

Marlon's New Super Stat Acceleration System (SSAS)

**How to Accelerate Your Sales, Money,
Results, and ANY Other Thing You
Want to Accelerate "Super Stat**

By Marlon Sanders

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The SECOND most important thing you can learn in life is a system or process for obtaining a result. As bizarre, ridiculous, crazy and insane as it is, of all the things we learn in high school and college — how to get a result is NOT one of them.

Yet, ALL of life in every single aspect is about getting a result. Taking something and increasing or decreasing it. Like, decreasing the number of WEEDS in your yard, just as an example.

Or increasing the number of times your bank account has money added to it. Today, I give you an absolutely, incredibly powerful system for this that flat out works.

Read this issue and share it with people you love.

Super stat.

It has a double meaning.

One, the word “stat” means immediate. So it means creating an IMMEDIATE and significant increases.

Two, the word “stat” means statistic. And the statistic or number or measure is what you're going to increase super stat.

All the most important things about selling online, starting a business, building a business, getting customers, making sales, creat-

ing consistent stable income and building your affiliate program — all the most important things about those topics are NOT the technical “how-to-do-it” things.

It all starts in your head. If your business isn't right, your head isn't right. And whether you use tapping as I've explained in my last few issues or any other method that can help you change or alter limiting beliefs and feelings.

For example, would you believe you could learn a foreign language in an hour? Tim Ferriss from 4 hour work week shows you how [right here](#). The limitation that you can't do it or it can't be done is stuff that was written on our walls by others and is a false limitation.

Unfortunately, we judge in life what we can do often based on what our momma, dad, or friends told us, people who quite possibly weren't exactly empowered in life or experts on human possibilities.

Tim also learned how to [swim effortlessly in 10 days](#). That is why I'm advocating Tapping or any other method of changing what is written on your walls.

Here's my absolute favorite explanation of this. These articles go down in June so [save them to your hard drive before June](#). I believe there's a pdf with ALL of them on the page somewhere.

But the SECOND most important thing is your system or process for obtaining a result. As bizarre, ridiculous, crazy and insane as it is, of

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all the things we learn in high school and college — how to get a result is NOT one of them.

Yet, ALL of life in every single aspect is about getting a result. Taking something and increasing or decreasing it. Like, decreasing the number of WEEDS in your yard, just as an example.

Or increasing the number of times your bank account has money added to it.

Or decreasing the number of times you say “oh darn” when a bill shows up in the mail.

The most important personal process you have other than spiritual ones which are beyond my realm to discuss as a marketer is your process for increasing or decreasing thoughts, beliefs and feelings inside your head. That's where Tapping comes in.

The next most important personal process is what you use to get a result — ANY result. Now, some people talk about goal setting. I don't. The reason is it's emotionally laden with many beliefs and feelings.

A goal is something you probably won't achieve. It's like a wish or a new year's resolution. Nice but not all that useful.

Instead, if you follow what I'm going to lay out right now, you WILL achieve and accomplish an increase or decrease in ANY number

or stat you put your mind to. Or you're highly likely to do that. As a result, this process is the second most important process you will EVER have in life.

Step one: Name your target condition

What is it you want to increase or decrease? For the example in this MMM issue, I'll assume it's sales since sales = more money in the bank, assuming your other systems are in order.

Step two: Define your unit of measurement and data source

What specifically are you going to measure and where are you going to get the data from?

Here's an example: One of my stats is the percentage of opt ins to my Aweber, Get Response and Automateyourwebsite.com autoresponders that click the little confirmation link I send them when they type in their name and email to get my MMM.

Will I measure the stat just by measuring the results on one autoresponder list that is indicative of the others? Or will I create an average of 3 or 4 that are indicative? This saves time in calculating the figure or stat.

Or will I actually calculate it as an average of

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all autoresponders which is more time consuming?

Right now, what I'm doing is one that is an indicator of how all lists are doing.

How much are your sales right now?

The first step to increasing or decreasing ANYTHING is to know the existing level of it. It's like the thermometer in your home. It shows you the current temperature in your home.

Step three: Define the existing level

Here's the thing: I FIRST have to know the existing level just like a thermometer in your home knows the existing temperature.

For sales, this is fairly easy. But let's say you have Clickbank sales, affiliate product sales,plr product sales, sales from your own affiliates, sales from your own products, front-end sales, back-end sales, webinar sales.

Do you measure all of those in one total figure? Or do you measure them all separately? In my business I've decided to do both. I get a check for 5 G's a month just from one affiliate program. It'd be stupid NOT to count that since it's something I need to focus on increasing.

Lately, I've been doing very good with my Friday special offers I've bought plr or resale rights, thanks to the recommendation of

James Jones from MicroNicheFinder.com. I'm including those sales as an extra stat to increase.

Step three: Define the DESIRED level

This is your PREDICTION of what you think you can do next week or month. Your desired level needs a time frame.

Let me give you a personal example: I've just started sponsoring several webinars that other people do. I don't have refined systems in place yet.

Our sales so far are averaging UNDER \$10,000, which isn't that good. So my first target might be to average \$10,000 per webinar.

