

Need customer support? Go to <http://www.getyoursupport.com>
NEVER Email For Support. Click Here Instead



Marlon's Marketing Minute

December 18, 2010

**“Proof The Formula
Will STLL Work Like Crazy
In 2011”**

"Get 22 killer Facebook videos plus Squidoo, Linked In, Digg, and more! "

This is my social media blow out! The dude who did these videos is really excellent at teaching. High quality stuff. Paul Myers told me about them.

The price goes up on Monday. But could be before 'cause only 49 are going at the current price. PLUS – I'm sending out a special BONUS to all buyers today that I'm personally creating about social media. Your purchase supports my production of this ezine.

<http://budurl.com/SocialMediaBlowout>

We have 49 available at the current price then it goes up to \$37. So by acting now you save money.

Announcements

1. Posting Ateam video today!

Hey, I'm posting Thursday's Ateam video shortly. Also I posted several of the back webinars and got things caught up. Testing out several new themes too!

2. Customer support issues – PLEASE post to the support desk at <http://www.getyoursupport.com>

Lisa is a bit overwhelmed with the Infusion move and the TONS of buyers for Social Media Blow Out AND our screw up. So be a little patient if you can.

Featured Article

“Proof The Formula Will STLL Work Like Crazy In 2011”

We're ending 2010.

Going into 2011.

And the question is, is Marlon Sanders still relevant? Do the things I teach and preach still work? Have we finally moved beyond “The Formula” into some other level?

Why should you care?

Because in this issue, I'm going to reveal:

1. What worked back in 1996 like crazy that believe it or not still works today.
2. What you need to FOCUS on to really make products sell like crazy.
3. How to AVOID getting sidetracked, see through smoke and mirrors, boil this business down to your own personal “success formula” and get the show on the road.

I'll be the first to say this business isn't all peaches and cream. Last week we had a little issue with a blank page showing up on a new blog and it took us a DAY to figure out the cause of it.

So life isn't perfect and neither is Internet marketing. I mean, in the ideal world I look like Brad Pitt or whoever those young guys are that girls go crazy over. And in the morning, I wake up, snap my fingers and money appears.

Actually, the last part, when your money machine is well-oiled and humming isn't so far from the truth. You send out an email to your LIST and money comes in.

Of course, that's where your analytical mind pops up and starts raining on your parade. Where do I get this list? How do I get people on it? What if I'm not an expert? What if this? What if that? What if a meteor falls from the sky onto my computer and I can't use it anymore?

The questions DO come fast and furious don't they?

So let's take a look back and see if we can put some of those questions in perspective.

I remember clearly back in 1996 or was it 1995. OK, maybe my memory isn't THAT clear! Back then autoresponders were a very hot topic. I don't remember if they were sequential or not.

What I DO remember is she offered a free course on making money with an autoresponder or somethin' long those lines.

She sent really meaty, information-filled emails that even if I were to print them today would have great value. I think I lost those emails in a Windows 3.1 crash!

Anyway, I'm dating myself. That sucks. But really, I look as young as I did at age 33.

Or not.

Back to the story. This lady selling autoresponder services sent out this brilliant series of email messages that had good content and ideas in them. I saved every one of those emails in my spiffy Eudora email reader (gmail didn't exist then).

Here's the point:

Her CONTENT stood out and for the day was quite "meaty." And that content attracted subscribers.

Now, the SAME concept works right now today – with a little bit of updating.

Here's an example.

This site uses Wishlist Member and this is a static front page on a blog:

The Secret to Getting More Backlinks Can Be Summed Up In One Word:

ScrapeBox *Tuts*



"I Want To Show You My Step-by-Step ScrapeBox Backlinks Blueprint And You'll Never Have To Worry About Finding Backlinks Again!"



Hey, it's Brian Valentine.

...and I've been using ScrapeBox every day since Christmas Eve 2009 and over this time I've come to master all functions of ScrapeBox. At first ScrapeBox was very intimidating to me, and I'm sure if you are new to this wonderful piece of software then it could be overwhelming to you too.

That's why I put together these FREE videos.

I wanted to help you get off to a good start using scrapebox. And it doesn't matter if you are a seasoned veteran or a newbie. This step-by-step video series is guaranteed to help.

With Your Best Interest At Heart,



Brian Valentine

GET FREE Instant Access Now

New members, please fill in the form below to complete your Gold application.

Username (required):

First Name:

Last Name:

E-mail (required):

Password (twice):

Password Again:

Password has to be at least 8 characters

The web site is: <http://www.scrapeboxtuts.com>

I have no idea how Brian is doing with the site. The Alexa on it is very good, and I suspect his process is working for him.

Once you opt in, here's the BIG DIFFERENCE: You don't get a skimpy article. You get really nice content:



Brian has 6 high quality, valuable video tutorials. You can see he didn't skimp on the graphic designer. I believe Brian is a designer but you can hire out design like this for less than you might imagine. He really did a bang up job on the site design and tutorials.

The Wordpress theme on the inside is called Parallelus Traject, which you know if you "view source code" on the web page. You'll notice he's using a static template for the HOME page and the inside is all Parallelus Traject.

