

# *The Best* *of Marlon Sanders*

A COLLECTION OF THE MOST INSPIRING, NO NONSENSE,  
HANDS ON ARTICLES THAT REVEAL THE SECRETS  
MARLON SANDERS USES EVERY DAY TO GROW  
HIS INTERNET MARKETING BUSINESS.

*Marlon Sanders*

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# *H*ow To Turn Your Idea Into Money In The Bank

Who else wants to turn ideas into bank deposits?

The other day I was at the mall.

I often talk to the guys and gals at the kiosks that sell stuff.

They're usually interesting to talk to. And they understand sales, so the conversation isn't wasted.

I talked to this one guy.

He was really into herbs. His booth sold herbal stuff I believe. Anyway, we talked about sports, bodybuilding and so forth. He told me he had found an herb that was used in ancient days to produce testosterone in elite athletes.

There's a heck of a story behind it. I won't give it away here in case he decides to market it. Or maybe I will.

Point is, he's working at this kiosk on a small salary plus commission. And with only one modestly successful product, he could replace his income.

First, he researches the story more completely, pulls out all the interesting facts he can, fascinating stories and writes it up into a sales letter.

Then, he creates a booklet or ebook and a CD or two about it. That makes for a nice \$47 or \$97 ebook on bodybuilding sites because the U.S. is cracking down on steroids, so he has a captive market.

His back end could be the actual herb if he found a supplier and could work his way around all the legal entanglements, of which there are many.

Otherwise, his backend is other products from [commissionjunction.com](http://commissionjunction.com) and [clickbank.com](http://clickbank.com).

Next he goes to bodybuilding web sites, forums and blogs and buys banner ads and text ads offering a free report with a catchy title.

"Free Bodybuilding Report Reveals Secrets Of The Greek gods. Zeus used herbs. No bull."

I made that up. You get the idea. Something promising, shocking with a big benefit.

To get the banners made he pays \$20 each at [20dollarbanners.com](http://20dollarbanners.com) or wherever. There's no lack of banner designers on the web. And if you own Design Dashboard, you should be able to do a decent banner yourself.

In the video edition of this ezine, in the past, I've demonstrated how to do that.

The report sells the ebook. The CD or CD's could be the upsell. He could even do a DVD on how to prepare it, grow it legally or whatever.

The elements are:

1. The sales letter that tells an intriguing story
2. The banner ads that send people to the story
3. The product itself
4. The things you sell to people who join the email list or buy the product. This is called the "back end." In other words, everything you sell after the initial pitch, whether they buy the first thing or not.

Once you get people on your email list, you just keep emailing. It's no more complicated than that.

The great thing about [commissionjunction.com](http://commissionjunction.com) is you can earn

commissions for selling anything under the sun. And I wouldn't be surprised if you could a commission FOR selling the sun!

Let's run some numbers.

1. Assume he gets clicks on the banners for .50 a click
2. One out of 100 clicks buys
3. That makes the cost to get the customer \$50.00. If he sells the report for \$47, he's making money. How?
4. When the customer buys the \$47 product, you IMMEDIATELY offer something else for them to buy. This is called an upsell.
5. If they don't buy that, you offer something cheaper. That is called a downsell.
6. If they buy the upsell, guess what you do? You offer ANOTHER upsell!

In this case, he could offer some CD's or a DVD showing/telling more about the product. How to grow it at home or whatever.

He could probably find related products to sell as an affiliate. You want the upsells and downsells to be as closely related to the main offer as possible.

The tool that makes this happen is at:

<http://www.optimizeyourcart.com>

You need to have an account with:

<http://www.automateyourwebsite.com>

to use it. That is my private label of 1 shopping cart.

It's the thing that takes orders for you.

7. Let's say 10% of the people who buy the \$47 thing buy a \$100 thing that is more advanced. Out of 100 buyers, 10 get the upsell. That is 10 people times \$100 or \$1000.

So if he sells 200 or 300 a month, he replaces his income based

on one upsell, and not including any downsells.

8. If the \$100 offer is turned down, he could drop down to something for \$27 or \$37 and pick up more.

9. He could do an advanced strategy and use forced continuity. That way, when they buy the \$47 thing, they get a free 30-day trial in his bodybuilding whatever membership or club.

After the 30 days it's \$27 or \$37 or \$47 a month. In that site, he covers other herbal things for bodybuilders, does interviews and digs up whatever content he can.

Out of 100 buyers, 50% to 80% should pay after the first month. The average person will pay 3 months for a total of  $\$27 \times 3$  or \$81.

Here's a summary of the profit centers:

- a. Break even on the initial \$47 sale
- b. Have one or more \$100 upsells
- c. Have one or more \$27 to \$37 downsells
- d. Have a forced continuity membership site

The initial \$47 sale pays for the cost of the advertising. Everything else is profit.

Now 2X or 3X a week you send content and one or two promos a week using the methods in Promo Dashboard to pitch stuff you snag off of CJ (Commission Junction) or Clickbank.

So now you have money rolling in every week. Week in. Week out. Was that so difficult that somehow little ol' you can't do it?

That's how you turn your idea into money in the bank.

You can follow the step-by-step instruction on how to create your own information product at [ProductDashboard.com](http://ProductDashboard.com).

# Seven Ways To Hustle Up Some Money Selling Products Online

The bills are flying in.

Your house needs repairs.

The kids have needs.

The government wants their taxes.

Your gym wants money.

Your car needs new tires or repairs.

Where are you gonna dig up all that money? Well, it's time you get busy and sell some stuff.

Let's look at ways to hustle up some money selling products, whether they're your own or someone else's.

## 1. Hold a teleseminar

I recommend [freeconferencecall.com](http://freeconferencecall.com) if you're on a budget. Send an email to your list, announce the call, send remind emails and a voice blast or two.

My friend Stacy Kellums runs ppc ads on Google, gets people on teleconference calls and makes a killing selling other people's big ticket products.

His model is really sweet because other people have the pitch and the product. All he has to do is put people on the call!

If you get something that sells really well, you can record it and have it played back on demand.

The teleseminar comes down to how good you or your guest can pitch while giving value and making people happy. If all you do

is pitch and offer no value, you probably won't have many people on your next call.

If you're not good at verbal selling, then maybe teleseminars would be a good place for you to get that practice in.

If you love a topic and are passionate about it, you can't stray too far.

If you sell stuff you could care less about, then probably teleseminars aren't a good match for you, unless you can find someone to be on there who does love the topic and wants to share.

TIPS:

- ~ Make sure you have a drop dead headline
- ~ Work on those bullet points on your sign up page
- ~ Send out multiple email reminders
- ~ Send out a voice broadcast the day of the teleseminar
- ~ Hook people right off the bat with a big, juicy promise and keep it flowing or you'll lose 'em

## 2. Hold a webinar

The advantage of webinars is you can interact with the audience via polls. And you can see everyone on the webinar.

Plus, you can show power point slides or even your computer screen.

Remember, you don't have to pitch YOUR product. You can get someone else with a product to promote. All you have to do is get people ON the call.

If you haven't held a webinar, you have to use gotowebinar some to get familiar with it. It's a bit tricky to pull everything off correctly. I plan on doing more webinars.

The main thing about webinars is getting people on them. You need a great topic, a strong headline and good bullet points. Don't expect people to show up just because it's free.

TIPS:

- ~ Realize you have to get people to sign up through gotowebinar. They are required to sign up through a link.
- ~ Do a practice session so you're comfortable with the software.
- ~ Learn how to administer polls. I goofed this up my first webinar.

### 3. Write an ebook and give it away

It's an oldy technique. But still works with a good topic, a great title and a little hustle and showmanship.

I don't mean "hustle" in the bad sense of the term. I mean put some thinking to it and a little elbow grease or work.

You have to use your wits a bit and be resourceful.

Ebooks are still a good way to build your list. Unfortunately, in times past, the method got diluted as do most marketing techniques. People seek to make something work with the least amount of effort humanly possible.

I've found that money gravitates to people who have passion and put soul into their work. And while I know of people who seemingly make tons without a soul, I don't aspire to be them.

I think I'd rather spend an hour talking to a starving artist with vision and creativity than I would even 5 minutes to someone who sells crap but drives an exotic car.

While it's true you can outsource an ebook to India, you can't outsource heart and soul.

I mean, thank God no one has figured out how to do that yet.

#### TIPS:

- ~ Put great content in your free ebook. Don't put your scraps in it.
- ~ Realize that it's as hard to give away a freebie as it is to sell a product. Don't underestimate the task.
- ~ Know how you're going to profit in advance.
- ~ Pre-plan your upsells and downsells
- ~ Use Primal Branding in the ebook to emotionally bond readers

#### 4. Create a screen capture video

I'm seeing more and more well-done screen capture videos that pitch a product.

These are less effort than a teleseminar or webinar and potentially have a longer life span.

The best way to learn to do a good one is to study ones that pull you in and make YOU want to reach in your wallet and pull out YOUR credit card.

It really just comes down to good old fashioned salesmanship or saleswomanship, depending on your perspective.

- ~ Speak at a brisk pace
- ~ Articulate clearly. Don't sound like a dead fish.
- ~ Have a little excitement to your voice.
- ~ Outline what you're going to say.
- ~ Avoid the ummmms and awwwwws.

#### 5. Do a live streaming video broadcast

You've probably seen at least one or two of the live streaming video sessions by now. If you haven't, go to [ustream.tv](http://ustream.tv) and check them out.

I have a whole product at <http://www.pushbuttonchannel.com> that can help you get up and running.

This is the ultimate in communicating personally with your audience and interacting.

TIPS:

- ~ Have pre-planned content to things keep moving
- ~ Make sure you use lightboxes for your lighting if you have them available. Warm light really helps.
- ~ Do a few small broadcasts to practice with.

#### 6. Create your case in a PDF

Believe it or not, free reports and PDF's STILL sell. Like anything else, it boils down to your persuasive abilities.

You've got to hook people in, show them you have value, create benefits and a reason to act today.

#### 7. Ramp up your blog

Done well, a blog holds considerable sales power. Ramp it up and you'll probably see more of those sales pouring in.

TIPS:

- ~ Study copyblogger.com to see how to write great blog content.
- ~ Don't assume you can put junk on your blog and get it read.
- ~ Learn to add video and podcasts to your blog
- ~ Make liberal use of pictures.

If you need help with ANY of the above, they're ALL covered in <http://www.promodashboard.com>

# *M*arlons's Cheat Sheet For Generating Leads Online

1. First you need to know how much you can afford to spend to get someone to join your email list.

a. After people opt in, you're going to present them with an immediate offer, either on the thank you page, or the page after they confirm their email.

I'm going to call this "sale 1."

a. Count the total revenue generated from sale 1, including upsells and downsells

This is the KEY. When they buy sale 1, it's critical you immediately have upsells and downsells.

b. For example sake, let's say after they opt in, you present an offer for \$27 and, on average, including a \$250 upsell and \$50 downsell (if they decline the \$250 offer), you net out \$50.

If you're converting 10% of opt ins, that is \$5 per opt in. Now, you know you can conservatively spend \$2.50 to get an opt in. I'm going to use this \$2.50 as an example.

You have to calculate your own numbers.

2. Critical points for your name capture (or squeeze) page

a. You need to be capturing 10% to 15% minimum. Some of my friends take this up to 30% on ppc traffic. I've heard higher figures but they are probably from traffic other than ppc.

b. Use a tested headline

=> Scan your subject lines for something that did well and pull from it for the squeeze page.

=> If you have pay-per-click ads running, take one that did really

well and turn THAT into a headline.

==> Model other headlines you KNOW are working well

==> Look at the posts in forums in your market with very high views.

Borrow those subject lines ~ creatively. Model don't steal.

c. If you can put together a hot screen capture video or real video, this will likely increase opt ins.

d. Make sure your opt in box is above the fold of the screen, so people don't have to scroll to get to it.

3. Adapt your squeeze page for Google

a. There's a nasty rumor that Google doesn't allow squeeze pages. Search stuff on Google a lot and bookmark ALL squeeze pages you find.

There are still MANY out there that are working.

b. Look to see if the successful squeeze pages have links to content, privacy policies, contact info.

4. Start a swipe file

a. Save squeeze pages to a squeeze page folder

b. Save hot sales letters to a sales letter folder

c. Save great google ads that you keep seeing over and over to a ppc folder

d. Save awesome screen capture videos to a video folder

5. Run the numbers for pay-per-click

If you can spend \$2.50 to get an opt in, and 1 out of 10 clicks opt in, then you can spend .25 per click.

==> If you can't realistically get your traffic for .25 click, then tweak your numbers.

~ Add an upsell

~ Add a downsell

~ Add video to boost your conversions

~ Do something else to improve your numbers.

6. Test banners on Google

- a. Banners are a goldmine if you can get ones that convert. Test on Google site targeting.
- b. If they work, test them on Adbrite.

7. Buy banners on forums

~ Forums can be a little goldmine

8. Buy banners on highly targeted blogs

9. Track everything

You can use hypertracker or adminder. But there is a monthly fee for those. Automateyourwebsite.com has an adtracker built in.

Currently, I use AdtrackZ gold. See my interview with Daegan in [Promo Dashboard](#).

10. Know your tracking software in and out.

- ~ If you can pass variables to it, learn what this means and how to do it.
- ~ Learn about sids, tids and the other tracking suffixes

11. Have a GREAT freebie

- a. The freebie you offer on your squeeze page is ALL important
- b. The title is everything
- c. You can offer something as simple as a 1-page report like Agora does all the up to a free ebook like Ben Hart does.
- d. Steal from your winning subject lines and ppc ads for the title of your freebie.

12. The more robust your back end, the greater your freedom for generating leads on the front end.

- a. Start a back-end swipe file where you save product ideas for back ends that others are using.

- b. Create a back-end swipe file where you save videos and sales letters for back-end products.
  - c. Study back-end revenue generating sales letters, videos, webinars and teleseminars. Get the recordings and save them for reference.
13. If all else fails, sponsor teleseminars and webinars where other sell their big ticket back ends and you make 1/2.

If you need help with ANY of the above, they're ALL covered in <http://www.promodashboard.com>

# *H*ow To Start From Scratch And Grow Your Internet Business Step-By-Step

These are the 7 simple keys that make the big difference between success and failure.

How to Start From Scratch And Grow Your Internet Business Step-By-Step

I started my Internet business from scratch. In the early days it was AOL and CompuServe marketing.

Later, the World Wide Web burst onto the scene.

If you're starting from scratch, I've been there. If you're already got "something" going but you wanna have multiples of that something going, this article will help you.

Key #1: Build your lead generation

The heart and soul of your online business is lead generation.

You've gotta have traffic to your site. And you've gotta get people on your email list and make sales.

The most important skill you'll develop is the ability to generate leads for your business. Never lose focus on that fact.

If you haven't started a daily lead generation activity, start today. Find something (anything) that generates leads and get it running.

Even if it's only one lead a day. If you've heard the Promo Dashboard interview with Daegan Smith, you know he converts 3% leads off of Traffic Swarm.

He gets leads off of ezine ads. I personally am going back to running ezine ads.

You can write articles, submit them, turn them into videos, submit those, record an audio and submit it to podcast directories.

You can post in forums 3X daily with a signature line offering a freebie. You can run a few pay-per-click ads or buy a banner on Adbrite.com.

Just get started. It IS the engine of your business. It's everything. Without it you are nothing.

I provide step-by-step system on how to grow your list at [PromoDashboard.com](http://PromoDashboard.com).

Key #2: Add a new skill weekly or monthly

I believe that success in this business is built one skill at a time.

You stack skill sets.

Maybe this week or this month you learn to do screen capture video using Camstudio or Camtasia.

Next week or next month you learn to use Dreamweaver, Sonic Memo or Photoshop Elements.

But you keep layering in skill sets.

In my Dashboard series, I try to turbocharge people's skillset stacking. That's my objective. To put it on fast forward.

You need to learn how to submit articles using article marketer or submit your article. You need to learn how to use tracking links.

There are many skills to learn. Just add one a week and you'll be rocking in no time.

Key #3: Outsource once you have a system

I really think some people are getting the cart before the horse. Once you have something rolling, you outsource it.

It's difficult in my experience to get results by outsourcing what you don't already have rolling.

First get it rolling.

Then outsource it.

Key #4: The hardest person you'll ever hire is person #1.

You'll worry and fret about whether or not you can afford them.

If they have talent, you can afford them. If they have mediocre talent, you can't afford them. If they have a low level of talent, they'll suck money out of your pocket.

But once you have something coming in, don't be afraid to pay for help.

If you don't, it'll cost you in the long run.

Key #5: Never take your eye off the ball

The ball is your lead generation. Whether you use an affiliate program, article marketing, seo, ppc, paid advertising or viral marketing, that is the engine of your business.

