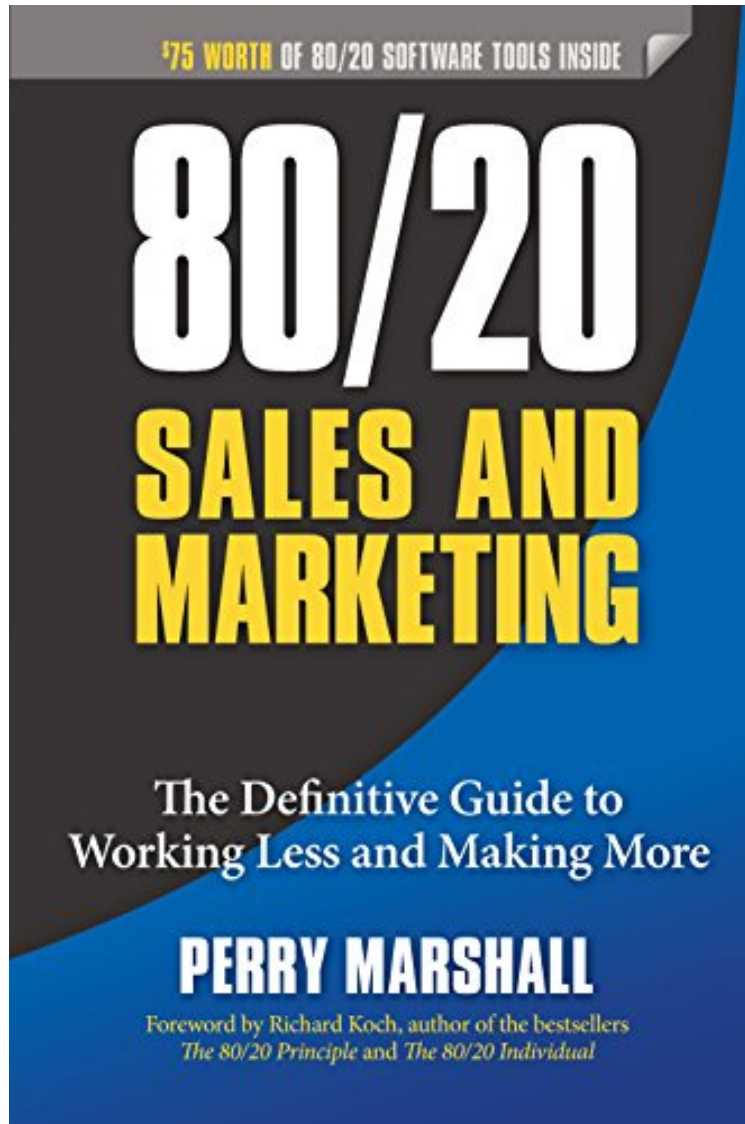


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80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More

Perry Marshall

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changing for anyone who not only reads this book, but give serious thought to its brilliance and takes action to put it to use. And speaking of taking action, Perry's even made that amazingly easy to do thanks to his inclusion of the extra resources he makes available to everyone who gets this book. For example, Perry's brilliantly simple and easy-to-use "Power Curve" software is worth many, many times the small cost of this book. Implement these concepts into every aspect of your life, and reap HUGE benefits over and over forever. You've done it again, Perry! So proud to know you. 1 of 1 people found the following review helpful. Powerful practical. Best marketing book I've read. By Michael Zeller Amazing. Profoundly powerful and practical. Implementable steps to optimize your business and do good in the world. I took crazy amounts of notes and now it's standard reading for my mastermind and for my marketing team. Can't wait to apply it to my businesses. 2 of 2 people found the following review helpful. More value per page than any business book I can remember. By Ryan M. Healy If all you had was \$15 to buy one business book, I think I'd have to put this one at the top. I read The 80/20 Principle by Richard Koch back in 2002. It is one of the most memorable and useful books I've ever read. But Perry's book is just as memorable, just as inspiring, and even more useful for entrepreneurs and sales people. It's that good. At just 220 pages, I can't think of another business book that has as much value per page as this book has. It is absolutely packed with useful information and powerful insights. The whole "racking the shotgun" concept in the beginning of the book is so vivid it'll stick with you forever. And the final chapter is perfect: a timely reminder that life isn't always about the ruthless use of 80/20. You could read this book in a few days... get spectacular results within a few weeks... but still spend years mastering the concepts. In other words, this book very well could change your life.

