. Whatever you sell needs to harmonize with natural, existing forces – both on the inside and outside of your prospect's world. My dentist's online Yellow Pages listing says, "Introducing the New MicroPrep Air Abrasion Cavity Preparation System with Gentle, Drill-Free Technology". As an enticement for getting new patients, I think that sentence leaves a lot to be desired. But the Marketing Maniac notices something else: Dentists are "into" buying expensive pieces of equipment like this. Such purchases are considered vital to a practice's business strategy, and believed to be effective for attracting customers. A good business for somebody to be in, maybe you.

The most important thing John Mendocha would tell you about the 5 Power Disqualifiers is you want to plow through them as fast as humanly possible. Sales is, first and foremost, a disqualification process, not a 'convincing people' process. John's style: Shoot the sick and the lame early in the game, and only deal with the healthy ones left standing. **Test fast. Fail fast. Move on. Next, next, next.**

I have a number of customers and coaching clients who spend \$10,000 to \$20,000 per day buying clicks. One of them *only* promotes affiliate products. That's right, Google Cash to



the tune of sixteen grand a day. The way they do it is they've written software that tracks ROI on various ad groups such that in 45 days or less they know whether the project is profitable or not. If it's not, they cut it loose and move on to the next one. The #1 job of their software is *disqualification*.

Desperately Clinging To A Piece of Wreckage – And Missing The Lifeboat

When I was a manufacturer's rep in Chicago I had an opportunity to eat a lot of humble pie. For a year and a half I pounded the phone relentlessly, faithfully, digging up big opportunities and bringing them to the companies I represented.

Any one of these deals would have added a bare minimum of a few hundred bucks a month to my commission checks, and back then, even that would've been a godsend. One by one, the companies I repped would systematically screw them up.

I became more stressed, more desperate, increasingly in denial about what was and was not a good opportunity. I developed tunnel vision, becoming oblivious to dangers around me.

One day I ran across a massive opportunity. US Steel in Hammond Indiana needed an optical sensing system that would optimally shape massive hunks of molten steel, minimizing the waste that had to be cut off when it was processed.

A slight improvement would save the company several million dollars a year. They had the budget for it, the only problem was finding a system integrator with the expertise to design and install it – it would be a custom piece of equipment.

I knew an integrator who could probably do it, they visited the customer and submitted a quote. \$1.1 million, on which my rep firm would get 10% and I would get half. A \$55,000 commission check was more than I made all year. I was counting those dollars. I was already bragging to my friends about this.

Not only was I salivating over the money (I was going deeper in debt every single month) but this project was *so cool*. It was hands down the coolest thing I'd ever encountered.

When The Giant Magnificent Opportunity Goes Bye-Bye

But then the System Integrator started to back off. The guy said he didn't wanna crawl around in grit for six weeks and install this stuff. (I liked going to the steel mill, it was just about the only place where they'd let me in anytime I wanted to show up. I felt accepted there, and in the state of mental rejection I was in, soot and slag was a lot more appealing than phone calls.)

I remember arguing with him one day on the phone, and as soon as I got off the phone, my boss Wally called me into his office and explained to me that this deal had no life left in it. The integrator wasn't gonna play ball and the steel mill project was dead.



Eventually the job itself tanked and Wally and Fred did what was, in hindsight, the kindest thing they could do: They fired me. They knew I was a good guy, they told me I was a good guy, and they would put in a good word for me if anybody asked. But we'd all tried everything we could think of to make it work and it wasn't working.

Did I feel ashamed of myself at 9:30 in the morning when Laura glanced up and saw me walk in the door, having been fired from yet *another* job? You bet. Did I wonder where my next check was gonna come from? You bet. Was I a perpetual misfit? You bet. Did I wonder if I was ever gonna find my groove? You bet.

But such was my tuition in the school of hard knocks. No way around it. Up to that point I had all kinds of fictitious notions about what it took to be successful in sales and the only thing that could rid me of those notions was the hardness of the pavement.

Reality Speaks The Truth, If You're Paying Attention

These experiences forced me to figure out what I should *really* be doing. And in this case the problem wasn't really all that obvious or formulaic. Let me tell you what it was.