Never take your eye off of it. In Key #1 I said you build your business by lead generation.

Now I'm telling you the secret to staying in business is to keep the pedal to the metal when it comes to lead generation.

Key #6: The better you convert visitors to sales, the easier your lead generation will come.

You'll find it's easier to afford media, outsourcing and help the more visitors you convert to sales.

Key #7: A robust back end fuels the fire

The more you have rock solid upsells in place, the more you have recurring billing or forced continuity, the more you have big tickets, the more you sell on the back end, the more lubrication your business has and the easier it runs.

A skinny rabbit will lose a long race for lack of fuel.

Keep your back end (your repeat business) fat and happy.

Out of all these keys, the most important one is #2. Because if you keep doing that, you'll eventually do all the other keys.

Leaders are readers. Charlie Tremendous Jones said that many years ago.

And it's true.

There's a niche market I'm involved in as a buyer, not a seller.

And what I've noticed is that the people who succeed in this field are ones who have an awesome skill set. While some people complain about how hard it is to learn new things and how tough it is, the winners just keep plowing away.

Some people succeed in business due to genius.

But the surest route to success is to keep plowing away. Keep learning. Keep doing.

Balance your learning and your doing. If you spend 80% of your time learning, that's likely too much unless you're a newbie.

If you spend 90% of your time doing, you probably aren't building your skill set enough and sharpening your saw.

You can build your skills forever if you know the formula for success. Learn this formula at [AmazingFormula.com](http://AmazingFormula.com).

# Night Time Cash Plan Whips The Blues

This is my in-depth free system that could easily be sold for \$39.95 to help you whip these hard times and start singing rock and roll again

Some people nowadays are singin' the Hard Times Blues.

And understandably so.

With all the negative news on TV, it's enough to make you go bonkers.

So that's why I'm going "old school" again in today's ezine issue with my "Night Time Cash Plan" to whip those hard times blues.

Nothing wrong with blues music. If you want to hear great blues music, go to BB Kings in Memphis.

But it's one thing to listen to 'em and another to sing 'em. This issue is about making sure you're on the listening side not the living side.

When I got started in this business, I was eating minute thirty second microwaved corn dogs and \$1.98 burger, coke fries specials.

So if you have a computer and desire, you don't need a fortune to get started.

Let's say you're selling a \$50 product. Not so hard for even a new person to do.

If you sell one a day, that is \$350 a week or \$1400 a month. That's several car payments or a mortgage payment (or part of it).

If you get 1% of the people who come to your web site

to buy, you need 100 visitors a day.

With no further ado, here is my night time cash plan:

////////////////////////////////////  
Step one: Create your totally awesome freebie  
////////////////////////////////////

Whatever you're going to sell, you gotta lead with a  
an awesome freebie that gets people to join your  
email list.

What you're going to do is get people on your list,  
then send out emails selling different things.

Step one is to exercise that brainpower of yours and  
come up with a free report or idea that will get  
15% or 20% of people to join your email list.

This can be a teleseminar, webinar, report, audio,  
transcript, newsletter, video or ebook.

The KEY is to have a smoking hot, drop dead, no doubt  
about it hot title.

That's the big secret.

////////////////////////////////////  
Step two: Create your ad  
////////////////////////////////////

Let's say we realize that people who use computers a LOT  
like online marketers do get tendinitis in their elbows.

We write our ad for our freebie:

Attention grabber: How I Solved My Elbow Tendinitis

"Free report reveals how I got rid of my knee pain using  
safe, inexpensive injections that cause your joints to  
heal naturally."

I might also try an attention grabber like:

"New Treatment Causes Elbow Pain To Disappear"

Side note: This is actual true. I have a knee problem and I just found out about this treatment. It also works for tendinitis in elbows that heavy computer users get.

<http://www.getprolo.com/>

I could find an ebook on Clickbank or contact experts in this and interview them over the phone to create the ebook to sell as well as the front-end free report.

Step two: Create ads to merchandise your freebie

Once you get that hot freebie, you need banner and text ads to merchandise it.

For the banner ads, you can just search Google for "banner ad design." You'll find plenty of people who can do it for you.

Or, if you have [Design Dashboard](#), you can do it yourself.

Your banner needs:

1. A hot headline
2. Text that explains the freebie
3. A call to action

You can see one of my banner ads here:

<http://www.marlonsanders.com/elephant.gif>

////////////////////////////////////

Step three: Promote your freebie

////////////////////////////////////

- a. Buy solo ezine ads

These are a low-cost way to test your freebie. 8 or 9 out of 10 won't work out. But the one that

does will be a cash cow.

You keep running that ad once a month or once every few weeks for the next year.

b. Create a video offering your freebie and upload.

Create a video that explains the problem your freebie report solves then gives a URL where it can be obtained. Upload the video to video sharing sites like Youtube.

The BIG secret here is to use a service that will automatically submit to all the sites for you.

Doing it manually is a waste of time.

The good services cost nothing to use and will give you stats on how many times your video is viewed.

The one I use is at:

<http://www.tubemogul.com>

c. Write articles and submit to the article sites

Offer your freebie in the resource box (author's bio) at the end of the article.

You need to write and upload 3 or 4 articles a day to get results. It's work but it does work.

You can use [articlemarketer.com](http://articlemarketer.com) to submit your articles.

d. Buy text ads

Google Adwords is one game but they aren't particularly newbie friendly. For some reason, they like to make it really complicated to give them money.

It almost seems like Google feels it's above ad dollars from small businesses anymore and they want to make it so complicated, only big businesses can advertise with them.

I remember in the old days the reason everyone started advertising with Google was because Overture was difficult run ads with. They made it hard.

And Google wanted your money and actually made it easy to run ads.

Well, that was the old days.

Fortunately, there are SOME places you can spend your money without having to become a certified expert.

Please spread this article around and let all your friends know Google isn't the only game in town anymore. And there are lots of companies that WANT the small business ad dollar and are willing to make it easy to advertise with them.

~ <http://www.facebook.com/ads>

Facebook actually wants your money, they have tons of inventory and it's easy to run ads with them. Go figure.

~ <http://www.adbrite.com>

The good news about Adbrite is they have massive inventory and it's easy to run ads with them.

~ <http://www.cubics.com>

A service where you can advertise on many social networks at once.

~ <http://www.marchex.com>

They make it easy to give them money.

<http://www.adknowledge.com/>

Haven't used the service but I plan on testing it.

<http://www.zango.com>

Zango is controversial because it's adware. Meaning that people download games or things like that to their computer, agreeing in the terms of service to have ads served.

From an advertiser's standpoint, the clicks are cheap and highly targeted.

I wouldn't include Zango in the list. But you know what? With Google being so difficult to advertise with, the small advertiser has no choice but to seek out places that allow you to run ads without an enormous hassle.

Those are just the starting point.

<http://www.ampkeywords.com/>

This service looks promising and even gives you a bonus starting advertising credit.

A few more:

<http://www.bidvertiser.com>

<http://www.adster.com>

Spread this article around on blogs, forums, by email, to your list.

Let others like us know that there are other places you can advertise other than Google. Places that WANT our money and make it easy for us to spend it.

e. Forums

One of the BEST places for the newbie to run banner ads is online forums.

They're highly targeted and usually within your budget.

The downside is you will need to spend a few bucks to get that banner ad created.

For my example of the elbow pain report, I'd advertise in

forums where people who use computers a TON go.

f. Blogs

Blogs that reach your target audience are a wonderful place to buy targeted ads.

g. High traffic web sites

You can often buy ads on web sites you know your target audience goes to.

h. Banner ads

The DIRTY LAUNDRY about banner advertising is this:

Name brand web sites want to charge you \$10 or \$15 for every 1,000 impressions if you try to get the impressions directly from them. But no one knows they only sell 30% of their impressions at that price.

It's a FACT. They're addicted like crack to being able to say they get \$12 per 1,000 for impressions.

The rest of their impressions, they can't sell at those ridiculous rates because only companies that don't track sales can afford those rates.

So they sell off 70% of their inventory for \$1.00 to \$1.20 per thousand impressions to banner ad networks. Problem is, these banner networks won't sell to the small guy.

They want you to spend \$5,000 or \$10,000 minimum to test them.

The people who are "in the know" and have money NEVER buy banner ads directly on brand name web sites.

They go to the big Ad Networks like tribalfusion.com, advertising.com, valueclickmedia.com and buy the same impressions for a fraction of the price.

If these brand name web sites had half a brain, they'd create self-serve banner advertising at \$2, \$3 and \$4 for small business people

and cut out the ad networks. Getting \$12 cpm (cost per 1,000 impressions) is all an illusion anyway because they don't get that for 70% of their inventory.

Having said that, banner advertising is huge. Just huge. The volume of banner impressions available absolutely DWARFS the volume you can get from Google Adwords.

The bad news is a lot of the banner advertising companies don't get it.

Google Adwords was built on the backs of SMALL businesses who advertised with them just as Ebay was built on the backs of the small guy or gal wanting to make a living on Ebay.

IMHO both companies have forgotten their roots.

And unfortunately, the banner ad companies, in general, don't get it either. They don't get that the MONEY is made from the small businesses (guys and gals like us), NOT the big companies.

The good news is that there ARE places you can buy banners ads:

- ~ <http://www.adbrite.com>
- ~ <http://www.facebook.com/ads>
- ~ <http://www.myspace.com>
- ~ <http://www.adready.com>

I'm on the lookout for high quality banner impressions that don't require \$5,000 or \$10,000 to place your ad. If you know of any, post to my blog please at marlonsnews.com.

The idea is that you TEST your banners on these other networks. And when you get banners that work, then you buy advertising at the more expensive places because you know you'll make money.

The SECRET is to negotiate a 24-hour out clause so that if you aren't making money, you bail out without spending your \$5,000 or \$10,000.

You ONLY spend the 5 or 10 g's if you're making money.

////////////////////////////////////  
Step four: Track your results using tracking id's  
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The URL in the video needs to be a tracking link, so you can track the sales that come from the video.

If you use a service like Clickbank, Commission Junction or cost per action networks, you can pass through a code (usually called a SID (sub ID) or something like that.

This tracking code lets you track not just clicks but also sales back to the actual video you uploaded or ad you ran.

This is critical. You must be able to track results back to the exact ads you buy or marketing you do.

////////////////////////////////////  
Step five: Make new offers to your list  
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Once people have joined your list, sign up at Clickbank.com, CommissionJunction.com and other affiliate networks.

Promote offers frequently to your list.

Make sure you only promote quality products and not junk, or you'll lose the trust of your list.

Use the "full arsenal" I teach in [Promo Dashboard](#) to sell these affiliate offers.

////////////////////////////////////  
Step six: Check your mail daily and go to the bank frequently.  
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If you promote lots of offers to your list, you'll be getting lots of checks.

# *H*ow To Get Money By Placing Simple Ads

Are you looking for a way to get money that is simple and doesn't require the strength of Hercules, the smarts of Albert Einstein or the networking prowess of Donald Trump to pull off?

If so, then here's a true story you might be interested in.

When I got into the direct response marketing business back in 1978, the Game back then was interesting yet simple.

You place classified ads in magazines and weekly newspapers.

You offered a free report, newsletter, book or sample.

People wrote in to get it.

You mailed back your sales letter (the free report). And off to the races you went.

There were only a few variables:

1. The classified ad you ran.
2. The sales letter you sent.
3. How many times you followed up.

That business model took people from the kitchen table to the boardroom many times. What I mean is, there were many people that started on a shoestring placing a few ads and over time were able to parlay that investment into small or large bankrolls.

I'll never forget the THRILL the first time I ran an

ad that brought in money.

I think I only had 3 orders.

But those 3 orders PROVED to me I could do it. In a song, the R & B artist once said, "It's never as good as the first time."

And in reference to running these little ads and getting orders and money, it's true.

Those first few sales you make take your breath away. They make you see, feel and believe it's real.

My first success on a larger scale came when I ran ads in weekly shoppers. People called from the ad to a message I put on an answering machine that was 3 minutes long.

People left their name and address and I sent out the product C.O.D., which meant that people paid on receipt of the shipment.

People didn't want to leave their credit card number on an answering machine. So that is why you used the C.O.D. shipping.

I worked my way up to 3 or 4 of those little answering machines (we didn't have voice mail back then) and sent out hundreds if not thousands of packages.

My ads ran in 72 cities.

I ran the whole business out of a 650 square foot apartment! Crazy times back then.

In the early 1990's, I went from running ads in magazines and weekly papers to running ads on AOL, Compuserve and Prodigy. At the time, Compuserve and Prodigy were huge.

I thought I'd died and gone to heaven!

Why? Because you didn't have to wait 2 or 3 months for your classified ad to appear in a magazine. You placed

the ad and it showed up almost immediately!

And instead of running down to the print shop late at night (I think I kept Kinkos in business) to whip out letters to send the next day, you just sent emails.

In those days we didn't have autoresponders that send out emails automatically. I had to send people their free report via email by hand.

But when you compared that to the time it took to fill out all the UPS C.O.D. paperwork, it was awesome! That C.O.D. paperwork was quite time consuming.

Plus, 50% of the packages you sent out came back.

With AOL and Compuserve, you just placed your little ad, the replies came in and you emailed back the free report.

Life was good!

Another big secret back then was how to get your classified ad listed at the top of all the AOL classified ads. That was the big secret passed around in the "inner circle" at the time.

And some smart cookie figured out how to strip out the email addresses of all the people running classified ads and send them emails. That was one of the first renditions of what later became a glut of emails in your inbox.

I'll never forget when the World Wide Web burst on the scene. Many of us marketers didn't think it'd work because those pictures and graphics took too long to load and all people cared about was the text anyway.

Some people STILL think that about direct response marketing. That it's all text and graphics don't matter.

If that were true, the World Wide Web would've never beat out the old text-based Internet.

Anyway, somewhere in that time frame, a little method came

along called "the cookie cutter method." The idea was that you'd run little ads just like you did in the classifieds in magazines and make sales that way.

That drew a stark contrast to the early seo days when people advocated every trick for creating "doorway pages" and all kinds of other hoey doey to get listed in the early search engines.

Ezine advertising became extremely popular. You could place these simple little classified ads in ezines inexpensively. You offered a free report, audio, newsletter or sample just like you did in the old days.

Life was good for marketers!

Then, litigation got involved and rained on everyone's parade. Sending out email became regulated. People dumped ezines and email by the truckloads and started doing Adsense, RSS marketing and so forth.

Which brings us to right now. Today.

There are a few schools of online marketing:

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School one: The product launch school  
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You run product launches and try to make a zillion in one day. It's absolutely breaktaking when you see it happen.

Of course, the people with the zillion in a day success stories are the modern-day equivalent to Dr. J. or Michael Jordan flying through the air with the greatest of ease and dunking the ball like it ain't no big thang.

It's really a blast to kick back and watch these guys perform their artistry and make it look so simple that a 12-year old could do it. Until you go out on the playing field and find that, in stark contrast, YOUR feet are made of lead and what looked easy is actually a feat requiring the greatest of skill.

Of course, the courses for sale all hint that you too can perform these feats with the greatest of ease. But I have the upmost respect for the marketers behind these systems. They are geniuses. Good people. And really want to help others.

Product launches no doubt have their place. But a surefire panacea for your money woes? Perhaps not.

If you have the \$1,000 or \$2,000 a month to join the coaching programs that teach you how to really succeed with the model, it can be good. Oh, and the \$100 or \$200 a month for the newsletter, and the \$3,000 training course.

Most marketers today have product launch brain seizure. It's all they can think about is that one massive payday in a day. It's addictive almost like crack. Instead of crackheads you have launchheads!

It doesn't occur to them that SELLING is one thing but collecting the money from Paypal or your merchant account is another.

Unless you have a long record of steady sales, you're likely to have a problem seeing that money transferred to your bank account for up to 6 months, or even longer.

That fact is conveniently omitted from sales letters. Still, for marketers with higher skill levels who want to compete in the bigtime, this is a strategy you'll want to add to your arsenal as time goes by.

If you can pull it off, it's your ticket to that 20,000 square foot house, an office of employees all slaving away on your behalf, reams of flowcharts, Power Points and systems, if that's your fantasy.

I cover how to create your own product in [Product Dashboard](#) and how to market in [Marketing Dashboard](#).

But enough of that...

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School two: Organic seo

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This is where you get hundreds or thousands of inbound links to your web site, you pray to the Google gods daily for favor, you wave a magic wand and do hocus pocus, black hat, gray hat, white hat and any other hat you can think of to get your web site at the top of Google.

