



Dale Lars Anderson Presents...

**"The Single Most Important
Change You
Can Make In Your Business
TODAY To Increase Your Income
Overnight!"**

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I'm staring at a bit of blank screen right now trying to write this because in all honestly I just DON'T KNOW how I'm going to make this micro-report even remotely sexy.

Because it's not...

Yet it's possibly the single most powerful thing you can ever learn about making money online.

The sad part is it'll probably take you two or three FAILURES, or worse, two or three YEARS getting nowhere to realize that this is indeed the one of the greatest secrets in Internet Marketing

Ready?

It's THIS:

You need to focus 90% of your time on sales and only sales. Nothing else.

Sounds easy right?

Don't kid yourself...

Fannying around on Facebook is NOT focusing on sales even though you may persuade yourself that you're driving traffic or attracting new leads

You're not.

You're NOT focusing on the sale.

Listen up...

Suppose you've got a product.

Let's say it's out, launched and live as a WSO for example and that you made a few sales.

What you focus on *next* is **vital**.

Tweaking it to make it 'perfect' or 'better' or 'more up to date' is NOT going to put more money into your bank account, **whereas driving traffic to the sales page IS.**

You have to DO the thing that is absolutely directly connected to making the sale.

What use is a 'better' product that no one even knows exists?

Better will not sell alone.

For that you need traffic hitting your page and a sales button for your customers to click on.

Basics.

Everything you do must be geared up to creating a product, getting it up for sales, and getting people to buy that product.

Everything else is fluff, frippary and fairy dust.

Here's an example:

The actual process of buying traffic and then sending it to your sales funnel **IS** about sales

Posting on forums, Skyping, social networking, checking out new offers, reading through products, watching videos and stuff like that NOT about sales.

I've said before - **just get your product OUT**, don't get it PERFECT.

I don't mean release crappy products -I just mean that

you can get ANY product to a certain, decent level of 'finishedness' (is that a word?) and then anything above that is just messing with it

Get it out.

Here's how to spot if you're focusing on sales or not.

If you already have a product or affiliate offer but it *isn't* making sales **each and every day** then you're not focusing on sales.

Think about it slightly differently - if you have your own products or affiliate links and you're NOT making sales every day, **then SOMETHING is stopping you.**

Chances are it's because you're focusing on something else in your business and not on making that sale.

Usually not making sales comes to down to two things –

1. Lack of traffic
2. Poor conversions for whatever reason

Either way issue can be fixed.

BUT it won't be fixed by posting on Facebook or watching that free marketing video on YouTube.

It will only be fixed by either driving traffic to your site or making your page convert better.

Doing.

Actively *doing*.

These things aren't massively difficult, yet most people don't work on them, they'd rather do something easier or more fun.

But if you want the success that you deserve then nothing else matters. All the other stuff is likely just time-wasting.

Try doing this...

If you've ever sold a product or run a WSO look at **where the actual money came from**

Chances are it was from the basics -

- 1. Creating your product**
- 2. Creating your salespage**
- 3. Driving traffic to your salespage**

It probably wasn't from setting up a Facebook page, an Instagram account or setting up that new support desk

All the above can be important but they should be **BELOW** your main priority, which is *getting that Paypal button clicked*

Look again at your business overall

Look at where your biggest chunks of cash came from –running WSO's, doing product launches, affiliate sales, sending emails to your list, selling your services to people who buy them

They came from actively pursuing the sale.

They didn't come from the other stuff we all do every day and **pretend** it's *work*

The social networking, the posting in forums, the watching vids or reading pdfs...

We on the same songsheet now? :)

In my 'to do' list I prioritize the things that will bring money into my business each and every day.

If I need to contact an outsourcer about something, it's usually lower down on my priority list because it rarely brings me sales.

Higher up –**MUCH** higher up might be sending out an email to my list, emailing contacts about promoting my products, buying more paid solos for that particular month or running another banner ad.

That's the stuff that gets done first. Often before I have my second cup of tea in the morning.

The rest comes later or gets bumped for another day.

It's all about the sale!

And it gets to be a habit too, which is good –like daily exercise, eating healthily or pouring a bloody big glass of wine as soon as the sun goes down...

You get USED TO WORKING THIS WAY.

After a while you instinctively start to *know* what's about the sale and what's not.

You get a buzz for working on your business.

And last but not least...

...You'll make a pile more money

Concentrate on the sale :))

Start right now and watch your income skyrocket.

Feel free to contact me with any questions you may have

Dale Anderson

[Mailto:dalelarsanderson@gmail.com](mailto:dalelarsanderson@gmail.com)

<http://dalelarsanderson.com/>