The rep firm I worked for sold off-the-shelf components, a lot of them were relatively simple things that I found rather boring. I wanted to be a consultative sales guy. I wanted to sell sophisticated things using my knowledge and expertise, and this rep firm was not geared towards that kind of sale. The company's product mix was mostly stuff you sell to purchasing agents, and I wanted to sell to engineers. The mismatch between my natural abilities and my company's business plan was an unsolvable problem.

The other problem was: If you want to do a consultative sale, you *cannot* chase people around with cold calls and all that. It ruins your positioning and destroys the respect that you need to get listened to in the first place. Because of my extreme state of agony I had finally discovered the world of direct marketing and was beginning to understand how I could get prospects to come to me.

So I did a serious self-inventory and came up with the following criteria for my next job:

1. Sell to engineers, not purchasing agents
2. Sell products that the glad-handed, rapport-building, joke-telling, doughnut-buying, purchasing-agent-schmoozing sales guys wouldn't know how to sell in the first place.
3. Find a company that understands the power of good marketing – and hopefully even let me try a thing or two

You know what? Once I had that list in place it was *not* hard to figure out where to go next. Thousands of possible jobs were eliminated from consideration from the very start. The next job came quickly, it met all those criteria, and my first commission check was my biggest ever. *And the sales weren't hard to get.*

Everything was much, much easier. It was the start of a four year success story, the best and last job I ever had.



One of the misconceptions people have when the chips are down is they think everything is supposed to be *hard*. You get into this self-flagellation where you start to think, "This is hard and it's barely working. Maybe if I find something harder, that will actually work."

Actually the opposite is true. When you find a groove, it really *is* a groove. You don't have to force things to happen. ***But you have to be willing to walk away from things that are barely working to make room for things that can work really well.***

Test fast. Fail fast. Move on. Next, next, next. Being unable or unwilling to walk away, that's the kiss of death.

Perry's criteria for a good sales job is not gonna be the same as yours. But the point is, you have to know yourself.

You have to know *your* USP in the world, your own personal Unique Selling Proposition. You're special, you have something unique to offer, you have a unique life experience, and people out there need that experience and expertise, right at this very moment.

Google Analytics: Power Intelligence Squeezes Max Value From Your Web Traffic

Timothy Seward is CEO of ROI Revolution, a Certified Google Analytics Software and Support Partner. Google Analytics is a free application that enables you to trace visitors' activity on your website with great clarity.

My personal view on this type of software: It's extremely useful. Such products come in many flavors and colors. Many times they tell you similar things in very different ways. Choices include LivePersonFreeTrial.com, Visitorville (www.vville.com), Hitslink.com and numerous others. All these cost money; Google Analytics is free.

I would like to comment that if you're buying thousands or tens of thousands or more dollars of traffic from Google every month, it may be wise to pay a 3rd party to tell you how much that traffic is worth, rather than asking Google.

Marketing Sherpa said much the same thing a few months back. But in any case the choice is yours and you should definitely take advantage of such tools.

To help you make the most of Google Analytics, on January 9, 2007 I am going to begin a series of teleclinics hosted by Tim Seward. He's going to deliver expert tips on how to use these tools for maximum effectiveness and profitability. The first clinic is free, the ones that follow will be paid.

You can register at www.clinic.adwordsanalytics.com. Here's a preview of what Tim will be discussing on this clinic:



How to track **all** of the marketing money you spend to drive website traffic without spending a dime.

By Timothy Seward, President, ROI Revolution

Your online marketing and website won't just magically improve. In order to get better results, you have to know what is going on and take responsibility for making changes. When you do **KNOW** what's going on, you can **CHANGE** it. There is an easy to use, robust, reporting tool that can make it all happen. It's called Google Analytics.

But isn't Google Analytics designed to track my pay per click spending and activity just in Google AdWords? **NO!** Google Analytics will **track **any and all** marketing money you invest** (see below for details) which drives target traffic to your website, and, the best news of all is that it won't cost you a dime!

“What exactly is Google Analytics and why should I care?”

Google Analytics is a free website tracking system that can help you track any online and offline marketing efforts which drive website conversions—enabling you to determine exactly which marketing campaigns are working and which ones are failing—so you know where to spend more and where to spend less. “From now on, ye shall spend no dollar without tracking the ROI.” (Dan Kennedy).