There's a reason that the coaching programs that teach you how to do organic seo successfully run \$1,000 to \$2,000 a month and involve a complex web of online webinars, coaches, and everything else.

You NEED the support to figure out how to make it work for you. A system that DOES work but not for the person with a light pocketbook, minimal computer skills or lacking the patience of job to deal with Google slaps, updates and put downs.

There is one system called the "Evergreen Traffic System" that avoids many of the drawbacks of these other systems. It avoids the Google slaps and shoots for a long-term approach. But still, it's not as simple a model as the old classified ad model.

No doubt about that. It's a very good model if you like to write articles and blog. And you have a bit of a Geek hidden inside of you. The good thing about it is you don't have to join a \$1,000 a month coaching program to be able to understand it.

<http://www.marlonsanders.com/evergreen>

That is the URL in case you're interested in that system. It's the only strategy for organic seo I recommend. But you do need to feel comfortable writing to use it. If you can't articulate in words, I don't recommend it. You don't have to be a master writer. But you gotta be able to write in plain, simple English.

It's also a slower method. You can get quick results. But dominantly, it's something you build up over 3-6 months or a year, although you can start getting ranked for keywords literally within a 2-day time frame using the Evergreen Traffic System.

So there's quite a bit of instant gratification built in. You can do a blog post or article today and see your ranking for those keywords in Google tomorrow or the next day!

This is different from most organic seo models that take the patience of Job.

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School three: The affiliate marketing model  
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In this model you pay out commissions for people to sell your products. It's a great model in that you pay no money until someone sells your product or service for you.

The drawback is that many people feel uncomfortable recruiting affiliates. Or they can't get the affiliates they have to DO anything.

In the right market, done the right way, it's a potent model. But certainly not as simple as the old classified advertising model. It requires greater knowledge and more skill.

<http://www.affiliatedashboard.com>

That is the best resource to get started if you want to run your own affiliate program. It's a great model but not for the newbie to start with.

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School four: The web 2.0 model  
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This model pretends to be about web 2.0, the latest craze to hit the scene. But when you get to the bottom of it, most of the strategies that work to get traffic are STILL organic seo approaches using web 2.0 sites like Hub Pages, and so forth.

For simplicity sake, I put the web 2.0 model in the organic seo school of thought.

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School five: The direct response classified ad model  
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This is the modern-day equivalent of the old time classified ad model.

You buy classified ads via Google, Adbrite, Blogads, MSN and other services that offer your free report, newsletter, sample or demo.

People respond and your free report is automatically sent back.

Then your follow up emails are also sent automatically.

It's like the old-time direct mail model on steroids. Or some kind of juice.

You can also put your classified ad for your free report on a banner and run banner ads.

Or run the ad in an ezine, which still works gangbusters for some.

There's even Facebook and Web 2.0 sites you can run your ads and banners on.

You can create a 2-minute video offering your free report and upload it to Youtube.

The cool thing about this model is it's simple compared to the very high levels of skill required for organic and product launch formulas.

Step one: You place a banner or classified ad that offers your free report.

Step two: You autoresponder automatically responds and sends out the free report, sample, newsletter, video or demo link.

Step three: If people wanna order, they do it online automatically via Paypal, a very simple and inexpensive order-taking service to set up. No huge fees like in the old "merchant account" days,

where you practically got raped to set up a merchant account.

Here are the great things about the modern day version of the direct response classified advertising model:

- a. You don't need to buy a \$1,000 a month coaching program to understand it.
- b. You don't need weekly or daily webinars to be coached through every nuance it takes to succeed.
- c. You don't need to buy a \$3,000 course, \$200 a month newsletter and \$5,000 seminars to get the information you need to succeed at it.
- d. You won't be at the whim of the next Google slap.

You find places you can run your ads. You run ads, banners or little videos that offer your free report.

People go into your autoresponder.

Your free report (sales letter) is sent back.

Your autoresponder follows up automatically.

- e. Google pay-per-click loves the free report model if you create reports that tightly match a group of keywords, which is what you want to do for the best response anyway.
- f. You can run banner ads offering your free report everywhere. Banner advertising is practically ignored by all the product launch, big payday obsessed groups.
- g. Instead of seeking to bring in a million in a day (and having Paypal freeze your funds for the next 6 months while you scramble to pay affiliates), you create a nice, steady, predictable lead flow and income.

And if you keep building on success after success, you can reach those lofty income screen caps the gurus like to paste all over their sales letters.

h. You don't need to have the skill of Michael Jordan or Dr. J to write a classified ad or put your classified ad on a banner.

i. You don't have to spend late nights down at Kinkos printing sales letters and forking over postage. Your emails are sent out for you automatically by an inexpensive service.

I'll end with a little story here.

It's no secret that the U.S. is going through tough economic times. And these dynamics have spilled over onto other countries of the world.

Which is why for inspiration I turn to George E. Haylings.

He started a little direct response classified ad business back in the 1930's and ran it for 48 years. He ran the business during the big depression in the 1930's, through World War II, through the Vietnam War.

And while he didn't get rich, he raised 2 sons, put 'em through college, travelled in style, spent a lot of time with his family and lived a good, happy life.

It's a fascinating story. He actually ran the business out of a tent in the army. And even hobnobbed with celebrities later in life.

My point is, we have someone to look to for inspiration in this business. Someone who proved that even in the big depression days, this business could thrive.

# *H*ow Walter Used Chapter 10 To Go From Nothing To 600 Million - And How You Can Use It Too

Do you know where your "money hookup" is?

Let me explain:

Back in 1994 I was marketing on AOL and Compuserve.

In the AOL classified ads there was this ad by a dude giving away a free copy of a direct marketing book if you bought his product. The sales letter was well-written.

I emailed the dude and asked where he learned copywriting.

Since there were only 3 or 4 decent books at the time teaching direct response copywriting, naturally he replied "Tested Advertising Methods" by John Caples.

I freaked out!

That was where I'd learned to write copy also.

We became instant friends.

Later, I got a job writing sales letters for National Response Corporation, a big player in the guru business at the time.

And I hooked up my new friend with this company to sell his products. I didn't do it out of some ulterior motive. I just believe what goes around comes around.

Sure enough. That cemented our friendship. Now, my friend was writing the ONLY newsletter on the new, emerging field of Internet marketing.

And a large seminar company was getting OUT of the 900 number business INTO the Internet marketing business. They contacted my friend and asked if he could put together several speakers to do Internet marketing seminars.

My friend said yes.

And off on the road we went doing our first Internet marketing gigs.

That friend was Jonathan Mizel. And the other partner in crime was Declan Dunn. Over the years we created a lot of waves in Internet marketing. And became very influential. We did over 120 seminars around the world.

But it all started with me making a friend online.

Declan went on to become a consultant to Amex and other big companies and corporations. He speaks at prestigious events like Affiliate Summit and others.

Jonathan started a coaching club that Carlos Garcia, Perry Marshall, Keith Baxter, Frank Kern and many others were members of.

I went on to innovate many marketing methods that are now just accepted as part of Internet marketing standard practice.

Times change and life marches on.

I'm out making new friends. One of my new friends is Daegan Smith. And Daegan has already made valuable contributions to my life. And hopefully me to his.

Another very new friend is Michael Jones.

And there's Lee McIntyre, who is a very cool dude.

I have no idea where these acquaintances and friendships will go or grow.. You never know.

Where is YOUR "money hookup"?

What I can tell you is if you just meet people online who you resonate with, who you think are cool and interesting...and if you help each other out, you never know what will become of it.

I didn't call up Mizel when I first met him begging for a JV.

I helped him sell a few of his products via the company I was writing for. No big thang.

But what comes around, goes around.

At the time I met Mizel and Dunn, none of us were big names. The big names at the time were Jay Abraham, Dan Kennedy, Ted Nicholas, Bill Myers, and Gary Halbert.

Pretty hard to get those guys to do a JV.

So we didn't try.

We formed our own friends and made our own luck.

Your "money hookeup" isn't in getting me, Mike Filsaime, Frank Kern or whoever it is you admire to do a JV with you no more than my luck was in getting Dan Kennedy or Jay Abraham to promote my new product.

It was in forming a team with some young, hungry marketers who were smart, savvy and go-getters.

That's why Daegan is a new friend. He's still hungry. When you build your relationships, you look for people who are hungry.

If you wanna find YOUR money hookup, do what I do. Go find people you like, respect and resonate with.

Make friends.

Help each other out. Grow each others businesses.

You've gotta look beyond the quick fix of getting them to email for you instantly like you're an email addict hopped up for your next hit.

Most of the people I meet, even people I think at first are friends, can't WAIT to ask me to mail my list. You can see it in their eyes and hear it in their voice.

They're being nice for one reason ~ my list.

I reckon that's like a pretty girl who can see through the intentions of guys befriending her. And the least valuable thing a hot guy or gal has to offer is that night in bed.

And the most valuable is their emotions. And everybody gets it wrong.

Everybody thinks the most valuable thing another marketer has is their list. And granted, a list has great value. But to those who understand, that's the least valuable thing another marketer has to offer you, no matter how large or responsive the list.

When I meet someone new, I give. I give some of my emotions. I share information. It's a test to see if they give back.

It's rare for me to find someone at my level who I resonate with and who isn't jonesing for me to email for 'em, like a crack addict who is desperate for a fix.

But when I do, it's a nice thing.

Like my friend Kirt Christensen. We often talk on the phone. And he's my Adwords go-to guy. Kirt is a master at it. But Kirt was always a friend first. And never really cared if I emailed for him or not.

It's funny. Because Kirt is one of the brightest, most talented and accomplished Internet marketers I know. But he doesn't have the high profile of some of the other marketers because he does his own thang and doesn't seek out the big product launch JV hits.

I've never felt he got the respect he deserve. It's almost a joke between us.

When we spoke at Andrew's huge event in UK, Kirt had like the worst speaking slot. We joked about it. The irony is he outsells most all other speakers consistently.

For example, he holds the record at Big (Armand's Big Seminar is referred to as "Big" in the trade). Anyway, Kirt's my "dog" and we've been through good times and bad times in this biz.

Let me also say this - the friends or people who think the greatest thing I have to offer them is an email to my list don't get it.

They really don't get it.

The most valuable thing you have is your mind, the Master Mind. Napoleon Hill said it was the source of all great business success.

Everyone reads "Think and Grow Rich." But no one understands it. Truly they don't.

It's all about chapter 10.

Depending on your version of the book, chapter 10 is called "The Power of the Mastermind."

Back when I spun words for a living, my best client was Walter Hailey. He was worth 600 million. A million dollar product launch didn't even impress him.

Anyway, Walter owed his success to chapter 10. And when people would ask him for help as they often did, he'd tell 'em to go read chapter 10 THEN come back.

After they read chapter 10, if they "got it" they didn't NEED to come back. And if they didn't, they didn't get it.

So this has been a long email.

And 99% have bailed out by now. But if you haven't, then you know your money hookup is "The Mastermind." Chapter 10.

It's all about chapter 10.

Everyone thinks what Napoleon Hill said was that "the secret" was the 13 principles. That was NOT it.

The secret is and was chapter 10.

The thing about life is, it moves on. Like it or not. It moves on.

There are days I miss goin' down to Hunt, Texas where Walter had his ranch. And hearin' him tell the old stories 'bout how he couldn't sell insurance to anyone.

Until he read chapter 10.

And later sold a billion dollars and bought the company he was sellin' for.

I still got this DVD here of Walter speakin'. And telling that story as only he could tell it. And when he does, I find that copy of TAGR (Think and Grow Rich) and read chapter 10 one more time.

If Walter were here, he'd tell you all about it. And how it changed his life.

But he's where Corey, Ken Giddens, Ken Kerr, Jim Wilson and so many others who've been in this business are. So for now, I reckon I carry the torch of chapter 10.

Chapter 10.

The Power Of The Mastermind.

# *I*'m Just Gonna Go Eat Weeds

How to use the "magic question" to turn cannots into cans, boost those click through rates, ramp up in spite of any economic woes and find your inner power

My mom used to have a saying when she was feelin' a little blue.

She'd say, "I'm just gonna go eat weeds!"

I'm from a state in the U.S. called Oklahoma. And my mom was a farm girl. That's an old saying steeped in farmer tradition. But I think it has something to do with going out to pasture where the cows are.

Here are some things that may make you feel like eatin' weeds"

Here are some examples:

- \* Well, click through rates are down. It's just too bad.
- \* I wish I could do a jv with that person. But I sent them an email and they didn't return it. Darn it.
- \* I tried runnin' some ads. But hardly anyone responded. So I'm just gonna go out and eat weeds.
- \* I wrote a sales letter but it's not converting well enough.
- \* I'm sending out emails but no one is responding.
- \* I'm making blog posts but Google isn't sending me any love.

If you feel like eatin' weeds, then I have an insight that will help you.

In life, business and marketing, it's easy to get bogged down by what happens TO you instead of making what you want HAPPEN.

I'm going to share a magic question that literally changes everything.

"What CAN I do to GET the response I want?"

You'll notice the word CAN is capitalized. There are many things you do NOT control. So there's no power in focusing on those things.

What DO you control?

That's step one. What things CAN you control or change? These are your LEVERS for change.

You can control what you say, how you say it, who you say it to. Those are just a few of the variables you control as a marketer.

Then the second thing is to focus on what you CAN do to GET the response you want.

People aren't reading your emails? OK. What CAN you say or do to GET them to read your emails?

The difference is active vs. passive.

When you're passive, things happen TO you. When you're active, you focus on what actions you can TAKE to make what you want happen.

You're the one doing the acting vs. being the one acted upon by forces you can't control.

People aren't joining your email list? What CAN you control? What are your levers?

You control who you get to your Squeeze page. You control the message on the page when they get there. You control the graphics.

The main thing is the message. What message WOULD get attention and compel people to join your list?

That question is the starting point of taking control.

Anthony Robbins has a great CD called "The Power of Questions" or something along those lines. It's simply about solving problems by asking better questions.

The questions you ask yourself determine your focus.

There's no question that in the U.S. things are in a downturn. You can sink into a passive "things-are-happening-to-me" mindset and feel you have no control.

Or you can control the things you can:

1. Get more people to your web site or Squeeze page.

You control your marketing. Run some ezine ads. Do pay per click. Buy banner ads. Ramp up promotions to your affiliates. Follow the [Promo Dashboard](#).

2. Split test your marketing message

The greatest point of leverage you have in your business is your marketing message.

3. Be more compelling

You're competing for attention. So turn it up a notch or two.

What DO you control? This next week I want you to think about that. Instead of looking at things you can't control like the economy, focus on the things you CAN control.

That little shift changes everything.

You can either go out and eat weeds like my momma used to talk about.

Or you can ask yourself the "magic question": What DO I control and what CAN I do to get the response I want?

# The Only Way To Make A Lot More Money Than You're Making Today

The reason you aren't making the money you want is 'cause you're on the clock.

And I'm not.

That's it. That's the reason. Let me explain.

It's well known that I don't work a lot. Even compared to other Internet marketers.

How come? How can I do that?

The reason is because I have products. Those products generate money for me, so I don't have to work a lot.

Most people STILL don't understand this.

They keep on following work intensive models that require their own personal efforts and time to make money. As long as you have a model where you're selling your work, what you personally do, instead of selling PRODUCTS, you have a very serious lid on your income.

The ONLY way to make a lot more than you are today is by getting out of that trap. Now, you can have employees who do the work for you.

That is called a service business. The margins are low and you have to be an expert manager or hire one.

But the model I have been teaching for many years now is one where you find, acquire or create products and those products generate your income for you.

Since there is no limit to the number of products you can sell, there is no limit to your income.

A lot of people blame themselves in life because they have a friend who rose in a company or occupation to make a lot more money than them.

Yet, on examination, you'll find that star person is STILL working a lot to bring home their paycheck.

One of the things I don't need to do is wear a watch. The battery in my watch was run down for the past 3 or 4 years. I finally got it replaced. Not because I needed to. Because I wanted to wear the watch for the aesthetic appearance! You know, to look good.

I don't have a clock in the house other than the one on my computer and VCR. I don't need clocks.

Why? Because my investment of time is not what generates my income.

It's my products.

"But Marlon, I can buy this software. And I click the button and it makes stuff, and uploads stuff, and magically makes money appear."

My response is, "Yeah, but is it EVERGREEN?" Or, as I often call it, "ever-red" since red is my favorite color.

Will the thing keep on working?

An awful lot of people in this business email blast their list ever time the hot, new, sexy whatever model comes out. I have never done that even though it would be to my advantage. Why? Because when you email for others, you increase the likelihood they'll email for you.

The reason I haven't done it is because I don't believe in endorsing things to my list that I don't personally feel are evergreen.

