



By Mike Vandergraaf

The Single Most Important Change You Can Make TODAY To Increase Your Income Overnight!!

Mike Vandergraaf is an online marketer trying to perfect the subtle art of 'Cut The Crap' marketing

You can get an idea of why he's doing what he's doing [by clicking HERE](#)

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...

Fannyng 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 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 is 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 -
Lack of traffic
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 -
Creating your product
Creating your sales page
Driving traffic to your sales page

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 sheet 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 healthy 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.

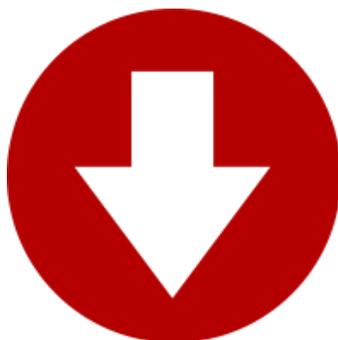
You get a buzz for working on your business.
And last but not least...
...You'll make a pile more money

Concentrate on the sale :)

Start right now and watch your income
skyrocket.

Mike Vandergraaf

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