



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

By Perry Marshall

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## 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More By Perry Marshall

**Stop "Just Getting By" ... Master The 80/20 Principle And Make More Money Without More Work.**

When you know how to walk into any situation and see the 80/20's, you can solve almost ANY marketing problem.

**80/20 can demolish any sales and advertising problem.**

"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 80/20<sup>2</sup> and 80/20<sup>3</sup> 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 sales & marketing 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 "Pareto principle" positions on search engines** (page 70)
- **Differentiate yourself from rivals** (page 67)
- **Gain esteem in your marketplace** (page 154)

Created by direct marketing and sales consultant and best-selling author Perry Marshall, unique tools show you exactly how much money you're leaving on the table, and how to put it back in your pocket - then reinvest for even greater success.

You'll identify untapped markets (page 164), incremental improvements

and high-profit opportunities, gaining time and greater income potential.

### **Easy Read**

"It is an easy read...very accessible, short chapters, and actually quite entertaining," says Susan Kruger, Master of Education & founder of SOAR Study Skills. This book is peppered with stories that demonstrate powerful sales principles.

### **Optimized for Speed Learning**

Specially marked "Pareto Points" help you digest the most valuable 80/20 Principles in 1-5 minutes. Each chapter concludes with a Pareto Summary. The book features an online 1-page "80/20 Cheat Sheet."

### **80/20 = Law of Nature**

The 80/20 Principle is an inviolable law of nature, which makes it *the #1* organizing principle of every business. Perry shows how to laser focus the 80/20 Principle in outsourcing, hiring, publicity, controversy, market research, lead generation, and web traffic; online, offline and social media (page 82). He also shows you how to glean huge insights from tiny clues, not only in your own business but from competitors.

### **Online Marketing Tools Come with the Book**

Supported by online services including *The 80/20 Power Curve*, which helps you find invisible money, and the *Marketing DNA Test*, a personal assessment that zeroes in on your natural selling assets, this timeless guide is a game-changer for seasoned and novice marketers and sellers.



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### **80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More By Perry Marshall Bibliography**

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## **Editorial Review**

### Review

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 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%. It's like 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 Eric Wagner's review of this book. 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.

**The 80/20 Principle is THE most powerful lever 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 8020 Sales and Marketing.

I thought I understood the 80/20 Principle - then I experienced an epiphany, something I'd never seen anywhere else. It led to a formula that I began applying in my business and clients' businesses, producing explosive growth. It was crucial to cracking the code on Google AdWords and led me to become the best selling author on the subject of Google advertising. Soon I began developing tools that reveal deep insights from seemingly trivial bits of data.

If you're a "numbers person" and you're just starting out in sales or marketing, this book will become the master framework for everything you do and everything you learn going forward. If you're an experienced sales or marketing pro, this book will redefine your very profession.

From the Back Cover

"You're in for one of those explosive moments when an interesting notion becomes a momentous epiphany because Perry Marshall is about to blow your mind! Read slowly. Put down often. Do what Perry says. Then

we can all go out to lunch and celebrate!"

**--Michael E. Gerber, Author, The E-Myth**

"I've read well over 1,000 business books and 80/20 Sales and Marketing is among the top ten for actionable strategies to fast impact your bottom line. Every business person should own a copy--highlighted, dog-eared, and underlined."

**--Bill Harrison, CEO, Bradley Communications Corp.**

"Best business book I've read this year. Focusing only on the 20 percent of the 20 percent that really matters, using the power curve, and reverse thinking has made my business extremely profitable. Once you understand how to disqualify, work less, and make more, life flows naturally. Powerful, little-known concepts are clearly articulated with terrific real world examples and concise summaries."

**--James Schramko, Founder, SuperFast Business**

"If you don't know who Perry Marshall is--unforgivable."

**--Dan Kennedy, Author, The Ultimate Marketing Plan**

## **Users Review**

**From reader reviews:**

**Eric Overbay:**

Do you one of people who can't read enjoyable if the sentence chained from the straightway, hold on guys this aren't like that. This 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More book is readable by simply you who hate the straight word style. You will find the facts here are arrange for enjoyable reading experience without leaving even decrease the knowledge that want to give to you. The writer associated with 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More content conveys prospect easily to understand by most people. The printed and e-book are not different in the information but it just different by means of it. So , do you nevertheless thinking 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More is not loveable to be your top collection reading book?

**Donna Jennings:**

The ability that you get from 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More is the more deep you searching the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to be aware of but 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More giving you enjoyment feeling of reading. The article author conveys their point in a number of way that can be understood by simply anyone who read the item because the author of this e-book is well-known enough. This book also makes your vocabulary increase well. So it is easy to understand then can go together with you, both in printed or e-book style are available. We propose you for having this 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More instantly.

**Jennifer Byler:**

This 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More are usually reliable for you who want to be a successful person, why. The reason why of this 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More can be one of many great books you must have is usually giving you more than just simple studying food but feed a person with information that maybe will shock your preceding knowledge. This book is actually handy, you can bring it all over the place and whenever your conditions at e-book and printed kinds. Beside that this 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More giving you an enormous of experience such as rich vocabulary, giving you demo of critical thinking that could it useful in your day activity. So , let's have it and revel in reading.

**Dwayne Moseley:**

Typically the book 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More has a lot of knowledge on it. So when you read this book you can get a lot of gain. The book was written by the very famous author. McDougal makes some research before write this book. This kind of book very easy to read you can get the point easily after reading this article book.

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