

MARKETING RULES of THUMB



The 10-80-10 Rule of You and the Marketplace

- 10% of people won't like you no matter what you do.
- 80% will swim with the tide - they can take you or leave you.
- 10% will follow you devotedly even if you don't deserve it.

The 99:1 Rule of Affiliate Marketing

- 99% of your affiliate sales will come from 1% of your affiliates - the "Super Affiliates".
- The other 99% of your affiliates will sell virtually nothing and are not worth your time and attention.

The 90/90 Rule of Free-to-Paid Conversion

- Of the prospects who will join your e-list for the free content, 90% of those who buy something will do so within the first 90 days of being on the list.
- Therefore it behooves you to induce new subscribers to buy something now.

The 50/50 Content/ Sale Ratio

- 50% or more of your e-mail marketing messages should be pure content.
- 50% or less of your e-mails should be sales messages.



The 0.1% Opt-Out Threshold

- Each time you e-mail your list your opt-out rate should be no greater than 0.1%.

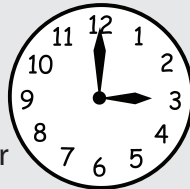


4 Steps to a Happy and Successful Life

- 1 - Money.
- 2 - Enjoyable, meaningful work.
- 3 - Love and friendship.
- 4 - Good health.

The 25-50-25 Rule of Time Management

- 25% of your time should be spent studying your business or profession.
- 50% of your time should be spent rendering your services or selling your products.
- 25% of your time should be spent managing and administering your business.



Fred Gleck's Rule of 10X Price

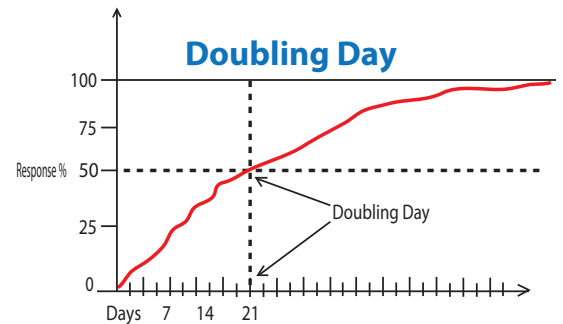
- All products you sell should be worth at least 10 times the price you charge for them.

Name Value

In online information marketing, your list will generate average revenues of a dime to a dollar per name per month.

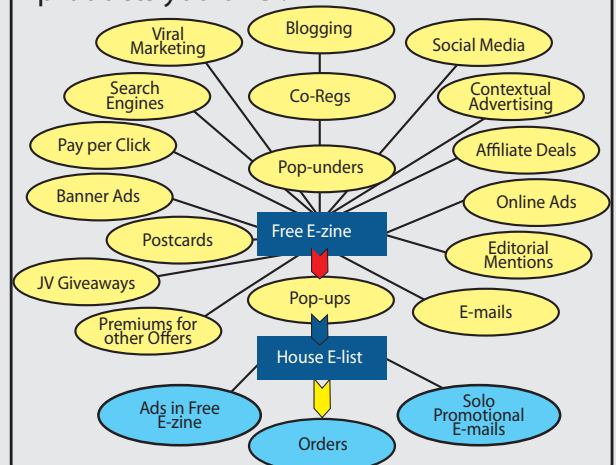
Doubling Day

- From experience you will learn how long it takes your mailings to produce half the orders they are going to get - that day is "doubling day".
- On doubling day, count orders received to date and multiply by 2 to predict total response to the DM campaign.



The Agora Model for Online Marketing

- Your initial marketing should focus on getting subscribers, not selling products.
- Reason: People already on your e-list are much more likely than strangers to buy products you offer.



Jeffrey Lant's Rule of 7

- To succeed in any market you must contact the prospects a minimum of 7 times within 18 months.