

# ***How to create a sales process that actually works - really for real***

by Marlon Sanders

**Warning: This issue is likely only available for 7 days and will be SOLD after that. You do NOT have permission to post this article or use it. Normally you do. But this article is exclusive information only for my subscribers and only for the next 7 days.**

**Marlon's Marketing Minute  
November 19, 2009**

Hello,

Marlon here.

This week's Marlon's Marketing Minute article:

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**How to create a sales process  
that actually works - really  
for real**  
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In this issue:

- Examples of squeeze pages
- Different ways to assemble a sales process
- How my friend Daegan is testing his new sales process
- Where to get the traffic to TEST your new sales process
- What a sales process is
- Guideliness on initial pricing

This issue is ONLY available for 7 days. I plan to turn it into a product that sells for at least \$17.00, if not more.

If you don't have a reseller ID, just go to:  
<http://www.getyourprofits.com> and sign up. It only takes 2 minutes.

There are 4 ADS at the end of this ezine. You can replace all THOSE with reseller links if you want.

Marlon Sanders

PS: If you like this issue, you might want to do what I teach in it and link back to my blog using a keyword hyperlink JUST like I show you how to do in this article. If you do that, I WILL see it and your name will be on my radar.

I personally comment back. Let me hear from YOU!

PPS: Other marketers TEACH one thing while they DO another.

So they USE trick video to SELL you but then teach you other methods. They DO one thing and TEACH another.

I TEACH what I DO -- even when it's CLEARLY in my self disinterest to do so. I speak out and mention FORBIDDEN words like "work."

I have the GUTS to stand up and tell people they need to produce something and this is how money is really made. This causes some people to NOT buy because they want "the dream." They want to push a button and have money magically appear.

I am the lone voice in the wilderness.

I teach the road less taken.

I am the narrow road to success.

This is who I am and what I do.

If you don't like it or can't deal with it, happy dreams.

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**Marlon's Marketing Minute**  
**Electronic Newsletter**  
**<http://www.promotemarlon.com>**  
**Vol. 4, #43, November 19, 2009**  
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This issue contains:

A. Sponsor Advertisement: Your web site design for a buck?

### B. Announcements from Marlon (Important)

C. Main Article: ***"How to create a sales process that actually works – really for real"***

## D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

### A. Sponsor Advertisement

## Design your web site for a buck?

Do you need to design:

- \* Web sites
- \* Sales pages
- \* Mini sites
- \* Blog graphics
- \* Affiliate pre-sell pages
- \* Landing pages

You point. You click. You follow the big blue numbers.  
What could be simpler?

It's A to Z. All step-by-step screen caps supported by videos where needed. It's a MASSIVE time saver and literally takes the pain out of the learning curve.

[http://www.TurboProfits.com/tracking/go.php?c=oct16\\_dd\\_dollar](http://www.TurboProfits.com/tracking/go.php?c=oct16_dd_dollar)

### B. Announcements from Marlon

==> Do NOT email us for customer support

Do NOT email us for customer support. We are anxious to serve you at: <http://www.getyoursupport.com>

We have LIVE CHAT to serve you better. Most people in this business skimp on this. I don't. Tim is an award winning

customer service person.

\*\*\*\* AFFILIATES -- Send people to the video on my blog and get your cookies set. See the instructions in the PS of the intro.

==> Give Away "The Best Of Marlon Sanders" to your friends or list and snag spending cash and prizes!

I've just released "The Best Of Marlon Sanders"

Give it away to your friends or list and snag affiliate commissions as well as prizes.

<http://www.getyourprofits.com>

==> Download your FREEBIE ebook now.

"The Best of Marlon Sanders"

<http://www.bestofmarlonsanders.com>

There is a squeeze page. The idea is for you to enter the email address you actually READ! I'll send out a version later where you can bypass the squeeze if it bugs you.

