
Sales & Marketing

"Marketing is the act of taking what you have to offer the world and making it a reality in the lives of others."

- Clay Collins

"...actually I have nothing to sell to you. Sorry. I do have a few products on my site, and you can [take a look if something suits you](#). I also have an anti-marketing policy, which means that you should keep your money unless you have a compelling reason to buy something from me."

- Chris Guillebeau

"Today, by creatively expanding the definition of their industry, companies from airlines to cars have found ways to make their core product free by selling something else."

- Chris Anderson, *Free*

"Sell outcomes. People don't want a drill, they want a hole."

- Clay Collins

"I'd just like to say that I am nobody special. I'm not an expert, and I never had any special training. So honestly, **anyone can become successful online too, as long as they have the passion and drive to succeed.**"

- Pat Flynn



Sales & Marketing Checklist Items

Here are the links in the videos for the Sales & Marketing section:

- ✓ Check out Pat Flynn at <http://www.smartpassiveincome.com/>
- ✓ Sign up for his newsletter & read his free eBook
- ✓ There's a whole bunch of free How To Videos on his site here:
<http://www.smartpassiveincome.com/how-to-videos/>
- ✓ And a great List of Resources <http://www.smartpassiveincome.com/resources/>
- ✓ Read my interview with Pat here: <http://www.businessbackpacker.com/pat-flynn-rocks-at-smart-passive-income-you-can-too/>
- ✓ Check out Chris Guillebeau's site The Art of Nonconformity
<http://chrisguillebeau.com/3x5>
- ✓ Follow along on Twitter here <http://www.twitter.com/chrisguillebeau>
- ✓ Download and read Chris Guillebeau's 279 Days to Overnight Success: <http://chrisguillebeau.com/3x5/overnight-success>
- ✓ Read my interview with Chris <http://www.businessbackpacker.com/interview-with-chris-guillebeau-the-art-of-nonconformity/>



- ✓ Take a look at some of his products and see how he bundles them for a better price.

Products such as:

- [Become a Travel Hacker](#)
 - [Create Your Own Freedom: Break Out of the 9-5](#)
 - [Fly More: Spend \(Much\) Less](#)
 - [Become Your Own Travel Ninja: Go Anywhere, Anytime](#)
 - [Become a Frequent Flyer Master](#)
- ✓ Check out Clay Collins at <http://www.clay-collins.com/>
 - ✓ And take a look at his blog for all kinds of great tips and tricks for sales and marketing <http://www.clay-collins.com/blog/>
 - ✓ Save this resource guide and see which ones you can use now:
<http://twopercentrules.s3.amazonaws.com/TheInternetBusinessToolkit.pdf>
 - ✓ Learn more about Chris Anderson and the Longtail Theory
http://www.longtail.com/the_long_tail/about.html and
<http://thelongtail.com/about.html>
 - ✓ Get your copy of Chris Anderson's *Free* the unabridged MP3 audiobook (get zip file [here](#))
 - ✓ Read more about The Economics of Abundance
http://www.longtail.com/the_long_tail/2006/10/the_economics_o.html



After checking out all of the resources in this section, your main goal will be to:

- ✓ Decide how often you will contact your list.
- ✓ Know what it is you want to give to them.
- ✓ Determine what you will ask them for.
- ✓ Remember to keep your ratios weighted towards giving, rather than asking.
- ✓ Build towards Making an Offer.