There are lots of models in Internet marketing. People who say you can make a fortune this way or that. Most of 'em haven't been around as long as I have.

I mean, it's fashionable now for marketers to say they've been

marketing online since 1996. Show me! I was around then. I never heard of most of those people. I can show you my sites. And I think [archive.org](http://archive.org) even tracks traffic back to then. Or fairly far back.

Everyone acts like they were making big sales back then. Yeah right. They were ONLINE. Maybe, possibly had a domain name or web site.

OK. So I'm bragging a little. But my real point is it's simply to explain that the model of the day, week or month may not be one that lasts over time. The reason is it pisses me off when my customers think someone else knows more about what works online due to false or misleading information.

Why? Because in the end, YOU lose. It isn't about me. It's about you.

The model I teach is evergreen and lasts. That model is to obtain or create products and let those products generate your income for you.

I'm gonna boil this down and make it VERY simple for you: You NEED, you MUST have products that you sell. Yeah, I KNOW the money is in the list. But what do you sell TO that list?

You sell products ~ either yours or someone else's.

And while selling affiliate products is good, you won't generate loyalty that way. And you can't build your own back ends into the products.

I get a \$6,000 check each month (as high as \$7500) from one back end built into one product.

It works.

To start, you can use private label rights products. But as soon as you can, I advocate having your own products.

"But Marlon, creating products sounds like work."

My answer: It ain't nearly as much work as doing the work once and

getting paid for years. It ain't nearly as much work as a job.  
It ain't nearly as much work as having to spend your own time for every dollar you earn.

You NEED products.

That's what I do. That's what I teach. I show you how to have products, have lists and sell products to lists.

For help, go to: [Marlonsanders.com](http://Marlonsanders.com) and buy all my products.  
'Cause what you just read is what I do.

That's why I ain't got a clock in my house and I don't wear a watch other than for looks.

It's a strange business. For other "gurus" to make money, they gotta convince you THEIR method is better than mine, so you buy from them and not me. And frankly, the same is true of me.

My job is to convince that the soup of the day won't last long. And that my model, the evergreen model, rocks. Others have to convince you that the zillion dollars they made in the last 12 months on a shaky model that will break in 6 months is a better way to make money than evergreen.

[Evergreen](#) ain't sexy. It isn't real new. It just HAPPENS to work like clockwork. See, people been makin' money for 1,000 years sellin' products.

That don't change.

Now, the methods? They change. But the core? It's solid. My model is SIMPLE ~ find people. Find what they wanna buy. SELL it to 'em. It is that simple.

Do you wanna me on the Marlon Sanders evergreen program? Or do you wanna trade your stupid time for dollars the rest of your life and chase rabbits, rainbows and hype programs the rest of your life?

That's really the decision. I say go evergreen. I'm about evergreen. I'm about what works and I know works. Been working the last 7-10 years. Gonna keep working.

The only thing I feel I need to tweak or improve in my model is my traffic method. I'm working to enhance it some. But basically, the model still works the way it is "off the shelf."

Will you work the model? That is the question. You either work the model, work the system or you make excuses.

You either product products or you make excuses.

You either sell products or you make excuses.

The same goes for my assistants. They either produce the products of their posts and their assignments or they make excuses. You can't put excuses in the bank. So when people make excuses, they buy themselves new jobs!

Ditto for you. When you make excuses for not having, creating, producing, promoting or selling products, you BUY yourself more time on your job!

Anyone can make an excuse. Anyone can say why it can't be done. Anyone can say it won't work for them or doesn't apply to them. Excuses are a dime a dozen.

They're called a ticket to a J-O-B.

Only 1 thing buys you freedom, time and gets you away from a job - PRODUCTS that make money instead of you working your fingers or brain to the bone making that money.

You either make products or make excuses. The choice is yours.

I am the liberator of men and women.

Why? Because I liberate people from having to spend their TIME to make money. I show them how to have products that make money for them, so they ain't gotta be on the clock making money.

Dump your freakin' clock. Dump the idea that you gotta make money with your time. Get it clear in your head once and for all that the way to make money is by having products that SELL and put money for you in your bank account.

Get that straight. Today!

Once you get THAT in your head, you'll understand why my friend Stephen Pierce says "today is the BROKEST day of the rest of your life." What he means is that once you have products selling for you putting money in your bank account, you will no longer be trading your personal time investments for money.

Your products will be earning money for you.

You no longer earn money with your time.

THAT, my friend, is the ultimate liberation. And why I'm the great liberator of men and women around the world.

I don't go chasing rabbits. Selling you every hot new product or model that comes down the pike just because I can whore my list and turn a coin. I am here to liberate you by selling you a model that works.

A model with integrity.

OK. I gotta go. I'm going to a coffee shop to work on a product. Yeah, some days I work. Not a lot. But if my assistants don't do their job or don't get a product done, then the buck stops here.

The good news is, when I get this product done, it'll pay my bills for 3 or 4 years. It'll be bringing in at least some money 5 years from now.

Will what YOU do today do that?

If not, it's time you change. It's time you get with the product creation and promotion program I teach and STOP chasing sales pitches that sound good but fall apart in execution.

Hop to. Buy some of my training and START doing it. Or dig out what you got of mine on your hard drive and get busy creating your OWN products. Oh, and stop complaining that it's work!

You work once and get paid for months or years. I STILL make money from products I created years ago. Years!

'Nuff said.

In the eloquent words of Stephen Pierce, "Today is the brokest day of the rest of your life."

Now GO create, produce and promote.

Learn the formula - [AmazingFormula.com](http://AmazingFormula.com).

Create a product - [ProductDashboard.com](http://ProductDashboard.com).

Promote the product - [PromoDashboard.com](http://PromoDashboard.com).



## Email Delivery Issues For Intermediate & Advanced Marketers

Let's talk about the latest changes in email delivery.

I've been monitoring my email delivery and noticed a few changes in the past two months.

Let me FIRST say you should NOT buy into those who use email delivery issues as a reason to not send email.

Please.

My emails still rock. And Daegan started just 2 years ago and is now doing 100 g's a month off of email. I could site others. (Daegan's interview is in Promo Dashboard if you were lucky enough to snag it.)

NONE of the below stops people from shaking down 100 g's a month or more or less.

What this does mean is you have to focus on email delivery, once you have a list to monitor. If you don't have a list, then fire up a Squeeze page, place some ezine ads and ppc ads and get with the program.

This ezine issue is for INTERMEDIATE to ADVANCED marketers. If you're a newbie, do NOT worry about this stuff.

It's not a huge issue. These are nuances and things you learn as you grow in this business. Frankly, I never even bothered to pay attention to many of these things until this year.

Change 1: Monitoring your email with Delivery Monitor.

I noticed this huge drop in my email delivery as reported

by a monitoring service I use called Delivery Monitor, which is owned by Aweber.

I asked Aweber about it and they told me Brightmail and some other services that help ISP's screen their email had tightened up their filters to only sporadically deliver emails to single confirms.

This is what a supervisor at Aweber told me.

The seed emails used by Delivery Monitor to check for delivery are single confirms. So this means the service itself is apparently now inaccurate.

I'm sure the Aweber team is working hard to do whatever they can to remedy this. Or maybe they can't do anything.

Personally, I kinda doubt this explanation. I tend to think it's because I sent out ONE email endorsing a product for a friend.

And I found out that email was on the blackhole list. I can't say the word here. But anyway, the issue on delivery is that Brightmail works by email reputation.

They score your emails for reputation. Which means that just that one email probably caused my account to take a hit on reputation, which does heal over time.

The other factor is I sent some html emails that were mostly graphics. That could have caused my reputation to take a hit. And I emailed 2X a day for 3 days in a row.

That could have done it.

Or maybe it was a confluence. Or maybe my delivery was just FINE! If what the supervisor at Aweber told me is true, I have no way of knowing if those little bar charts showing that my delivery sucked are really accurate.

SOLUTION: Here's my solution:

I'm going to monitor my link clicks and open rate more closely.

You pretty much know you didn't get delivered if your links didn't get clicked in normal percentages.

Change 2: It's now important that you monitor your bounces

Here's one I'm checking into but I'm not sure about.

When emails can't be delivered, they bounce or come back. If that happens 3X or so, they get removed by your email service.

A soft bounce is when the email couldn't be delivered because the person's email account is full or their service is down. If you email daily, you take a bigger chance on getting your soft bounces removed because the person hasn't had time yet to clean out their email box.

A hard bounce is when the email isn't good anymore.

I THINK that when my emails bounce (don't get delivered) they go to the email address I send 'em from.

If that's true, I can check that pop email account and run what's called a bounce processor to see the hard and soft bounces.

Newbies, don't worry about this. It's an advanced strategy. I'm not sure this will work but I'm gonna try it.

<http://clicks.aweber.com/y/ct/?l=566VX&m=K96s5OIp1Dr&b=1AdaFdukCBp1R85BbkoMgg> has hard and soft bounce management built into it. I like that.

Change 3: [Automateyourwebsite.com](http://Automateyourwebsite.com) now has a 100% email trust rating.

I used an independent service given to me by one of the owners of a big 3 autoresponder service to monitor what is called Sender Score. This is the trust rating of the email provider with ISP's.

What I found out is that [Automateyourwebsite.com](http://Automateyourwebsite.com) (my 1 shopping cart private label) now uses the Strongmail service and has a

100% sender trust score.

So don't believe the junk you read on the forums. They totally have their act together on email deliverability from what I see. In fact, it's becoming a strong point with them.

Change 4: I noticed that my LONG emails seem to have a higher bounce rate.

An email can also bounce because the receiver marks it as unwanted. Or complains.

So Aweber participates in an initiative that some ISP's are going to where they put a link at the top of your email where people can even more easily remove.

Alright. But to be fair, if the ISP's are gonna do that, why don't they ALSO put a link up there that lets people subscribe to MORE of your lists?

I mean, let's be fair. A lot of people WANT your emails. Apparently this fact escapes the attention of ISPs.

Anyway, I'm going to continue to monitor the bounce rate of my long vs. short vs. text vs. html emails. High bounce rates can take a big dent out of your list fast.

But this has to be weighed against sales.

The ultimate solution is to be very aggressive in your lead generation. And also watch your list closely.

Change 5: I noticed a very low click rate sending people to my blog to read what I'd normally put in an email.

I'm going to test this more.

# et 3x The Sales In 26 Hours

Do you have a sales letter, banner, ad, Google ad, solo ezine ad or something else not converting as good as you'd like?

Several weeks ago I launched "[The Promo Dashboard](#)."

I wrote the sales letter based on the proven formula that causes EVERY Dashboard I do to sell big.

Well, this time I missed the Formula slightly and my conversions to my list were OK but not great.

And the conversions of my affiliates were fair to poor in some cases.

So I needed to fix this fast!

Especially after one of my long-time super affiliates emailed the offer and got an abysmal response.

What did I do?

Easy peasy. You split test. That means you use software that rotates different versions of your sales letter and counts the results. A video on how to do this is one of the upcoming bonuses I have in store for Promo Dashboard buyers.

Not rocket science here. Really, I should have ran my split tests when I launched the product. One of the things I'm creating a new system for is testing.

Things convert to MY list that may not perform as well to affiliate lists since I have a relationship with my customers.

I need some "test traffic" pools to hone copy on before I roll out to affiliates. I never really needed this in the past. But in today's hyper-competitive Internet marketing

arena, I do. So that is one of the reasons I did the Interview with Daegan Smith the other day.

He's an expert at building traffic pools you can quickly test creative on. In the biz, we call headlines and leads "creatives." For example, I might write some headlines on banner ads and then test 'em.

Actually, I WILL be doing this on future sales letters. It just makes sense.

Anyway, I came up with several theories about what might increase response. For example, I theorized that the picture of the Promo Dashboard itself might cause people to confuse it with OTHER Dashboards I've done.

I also felt maybe I sold the steak too much and the sizzle not enough.

Step 1: I wrote several headlines and leads

The lead is the beginning of your sales letter. The headline and the lead are the most important part of your letter.

Step 2: In one letter I ripped out the picture of the Dashboard, so I could split test it vs. a version WITH the picture.

Step 3: I hunted down an ezine issue I wrote with a headline that did exceptionally well in terms of people publishing it on their web site.

I created a sales letter version using THAT headline. And I created a letter with pictures demonstrating more SIZZLE. You know, pix of me around the world and so forth.

Step 4: I ran the split test.

It only took a few hours for one of the new sales letters to get 4 sales vs. 0 for the original sales letter.

So I immediately went to THAT version.

Step 5: I took THAT winner and created several split test versions

of it.

Step 6: I threw those up in the software.

The test version from step 4 STILL won out slightly.

Step 7: I selected that as the winner in the software so for now it's the only version being displayed.

You can see the CURRENT version at:

[PromoDashboard.com](http://PromoDashboard.com)

I have several ideas on OTHER things to test.

==> Our conversions are 3X to 4X higher than they were 26 hours ago. It's making about a buck a click right now, which is right where I want it.

In the meantime I found out we had some CSS code on the order page that was causing a little "red" message on our SSL secure server lock.

So I had Danny Batista, my css genius, fix that.

==> My NEXT plan is to buy some traffic from Google, banners, ezines or whatever and test out my sales letter on 100% cold traffic.

Then, if my conversions hold up, I'll show my affiliates those numbers and we'll move forward.

My goal is to keep conversions at a buck a click.

If you don't think you can write a sales letter, try using the [Push Button Letters](#) software. Just fill in the blanks, click a button, and out pops your sales letter!

You can also learn how to create amazing web pages that sell your products like crazy with the [Design Dashboard](#).

# The 6 Parts Of A Sales Machine That Won't Quit

Let's talk about you and your sales machine.

You get people into your funnel. You send 'em emails and sales messages. Take 'em FROM those emails to "conversion pieces" and you sell 'em. Or give 'em reasons to buy now.

Whatever you wanna call it.

I've tried hard over the past 6 months to convince you to create your own products. Whether you have or haven't, it's now time you move on and learn to build your list and your sales machine. If you don't have your own product by now, just get started using affiliate products.

Here are the 6 steps to building your sales machine.

1. Research your target market to know the blogs, forums, and web sites your target audience visits.

You want to look at the signature lines in forums to find out who is selling what to whom.

You want to find out WHO the list owners are because they're your potential joint venture partners. In other words, they're the ones who might sell your product to their list for a commission on sales.

You want to look at the blogs and forums and find out if there are Google Ads on the page (if so, you can buy an ad on that exact page using Google's site targeting and pay ONLY when someone clicks).

You want to see if you can purchase banners there and so forth. You want to write up an in depth profile of your ideal buyer, including their age, income, educational level and web sites they frequent.

2. Create a hot freebie that'll compel 'em to join your email list.

In Internet marketing the past 6 months, highly sophisticated

product launches have taken over that involve videos or other things being given away in exchange for an email address.

The formula is STILL the same:

Get people on your email list and sell 'em. Only on product launches, you do the selling part in a collapsed time frame like a day or a week buttressed by the social support of all your buddies (or allies) emailing the same offer at the same time.

The ART of the product launch that a few people have mastered is how to get all their buddies and affiliates to email for THEM without having to do reciprocal emails for all of them.

In most target markets, you won't have that problem. In Internet marketing it's an issue because everyone is obviously a marketer and has their own thing to pitch.

Anyway, the point is, you wanna find something really hot that'll make people WANT to join your email list and confirm their email.

3. A Squeeze page and email thank you/confirmation process that is a well-oiled machine.

Once people join your list, they go to a thank you page. You usually use that page to convince people to go to their email and click the confirmation link. Then after they click THAT link, you take them to a special offer.

In modern terminology, it's an OTO. In truth, it's nothing different than what has been done for 1,000 years. A special offer with a time limit.

Don't you know that 1,000 years ago the big marketing trick was to sell your camel by throwing in the mule but only if you bought that day?

One thing that HAS changed is the format of the pitch. There is some evidence things are going more to video pitches vs. text, although I haven't seen a lot of evidence of that with my target market.

I still like sales letters as the primary tool supported by audio

and video.

#### 4. Email that gets delivered

You need a reliable email service and a way to monitor delivery. I get stats on my email delivery. I average about 75%. But sometimes it'll go up to 95%.

The problem with cheaper services is you probably won't get as good of delivery as you get with more expensive services. But the service itself costs quite a bit more.

#### 5. Regular emails to your list that pitch and give value.

You need to have a ratio between pitches and content or value if possible. I didn't used to do this. But in today's market, I feel it's important, although debatable.

If you have a situation where tons of affiliates will go to bat for your product launch, your own list doesn't matter much.

I'm doing this ezine because I feel the content helps people stay on my list and retains readership. I'm one of the ONLY (if not the only) major brand name teachers doing this.