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### C. "How to create a sales process that actually works – really for real"

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The Marketing Model I teach and preach is simple:

Get people into your funnel and give them reasons to buy from you that benefit them.

Now, I want to give you some examples of how to do that.

FIRST, let me explain something:

This method works in ALL NICHES. And if you search any one of a zillion niches on Google, you'll find examples of lead capture pages. I don't want to print screen caps here because I don't have permission and the works are copyrighted.

You don't have to poke around in any niche long to find lead capture page examples. Seriously. That whole line of argument about: "It works in Internet marketing but what about niches?" That WHOLE argument is simply schtick.

It's called creating the criteria for a sale. And the pitch goes that since XYZ person operates in niches and other marketers don't, you should buy their stuff instead of anyone else's. The WHOLE argument is

bogus.

Internet marketing IS a niche. Get it? It IS a niche.

Also, it's one of the MOST competitive if not THE most competitive of ALL niches. If you can succeed in it, you can succeed in ANY niche. OK, here are a few lead capture page examples:

1. <http://www.designdashboard.com/top10>

That's one of my lead generation pages. It's not my best converter, but it does OK.

The image is a screenshot of a lead capture page. At the top, there is a search bar with the text "Google Docs - Search results". Below this, a large blue banner features the text "Special Report Reveals" in a large, bold, white font. Underneath the banner, it says "Get It Free -- Just Fill In The Form Below" in a script font. A white arrow points from this text to a form area. The form area has a white background and contains the following elements: a monitor icon on the left displaying a graphic with "DESIGN DASHBOARD" and "10 MISTAKES"; a section titled "Free In-Depth Report Reveals" with a sub-headline "How To Avoid The Top 10 Mistakes In Landing Pages, Mini Sites, Affiliate Pre-Sell Pages and Sales Pages"; a form with "Name:" and "Email:" labels and input fields; and a large block of text on the right that reads "How You Can Avoid Making The 10 Most Common Design Mistakes Responsible For **Sucking Up Your Profits** and Driving Away Potential Customers!". Above the form, there is a link that says "Tell your friends about the PDF (send the PDF to your friends and earn commissions)". Below the form, there is a line of text that says "If you've got a web site or you're thinking about getting one, you need to get this report right away because just 1 of the tips alone can potentially save you hundreds of dollars in lost revenue." A red dashed arrow points from the text "name and email captured here" to the form fields.

Google Docs - Search results

## Special Report Reveals

*Get It Free -- Just Fill In The Form Below*

"How To Avoid The Top 10 Mistakes In Creating Landing Pages, Mini Sites, Affiliate Pre-Sell Pages, Graphic Headers & Sales Pages"

**Free In-Depth Report Reveals**

"How To Avoid The Top 10 Mistakes In Landing Pages, Mini Sites, Affiliate Pre-Sell Pages and Sales Pages"

Name:

Email:

**How You Can Avoid Making The 10 Most Common Design Mistakes Responsible For **Sucking Up Your Profits** and Driving Away Potential Customers!**

[Tell your friends about the PDF](#)  
(send the PDF to your friends and earn commissions)

If you've got a web site or you're thinking about getting one, you need to get this report right away because just 1 of the tips alone can potentially save you hundreds of dollars in lost revenue.

name and email captured here

2. <http://www.bestofmarlonsanders.com>

This one manages to get a decent amount of word-of-mouth traffic.

3. [The Newbies Guide To Internet Marketing](#)



This is a nice report I did to bring newbies into my marketing funnel. Now, both of those reports are a little bit broad in nature. Your best lead gen reports are going to be on a more specific topic.

### **Lessons from my pal Daegan Smith**

The other day I had a marathon phone call with my friend Daegan Smith. Daegan is just a brilliant and systematic tester and marketer.

Daegan is rebuilding his sales funnel to move away from cost per action (cpa) traffic to pay-per-click and other paid traffic sources.

And he's making his main revenue source a paid membership site.