Now, a friend of mine has a system that is doing \$100,000+ PER webinar. It'd be unrealistic to start with that as my primary desired level. But I think it'd be good to have a longer term, second desired level because I know it can be done with a really awesome, highly refined system in place.

If you start out with a desired level that's not within reach for the NEXT 30 days, you're wasting time.

If your business is doing ZERO right now, to set a desired level for \$10,000 next month

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while possible isn't the best choice. I mean, I desire to meet Jessica Alba and have her fall in love with me (well, if she wasn't already married) but let's face it. That isn't my desired level for next month.

So your desired level needs to be something you believe you can achieve but a bit of a stretch or even a big stretch. And the maximum time frame I personally recommend is 30 days.

Step four: Create your plan

For a 30-day period I recommend no more than 4-6 steps. This has to be something you can actually implement in the time frame. You eat an elephant a bite at a time. These are bite-sized steps.

Your plan might be creating a viral ebook and promoting it to the list you built with your banner ad on a forum using the "Mike Hill" traffic plan I HOPE you bought from me.

Or maybe you promote it in your signature line on your posts in forums. Or you promote it on your Facebook status update and your Twitter list (reference the last several Friday special offers I've made you).

If you don't have a plan, then my Ateam calls can help with that.

But here are several things you can do:

a. If you don't have a list, start there.

Promo Dashboard gives you great instructions on choosing a target audience, building your freebie, getting your squeeze page up and emailing your list. The only thing it doesn't cover is traffic.

I'm working on that in the NEW Traffic Dashboard that will be released whenever I get it done. It has been in the creation cycle a long time because I wanted to really do something useful for you.

b. Create a freebie to offer on an email capture page.

In a pinch, you can actually buy plr, get a hot looking cover designed using Design Dashboard or a designer in the services section of Warrior Forum.

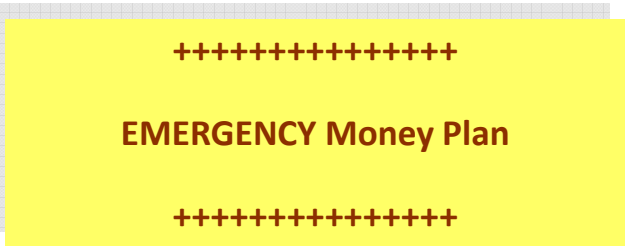
c. Put up your email capture page.

d. Offer the freebie on your Facebook status updates, to your Twitter list, on your blog, via your signature in forums, via banner ads in forums, and via the other traffic methods you've learned.

Once you HAVE a list, your plan becomes launching different things to your list like tele-seminars, webinars, freebies, resale rights and so forth.

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Doing things to get affiliates goes in there also.



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EMERGENCY Money Plan

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If you need sales and have NO list, here's all you do. Create a really nice ebook for a niche like poodle training (or whatever) and sell PLR or resale rights to it using a \$20 WSO.

If you create a nice little ebook OR set of videos the way I taught you in my Produce Promote class AND you create a decent sales letter using what I've taught you in products, classes and in my Push Button Letters software AND you sell plr or reprint rights to it, you just about can't not make sales. Follow me?

It's as close to a no-brainer, slam dunk as I can possibly think of. Well, selling stuff on Ebay would be in that category also. Clean out your garage and sell the stuff on Ebay. That's a plan B.

One more example, let's say your target condition is an amount of weight to lose.

http://dailyburn.com/nutrition/food_search

That URL right there has what you need to measure existing vs. desired calories and lose weight. With that tool, it's not hard to create a halfway decent plan in 30 minutes.

Step five: Compare the desired level to the actual

You can do this monthly, weekly or daily.

For your sales figures, if you only make sales 2 or 3 days a week, then measure it weekly. If you have daily sales, then map the cumulative figure daily. Certainly weekly.

The REASON for this is because you want to ADJUST your plan if you're behind on your stat results for the month.

Step six: Create a new plan

If you didn't reach your stat for the month, create a NEW plan for the next month. Think of some new ways you might be able to reach the stat.

In the case of sales, if you didn't sell enough, think of a new idea and try again. Do something different. Don't repeat what didn't work the last month.

Increase your activity. Do something different. Change it up. Add something new. Leave something out. Focus more.

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I've just given you the second most important process you'll ever have in life.

This Super Stat Acceleration Plan is just killer. Simply killer. It flat out works if you work it.

See, the idea to get the money ALREADY exists. The product ideas ALREADY exist. The list building ideas ALREADY exist. The PLR or resale rights ALREADY exist.

But your mind has to be attuned to receive them.

Listen, I'm going to tell you something that only a few of you who are truly go-getters will do.

If you want to have a big money boost in the next 6 months, then go read and [DO the steps right here:](#)

We live in a Palace off Possibilities.

We struggle with so many limitations written on our walls by others. Yet, once those mental limitations are removed, just by following the Super Stat Acceleration System presented today, you might SHOCK yourself at what you're able to do.

Best wishes,

Marlon Sanders

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