#### 6. Send people to your blog, mp3 audios (podcasts), videos, live video, recorded video, screen capture video and other sales tools.

If your people aren't BUYING, employ "The Full Arsenal." Send 'em links to something that does a more in depth sales job than the email can like audio or video.

You do NOT HAVE to use "The Full Arsenal." Some people don't like audio or video. I encourage you to use it. But you can succeed without it.

Here's a little mini checklist for implementing "The Full Arsenal."

~ How to record audio, edit it, add a nice little music track to the beginning, sweeten the sound and turn it into nice flash buttons for your web site, this is a skill worth learning.

~ On video, you should know the basics of 3-point lighting. And be

able to convert video to FLV. That's a minimum skill. Yes, you can farm out some of it. But it isn't all that complicated to learn.

~ You need to know how to use Camtasia or Camstudio to record screen video and save it to a SMALL file size, so it'll stream right on your web site.

~ You need to know how to use Power Point or the Presentation software in free Open Office to create slides you record with Camtasia.

~ And I think knowing how to create cool backgrounds is a plus.

~ You should be able to put audio and video on your blog.

On video, the LIGHTING makes ALL the difference in the world. Knowing the basics of lighting really helps. And on screen video, having decent audio helps.

The minimum learning curve would be doing SCREEN video and audio podcasts. Those two are ESSENTIAL in this business.

I'll add that I teach everything above in the New Promo Dashboard, although the part on lighting isn't complete. I refer you to a \$30 DVD you really need to buy to learn to do lighting right, although there are some decent tutorials for it on Youtube.

But this isn't a pitch. These are the things you need to know and do. They aren't sexy but they ARE the guts of the business.

In 30 minutes to 2 hours a day, you can make a real dent in learning these skills.

But the most crucial ones are everything down to row 6 "The Full Arsenal." You can add those skills as you go along.

But you gotta know where and how to REACH your target audience, how to put together a freebie that attracts 'em, how to put up the Squeeze page and how to send out emails that get 'em to buy!

This is ALL the "gurus" do. Except they get all their friends to promote on the same day or week. But the process is exactly the same.

So let me ask you a question: WHERE are you on these 6 steps?  
Where are you STUCK at?

What will it take for you to get to the NEXT step? To get unstuck?  
Post that to my blog if you want a response from me.

<http://www.marlonsnews.com>

I cover all of these steps and more in the [Promo Dashboard](#), so  
check it out.

# How To Go From Being A Consumer Of Internet Marketing Info Products To being A Producer And A Promoter Of Products, Which Is Where The Action And The Money

Today's the day, you know.

The day the magic bullet ends.

I'm not here to sugar coat things.

To candy coat his business and sell you sandcastles, dreams and illusions of an easy life that doesn't exist.

Here's the truth:

The money is in producing and promoting products, NOT in consuming "how to" info products.

Having said that, last year I spent \$37,500 consuming ebooks, courses, teleseminars and so forth on marketing.

In other words, I AM a consumer.

But dominantly, I'm a producer and a promoter of products. My job in life is to come up with new products that create value for my customers and to promote them to the best of my ability within the time and money constraints I decide on.

"Marlon, I have SPENT a small fortune. I have BEEN in coaching programs. I have BOUGHT the course. How come I'm NOT making any dough?"

Answer: You're consuming. But are you PRODUCING and PROMOTING?

And are you doing it more than ONCE? Are you out there playing the Game every day?

Let me explain...

The problem I see a lot of people have is they consume, consume, consume. But NEVER cross the bridge to creating, producing and promoting.

Fundamentally, you ARE a creator. It's a law of life. You don't get money from others until you create or possess some sort of value they want and are willing to exchange for.

The thing that STOPS a lot of people from becoming a producer and a promoter is FEAR of getting it WRONG! You want it all to be perfect, to be right, to NOT make mistakes.

Well, you can throw that out the door right now.

No matter how many courses you buy, you WILL make mistakes, you WILL waste time, you WILL waste money. Then why do I buy info products? Because I hate learning curves.

I hate figuring things out the hard way. I like doing it the easy way.

But people get stuck there also. This program sounds good. Then the next one sounds better or even more perfect.

Let me tell you what I've found ~ there's often a difference between what is SAID and what is DONE. Meaning, people tell YOU to do one thing while they DO something else.

You'll notice most Internet marketing teachers DO things in their promotions they don't teach. That's because they feel they need to 1-up their customers.

They need to have audio tricks, podcasts tricks, video tricks that are PROOF they have superior knowledge and skill.

When you go, "Wow, that was cool! How did they do that?" When you say that, you can pretty much bet you'll never find out.

I have an issue with that. If I pay you to show me then you show

me something entirely different, yeah, I have a problem with that. Show it, reveal it, teach it or shut the (#\_\$ up!

I see a LOT of teachers who have huge, massive results. Which is totally awesome. And their products are great theory. But they NEVER reveal their secrets. They never really teach YOU how to do exactly what THEY do.

They have the cool pdf's. They have the cool videos. They have the trick blog graphics. Their video streams perfectly. They have hotshot designers. They have awesome video editors. They have great writers.

But they never tell you WHO these people are. Or HOW to create the PDF graphics. Or how much they PAY the writers or video editors.

Or where and HOW they hired them and HOW specifically they manage them.

Personally, I think it's a crock. They teach one thing and DO another. And everybody acts like it's all so great what they're teaching. Don't you WONDER exactly how they get their PDF's distributed by everyone under the sun? Or how much they paid to get that video edited. Or WHO did those killer graphics? Or what the squeeze page really LOOKS like that built that 100,000 list?

Or whatever the case may be. I'm just saying I think you deserve more.

Anyway, my goal is to "out" many of these methods. At least the ones that have to do with promoting. You know, some of the real tricks about how you do the cool podcasts, videos, pdf's, etc.

You know those trick PDF's you see with cool graphics? They're probably done in Adobe In Design. But you can ALSO do them in Power Point or Photoshop Elements if you know how.

You know those totally cool video effects? Probably done in Adobe After Effects. Which is not too hard a program to learn, although it isn't for newbies.

I think the test of a guru is NOT how tricked out THEIR list, PDF's or whatever is. It's do they empower YOU to go and do thou likewise?

Or are they just building their own little kingdom and keep the secrets to themselves? Like HOW do you get trick graphics like that on your blog? Who did them and how much did you pay?

Or HOW do you shoot video that looks that good? Or how did you get those cool graphics on there? Where did you buy those sound effects?

Now WHAT did that squeeze page look like exactly and HOW exactly did you get those 200,000 emails on your list?

Whose empowering whom?

Who is performing MAGIC TRICKS and illusions, CHARGING you for the secrets then NOT taking you back stage and teaching you some lame basic sleight of hand trick?

This is about YOU.

I want to encourage and empower YOU to become a creator, producer and promoter.

I want YOU to have cool pdf's, cool videos, cool podcasts, cool web graphics. I want YOU to build that nice cash cow list.

Can you TALK? If you can, start doing podcasts as soon as you can, even if no one is listening. At least you can post your podcasts on your blog and send them out to podcast directories.

Create and send audio postcards to whatever list you have.

Don't have a list? Create AUDIO something or the others that you GIVE away on a squeeze page to GET subscribers.

Can you WRITE?

Then get busy. Spend 30 minutes or 1 hour a day writing. "But Marlon, I can't type!" I just talked last weekend to a best-selling author with many books who types with TWO fingers! No bull.

So if you can write, get your blog up and start doing posts. Write emails and send them to your list. Don't have a list? Write a free report, promote it and you'll HAVE a list.

Now, if you can't write and can't talk, you better get a business partner or get REALLY good bidding out jobs on [elance.com](http://elance.com)!

Here's my simple point:

You've gotta find ways to COMMUNICATE with your target audience and get it going. You get better by DOING. Become a compulsive DOER. You've got to add DOING to your LEARNING.

And the first step to doing that is to get over the fear of NOT doing it right! The way you DO it right is by getting started and DOING. Then, when you get stuck or make mistakes go back to your info products and get help. Or go to a forum and get help.

The money in this business is made by creating, producing and promoting.

You ARE a creator by design. If you have kids, you're a creator. If you sing or speak or write, you're a creator.

Your creations do NOT have to be perfect. Few are.

They DO have to be something others want to exchange money for! That's the criteria. Will others PAY for your creations? If not, get better at it or create something else. And get better at the promoting of your creations.

The best artist does NOT make the most money. The best promoter makes the most money.

Now, a LOT of Internet marketing includes web design. You need PAGES on the web. Those pages have TWO things - design and COPY.

If you can ONLY learn ONE, learn to WRITE COPY! But I'd advise you to get decent at both. It gets really frustrating if you can't do any web design yourself.

But it gets really EXPENSIVE if you can't write any copy yourself.

I love graphic design. I really enjoy mucking around with Photoshop, even though I'm not that good at it.

What I AM good at is writing copy.

So if you can ONLY learn one skill, learn to write copy. Or, if you can't write good, learn to sell on TELESEMINARS. Good enough.

Lots of people in this business make great livings pitching products via teleseminars.

My friend, this is NOT a complicated business in terms of strategy.

1. You target people who are likely to buy and have the money to buy.
2. You offer them something VERY appealing for free to get them to identify themselves as potential buyers.
3. You make an irresistible OFFER to get them as a first time customer and build trust.
4. You SELL them more by sending emails that sends them to podcasts, video, screen video, webinars or teleseminars.

Let's be honest...

The FUN part of this business is learning.

The DOING part gets frustrating. It's a technology business. Servers go down. Autoresponders muck up. Software NEVER integrates like it's supposed to.

There's a learning curve anytime you wanna do something new.

But THAT is where the money is also.

What I do for money pretty much is remove the learning curve. Take the pain out of the learning curve.

Anytime there's pain, there's money.

But the money is in being a PRODUCER and a PROMOTER.

The challenge is to overcome the PAIN of things not working, of NOT knowing which product to produce or hot button to put in the headline or email to write.

And you'll NEVER know for sure. Gurus don't know. Don't kid yourself.

They ACT all certain because people want to buy CERTAINTY.

But they aren't certain.

There ARE no definitive answers. NONE! Business and life isn't a connect-the-dots affair. It's not the real world.

Real world is you struggle with decisions. Real world is you aren't sure. Real world is 7 things don't work and 3 DO work.

And if you never do the 7 the don't work, you'll never find the 3 that do.

Most people struggle under the illusion that gurus make all 10 things work.

Wrong.

Don't care who the person is. The law of life is 7 things don't work and 3 things do. I could cite research done on something like 10,000 projects or experiments that validate this.

To sum up:

1. The money is in producing and promoting, not consuming
2. Consuming helps you shortcut learning curves
3. You'll make mistakes and get it wrong. Live with it
4. You'll never be certain
5. When you ARE certain, the rules change
6. You have to try 10 things to find the 3 that work

The people who succeed overcome the pain of doing.

That's the BIG secret.

They execute. Period. End of story. They do 10 things for everyone else's 1 thing. But that's also where the THRILL is. There's a certain THRILL in the doing. A certain adrenalin. A certain excitement.

You don't get that sitting on the sidelines. You get THAT playing the game. You gotta get IN the game and PLAY the game to win.

You get IN the game the moment you start producing and promoting.

And at first, you'll probably do it wrong. You'll get it wrong. You'll choose a bad target market or a dumb product idea.

It's just the way the game works.

You get BETTER at the game by playing. You can READ chess books all you want. But you'll NEVER be a great chess player till you pick up a board and get your king captured and you kick yourself over making a dumb move.

The thrill, the excitement is in the PLAYING. And also the mistakes, the pain, the learning. You don't get one without the other.

Now, my new [Promo Dashboard](#) takes as much as the learning curve out of the way as I could. It helps you avoid as much of the pain as possible.

The purpose of the Dashboards is to HELP you execute. There's still holes or things we overlooked. I try to cover everything. But there's always something you forgot or didn't put in.

You'll still screw up or get stuck on this or that. I'm gonna have a 60-day forum on [Promo Dashboard](#) to help out some.

Yet, this is the process. This is life. It's not all connect-the-dots.

It's more like "be uncertain, not know, do anyway, make mistakes, do more, some works, do more of that."

That's reality.

The thing that gets you buy is passion and a love for what you do. If you don't love it, if you aren't passionate about it, you have a long row to hoe.

If you produce and promote like crazy in this business, sooner or later, the tide will turn your way.

That is what I believe.

Marlon

P.S. I meet people on seminars, get a lot of blog posts, etc. from people who say, "Marlon, I loved this or that Dashboard or I loved [Amazing Formula](#) or used [Push Button Letters](#)."

Or, "I saw you at the seminar and boy were you funny!"

And I love positive feedback. But if you really wanna put a smile on my face, then this is it: "Marlon, you gave me that push I needed to make the transition from being a consumer to a producer and a promoter. Here's what I'm producing or promoting TODAY!"

I didn't say you had to make a zillion or whatever. But that you get it and that you're producing and promoting, THAT is the thing. If you do that, then LEARN and increase your skill, do it and do it and get better at it .....

See, THEN the bux come.

THEN, your ship comes in.

A lot of people want a magic wand they wave and money comes in the door. They want a magic bullet. The magic system that can't fail.

My friend, there isn't one. Stop looking. Seriously.

The magic is in YOU taking action, and producing and promoting.  
THAT is when the good things happen.

As soon as you get a system up and running, you can HIRE people  
to run it for you like I do.

That is when the "lifestyle" kicks in. That's when the "lazy"  
part kicks in.

But you gotta get in the Game and get things running first.  
THEN you hire people and farm out your systems.

That's how I've not worked a lot in years. I got a system  
up and running and then hired virtual assistants and recently  
a few employees.

# Here's How To Make Internet Marketing Work For You

Why It Ain't All So Cottin' Pickin' Complicated, Why You Do NOT Need 1,000 Power Points And Pages Of Flow Charts And Systems, And Why I Believe You Should Learn To Do Things Yourself Before You Outsource

Let's cut through the bull, the smoke, the mirrors and talk about ALL you really gotta do to make it in this business.

There are SO many programs, systems, approaches and so much pitching, posturing, promising and claiming, people lose sight of the simplicity this business.

Folks, you GET people on your LIST and you SELL them! That's it. Stop over-complicating.

How do you GET people on your list? You give 'em something free they just gotta have. How do you sell 'em? Guess what? You send SALES pitches via email that go to audio, video and so forth.

This is a SALES game. We SELL people for a living. It's NOT complicated in that sense, although execution can be a challenge.

Forget all the complicated nonsense you've heard. You GET people on a LIST and you sell 'em.

You don't need 1,000 Power Points to know how to do that. You don't need 10 or 20 staff and buildings and offices!

You need an autoresponder, and something FREE and a way to ADVERTISE it. Come on. It ain't rocket science. Get 'em on the list, find out what they WANT. SELL!

Sorry that isn't sexy or "sophisticated." Now, later, if you're like me and don't wanna work much, yeah, you

can hire a customer service person and a webmaster.

For 7 or 8 years I used Lisa in Canada. You can do that too after you have the money. The ONLY reason I have an office now is I have aspirations of growing a bit bigger.

There are people who have a hidden agenda to take what is at heart VERY SIMPLE and make it endlessly complex so you'll buy program after program after program.

Which is fine IF you're at the level you need those things. I contend you FIRST need to learn a few simple things about how to GET people ON your list then SELL 'em.

And you do NOT need a team of 20 outsourcers to do that for crying out loud. Seriously, you don't.

You know the Power Point slides showing you the 1,000 things you gotta do in this business?

That's bull. I'm sorry. It's TRUE at a certain level if you WANT to grow big and have 10 or 20 or more employees. And yes, systems are good, even for small businesses.

With all due respect to my peers, you don't need to do all that stuff. You just flat out don't.

You need to do a FEW of 'em. Not 1,000. You advertise or promote something free. You have people sign up for your list on your autoresponder.

You write emails and send.

You have conversion audio, video, blogs, etc. Yeah, if I can convince you that 1,000 things are necessary and you need endless people and systems to DO those 1,000 things, I can SELL you a LOT of products, seminars, coaching, systems.

There is NOTHING wrong with coaching programs and seminars. I think they're GREAT. I should do 'em but don't. However, for you to feel confused and overwhelmed and think you can't do this business without 'em?

Come on! Get real. Those things are great IF you have the time and money.

But I know people who do \$100,000 a month and have ONE employee.

I have another friend who does \$100,000 a month and has I think 1 full time and 2 part time.

You need someone doing customer service. You maybe need a part time webmaster and later a full-time one. If you want to grow bigger, you can later have a product creator or an affiliate manager.

But at FIRST, you got few sales. You don't NEED the service person until you're rocking and rolling. The webmaster? You do stuff yourself. Please. Or, in a pinch, you outsource to one of the inexpensive and talented graphic designers.