Here's how Daegan is doing it:

#### **1. He's buying clicks from Google PPC.**

He already knew how to get Google clicks but he had to make some tweaks for what's working now.

The way Daegan does ppc is he bids on very specific terms and sends those people to his squeeze page or email address lead capture page.

Then he presents his upsells and downsells and follows up via email with other offers. I cover the topic of upsells and downsells in other ezine articles.

#### **2. He's using the ppc traffic/clicks to TEST his lead capture page (also called a squeeze page).**

When you're starting out, you need traffic to be able to test your pages to see what works best.

Google ppc works for this. But there's more of a learning curve for it than you'd like.

I've personally never done well with ppc traffic. But I have good friends like Kirt Christensen who rock at it.

Anyway, Daegan uses the ppc traffic to test the conversion of his landing pages. He's running what we call split tests to measure the results of one page against another.


When he started his lead capture page only converted at 10% or something like that. He's up to 25% conversions. And I showed him several of my pages that convert up to 70%. So I'm sure he'll be able to improve further.

Here's one of the lead capture pages he's testing on Google right now:

If You're Looking For Daegan Smith Then You Found Him! I Want You To Have This Free Online DVD Bootcamp Series That Reveals . . .

## **"How To Guarantee YOU Make Money In Network Marketing Using Just The Internet!"**

**Inside You'll Discover The EXACT "Three-Step-Formula" This 23 Year Old Ex Bike Courier Used To Go From \$7,000 In Debt To Banking Over \$2,061,134.97, Getting Up To 37 Checks In The Mail Each Month, Generating Up To 2,673 Laser Targeted Leads A Day On Autopilot, And Recruiting Over 3015 People In Just 13 Days WITHOUT Picking Up The Phone And . . . How You Can Too!**



**FREE INSTANT ACCESS:**

Simply enter your "best" email address below and I'll send your first video lesson in your 7 day (**3 hour 24 minutes+**) free online video seminar to your email inbox now!

Name:

**3. Once Daegan gets his sales process working, he'll roll it out to other traffic sources.**

You can buy banner ads, ezine ads and bring in affiliate traffic.

There isn't a right or a wrong way to do this. This is just how Daegan is doing it.

Some people run Warrior Special Offers (WSO's) on the Warrior's Forum to test their offers and sales letters.

Others get a list of 5 or 10 forums and make 3 posts to each forum per day and uses the signature line to drive enough traffic.

You would find a few web sites and buy banner ads on there to drive enough traffic to test your sales process. When I speak of sales process, what I mean is how you make a sale. Maybe you get a name and email address then present a \$1 trial offer for a membership site.

Maybe you skip the squeeze page to gather a name and email address and go immediately with a \$20 or less offer, figuring that if someone won't spend \$17 with you, they aren't much of a candidate to buy more from you anyway.

Maybe you sell a report for \$1.00 then present a series of upsells and downsells. An upsell would be an "add-on" that costs more money. Say something for \$47 or \$97.

A downsell would be something for less money. So if a person doesn't buy the \$97 widget, you sell a \$50 widget.

The BASIC steps you need to follow are as follows:

1. Get some traffic

2. Test your sales process

3. Roll it out

Once you get a sales process that works, that's when the fun happens.

Testing your sales process takes time and experimentation. But if you have clear traffic sources with money to buy and common wants, by experimentation you CAN find out what they want to buy.

### **Here's a streamlined way to test:**

**1. Begin by testing a \$1 offer.**

Create different versions of your sales letter until you can get people to spend a buck.

Get traffic from forums, ppc, banners or article marketing. Nothing wrong with article marketing.

You can also do blog commenting for clicks, if you do it with a measure of skill.

**2. Once you get your \$1 offer to convert, then put in place an upsell for a \$17 to \$27 product.**

**3. Now create a \$47 to \$67 offer.**



The idea here is to get a sales message and process that works with your traffic source.