Earlier this fall I took on a new client (Osborne Wood Products, Inc <http://www.osbornewood.com/>) located in Toccoa, GA, a small (population 9,323) town in the north Georgia mountains who really ‘gets it’. For the last 27 years they have manufactured a wide variety of unfinished wood turnings (table legs, kitchen island legs, sofa legs, etc).

You'd think that if anyone had an excuse not to use direct marketing strategies, they'd have every cop-out in the book (old school, industrial manufacturing business).

But they make no excuses. Instead they market their wares to both businesses (carpenters, craftsmen, cabinet makers) and direct to consumers (do-it-yourselfers)—and they do it all...by promoting the purchase of their products off of their ecommerce enabled website with a variety of marketing mediums.

For example they advertise in 10 national magazines, they publish and mail a comprehensive catalog, they've got a blog they're posting to about both business (just had an Open House for the Chamber of Commerce...) and personal (birthday announcements, etc.), and recently they hired us to optimize and manage their pay-per-click search marketing campaign.

Here's the really neat thing: they're tracking all of their **print** advertising in Google Analytics by using a unique, easy-to-remember website address in each magazine ad (a trick we recently wrote about). This tracking technique gives them critical ROI (Return on Investment)



reporting on steroids. Now they know which magazine ad produced which ROI, how much revenue they got from their pay-per-click advertising campaign, and how much business they get from their free listings in the major search engines.

Any other examples of who's using Google Analytics effectively?

Here's what an advertising executive, Steve Bowden, from New York-based retailer BuiltNY had to say about how they are using Google Analytics: "We can read it like the Wall Street Journal for our own Web traffic," Bowden said. "Every morning we get an update on how our Web, print and e-mail campaigns are doing, correlated to sales. Instead of gathering around the table scratching our heads, we actually have data to show how the campaign is performing,"

Look for an email announcing a free tele-seminar on Google Analytics coming to your in-box right after the New Year.

If you can't wait, and want to be guaranteed a seat (we have a technical limit of 997 phone lines) in this 75 minute free tele-seminar, go to this web site NOW and enter your primary email address: www.clinic.adwordsanalytics.com

On the call, as a bonus, **I will also share some exciting news about a new Google tool**, currently in BETA, which will go far beyond A/B split testing. The impact on your website will be profound. Test landing page elements such as headlines, body text, multiple pictures, varied calls to action...all in real time.

But to get the 'inside scoop' you'll need to go to the website and sign up for the free teleseminars: www.clinic.adwordsanalytics.com.

Google Slap II: Death Of the Squeeze Page?

Jonathan Mizel coined the term Namesqueeze™ and as a matter of fact Jonathan's got a trademark on the term. I love it. As a matter of fact, Jonathan, I love *you*. (In a non-sexual way, of course.)

A squeeze page is a page where people click on a link and come to your site and they've only got two choices: Opt in, or leave.

If you want the simplest, most direct possible way to find out if your visitors are willing to play ball, this is it. I've been using Squeeze pages for at least four years now and they're great.

Only problem is, Google doesn't like 'em. (Not exactly anyway.) The non-buying, non-opting-in members of John Q. Public don't like them all that well either, and as of last July and again in November, Google is putting the Squeeze on Squeeze pages.

Or so it seems. Actually there's a bit more to it than that.



It really doesn't have all that much to do with Squeeze pages per se, though I will return to that point in a moment. What Google *really* doesn't like is one-page websites.

Google wants *quality* and *quantity* of content.

And they make this judgment more on the basis of your entire site than the landing page itself. If you get slapped and they're forcing you to bid \$5.00 a click for 30 cent keywords, it's your whole site that got slapped, not just one page.

Google's looking for a variety of pages that an "organic search engine bot" considers to be real, original content. Not search engine spam, not pilfered from some other site. As Bryan Todd mentioned to me when the July Google Slap hit, Google now expects AdWords advertisers to have a rudimentary understanding of Search Engine Optimization.