Stop "Just Getting By"... Master the 80/20 Rule. Apply the Pareto Principle to Business And Make More Money Without More Work. When you know how to walk into any situation and see the 80/20's, the 80/20 Principle can solve almost ANY conversion problem. Any traffic problem. Any money problem. "Perry Marshall has something original and extremely useful to say, because he has thought profoundly about the 80/20 Principle. He has come up with some original insights that are literally priceless. You really can change your business and your life." - Richard Koch, fractional billionaire and author of The 80/20 Principle "If you don't know who Perry Marshall is--unforgivable. Perry's an honest man in a field rife with charlatans." - Dan Kennedy, Author, The Ultimate Marketing Plan If you're a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. By page 5 you'll be applying 80/20²; and 80/20³; to gain 10X, even 100X the success. With powerful 80/20 software (online, included with the book), you'll apply the Pareto Principle to: Slash time-wasters (page 117) Locate invisible profit centers in your business (page 31) Advertise to hyper-responsive buyers and avoid tire-kickers (page 93) Gain coveted positions on search engines (page 70) Differentiate yourself from rivals (page 67) Gain esteem in your marketplace (page 154)

Perry Marshall is a sales and marketing ninja. Read this book, apply the lessons, and slice your way to victory. -Chris Guillebeau, New York Times bestselling Author, The \$100 Startup Perry Marshall is the Gene Schwartz of the 21st century. Schwartz's book, Breakthrough Advertising, is every bit as current as the first day it rolled off the press in 1966. Perry's work is like that. Perry has consulted with the best marketers on the planet for over a decade. He combines the attributes of the most calculated engineer with the artistry of a poet. He delivers the deepest dive into the "80/20 Principle" you've ever taken, as it applies to copywriting, buying traffic, scaling traffic, dominating markets, and sales conversion. 80/20 is not a rule of thumb; it's a law of nature and a way of life. If you are not following Perry's formula, you are leaving millions on the table. -Brian Kurtz, Executive Vice President, Boardroom Inc. Perry has been THE go-to wizard for using Google Adwords as the mega-valuable tool for entrepreneurs it was meant to be, and I recommend his materials without hesitation. Without his insights and advice on pay-per-click, I can't even imagine where many successful online business owners (in literally hundreds of industries) would be right now. Deservedly, Perry's now stepped into the mainstream and is no longer the best-kept secret of niche entrepreneurs. The unique tools in this book are game-changers for anyone looking to take their business to the next level. -John Carlton, Legendary Copywriter and President, Marketing Rebel Inc. Perry Marshall's teaching on 80/20 was so riveting I cancelled my appointments for the afternoon and read the entire manuscript. It is a gold mine in insight and depth. I am still processing it! -Lance Wallnau, President, Lance Learning Group Very often, the most powerful ideas in the world are laying around in plain sight unappreciated, poorly understood, and unused. One such idea was Google's AdWords system. It may be hard to believe now, but for many long months after it was released, this ingenious new approach to advertising which now amounts to about 90% of Google's prodigious income was dismissed by the pay-per-click advertising experts of the time. The Pareto Principle is another idea that contains incredible, but largely untapped power. Many have heard of it, usually as the 80/20 Rule, but until recent years it was one of those "so what" factoids that most people fail to appreciate let alone do anything with. Amazingly, the same guy who first sorted out how to use Google AdWord's profitably, is the very same guy who has breathed fresh life into this most productive of mathematical insights. If you are a marketer or business owner, or anyone who wants to be more successful in this world, wrapping your head about the 80/20 Rule as it is explained by