<http://themeforest.net/item/traject-wordpress-portfolio-and-business-theme/discussion/116671?page=6>

I'm NOT saying to get that theme and use it. I believe that particular theme is a bit advanced for a wordpress beginner, although it's a very nice looking and has really cool features.

(If you don't know how to do Wordpress at all, here is another great example of a FREEBIE that has value: <http://www.wpsiteninja.com> Those are some very good Wordpress freebie tutorials and a good example of what I'm talking about in this issue.)

THE POINT?

The quality of content delivery here has come quite a long ways since those free autoresponder email courses back in 1996 and before. But the CONCEPT remains the same.

You deliver free content upfront to get people on your list. Then you send valuable content with offers mixed in.

You can do a valuable course, videos, forum or membership site that is your front end highly attractive freebie for ANYTHING.

- A dog training video course
- An Internet marketing course for offline businesses
- A training course on how to host web sites
- A training course on how to do wordpress
- A nice video training course on lead generation

What I CAN say is that to some degree you're competing. YOUR freebie needs to be more attractive than the other options. And then you better have something to sell on the back end or you'll just be in the charity business.

The bar has raised a bit. Even the free videos on Youtube look good. I think you need to be at least that good. 1994-style videos don't cut it in 2011. Learn to use Camtasia. Learn to use Wordpress. Learn to hire inexpensive designers. No, it's not "push button". But neither is it all THAT difficult.

If you were selling autoresponders today, your PLAN would be:

1. Create a series of VIDEOS giving good solid content
2. Throw up a Wordpress blog in 5 minutes

3. Install a membership script like [Wishlist Member](#) (aff link).
4. Get some spiffy graphics designed for as little as \$5 or \$10 (see my recent Ateam post)
5. Install a cool Wordpress theme
6. Promote your freebie in your sig line, Facebook status updates, Twitter, via banner ads, via an affiliate program (commissions on the back end) or even a product launch.

Why am I bringing this up and why is it important to YOUR future?

There is so much information now.

I can go to a website forum and see endless claims:

\$5,000 in 10 days using XYZ software.

\$1,000 In 24 hours using cpa marketing (or whatever).

\$XXXX in Y time using autoblogging.

The list is endless.

If you haven't figured out that Formula yet, it's simple:

Make \$X in Y time using Z unique method

That's the Formula. Here's the PROBLEM with that. These things are ALL tactics. I buy a number of them to try to stay current and make sure I'm passing along the best information to you.

But TACTICS go out of date faster than my Ed Hardy shirts did. In one day. Out the next.

I'm NOT bashing the people who run these ads. And I'm sure some of them have fine techniques and methods. But the lure and appeal is quick and easy money.

You know what? The quick way is the slow way. And the REALLY fast way is to do it right ONE TIME instead of wrong ten times.

I can't tell you how many posts there are on my blog from people who strayed from the straight and narrow path over the years only to come back to my fold.

Don't get me wrong. There IS value in tactics.

In other words, if you try to get top seo rankings with free-for-all links sites and 1997 doorway pages, you aren't getting far.

Wordpress has to a large degree taken over html because the platform is free.

Affiliate software has come a long way since the first Hypermall software I used when Corey told me about it ages ago.

Affiliate methods have evolved. Back when I launched *Amazing Formula* 60% commissions were very top shelf. Now 100% on the front-end is commonplace.

Tactics do change. You do need traffic. And you DO have to stay up with the times. That's why I'm here. That's why I exist. Otherwise, you'd buy *Amazing Formula*, [*Gimme My Money Now*](#), a Dashboard or two and be done with it.

The reason I'm bringing this up is OVERWHELM and information overload. If you don't have the right FRAMEWORK in place in your head and you don't have a PLAN then buying all these tactics isn't going to get you far.

I read posts on the blog and in surveys and people seem so confused and overwhelmed because they're buying all these tactics.

I'm here to remind you that the [*Amazing Formula*](#) STILL works. What I know is that 75% of people DON'T HAVE A PLAN. They're chasing tactics.

One more "Make \$X in Y days using Z unique method" is NOT gonna do the trick for you. Do you understand that?

Do you get that?

People who do this are chasing rainbows and pots of gold. What's jacked up is I will have at least 1/4 of the people read THIS report you're reading

right this very second vs. what I would have if the title was:

How to Make \$1,000 In The Next 24 Days Giving Away Free Stuff

Oh my gosh. People would be jumping all over that like it was crack, valium, or some other enormously addictive substance.

Oh my gosh. I just got my hit. I'm going to make all this money FAST without hardly doing anything! It's so awesome.

Hard to believe but it's actually TRUE! I guess we all like easy and something for nothing. Who doesn't? Do you have any idea how many timeshares are sold because people go to the presentation to win a free "motorized craft" or some other prize?

But Marlon, it's

So EASY

So SIMPLE

So FAST

So CHEAP

Dude, it's CRACK! Don't you get it? It's CRACK ON THE INTERNET!

I know YOU'D never think that, feel that or buy even ONE of those offers! Now way Jose.

I'm just tellin' you this so you can inform that naïve NEIGHBOR next door of yours who falls for every spam email that hits his email box!