What does that mean? The following email from Glenn Livingston sums it up quite nicely:

"Just FYI, in case you're still gathering info ... I beat Google's royal behind today:

- Added a site map, with a link to it of course
- Added a few low key outbound links to high page rank sites (very bottom of page)
- Removed the bullets from the penalized pages, and textualized them
- Added more SEO stuff (keyword rich anchor tags)
- Broke up my email articles and installed them throughout the site, linked into the sitemap

Nothing dramatic ... seems like they just tightened up the changes from round 1.

The thing is, WITH these changes, my quality score is better than it ever was (I've now got 2 cent minimums on keywords which never had them, and that's without any traffic coming through, strictly from the spider food)."

Don't forget that with most of these changes, while some people loudly lose, others quietly win. I talked to a number of people whose ads shot up to the top after this latest change. Of course some people benefitted, because some of their competitors disappeared.

Now that landing page is part of the quality score, it actually provides a potential ADVANTAGE to smart advertisers who do it right.

Just as with writing a hyper-relevant ad that gets high click through, you can now improve your position and reduce your ad costs when you do what Google wants. And even if it DOES reduce opt in rates, you get compensated for this by the reduced click costs. It's not just a matter of minimum bids, ... the quality score is a continuum which influences your position, # of clicks, etc., even when you ARE bidding above the minimum."



Having been through several rounds of this, and knowing that more are coming (as Google's senior staff has assured me), this is what I've seen:

-The average 'man on the street' Google advertiser thinks that Google is just trying to shake him down for more money, every six months or so.

-Marketers who truly understand Relevance – who create sites that are so sticky that nobody wants to click the BACK button – continue to do better and better. When Google introduced Quality Score a year and a half ago, my tuned-in Renaissance Club Members got cheaper clicks. When Google Slap happened this past summer, they got more clicks for less. When Google Slap happened two weeks ago, they got even more.

Losers lose. Winners win. **And the winners who win the biggest are the ones who stay plugged into reliable information sources.** If you cultivate that habit, you're always ahead of the pack. The changes accrue in your favor.

Deeper Customer Insights: What Non-Buyers Prefer, Hot Salivating Buyers *Seek Out As Well*

Squeeze pages work, first and foremost, because it forces the serious to step up and be serious. A properly designed opt-in page, well matched to your market, should get a 10% to 30% opt-in rate. Any worse than that and you've got a message to market match problem. If your match is super-good, you'll sometimes see 50% opt-in rates or better.

And if you're trying to optimize your sales process, then you need to break it into pieces and make the pieces work. This is the first step.

When I was struggling to make my first online sales letters work and getting coaching from John Carlton, he instructed me: Don't give people any distractions, links to click on, rabbit trails to go get lost in. Send them down a straight line and just sell the thing.

That is *very good advice* if the advice is required to be simple and if you *cannot see what people are doing on your site*.

BUT... and this is a big but – if you *can* see what people are doing live, on your site – if you give people links to click on, detours, rabbit trails that help them tune into specific concerns – those visitors will tell you exactly what makes them buy.

The point here is not to engineer distractions into your site, but paths that address different, distinct concerns.

I discovered this through Ari Galper's Unlock The Internet Game program, and



implementing it on my site. (The tools are there even when the chat boxes aren't visible, and we can engage people to chat any time we want to.) Just this morning I captured this screen shot from the www.LivePersonFreeTrial.com software.

I want you to look closely at this, because it tells you a lot of interesting things. These are all the people on my site at this particular moment. (All the pages we have LivePerson code on, anyway, which is maybe 1/4 of the site.)

The list is sorted by the number of pages people have visited. Another useful way to sort them is by how much time they've spent on the site. Naturally the ones who've visited the most pages have also been there the longest.

And you know what? *Them are the buyers.* Notice the box on the lower right, it tells me what five pages that visitor has been on in the last 27 minutes and 38 seconds. Does that tell a story? You bet it does:

The screenshot shows the LivePerson interface with a list of visitors. The top bar indicates 'All Visitors [13]' and 'Visitors In Site: 13'. The main table lists visitors with columns for Contact ID, State, Current Page / Ticket Subject, Total Time, and Browser. The bottom right pane shows a detailed view of a visitor's page history, including page titles and referrers.

