

This Report Brought To You By:

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The "Unspoken" Secret to Automatic Affiliate Marketing Profits!

Before you jump into the marketplace and start to promote your amazing and irresistible offer, it's critical that you take a moment to understand the difference between **MARKETING** and **SELLING**. This difference is what I call the "Unspoken Secret" to automatic affiliate marketing profits.

What's the difference?...

MARKETING is identifying a group of people with a specific problem, letting them know that you can solve the problem, and telling them where they can get details about the solution to the problem.

SELLING is providing specific information about the solution to people who've expressed an interest in the "MARKETING MESSAGE", so they can decide if they want to buy the solution being offered.

You see, **MARKETING** is about **GETTING PEOPLE TO LOOK** at what you have to offer. **SELLING** is about **HELPING PEOPLE DECIDE TO BUY** what you have to offer.

Again,
MARKETING is about **GETTING PEOPLE TO LOOK**

SELLING is about **HELPING PEOPLE DECIDE TO BUY**

Here's an example.

If I say to you...I own company ABC and we make shoes that let you walk on water, if you'd like to know more please provide your name and email address and we'll send you complete details OR enter your name and e-mail address to enter our web site that provides full details on this fantastic new product. **THIS IS MARKETING!**

NOW,

When you enter your name and email address to get the details mentioned in the "MARKETING MESSAGE", or you access the product web site, you discover that the shoes are \$250, that one size fits all, that they come with a lifetime guarantee, that they're endorsed by a famous athlete, etc., etc., **THIS IS SELLING!**

Here's the bottom line, if someone provides you with contact data so they can look at what you have to offer, then the **MARKETING** task is done. It's

over. You have a prospect!

The SALES task, on the other hand, is the responsibility of the company that supplies the product or service (the solution) being marketed. When the company, (that delivers the solution) provides enough compelling information for prospects to determine that their desired result/problem can be achieved/solved through buying the product or service, then prospects become customers and as marketers we get paid because a sale has occurred as a result of our marketing activity.

This is NOT to say that Marketer's don't play a role in the sales process. We do. Our job is to keep the marketing message in front of the prospective buyer, so the sales message can do the selling.

The reason that many people fail to make money online is that they've been conditioned to believe that it's their responsibility to SELL a given product or service, and while that plays a part, your primary responsibility is to MARKET.

So, here's the take away...

The unspoken secret to automatic affiliate marketing profits is to understand the critical distinction between MARKETING and SELLING, as revealed in this report.

Now that you've joined the elite group of marketers who **KNOW** "The Unspoken Secret", there's **ONE thing that must be done to APPLY this secret for inevitable results and maximum effect.**

Visit the site in the resource box below to find out what the ONE thing is...

In the meantime, checkout these recommended resources:

- [The Guerrilla Balance Sheet](#)
- [Affiliate Project X](#)
- [The Butterfly Marketing Manuscript](#)
- [Six Figures Yearly](#)

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