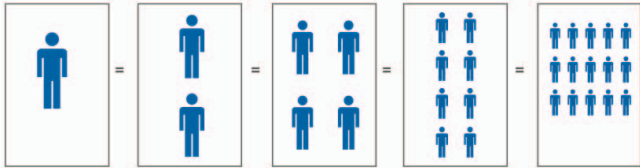


# The 80/20 Cheat Sheet

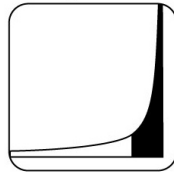
The Vital 1% of 80/20 Sales & Marketing:  
The Definitive Guide to Working Less and Making More

1. Inequality of customers obeys the 80/20 Power Law:



2. 80/20 applies to everything where behavior is rewarded, which in business is almost everything you can count. You can calculate effort vs. results at [www.8020curve.com](http://www.8020curve.com).

3. Your #1 job is to transfer your resources from the left side of the curve to the right side.



4. When you eliminate the bottom 80%, 80/20 still applies to what's left. You get 80/20<sup>2</sup>, 80/20<sup>3</sup>, 80/20<sup>4</sup>, 80/20<sup>5</sup>

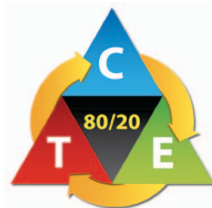
5. You can also "force multiply" different top 20% elements, i.e. Products x Customers x Sales People.

6. The #1 principle of 80/20 marketing is "Rack the shotgun" – send a signal, then focus your energy on those who respond.

7. "Average" doesn't mean much. But when you use it to generate an 80/20 curve it tells you almost everything.

8. Positioning over prospecting. You must master at least one form of advertising or publicity.

9. Everything in sales & marketing is on the Power Triangle: Traffic – Conversion – Economics.



10. The fastest way to get leads is to get a list. List quality obeys 80/20.

11. Five Power Disqualifiers®:

- I. Do they have the money?
- II. Do they have a bleeding neck?
- III. Do they buy into your USP?
- IV. Do they have the ability to say YES?
- V. Do you fit their overall plans?

12. Headline test: If your headline were a classified ad, would it make the phone ring?

13. Best sales formula ever: Problem—Agitate—Solve.

14. If you want to fix your sales funnel, break it into pieces and fix the pieces.

15. The secret to improving everything is split testing.

16. Improvements in sales conversion are exponential.

17. Expanding universe theory: Paid search traffic first, then email, SEO and affiliates, then offline media. Priority of Social Media depends on what you sell. Get your AdWords score at [www.IsAWforMe.com](http://www.IsAWforMe.com). Social Media score at [www.IsFBforMe.com](http://www.IsFBforMe.com).

18. Unlimited traffic technique: When you achieve the best conversion rate, you can buy *all* the traffic.

19. If you want to command higher prices than anyone else, guarantee more certain results than anyone else.

20. Master formula for a Power USP: "If you are \_\_\_\_ (qualifying type of customer or company) and if you \_\_\_\_ (commit X dollars and follow steps Y and Z) then you will achieve \_\_\_\_ (specific results) or else \_\_\_\_ (penalty to me, your vendor)."

21. When you apply the Power Curve to time, a \$20/hour person is worth \$1,000/hour for 1 minute every day.

22. Outsource \$10-per-hour tasks to others.

23. 80/20 hiring is an audition, not an interview.

24. Everyone who makes more than \$30/hour should hire a Personal Assistant.

25. Get your persuasion profile with the Marketing DNA Test, [www.MarketingDNAtest.com](http://www.MarketingDNAtest.com). Book buyers get free access codes.

26. Email 5 people who know you well and ask them what your Unique Capability is. Compare their answers and focus on your gifted zones.

27. Fire the bottom 10 percent of your employees and customers.

28. In polarized markets, you have two 80/20 curves mirroring each other, back to back. The conversation is dominated by the two extremes.

29. It only pays to answer a question in a marketplace if nobody else is answering it. When you solve the most urgent problems that the most responsive 5% are searching for, you hit pay dirt.

30. The 80/20 of customers is: Recency, Frequency, Money

31. Out of thousands of things you can obsess about, only 3-4 matter right now

32. 80/20 taken to a ridiculous extreme is mercenary. Generosity is not merely nice, it's necessary for a humane world.

**33. 20% of your customers will spend 4X the money.**

**34. 1% of your customers will spend 50X the money.**



**PRINT THIS OUT & HANG IT ON YOUR WALL**

**PERRY MARSHALL SPECIAL REPORT**

Online Supplement for the book *80/20 Sales & Marketing* [Buy on Amazon](http://Buy on Amazon)

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