I've had people tell me they've been in 2 or 3 coaching programs or bought \$40,000 of products and they're so confused.

OK. Let's clear up that right now. This is going to sound a little "preachy" or hard core. I'm the original Marketing Evangelist, so what I can I say?

Step one: Get people on your list

Step two: Send emails

Step three: SELL

Which part of that equation is confusing? See what I'm saying? THAT's what you do. THAT's ALL you do. Everything else is fluff.

Well, how do I get people on my list? Try advertising and offering something HIGHLY attractive for NADA. Try that.

Where do I advertise?

Where the people hang out! Blogs, forums, web sites.  
Seriously, where ELSE would you advertise? On ships?  
On the sky? See, this is basic logic.

What kind of ads do I run?

Ummm, ads that offer something FREE, maybe?

Banners or text? Both if they work.

What about affiliates? Yeah, they're good too.

What do I sell?

Uhhh, products people wanna buy. Either yours or other  
people's. You got two choices ~ create your own or sell  
others.

Since back when I was marketing on AOL and Compuserve offering  
my little FREEBIES through classified ads. The GAME was the  
same! People were doing TELESEMINARS back then! And even  
doing them on autopilot.

Yes, it's true.

What if people don't buy? Employ the full arsenal of audio,  
video, PDF's. And raise your copywriting ability or hire  
better writers.

I have a "conversion formula" that is gold. But I won't teach  
it for free.

Here, let me spell it out step-by-step.

1. You gotta know WHO you're targeting and HOW you're gonna  
reach them. That means knowing the blogs they read, the forums  
they go to, the web sites they read, WHO they look to for  
advice and who has the lists (potential affiliates).

Do NOT freak out if there are others selling in your niche  
or market. This is a GOOD thing. It shows there's money.  
And it gives you joint venture partners.

2. You gotta have a HOT FREEBIE that people will crawl over broken glass to get their grubby little hands on!

People say all the time, "I can't get anyone to join my list." Well, guess what? You don't got a freebie, or your folks don't want it! That could be due to the freebie itself OR to the presentation of the freebie.

There is a thing called "signaling value." Actual value is NO more important than the signaled value. You signal value through your graphics, words, and social proof.

Presentation is everything.

Your headline and bullet points have a BIG influence on whether or not people join your list.

I'll repeat: It isn't enough anymore to JUST ask people to join your email list. You have to GIVE 'em something very enticing for doing so.

If they don't join, isn't it rather obvious the problem is your freebie wasn't enticing enough, either due to the freebie itself or the presentation?

Part of this process includes having a THANK YOU page and a CONFIRMATION email that are effective and get people to confirm.

I go over all of these steps in the [Promo Dashboard](#).

3. You gotta send out emails that send people to "conversion pieces."

Now, in "[Amazing Formula](#)" I originally told people to just send emails. The game has changed. Now those emails have to send people to selling tools like podcasts, pre-recorded videos, live streaming video, PDF's, screen capture video. And you need to incorporate Twitter and even Facebook or Ning ([Ning.com](#)).

That WHOLE formula is explained graphically and in more DETAIL at:

[http://clicks.aweber.com/y/ct/?l=566VX&m=J.5QbFpZ1Dr&b=SPDdpM\\_ElOTjy2uaeifVSA](http://clicks.aweber.com/y/ct/?l=566VX&m=J.5QbFpZ1Dr&b=SPDdpM_ElOTjy2uaeifVSA)

That page is in and of itself an example of what I just described. Here's another page that personifies the process. A podcast I call "the pizza cast."

[PizzaCast](#)

Here's another one I did for this project:

<http://clicks.aweber.com/y/ct/?l=566VX&m=J.5QbFpZ1Dr&b=ARtJ0Tur7JfzxK.gOCZz2w>

Here's the thing: Creating screen video, podcasts, pre-recorded videos, PDF's. All those things have learning curves. And a LOT of marketing is literally just about overcoming the learning curve of the tools.

The FIRST time you do any of those, it's new, different and uncomfortable. I HATE learning curves. Which is why we do the Dashboards to begin with.

A lot of people don't get this.

I can NEVER teach you every little thing. It's NOT about that. It's about overcoming the 70% or 80% or even 50% of the learning curve FOR you.

I've found once you "get it." Once the initial FEAR is gone. Once you feel oriented, you can learn the rest yourself pretty easily. It's just getting over that initial HUMP.

There's always going to be learning curves. You'll never have every little detail figured out for you.

But once you know the little tricks and secrets of turning video into flash, stickin' it on a web page and linking to it, doin' your podcast recording with Audacity and turnin' it into flash with Sonic Memo.

Once you can do your screen recordings in CamStudio or Camtasia then add some music in the editor, add a title

frame then save as the "right sized" flash file, so it streams well, you're 90% of the way there.

This is what I've found.

One thing a lot of beginners don't get is you have to learn to OPTIMIZE your graphic images (jpg's or gif's) and your flash audio and video so the file sizes are SMALL.

For example, this video was 8 meg:

[http://clicks.aweber.com/y/ct/?l=566VX&m=J.5QbFpZ1Dr&b=SPDdpM\\_ElOTjy2uaeifVSA](http://clicks.aweber.com/y/ct/?l=566VX&m=J.5QbFpZ1Dr&b=SPDdpM_ElOTjy2uaeifVSA)

A beginner that didn't know the tricks would've had something 30 or 40 megabytes that didn't stream. In other words, viewers would get that herky jerky motion.

Oh, and you see that turning CUBE at the beginning and the rockets that fire? Normally, that would increase your file size too much. But NOT when you do it right.

# 7 Steps To Promos That Work

The formula for making sales online isn't particularly complex.

1. You find out where you people hang out
2. You find ways to reach 'em with your message
3. You offer 'em somethin' free to get 'em on your list
4. Capture their name and email on your Squeeze page
5. You send emails
6. From emails you send 'em to multiple conversion processes
7. Follow the 3 laws

Let's break this down.

## **1. Find out where people hang out.**

This means you find the forums they hang out in, the blogs they read, the sites they go to.

That way, you can do your surveys, run banner ads, and find the folks who have the lists.

## **2. Find ways to reach 'em with your message.**

- a. Find out where you can buy banner ads

How about the forums? The blogs? The web sites?

- b. Look for text links too

If you can't buy banner ads, look for Google AdSense on pages.

- c. Who owns lists and sell products?

You'll know these people because in their sig line on their forum posts they're offering something FREE. In the article directories you'll see their articles. And at the end in the

resource box, they offer somethin' free ~ JUST like you wanna do.

### **3. Offer 'em something free to get 'em on your list**

Give people something so enticing they HAVE to join your list.

That can be a free audio, ebook, PDF, video or newsletter. Or anything else that'll get 'em on your list.

Run banner ads or Adwords ads offering something free. Come up with a freebie the folks with lists can send out via an affiliate link, so a cookie gets set.

Write articles with your freebie in the resource box and submit those articles to the article directories.

### **4. Capture their name and email on your Squeeze page**

My friend Jonathan Mizel coined the term Name Squeeze page. To PROVE he invented the term, he trademarked it. In case you've mistakenly read someone else invented it.

Anyway, you offer a freebie on a page where folks get the freebie if they join your email list. Not so complicated here.

### **5. Send emails**

This means firing up your autoresponder and loading up emails.

It means learning to write subject lines, format your emails and write bullet points that arouse curiosity and get people to click.

You gotta become a master bullet-point writer.

It also helps if you can spin a good story, just like you do with your friends over the phone or at the coffee shop.

You mix in value with or between your pitches so your open

rate remains high. A lot of people make the mistake of watching their unsubscribes alone.

You gotta monitor your OPEN rate. That is crucial. It tells you if you're getting or losing attention. This is an attention economy.

#### **6. From emails, send 'em to multiple conversion processes.**

In other words, you send an email offering a free video. The free video gives a pitch for something.

Or you send 'em to a podcast.

Or you send 'em to a free report or a sales letter.

Or you send 'em to live streaming video.

Now, WHAT do you sell?

Initially, sell affiliate products. Make Camtasia or CamStudio videos that do your pitches.

Or write pre-sell pages that give a little pitch before you send people to an affiliate link. You know, warm 'em up first!

WHICH part of this process is the HARDEST for you? Which part do you need the most help with?

Hit me back on my blog: <http://www.marlonsnews.com>

Do you buy into this process? Or are you following some other system? If so, what?

Is this so "old hat" you don't wanna hear about it anymore?

Or are you STUCK somewhere?

#### **7. Make an irresistible offer.**

So now the person has gone to your audio, video, blog, or sales letter.

Now you gotta sell 'em something.

With first time prospects, give 'em your best offer.  
Probably something cheap or free. Although it depends  
on your market.

One of my friends offers a free book then sells a \$4,000  
software package. When 3% of the people buy it from the  
book, the numbers add up.

Others offer a \$1 membership offer that goes into recurring  
billing after 14 days. That is, after 14 days they're charged  
for the membership site unless they cancel.

And they get charged every month. When you have 2900 people  
getting charged \$37 a month, it adds up.

7. Follow the 3 cardinal laws

a. Protect your business number one

Follow the law. Pay your taxes.

b. Maintain the goodwill of your list

Don't milk your cow so much he/she dries up. Offer value to  
your list. Keep that relationship up.

c. Make sales

What you can do TODAY: You start with step one. Go find out  
where your target market hangs out at. What blogs do they read?  
What ezines do they subscribe to? What web sites do they go to?  
What forums do they frequent?

Then, when you find that out, look for banner ads you can buy,  
blogs you can run ads on, text links you can buy, pages with Google  
ads on 'em.

And start looking for the folks who have the lists.

Marlon Sanders

P.S. Here's what I want you to do: Go to my blog and tell me if there's a step here that hangs you up or you have problems with. Be as specific as possible:

<http://www.marlonsnews.com>

Is this all old hat to you? Too common sense? Do you want something newer or sexier? Or what's STOPPING you from following this formula today?

Here's the thing: My new [Promo Dashboard](#) will walk you through most of these steps and much more.

But I NEED to hear from YOU because I need to know WHAT to put in it to help YOU the most. I need to hear your feedback on my blog.

# The Article I Can't Describe

Stick with this article.

It begins in a conventional way. But then, I go into territory you've probably never read, thought or heard of before.

It's a long article. But I think it'll be worth your time.

I've been in the business of selling online since before the WWW began (back in AOL and Compuserve days).

I've made a full-time living at this since before most gurus were even IN Internet marketing.

I see LOTS of people claiming to have been "in Internet marketing" for a long time. But were they actually making a full-time living?

I've been not just "in" Internet marketing but making a very good full-time living for longer than virtually anyone in this market.

So I've learned a few things about how you promote products and services. I'm talking about once you have folks on your list, how do you get 'em to buy?

Here are a few things I've learned over the years.

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1. Know your email process in and out.

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Whether you use [Automateyourwebsite.com](http://Automateyourwebsite.com), Aweber or Getresponse, know it in and out.

Look at it like it's your cash cow and you GOTTA keep it living. You should know:

- a. How to create a web form to get subscribers. This includes doing inline forms as well as pop-ups.
- b. How to read your stats
- c. How to pass variables
- d. How to insert names in subject lines and emails
- e. How to create and test thank you pages
- f. How to create and test confirmation emails
- g. How to monetize your confirmation page
- h. How to create opt-in pages that work
- i. How to track your email delivery
- j. How to monitor your subscribes and unsubscribes

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2. Create promos in different media

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Over the years I've used podcasts, blogs, videos, screen capture video, webinars, teleseminars and live streaming video.

You need be confident in creating these things. You should know how to put up a Wordpress blog or do a screen capture video. Or stick a podcast on your blog.

Podcasts are a great way to get info out to your audience in a little different format than the same old, same old. And a podcast lets you inject personality, which hopefully you have some of.

Podcasts are a great way to "set your frame" vs. your competition. They're a great way to sell your differentiation and tell your creation story.

Pre-recorded video lets people see YOU. A little bit goes a long ways. But it can be a terrific way to communicate by adding a visual element.

Blogs, screen video, teleseminars, streaming video ~ these are ALL our tools as communicators.

Here's my formula. This is the RED FACTOR formula made simple:

Step one: Analyze your competition

Step two: Create a winning value proposition

Value = {Benefits - Costs} x Convenience

Step three: Communicate that winning value proposition through every means and channel you can

That is Red Factor right there. Basically, you get an advantage and then you communicate the living daylights out of it. And you do that through all the media ~ podcasts, video, screen video, blogs, live video. The whole nine yards.

Now, if you're part time, if you're just getting started, you take this one step at a time. You don't gotta do it all today!

But this is the vision, the direction.

What's funny is, the hardest part for me to explain to people about the Red Factor concept is the idea of "getting an advantage."

People are like, "Marlon, I wanna make BANK! What's this crap about getting an advantage? I don't wanna COMPETE! I just wanna be in niche where no one else is and the money is big."

People who tell you you aren't competing are flat out lying to you. Period.

Why? Because no one has unlimited dollars to spend. So you are competing with them spending those dollars with you vs. Starbucks, bookstores, or whatever.

Even if there ARE no competitors in your niche, you STILL compete for people to spend money with you vs. something else. Competing sounds hard! But really, it's LIFE, baby!

The day you were born, you began competing for the attention of your parents vs. the TV or other stuff. How? By crying!

It was your FIRST marketing ploy!

Get more details on creating promos at [PromoDashboard.com](http://PromoDashboard.com).

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### 3. Embrace Your BORN IDENTITY

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This is the part I hope you read carefully. It is the part I doubt you've heard or read before.

You were a promoter and a marketer the freakin' day you were born! You implemented your first promotional tool (crying) the day you were born.

You broke through the noise in the market to get attention the day you were born!

You ARE a marketer by design. Embrace your destiny!

You sold your parents on getting you a toy for Christmas. Or sold your teachers that you lost the homework.

It's in your BLOOD! Some of you just don't realize it's in your blood. If you really want something from someone, you DO know how to communicate and get it.

Now, you just gotta translate THAT skill or ability into communicating benefits to a marketplace.

Into differentiating yourself or what you sell from everyone else. Give people reasons to buy from YOU.

If you can't think of ANY reason in the world for someone to spend their money with you instead of someone else, then you need Red Factor.

You need to learn to analyze value propositions. You need to learn to CREATE.

We are creators.

Making a living online is about CREATING value. Competing is about creating more VALUE than the next person. Or doing a better job at communicating the value you create.

But this is an act of creation. It's an ART as much or more than a science.

Creation is the ultimate joy in life. If you have kids, you are a creator.

If you have grass growing in your yard, you are a creator. You created life.

If you have plants, if you have a business, if you can create music, if you can sing or create melodic sounds, if you can influence people with ideas....

BABY ~ You ARE a creator!

It's in your blood. You can't escape IT. You just need to let it escape out of you! Out of your brain into the outside world.

The act of creation is the most sacred act on earth. It's spiritual. It's beautiful. And that's what we are here for.

We are here on this earth to create.

You may have lost touch with your creation ability. Your ability to create and then communicate.

If you have, then find your destiny. Realize creating is part of you. You've been creating effects, creating results ALL your life.

That's all an entrepreneur is.

An entrepreneur is a creating living and acting by laws of creation. Laws of bringing things into being. Into existence.

There are laws of creating value and laws of communicating that value.

If you don't have the bank account you want, you either aren't

creating value you are aren't communicating it to enough people with enough force, effect and creativity.

It's TIME for you.

It's time for you to find your essence. Your being. It's time for you to begin CREATING.

Some people in this business think the only way to make a dime is to copy someone else. Fair enough if you add value.

But it still ONLY works if you create. If you add value.

This business IS about creating value and promoting or communicating that value to people in the "market" for that value. That is your target market. The people who are "in the market" for the value you've created and offered.

You probably have a job.

You've been used all your life to doing what people told you to do. So in terms of your occupation, you may not be used to creating. But in all the rest of your life, you have been creating since the day you were born.

You've been marketing, promoting, since the day you were born.

Did you know you can create value for your living? That people will pay you to create value for them?

Here's an example. A guy who was a teacher. And now makes a living on the Net.

<http://www.lee-mcintyre.com/blog/>

That's NOT an affiliate link. But I bought his products just as I buy dozens if not hundreds of others every year. And I admire his ethics and the way he believes in delivering value to his list. Lee, in my opinion, is a beautiful example of having a small list but doing quite well by creating and delivering value.

His approach is simple.

He delivers value to his list. And then also sells stuff. People reward him with purchases. You know, I hate to say this but I think he expressed what he does and how he does it better than I could have.