**4. Once you get a few things that are selling, you can put your squeeze page in front off the \$1 offer, so people have to fork over a name and email address to access the \$1 offer.**

Keep testing this like Daegan did until you get your conversions up to at least 25%.

**5. Drop in 10-20 follow up emails in your autoresponder.**

**6. Now you should be close to a profitable sales process.**

You're collecting email addresses. You have a \$1 offer. And you have several back end offers, i.e. add-on on upgrades to the initial \$1 purchase.

**7. Now you can try starting with a \$17 offer instead of a dollar offer.**

I could go on here. But this is how you create a sales process.

That may at first seem like it will take some time. And yes, it will.

So?

The time passes ANYWAY whether you do this or not.

But you want quick, fast and easy?

This IS the quick, fast, easy way compared to the alternatives.

**1. This is evergreen**

Once you get a sales process, you can scale it up.

**2. This is sustainable**

It will work with multiple traffic sources. Next week I'll be endorsing a product from my friend Jonathan Mizel that can help you with your traffic.

And I have a product of my own I'll be releasing in the next few months.

**3. You don't have to join a coaching program to figure it out**

A lot of methods sound good. But you find out the SECRETS that make it work can ONLY be learned in a coaching program.

The method above is a "disclosed method." It doesn't rely on deep, dark secrets you can only learn in coaching.

**4. It has a nice payoff.**

Once you get a list of buyers, even if they've only spent a buck, you're building an asset that can support you for years to come.

Even if Google changes the rules or whatever, you can expand into other traffic sources ONCE you get a sales process that works.

### **5. You don't have to be a Ninja.**

It's nice if you're a prodigy or Ninja as some of my friends are. Maybe your first attempt at this will make 10 or 20 g's and you'll be the next guru.

Or not.

The method relies more on your willingness to follow the basics and test, track and tweak than it does your sheer, innate genius.

### **6. You can use the latest, faddish traffic sources or you can use the old boring stuff that just happens to work like crazy like an affiliate program.**

## **WHAT'S MY ADVANTAGE VS. THE ALTERNATIVES**

On my Ateam call this week, I showed exactly HOW to create your advantage vs. the alternatives. Being able to articulate this is CRITICAL for the conversion part of the above formula. It's how you explain the value you offer.

For example, in my Ateam call I used a random example of someone wanting to sell writing services to consultants. And I showed how they could map out all the alternatives and show their competitive advantage.

1. They can hire from craigs list

-- You get someone who understands consultants vs. someone who is a clueless, random writer.

-- You get a defined spending amount so you know your costs

-- You can see examples

2. They can hire a general writer from elance.com

-- In the same country or same time zones

-- English is your native language

3. They can license a pre-written ebook for consultants

4. They can write themselves

### NEW IDEA

- \* New for THAT person
- \* Don't trailblaze TOO much!

## Is your idea SIMPLE?

Once you map out your benefits vs. the alternatives, you have the basis for creating your “new idea.” If you are NOT converting your page visits and traffic to opt ins or low-priced purchases like the \$1.00 example I gave above, then you need to look more closely at how you're explaining your relative advantage.

If you're an Ateam member and missed the webinar this past week, I'll be posting it in the archive shortly.

# Marlon Sanders

## The King of Step-By-Step Internet Marketing and "The Ambassador of Old School Marketing"

Marlon Sanders is the author of *The Amazing Formula That Sells Products Like Crazy*.

To get on his killer ezine list, to get cheat sheets and all kinds of other goodies every Saturday and during the week, to get simple, to-the-point Internet marketing know that works real world without all the hype, go to:

<http://www.TurboProfits.com/tracking/go.php?c=9> 19 bloglink and subscribe

Check out all my products here:

<http://www.getyourprofits.com>

(SIGN UP AS A RESELLER, put YOUR reseller URL and ID where the above link is, post this on your web site and make some dough for spreading a killer guide everyone will want to read.)

