

Marketing Strategy 42: Your Success Is Dependent On This One Action...

Today's lesson is a very simple one. But if you don't learn it or do something with it, you will never achieve the success you desire.

I've already mentioned this briefly in a previous lesson. But it's such a common problem, I'm going to talk about it again here.

What am I talking about?

Let me explain...

Did you know the number one reason people fail in direct response marketing is because they never take action?

They learn all the marketing strategies but then they never use them or do a darn thing with the knowledge they just gained.

You must DO SOMETHING!

Even if it isn't quite perfect... it's better to do something than not do anything at all.

Don't worry if you don't have every little detail covered.

For instance, let's say you send a letter out giving away free spotter kits. However, you realise you only have 2 in stock. Send the letter anyway.

If you receive a huge response, simply order more and let those that replied know you were overwhelmed with the response and you will get the kit to them as soon as your order arrives.

This is a much, much better problem to have than not doing anything at all.

Your success depends totally on you and your decision to do something with what you have learned.

The only reason I can think of that a carpet cleaning company will not dramatically increase their profits and improve their business with these marketing strategies is that they don't do something.

Put the little details aside... stop worrying about them and letting them keep you from gaining more success.

Instead... just DO SOMETHING.

TODAY'S TASK: Do SOMETHING

- 1. Regardless of what it is... pick something from the list of strategies you have learned and do it.** Write a letter. Think of your free offer. I could go on and on... Your task today is to choose a strategy and start doing it now.