With all the hype and the obsession with how much you can make in a day or an hour. With all the emphasis on money not soul, it's nice to see someone doing well who manages to combine money and soul.

It's not about the biggest numbers. It's about finding who you are. Your destiny. About being able to create value for others who recognize and appreciate that value.

If you can do that, I think you have a good life. An honest life. A life worth living. And I think life will reward you with a good living. Maybe not a millionaire's life. But a good life.

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4. Be able to do the basics yourself ~ even if you outsource  
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Some people would say outsource everything.

And I believe I created the FIRST product that showed in detail how to outsource on Elance. It was called Digital Product Creation System. And I was doing this stuff WAY back before anyone even knew what outsourcing meant.

And having a lot of experience, I will tell you that I still believe you should be able to do the basics yourself.

Do you outsource? Yes. But if you can't do the basics yourself, you'll be subject to having smoke blown up the nether regions of your body by people who want to create a mystique around what they do.

Let me give you an example:

A long time ago when Lisa worked for me and we were figuring out graphic design, there was this particular way of doing a curved sidebar that we really wanted to do.

We just could NOT figure out how to do it.

So we hired 3 people off of elance to do it for us.

None of the 3 did it right. One did it fairly well. But we never used the design.

Today, I know HOW to do that effect in Photoshop. It takes 5 seconds. You use the warp tool. Grab. Pull. 5 seconds.

But I spent \$250 or more on the freelancers and didn't get something that was decent.

People will try to pull the wool over your eyes. They'll try to mystify processes, so they can be lazy, work slowly and charge you a fortune for something simple.

Like one time someone told me they had to "put in the infrastructure." I was like, "WHAT infrastructure? Dude, there ain't no infrastructure."

I'm all for outsourcing. But I still believe you need to know the basics.

For example, podcasting. A podcast is an mp3 file delivered via RSS. Once you have Podpress installed on your blog, it's automatic. Piece of cake.

The word "pod" comes from the idea that people can listen to the audio on their IPOD. The word "cast" gives the idea of broadcasting your audio TO people's IPOD's.

That is where RSS comes into play.

Or how about header graphics.

Listen hither: You CAN do basic graphics far easier than you think. The initial fear of all the doodads on Photoshop or Photoshop Elements is 100X worse than the reality.

It's FUN once you learn a very few simple basics that trip everyone up.

I thought Design Dashboard was an awesome product. But I'm still disappointed that some people "didn't get it" or still weren't able to execute.

Mostly because we have a 20-minute overview video as a bonus that somehow people missed. So I'm gonna revisit this issue.

If you KNEW how simple and easy it was to do basic graphics, you'd LAUGH in the face of people who tell you "Oh, you need to outsource ALL your graphics."

Some? Alright. But all? Please. I don't buy that.

You open Photoshop. You set your canvass size to 650 pixels wide x 150 pixels deep. You create a little gradient. Add some text. Add a stroke. Drop in a photo.

Done!

It can be THAT simple.

Now, will you still hire out your graphics to Design Guru Ryan, Graphics Genie, GraphicsMaverics or any of the other highly talented designers?

Sure. Why not? Their prices are reasonable.

It CAN be a trap to do everything yourself beyond a certain point. Most people in the beginning have to learn to do things themselves because they have more time than money.

But listen up. If you can't:

- \* Put up a podcast
- \* Install a blog
- \* Add a plugin
- \* Create a basic web graphic
- \* Insert a table in your html editor
- \* Upload a video to Youtube
- \* Shoot a Camtasia video (or CamStudio)
- \* Shoot some live video with decent lighting
- \* Add an autoresponder
- \* Add autoresponder opt-in form code to a web page

If you can't do ANY of that stuff, then you're going to need a full-time employee/webmaster ~ NOT a freelancer.

And even then, you're gonna be frustrated.

I've been selling ebooks online by the thousands before most modern day gurus even knew what an ebook was.

You are a creator. You are a communicator.

Today is YOUR day because today you can create and communicate.

Let me know if this resonates with you. Let me know if you think I'm full of it. Let me know if you see yourself as a creator. Let me know what your hang-ups are in creating and communicating value.

Let me know how I can help you become more of who and what you are.

Or let me know if this is all too theoretical for you and all you wanna know is how to find some plr and sell it.

Or whatever.

<http://www.marlonsnews.com>

I'm here to serve you. The best I can. With the skills and knowledge I have. I can't and won't promise to make you a millionaire.

But I can promise to show you how to create value and communicate it to people in the market for that value. And that's a noble, honest living serving your fellow man.

Marketing is something we can be proud of.

We are all born creators. And born marketers.

This is our Born Identity.

# Two \$100,000 A Month Models Compared ~ PLUS The Shocking Truth About Banner Ads, Your Email, Privacy, And Yes, We Even Have Traffic Secrets

The other day I was reading a forum. Several guys had gotten 100 visitors and not made a sale and wondered what was wrong.

In this article, I'm going to try to answer that question.

I just talked to another friend of mine on the phone last week.

He's been making \$100,000 a month online since I met him back at the Boulder seminars years ago.

Back then his model was to run banner ads, sell a \$39.95 ebook with a super duper offer.

Then in the ebook he sold 'em his big ticket. He spent \$25,000 a month on banner ads and made \$100,000.

Almost identical numbers to my friend who is doing the same thing with Google pay-per-click in another market. Except he gives away the ebook free instead of selling it.

My first friend had back ends of \$377 and \$577. And then later went to \$577 and \$997, or something like that.

My second friend has a recurring billing \$37 a month back end. But converts 10% of the people who request the free ebook.

What's CRAZY is my second friend is NOW doing the free BOOK thing by direct mail. So instead of a free ebook, it's a free PRINTED book.

You'll laugh at this.

I asked him WHERE he was getting his books printed at and

he said Kinkos! The reason you'll laugh at that is he consumes over 30,000 a year. And could easily get 'em cheaper elsewhere.

Here are the models:

Model one: \$39.95 ebook. \$377 and \$577 upsells. Later a \$997 upsell.

Model two: Free ebook. \$37 a month back end.

Model three: Free BOOK. \$4,000 back end.

Oh, I forgot to tell you. The free book sells a \$4,000 product. Basically, it's written on the old Jeff Paul if you're familiar with that.

Anyway, that's not the point.

The point is these models all do some things in common:

Step one: Get people in the funnel

You can sell a low-priced something or the other. Or give it away free.

Step two: Sell 'em something MUCH more profitable. \$377, \$577, \$37 a month, \$4,000.

I think of Matt Bacak and Russ Bruson doing the \$5500 big tickets with phone sales. I think of Vincent James doing the \$59.95 a month recurring billing for his bottles o' pills.

In the early days, my model was Amazing Formula on the front end then the Big Course for \$500 on the back end.

Later that changed to Cash Like Clockwork.

But there's one MORE missing element here.

And that is the MAIN key: A repetitive way to generate

leads.

The vogue nowadays is product launches. And that's all well and good if you have lots of friends who are willing to stick together and promote each other. And, coincidentally, win each other's fancy affiliate prizes.

(Did you EVER notice a friend in the JV circle seems to always win the huge affiliate prize? I WISH my friends were so kind to me!)

Personally, I'd RATHER have the consistent traffic without the chaos of a big launch.

Whether you have a FREE ebook, FREE book or low-priced offer, you MUST have something that converts.

Copy is king and queen.

And truly, if you can't write great-converting copy, you're at a handicap.

Then you gotta have a big ticket back end or recurring billing. Now, you can convert people with sales letters, direct mail, teleseminars, video, or email.

They all work.

They're all just ways of delivering your sales message via different channels.

Here are the things I've seen work on the front end:

1. Banner advertising

If you're in a market with lots of inventory, this is a great option. Get 'em to a page, bribe 'em with something free to join your list.

Begin marketing.

2. Pay-per-click

This works too IF you have a back end that sucks money out within 30 days. But you have BETTER have an offer and emails that convert 5% to 10% of subscribers to buyers.

Google keeps tightening the rules and the cost of clicks seems to be going up. But there's no doubt the volume is there. It's fast. And it's highly trackable and testable.

### 3. Affiliate program

In probably any arena OTHER than Internet marketing this is still gold. Internet marketing has degraded into the product launch of the week. And you're LUCKY if your affiliates promote your new product for longer than 2 weeks.

You have a degree of vulnerability in that you're dependent on the efforts of others. So it isn't perfect. But with ppc, banners and direct mail, you pay IN ADVANCE.

With SEO, you pay with your time creating content.

With affiliate programs, you pay in money AFTER the sale. That is why it's still a great marketing method.

### 4. Direct mail

The age of folks is 45 to 50+. So if you're trying to target people in their 20's or early 30's, you may have a challenge.

### 5. Seo stuff

Article marketing and other methods can work. I mean, if you produce an article a day, turn it into video and podcasts using Traffic Guyser, submit it to the video and podcast directories, submit it to the article directories, post it on your blog and so forth, and KEEP doing that day after day ~ sooner or later you'll get traffic.

I mean, if you just HAMMER Google with content day after day, relentlessly, it's bound to get you somewhere. The only thing is, the content has to be themed and related and so forth.

This is basically what Tinu does in the Evergreen Traffic

System except she's a lot more focused with it and targets Google with laser tactics.

Still, it's a CONTENT-BASED approach. With Tinu's system you create high quality content and syndicate it using RSS.

Either you create content or buy it. The problem or issue I see with buying it is if it's low quality content, Google can TELL people don't spend much time on the page or bookmark it.

I'd personally rather buy clicks, banners or send out direct mail. Writing every day is NOT attractive to me.

There's a MAJOR sacrifice of time UNLESS you can afford to hire or magically find writers who can actually produce high quality content people WILL read.

Seo is a CONTENT model. The only approach I know of that works long term is CONTENT. That is what Google values. And they CAN differentiate the quality of content by time-on-page, bookmarking, links and so forth.

Long term, you CANNOT trick Google. Having said that, I do know people who outsource articles inexpensively and do get results. I wonder, though, long term if those pages will stick.

I pretty much doubt it. Did you know Google sets a cookie when you log into Gmail?

So they can SEE every email you open. They KNOW every link you click. They KNOW the web sites you go to. How long you spend there. How much you scroll (or they could track this easily). They know who links in and out.

They know who clicks what.

Heck, they even have a PICTURE of your HOUSE on Google Maps and your street view. They have a picture there of the CAR you drive if it's in your driveway. Seriously, in the U.S. they probably have literal video footage of your home, your car and the street you live on.

I'm NOT making this up. I looked up a friend's home in a fairly

remote suburb of a pretty small town. And they had STREET LEVEL video of the whole neighborhood. And you could see the CAR in the driveway. Everything.

And with their new Google phone, they'll know WHO you call, how long you talk and where you call.

So just TELL me you can find a way to fool them about the quality of your content long term.

By the way, in the U.S. the government from what I can tell can get that DATA anytime they want. So every email you read, email you SEND, web site you go to. They know WHAT you click when you GO to those web sites because of Google ANALYTICS.

If you use Gmail, it's ALL tracked.

And you wonder why Microsoft was desperate to buy YAHOO?

You know, in the U.S. I THOUGHT we had a constitution that prevented search without a warrant.

Yeah right.

Frankly, if this scares you a little, it should. You need to know, if you're on the Net and you're not surfing with a proxy like [hidemyip.com](http://hidemyip.com), and you're using Gmail and doing all your searches in Google...ummmmm....you should just know it's all TRACKED and probably recorded.

I don't know WHO owns Skype. And I don't know if any of that data is SOLD. Since it's FREE, I'm guessing it is. How much data is sold and to whom? I wonder. Are your Skypes private?

Mmmmmmmmm. I doubt it. But I could be wrong. I'm sure that if the government or someone in a lawsuit wants them, they can get 'em.

I'm no privacy expert. And I'm sure some of the things I've said here aren't exactly accurate. But anyone with half a brain can put two and two together and see the pattern.

As far as privacy, don't use Gmail. Use Safari as your web browser

or maybe Firefox. Don't get a Google phone when it comes out. And know that when you search on Google, there is very little protection of your privacy.

Just know that there is no privacy unless you surf with a proxy turned on. You may not care. But I think you should at least KNOW.

1. There is no privacy
2. It's all tracked
3. The Government has access
4. Even your emails are archived and are NOT private.

(Don't know about UK and Australia or other countries.)

In terms of BANNER ADVERTISING it is good for marketers. It means they can and DO track people's movements ACROSS web sites and can serve banners based on a theme of their surfing habits. That is what the whole Double Click uproar was about ..

They also know WHAT people click in their email on Gmail and Yahoo. The targeting is VERY precise. I mean, they know EVERYTHING.

Everything. Every click. Every move. Emails. House location, value (from Google Maps). Even your forum postings can be tracked. (Google Analytics).

In terms of PRIVACY, Google is not your friend.

As a marketer, if you can't target precisely with THAT...

There ARE services that let you target banners with this precision. However, NO ONE has really researched them and written up an ebook that's affordable on the topic.

No one has written who these services are, the degree to which they track, how much you can REALLY buy the banners for via negotiation vs. off-the-rack b.s. prices.

It's a bonanza for marketers NO ONE has written about exploited.

If you know:

- ~ What sites people go to
- ~ How long they are there
- ~ What they click on
- ~ How often they go there
- ~ How often they click
- ~ What types of emails they send and to whom
- ~ The location of their home (and by implication home value)

If you know all that, are you telling me banners aren't being served with the greatest precision known to man?

Why hasn't this been told or written up?

I KNOW you can buy these banners. But who sells them? What is the minimum buy? What is the price AFTER negotiation? You know, the true street price? What are the minimum buys? Who are the main players? What data are they tracking?

What is the average CTR?

So you wanna talk about TRAFFIC and TRAFFIC SECRETS? There you go. THERE is something to talk about.

SUMMARY:

1. You buy traffic

Banners, Google, other methods.

2. You trade time for it by creating content for Google

Google rewards high quality content with good rankings. But quality content takes YOUR time or talented hired writers.

3. Direct mail

You could call this direct response and include full-page ads, TV and radio.

Once you're reaching .50 a hit on Google, there's not a lot of difference between THAT and spending .50 to send a proven buyer a piece of mail.

The cost of entry is high though. Testing 10 lists at 2,000 names each is a 20,000 mailing costing over \$10,000.

I began this article talking about a forum thread I read where several guys had gotten 100 visitors and not made a sale and wondered what was wrong.

Do you see now?

1. You gotta have a way to deliver a LOT of visitors predictably. Banner ads. PPC. Affiliates. Direct mail.

Something you pretty much CONTROL.

2. You gotta have a conversion PROCESS.

Get people on your list and follow up with emails.

3. You gotta have a big ticket back end.

Every single thing I said in [ActionGrid.com](http://ActionGrid.com) still applies. And the system for creating big ticket info products STILL WORKS and still applies.

These guys:

1. Didn't have a repetitive way to bring in visitors that they could rely on.

2. They didn't get people on a list.

3. They didn't have a big ticket.

I will add that they were trying to do an SEO method based ONLY on getting inbound links with low quality content.

You know, link exchanges and such. Which I'm sure probably work IF you have high quality content. Google just isn't stupid or dumb.

# Stop Overcomplicating: The Only 3 Things Your Gotta Do And How To Get 'Em Done In A Few Weekends

Marketing 101 is to get a list of people and sell something to 'em.

That's about as basic as it gets.

Step one: Get people on your list

Step two: Send emails

Step three: Sell something

There, now you have the "magical formula" for making money online. How does it feel?

Of course, as with all things, the devil is in the details. For example, one fly in the ointment is people don't have a target market.

I solved that with [pushbuttontargetmarket.com](http://pushbuttontargetmarket.com) so I won't waste time on here.

Another fly in the ointment is having a product to sell. You START by selling affiliate products or PLR. But you create your own product in ONE WEEKEND if you're halfway ambitious.

Santos works for me. He's writing an ebook THIS weekend for his niche (a gaming membership site).

Beyond those two sticking points, the next BIG question is: "So how do I get those people ON my list to begin with?"

The answer is: Offer them something free that they really want.

The more they want it, the higher your conversion rate

on your squeeze page, that is the page that gets 'em to give you their name and email.

There is no "magic formula" for the write freebie to give. Some target audiences might like videos, or audios, or cd's or podcasts.

In the past, there was an import company called Mellinger that build a multi-million dollar business running classified ads in dozens of magazines offering a free sample import. And they taught you how to run an import/export business.

Their freebie was a free sample import.

If you're offering a free report, audio or video, the KEY is simply the title you give it.

It's no more complicated than that.

They have to REALLY want whatever the secret you're offering is. If they really wanna know about it, they'll opt in. If they don't, they won't.

The format of audio, video, ebook or whatever is secondary to the topic and the secret being offered.