Perry Marshall will be the single most effective thing you can do all year, any year. -Ken McCarthy, CEO, Amacord, and Founder, The System Seminar for Internet Marketing Every once in a while, a book arrives that seems to speak the right message at the perfect time. 80/20 Sales and Marketing is one of those books, and one that will prove to be a milestone in the marketing canon. I hadn't finished the first few pages before I knew beyond doubt that I was reading something that would be extremely significant for my business, and my life. I barely blinked before I was halfway through! Perry Marshall has delivered a work of simple genius. He reveals a pattern that is so woven into natural law that, when you open your eyes to it, you'll see it all around you. Leaving no stone unturned, he then takes you by the hand through a complete business master class, covering marketing, personal effectiveness, time management, advertising, cash flow, hiring, firing, loving the work you do, and making a real difference. I can safely guarantee that 20% of this book will take your success to the next level, and within that just a few gems will skyrocket you to another place completely. -Ben Hunt, Author, Convert!: Designing Web Sites to Increase Traffic and Conversion Perry's 80/20 course was of those pesky life-changing experiences. Now I'm heading off to go do it. -Randall Ingermanson, Author, Writing Fiction for Dummies You will be stunned how scary accurate the Marketing DNA Test is. - Brad Richdale, Legendary Writer, Director, Producer, and Direct Marketer We have started using the DNA test on all candidates we interview, and it seems to be remarkably accurate and insightful. I say this with some qualification, having taken assessments by DIVINE and a DISC profile not too long ago. MarketingDNA stands with the big boys! -Hans Riemer, President, Market Vantage, LLC When I was a kid, my favorite board game was Chutes and Ladders. I loved it when I landed at the foot of a ladder and could take a short cut to victory. Reading 80/20 Sales and Marketing gives me the same feeling. Though Perry and the rest of us look at the same world, he sees the hidden order of things—the ladders to success that almost nobody recognizes. He's taken the 80/20 Principle farther than it's ever been taken before, and shares tools so powerful that I challenge anyone to implement these insights and not quintuple their business within two years. -Howard Jacobson, Author, Google AdWords for Dummies There are a lot of smart marketing gurus out there. At one time or another, I've been on most of their email lists and spent five figures on their products. But, if I had to choose just one to listen to, it'd be Perry. If you only pay attention to Perry Marshall when it comes to AdWords, you are missing the boat. From copywriting to conversions to email auto responders and much more, Perry has proven himself to be one of the most astute direct marketers and business strategists, online or offline, around today. -Adam Kreitman, Words That Click, CrazyEgg.com The fact that I have my own TV show in Poland is directly connected with Perry Marshall's 80/20 Productivity Express. -Gregory Mogilevsky, TV Host, "Biznes w Sieci" ("Business in the Net") on TVN CNBC in Poland, Warszawa, Poland I took Perry's 80/20 course last year and had the most productive year of my life. No exaggeration. -Michael Arnold, President, The Natural Fertility Experts Ltd, London, UK As of today for 2013, my client base is down 23%; revenue is up 43%. I was in second gear for a year, and now I'm in fourth. More speed, less RPM. -Adam Libman, Libman Tax Strategy I bought the Perry Marshall marketing system quite a few years back, his book, Ultimate Guide to Google AdWords, white papers course, and a few other very useful courses and seminars and implemented them. I went from working all the time and killing myself to all of a sudden making more money, starting a second and third business and having a huge amount of time off when I wanted to! I still do a lot of work, but on my terms now. -Jade Sullivan, Access Trading I'm a productivity junkie, and I've done just about every book, training, or system, from Stephen Covey to David Allen. Perry's course has been some of the best teaching on this subject I've ever experienced. In the first session, I reclaimed an extra hour per day; by the third session, I totally revolutionized how I run my business. I was too busy to take it. Ha ha—I took it anyway. Cut my average workweek by about 20 hours and more than doubled, almost tripled, my income. Brought on two major, six-figure clients. Have two more knocking at my door right now. Literally booked solid. Fully on track to clear \$1 million in revenue for this year. Made room for me to become a major contributor in my church, but not the way you think. Yes, we give money, but what I'm speaking about is the fact that I've been free to lead financial peace classes and be available in other ways, for my church. Stopped doing things that I was good at, but that were not the highest use of my time—a major leverage point. -Ray Edwards, Founder CEO, Ray Edwards International, Inc. From the Author Are You Tired of the "New Bag Of Tricks" Treadmill Yet? Forbes Magazine said "96% Of What You Do Is A Waste" in their review of 80/20 Sales Marketing. It's true. If you've been marketing online for any length of time, you've gotten daily pitches about all the ways to get web traffic.... Search Engine Optimization, 999 variations on Social Media; Building Co-Registration Email Lists, Banner Ads, Inbound Links, Pay Per Click, Popups.....Some Crazy Viral Marketing Scheme That You Hope Will Work...How many of those things do you think you can master? Is your head hurting yet? Mine is. You can buy at least a dozen books that promise you to teach you some technique that is going to make you rich. Well, my friend, I got tired of the Technique-Of-The-Month club a LONG time ago. I'm not on that bandwagon anymore. 80/20 is THE most powerful principle in business. It is the ultimate simplifier because 95% of this stuff is a waste of time. It's literally the first thing any sales or marketing professional should master. It's not merely a rule of thumb, it's a law of nature. Most people have no idea how many layers of selling power it contains. That's why I wrote 80/20 Sales and Marketing.