Contact ID	State	Current Page / Ticket Subject	Total Time	C.	W.	C...	# of pages	Browser
CPE00907f1c569c-CM...	In Site	http://perrymarshall.com/google/day2.htm	0:27:38	-	-	-	5	MSIE 6.0
dhcp-195-55.vassar.edu	In Site	http://www.perrymarshall.com/google/actionform.htm	9:37:55	-	-	-	4	Firefox 2.0
64.19.34.206.nw.nuv...	In Site	http://www.perrymarshall.com/google/actionform.htm	0:33:51	-	-	-	4	MSIE 6.0
pool-70-18-27-170.ny...	In Site	http://www.perrymarshall.com/google/actionform.htm	1:36:34	-	-	-	3	MSIE 5.23
pool-71-164-186-148...	In Site	http://www.perrymarshall.com/renaissance/adwords...	27:59:42	-	-	-	2	Firefox 1.5.0.
20178013126.user.vel...	In Site	http://www.perrymarshall.com/google/day3.htm	0:22:07	-	-	-	2	MSIE 7.0
lead-cache-9.server.n...	In Site	http://www.perrymarshall.com/adwords/	0:03:20	-	-	-	2	MSIE 6.0
p57A0EBA2.dip.t-dialn...	In Site	http://www.perrymarshall.com/google/	0:28:29	-	-	-	1	Firefox 2.0
cache-mtc-ad06.proxy...	In Site	http://www.perrymarshall.com/google/	0:22:49	-	-	-	1	MSIE 6.0
cache-los-ae07.proxy...	In Site	http://www.perrymarshall.com/google/	0:09:03	-	-	-	1	MSIE 6.0
pool-71-112-168-14.st...	In Site	http://www.perrymarshall.com/google/	0:05:52	-	-	-	1	MSIE 7.0
c-67-191-211-76.hsd1...	In Site	http://www.perrymarshall.com/google/	0:03:42	-	-	-	1	Firefox 2.0
host217-34-223-238.i...	In Site	http://www.perrymarshall.com/google/	0:01:01	-	-	-	1	MSIE 6.0

Page	Title	Referrer
http://www.perrymarshall.com/go...	Advertise with Google AdWords: Th...	
http://www.perrymarshall.com/ad...	AdWords. How to Double the Custo...	
http://www.perrymarshall.com/go...	The Definitive Guide to Google AdW...	http://www
http://www.perrymarshall.com/ad...	AdWords. How to Double the Custo...	
http://perrymarshall.com/google/d...	Five Days to Success with Google Ad...	http://by1
http://perrymarshall.com/google/d...	Five Days to Success with Google Ad...	

When people are in heat and hot to buy, do you know what they do?

They go click on everything they can find on your website, looking for reassurance they're making the right decision. They wanna know who you are... they want to see evidence



that other people like them have been satisfied... they double check guarantees... the read and re-read articles... then they come back and buy.

I've watched this happen, in real time, again and again. It's almost as reliable as the sun coming up in the morning.

Now if all you have is a one page website, how are you going to learn anything by watching your visitors? They come... and they either buy or leave. That doesn't tell you much.

But if there are other places they can go, you start to see which places convince them to buy and which places don't. Then you start to engineer things. You design pages that address specific concerns, you watch people click on those pages, get persuaded, and then buy.

This is just fascinating. It's like having a store where you could only watch customers come in and out and suddenly being able to turn on the lights and see what they do while they're inside.

Gee, what a concept! Now you can do it on the web. You've got a manager's window with silvered glass, and any time you want to you can come down onto the floor and talk to the customers.

I recommend that you test this out with www.LivePersonFreeTrial.com. Just the ability to see what people are doing alone is worth the effort. But I also needed to add that Ari has turned this whole process into an art form that is a wonder to behold.

Ari and I just completed a coaching program on this and *Unlock The Internet Game* is on embargo while we fine tune some things. Stay tuned for more information on this in early 2007.

One final, vitally important item: Screw all this bland, colorless "Happy Holidays" crap, and all the intolerant, ethnocentric, white-boy cowards who wanna shove all their political correctness and 'cultural sensitivity' down your throat.

I would like to suggest that you send the ACLU a Christmas Card this year, and share with them your good cheer. Oh, and be sure and include a dollar bill with it, so they have to spend some postage money to send you a receipt: 125 Broad Street, 18th Floor New York, NY 10004.

Tell 'em I said Merry Christmas.

Perry Marshall