Your actual name squeeze page can be ultra simple. Eben proved that with [doubleyourdating.com](http://doubleyourdating.com). Or you can be a tad fancier.

Here's a page Jonathan Mizel (inventor of the Name Squeeze as evidenced by his trademark on the term) used to use as his example of a fancier name squeeze:

<http://clicks.aweber.com/y/ct/?l=566VX&m=KuCSZAW31Dr&b=au0en3SlbYwa9eBR6CVNQA>

See the red circle around the box? You should know how to add something like that to your pages or make sure whoever you use as your graphic designer does.

Should you use a name squeeze page?

How do you come up with a great title for your freebie?

Look at the things that grab YOUR attention. That's a good start. Look at magazine article titles, subject lines of emails, and so forth.

When something grabs your attention, ask yourself "why?" Why did that grab your attention?

So step one is:

1. Find something your target market really wants to have, see or know.
2. Offer it to them in exchange for joining your list.

It's no more complicated than that.

Now you have people on your list. Step two: Send emails that continue value and on occasion sell something.

There are advanced methods, secrets and little tricks for name squeeze pages, follow up emails and all that.

But you START with the basics.

Target your group of people. Get 'em on your list. Send 'em emails.

Listen, in ONE WEEKEND you can write an ebook. 50 pages. You can do that in one weekend.

In one hour you can write 10 bullets and ask a designer like Design Guru Ryan to create a name squeeze page for you. That would be [http://clicks.aweber.com/y/ct/?l=566VX&m=KuCSZAW31Dr&b=t7xvloGCW4Q2\\_oABgUonnQ](http://clicks.aweber.com/y/ct/?l=566VX&m=KuCSZAW31Dr&b=t7xvloGCW4Q2_oABgUonnQ)

Excellent graphic designer who knows how to create a nice name squeeze page for ya.

In one weekend you can create a few Camtasia videos people get as a freebie when they join from your name squeeze page.

You can EVEN do like Eben does on [doubleyourdating.com](http://doubleyourdating.com) and answer all the bullets on the next PAGE. If you notice, Eben NEVER sends a freebie. Your freebies are all delivered on the next page after you join his list.

STOP OVER COMPLICATING.

Get a stupid name squeeze page DONE! Get a freebie you offer in exchange for a name and email. Get it DONE!

Write your ebook in ONE WEEKEND. 50 pages. THREE PAGES per hour. Ten hours in a day. That is 30 pages per day. 60 pages in two days.

DONE! Finished. Get on with it. If it needs editing, send it off to an Elancer.

Don't got a target market. [Pushbuttontargetmarket.com](http://pushbuttontargetmarket.com). Can't do graphics. Hire Guru Ryan NOW and then get Design Dashboard and get some SKILLS going for yourself.

It's a GREAT product. I just had Santos watch some of the vids. Heck, I watched the vids. Great stuff. Yeah, Adobe has a new version of Elements. So one or two things changed on the videos. But really, you CAN figure it out.

It isn't complicated.

You draw boxes. You insert photos. You add a border or shadow. You create a gradient. You add a pattern.

Understand layers. Understand how to use the canvass. Understand how to lock layers and view layers. Know how to add a stroke on text or graphics. Know how to add a background image or color to a table.

SIMPLE, SIMPLE stuff.

That's about all things we do in Photoshop and Dreamweaver. You could learn them in a few hours if you set your MIND to it. We use like 3% of the total abilities of Photoshop.

It's EASY to learn.

Dreamweaver. Insert tables. Center. Add background image.  
Insert picture. Insert graphics.

That's your html editor or Dreamweaver basics.

Now, Photoshop. Layers, gradients, patterns. Saving for  
the web.

Basic, basic, basic stuff.

Let me ask you a question: Can you think of ONE STUPID  
THING your target audience or market REALLY wants to have, see  
or know?

Can you think of ONE THING?

If you can, write 10 bullet points on it.

Open html editor.

Insert table.

Center.

Type headline. Select font. Choose dark blue as color.

Type bullet points.

Go to aweber, [automateyourwebsite.com](http://automateyourwebsite.com) or Get Response.  
Create form. Copy html. Past in code in html editor.

Name squeeze. DONE! See doubleyourdating.com for example.

Now, you have a list in Aweber, Getresponse or  
[automateyourwebsite.com](http://automateyourwebsite.com).

Send emails.

Sign up for affiliate products at Commission Junction or Clickbank.  
Send emails. Sell.

Here are some other basic things you can do AFTER you've done those above. Don't sweat them until you've done the above.

Do live streaming broadcasts for your folks. Or videos using Camtasia. Or regular videos and compile with [flyproducer.com](http://flyproducer.com)

Do a blog in Wordpress. Hire an elancer to set up your blog or do it yourself.

Make posts. (Click on write. Write. Then save. Tough stuff!)

Set up Twitter. Tell list about Twitter. You can set it up in TEN minutes or less. Make more blog posts.

Write article of 300 words. Submit using [articlemarketer.com](http://articlemarketer.com), [submityourarticle.com](http://submityourarticle.com) or isnare. In the resource box of the article (the bio box), offer your freebie and send them to your name squeeze page.

Write press release. Submit using [prweb.com](http://prweb.com). This takes a few days to study how to write a press release.

Hint: Search "how to write a press release" on Google.

Buy pay per click words on Google. Track your name squeeze results using their built-in conversion tracking tool. Buying clicks takes more time to learn.

You'll spend about a month learning how to do ppc.

Set up your affiliate program using [affiliatedashboard.com](http://affiliatedashboard.com).

These are the BASICS.

This is how you make money in this business if you're curious and really don't "get it."

STOP OVER COMPLICATING.

STOP IT!

Get the basics done. Like starting NOW.

I cover all of these steps in more detail in the [Promo Dashboard](#), so check it out!

# Stop Overcomplicating Part 2: Even LESS Things You Gotta Do To Make Money Online And Sell Your Stuff To People Who Buy It

I don't get it.

There's something about the human brain that makes everything seem more complicated than it really is.

The stuff that you gotta do in Internet marketing isn't rocket science for the most part. Not unless you get into the really advanced stuff.

Part of the role of "gurus" is to think of more and more stuff to make it more and more complicated so they can sell more and more.

And if you have a niche, you should do the same in your own charming way.

But for me, for whatever reasons, I like making things simple. Many others CLAIM to do that right in the context of overcomplicating everything under the guise of making it simple.

It's like Photoshop Elements.

Here are the BASICS. These are ALL explained in ONE [Design Dashboard](#) video ~ The 20 MINUTE bonus walk through. If you HAVE Design Dashboard and have NOT watched that 20 minute walkthrough, go to [productlogin.com](http://productlogin.com), log in, go to the bonuses and find the one that's the 20 minute walk through.

If you have Elements 6.0 it is THE SAME as 5.0 as far as what we do. The ONLY difference is the change in looks.

Here's the stuff:

File new canvass, 650 W x 150 pixels H. 72 resolution, RGB, white.

Now you got yourself a header. Click the T for text. Type.  
Select Impact Font size 48.

Hit the gradient tool. Select a gradient. Ctr/Cmd and click  
on the T in the layers palette to get the marching ants around  
the text.

Drag a line from top to bottom of the text. POOF! Instant gradient.

Now go to EDIT Stroke, 1 pixel, black. OK. Now you have a nice  
little line around your text.

Now go to effects, click layers and select drop shadow.  
Pick one and hit APPLY. Now you got yourself a drop shadow.

Open a picture, select all, edit, paste into selection. Now you  
have a picture as a background. Decrease opacity. Control T  
and move it around.

Is THAT so all complicated you cannot do it? Really, folks. It's  
NOT hard.

My point is you spend all this time fearing Photoshop and thinking  
it's some BIG MONSTER. And in about 20 minutes ONE video  
can show you all the basics.

You gotta know inserting type and sizing it, apply gradient, add  
stroke, add drop shadow.

You gotta add a pattern and pictures to the background.

I'm NOT claiming to turn you into some master Photoshop artist.  
But knowing the basics? You NEED to know. And it's not some  
huge ordeal.

Ditto with the other basics like going into  
[automateyourwebsite.com](http://automateyourwebsite.com), Aweber or Getresponse and setting up  
an opt in form, copying and pasting the code.

Need to PODCAST?

1. Download audacity

2. Hit record
3. Talk
4. Save as mp3
5. Open up Sonic Memo
6. Pick player
7. Save
8. Upload

Here's a little tutorial on how to put your podcast into your Wordpress blog:

[http://www.macloo.com/examples/audio\\_player/](http://www.macloo.com/examples/audio_player/)

Need video?

Open Camtasia or Camstudio. Select screen area. Hit record. Talk. Save. Upload. Learn this TODAY. Camstudio is FREE and easy to learn. Camtasia is a great product.

What about a mike? I've found that for starting out, Plantronics headsets work great. Later, you can get an Eidorol and higher quality mike.

Frankly, to start, grab about ANY mike you have. Practice. You'll at LEAST learn. Then upgrade as you go. Try out different equipment.

You need to learn this. HTML

You gotta be able to insert tables, position graphics, select font sizes. I think it's really NICE to know how to screen cap a subhead font and then insert the image.

Also, you should know how to put a nice shadow around your table. That's a bit more complicated but not bad.

Most people use Dreamweaver. It's the standard. You can also get by with Microsoft Expression Web. In Design Dashboard we taught Evrsoft, a free html editor that's pretty robust.

Don't have a name squeeze page? You open your html editor. Insert table. Center. Fill out web form info at Aweber, Getresponse or automateyourwebsite.com. Go to "code" area of html editor.

PASTE and save.

Now you have a name squeeze! OMG! It didn't cost you an arm and a leg either. You did it yourself.

Have you LOOKED at the Double Your Dating name squeeze?  
<http://www.doubleyourdating.com>

If you CAN'T DO that, you need practice. Seriously. Insert table. Center. Add code. Save and done.

Oops, I forgot. To dress it up add a headline and bullet points. Maybe even a picture of what they get. The ebook or report cover you can outsource, although Design Dashboard shows how to do them too.

#### KEY POINTS:

1. There IS a set of skills you need to learn
2. These are fairly basic skills
3. You need confidence and proficiency in doing them
4. That comes through practice
5. You do NOT gotta do all the super ninja stuff to sell and make money.
6. You DO gotta do the basics
7. Most people AVOID the pain of learning the basics and focus on super ninja stuff
8. You go super NINJA AFTER you have your basics in place
9. Always work on the basics and never forsake them
10. Gurus have a vested interest in selling super ninja stuff since people are totally enamored with buying bright, shiny objects which is MUCH more exciting than buying something that teaches the basics
11. Grasshopper says you don't need to spend \$5000 to learn the basics. But you can if you have the money and want to. Nothing

wrong with it.

A lot of people will spend \$3000 to \$5000 for advanced methods (or even basic ones) before they'll spend a few weeks (or less) learning the basics.

I mean, if you can't format TEXT, insert tables, format and email, set up a web form for your opt ins, and do the basic stuff, I question spending those huge fees for advanced marketing.

I totally and completely believe in education and training. But there is a sequence to things. I think you START with the basics. You don't start with advanced ninja marketing stuff.

And yeah, I KNOW some say just to outsource it. Fine, if you have the budget. But even then, you'll STILL pull your hair out waiting for a freelancer to do what YOU could have done in 2 minutes with fairly minimal knowledge.

Don't get me wrong. I use freelancers and employees. But in the beginning I did it myself.

There IS a time and a place for outsourcing. And when you launch that first site, yeah, you might wanna use a graphic designer to do something slick.

Still doesn't mean you shouldn't be able to put together a quick and dirty page or graphic yourself. Or edit the font, text or picture that a designer sends you.

You have to LEARN to see a little deeper sometimes.

When I say STOP OVERCOMPLICATING, what I mean is:

1. You gotta get traffic from one of these ~ pay-per-click, article writing and submission, banner ads, affiliate program or joint ventures (part of an affiliate program).

Pick ONE and become an expert in it. After that, you can add a second.

But you start with ONE and learn it inside and out and make it work.

I don't care which one. Pick one. Pay per click is good but costs money. The Evergreen Traffic System is great but requires time. Affiliate programs are GREAT if you can network. Banner ads are great in niches where you can BUY them.

2. You gotta have a name squeeze page that offers a very enticing freebie to people for getting on your list.
3. You gotta have emails
4. You gotta have a sales letter, sales teleseminar, sales video or sales podcast.

Something has gotta GET people to buy.

Now, here are my questions:

1. Do you have your target market?

If you don't, get [pushbuttontargetmarket.com](http://pushbuttontargetmarket.com)

2. Do you have a way to get traffic?

If you don't, try:

<http://www.affiliatedashboard.com> or  
<http://www.marlonsanders.com/evergreen>

3. Do you have a name squeeze page?

[Design Dashboard](http://DesignDashboard.com) will teach you how. But to start, try hiring [designgururyan.com](http://designgururyan.com). He is inexpensive and knows what to do.

4. Do you know how to write and format an email?

If you don't, READ the emails you get from me or whoever. But LOOK and observe. Learn from others.

5. Do you know how to sell via a sales letter, teleseminar, audio or video?

WATCH what others DO and HOW they do it. That is how you learn.

# Live Streaming Video Secrets Revealed

7 Ways To Use Live Video For More Profits, Increased Sales  
And Even To Build Your List From Scratch Or Become Famous In  
Your Niche

Live video streaming is the BIG new thing for 2008.

If you don't have a list or a following yet, this can help you  
get a jump start.

If you have customers who have only bought once, this can help  
you turn them into multi-buyers.

But I'm getting ahead of myself. Let me first say this:

The technology has come a long way. It actually works now  
without the herky, jerky motion of the past.

To see an example, go to: <http://www.pushbuttonchannel.com>

A few comments on that video:

1. It doesn't show the most dynamic part ~ people asking their  
questions in a text chat.

The interactive part of the live video chat is the real  
sizzle.

2. It doesn't show all the people on the chat.

The sidebar of the actual presentation shows everyone on  
the chat.

Next time, I'll do a Camtasia video so you can see the whole  
thing.

3. For the audio, I used a blue tooth headset since I used a  
Mac for the video. For some reason, the audio wasn't as crystal

as it could've been.

Next time, I'll use our high quality mike. On PC's I've seen people use Plantronics headsets that sounded great.

The BIG benefit of these chats compared to teleseminars is that people can ask their questions by TEXT. The problem with teleseminars is you always have some joker, competitor or truly clueless person who does NOT mute out the call then talks in the background, plays music or makes noise.

Or, even worse, they put you on hold so you can listen to their hold music. I often wonder if it isn't competitors who do this crap. I can't believe customers are that thoughtless.

It's enough to make you want to scream.

The PROBLEM with this is that it removes the ability for tele-seminar participants to ask questions.

Not so with the streaming video. People are NOT on the audio. They participate on text chat. And they have to register to chat which means you can bounce them if they try to disrupt the text chat part.

What's more, on the video chats, people can interact with others in the text chat part. And they can see everyone else on the chat.

It's 100% more dynamic than a teleseminar. The downsides are as follows:

1. Not everyone looks good on video.

If you're missing a bunch of teeth, it may not be for you.

2. Not everyone can interact in an entertaining way. If you bore people to tears with a monotone voice, I doubt you'll attract a following unless you're doing magic tricks like David Blaine. Then all bets are off.

3. From what little I've seen, outside your own country, the streaming isn't good. On our test call, we had someone in

UK and they were having problems with the streaming.

Now, how do YOU use this in your business:

1. Do presentations for your prospects who haven't bought yet.

The added interaction and ability to ask questions can get you that illusive order. How many people on your list do you have who have not bought anything from you yet?

I bet you can get some of those people to buy.

2. Use live video to develop a following and build your LIST.

If you're starting from scratch, this is a good start on getting a following, building your list and becoming famous in your niche.

Add in article writing, an ebook or two, a blog, and you're off to a fast start.

The thing about live video is you CAN build your list starting from scratch. You'll be offering this before almost anyone else in your niche.

It's a chance for you to turn back the clock and get a big leap on everyone else.

3. Do presentations for customers who bought once but haven't bought a second time.

By adding the interactivity and answering their questions, you have the ability to respond to their exact concern or objection or give personal advice.

4. Use live video in your conversion sequence.

Somewhere in your follow up sequence with prospects, drop in the video.

5. Record the live chat and drop the playback video into your autoresponder. That's a no-brainer.

6. Upload the recorded videos to YouTube and the other video sites. Again, that's a no-brainer.

7. Hold live video chats where you have your testimonials participate via text chat and type in their testimonials. Add that to the social proof of seeing a bunch of others on the chat, and you have the dynamics of increased sales.

All-in-all, this technology WORKS. And it's very practical in your marketing.