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## D. Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links. Get your links

at <http://www.getyourprofits.com>)

1. The Marketing Dashboard: Amazing Formula and Gimme boiled down to icons and step-by-step. Doesn't replace AF and Gimme but useful. Basically, it spoon feeds all the things in AF and Gimme. <http://www.getitgoing.com>

**2. The Marketing Diary:** Me teaching Matt daily all the details of the Amazing Formula and Gimme system. This contains additional insights into The Amazing Formula and Gimme that you won't find in those products. It's literally what I taught to Matt in his first 90 days with me. <http://www.themarketingdiary.com>

This is an EVERGREEN product and if you're new to this business you'll learn tons.

3. After 8 years, thousands of customer emails, thousands of buyers in virtually every major city in the world (and many you haven't heard of), 13 web site designs, 4 product designs, after ebook and CD versions, after endorsements from major marketers the world over, after hundreds of marketers and products have come and gone, after attacks by the world's most notorious criminals, after attempts to put it under, there is ONE product that remains and stands tall. There is one product that is stable.  
<http://www.amazingformula.com>

#### **4. Are You Paying Over \$10.00 For Hosting?**

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.  
<http://www.designdashboard.com>

**the Design Dashboard**  
designndashboard.com

System That Turns Creating Web Pages,  
And Blogs Into a Virtual No-Brainer!

[Customer Support](#) | [Affiliates](#)

**How to Point 'n Click Your Way  
To Create Amazing Web Pages  
That Sell Your Products Like Crazy!**

You've Got a Web Site  
Ready To Make Sales!  
*Marley Jordan*

### 5. Promote your own products made easy

Grab the brilliant video by Adeel Chowdhry on how to mash together stock video, stock sounds and stock music to create an attention-grabbing, compelling video you can put on your sales page, Facebook, Squidoo lenses, Hub Pages, or even Twitter out to your list.

<http://www.PromoDashboard.com>

**The Promo Dashboard**  
[promodashboard.com](http://promodashboard.com)

The Only "Point 'n Click" System That Turns Internet Marketing And Promotion Into A Virtual No-Brainer!

**This is what shows you how to set up your squeeze page, get people on your email list and send out emails that make 'em buy!**

***If You Have One Hour A Day For 12 Days, You Can FEEL The Power***

Free 16 Minute Video Reveals

## 6. Your Own Products?

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost you more than the Dashboard to have custom created! <http://www.productdashboard.com>

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E. Get the Evergreen Traffic System

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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

[http://www.TurboProfits.com/tracking/go.php?c=7\\_25\\_tinue](http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue)

Evergreen Traffic System is now sold and serviced directly by Tinu.

That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.

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**TWITTER this and tell your friends:**

Monitoring code. IGNORE:

```
<!-- BEGIN LivePerson Monitor. --><script language='javascript'> var lpMTagConfig =
{'lpServer' : "server.iad.liveperson.net", 'lpNumber' : "81094421", 'lpProtocol' :
"https"}; function lpAddMonitorTag(src){if(typeof(src)=='undefined' ||
typeof(src)=='object'){src=lpMTagConfig.lpMTagSrc?
lpMTagConfig.lpMTagSrc:'/hcp/html/mTag.js';}if(src.indexOf('http')!=0)
{src=lpMTagConfig.lpProtocol+"://"+lpMTagConfig.lpServer+src+'?
site='+lpMTagConfig.lpNumber;}else{if(src.indexOf('site=')<0)
{if(src.indexOf('?')<0)src=src+'?';else
src=src+'&';src=src+'site='+lpMTagConfig.lpNumber;}};var
s=document.createElement('script');s.setAttribute('type','text/javascript');s.setAt
tribute('charset','iso-8859-
1');s.setAttribute('src',src);document.getElementsByTagName('head').item(0).appendC
hild(s);} if (window.attachEvent) window.attachEvent('onload',lpAddMonitorTag);
else window.addEventListener("load",lpAddMonitorTag,false);</script><!-- END
LivePerson Monitor. -->
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