Enough. Let's get on with it or Christmas will be here before I finish writing this.

Here are a few things that WILL work:

1. Create a very attractive freebie offer to get people onto your list.

The same concept that worked in 1996 STILL works now.

And frankly, we can go WAY the heck back if you want. Back in 1950 George Haylings was running free report offers in classified ads in the back of magazines.

I think Mellinger company built a huge multi-million dollar business off the offer of a “free sample import” item.

FREE still works. “Yeah, Marlon BUT....”

But what?

Seriously.

But what?

FREE STILL WORKS.

I love hearing Joe Vitale speak. He actually GIVES AWAY a book to attendees. Wow. The impact that has is enormous. Ted Ciuba used to mail his books to seminars and have them given away to attendees. I saw Ted at Big Seminar a few weeks back and he looked as young as ever!

My friend Pat O’Brien got a 90% opt in using THIS freebie:

<http://www.moneyfromanywhere.com>

Pat is an awesome go getter and put together that book in under a week. Blew me away how fast he got it done.

There are situations where charging a small fee works better than free. But it’s still the concept of an irresistible front-end offer. How many senior citizens have bought annuities because they got the offer a FREE MEAL?

No joke.

This actually works. My dad, bless his heart, he was thinking about going to one of those. You know, an offer of a free steak when you don’t get much attractive food anymore is quite an irresistible offer as messed up as that sounds.

Now, you and I both know how lucrative product launches have been. They're BASED largely on dripping FREE CONTENT in anticipation of the launch.

And some of the free content is very high quality.

Raise the bar and create a very attractive front-end offer. Kinda sucks to have to do it. I won't lie. You know, it'd be nice to throw up a piece of \$5 PLR and be DONE with it!

Not that you can't make a few bucks that way. But let's build something that LASTS because it's actually much FASTER that way. You only gotta do it right – ONCE.

One and done trumps many and NONE!

Follow me? Do it once right vs. trying many things that are all Internet Crack Junkie Tactics to get you a dream fix of the pot 'o gold at the end of the rainbow.

2. Follow up using whatever WORKS

Now, I highly prefer the “old days” in this regard.

Emails are 10X easier than conducting webinars. But at the moment webinars are king or queen in terms of conversion.

You do gotta change with the times.

Emails WILL still convert. But you have a shorter life span and you have to have a better reason for urgency.

A key is INTERACTION, whether that's getting people to interact with you on Facebook, on a webinar, via comments on your blog or however.

The best approach combines approaches. This is a function of time. I mean, in the ideal world you'd use direct mail, webinars, teleseminars, email, blog posts, product launches and a bunch of other stuff.

But we're all human and have limited time. So you gotta pick a few things and do them really well.

The things that work in conversions DO change but the FORMULA remains basically the same –

Ummmmm, features and benefits, specificity, differentiation (USP), bullet points, guarantees, bonuses. Stories.

That's ALL people do on webinars. It's the SAME thing as you'd do in a sales letter with a little personality and urgency tossed in

3. Work the Viral-Affiliate-JV Angle

My affiliates are what have driven the vast majority of my traffic.

Whether you do viral stuff like the new Contest Burner software, brandable PDF's, 100% commission reports or heavy duty affiliate marketing, it all works.

Getting affiliate traffic can be as easy as putting an affiliate link on every web site and sending emails to new customers asking them to sign up or having the sign up on your download page OR automatically signing them up and giving them a link.

That's the ideal way and if ONLY all software would catch up to that concept.

My friend and up-and-coming superstar Jason Fladlien rose to the top of the pack this last year with some very clever viral marketing angles including his offer of 30+ brandable pdf's in ONE download!

He also did a lot of inexpensive report with resale rights available.

You and I both know the chances are you don't have a PLAN! 75% of my list and my readers don't.

How about adopting the above 3 steps as YOUR plan?

I outlined the above strategy more or less in *Amazing Formula* years ago. I've sold millions of dollars off that formula and a few riffs on it here and there.

Create a very attractive freebie.

Do what it takes to get those people to buy.

Push your freebies out with every viral/affiliate/jv method you can muster the time, energy and resources to do.

Of course, you can jump start it by doing banner advertising for your freebie. You can push your freebie out on Facebook via Status Updates and also on Twitter.

You can convert people to buyers by interacting on Facebook, your blog and so forth. My friend Pat O'brien interacts with people on his forum. That works too.

You can use new methods like Contest Burner to implement the viral aspect.

You can use software like Wishlist Member to offer a FREE membership to a private site. (And since it's wordpress based, it takes a very short time to set it up).

Puttin' It In Perspective

Back in 1994 I believe it was I was mucking around on the AOL and met a guy named Jonathan Mizel who was marketing kinda like I was.

Back then, we'd run AOL classified ads offering a free report.

We'd follow up by hand since autoresponders didn't exist.

We'd be sure to personalize that follow up email 'cause it doubled conversions.

There was no Facebook. No Twitter. No Linked In. No Wordpress.

I think we were on Windows 3.1.

But it worked.

An attractive freebie offer.

Follow up.

An initial sale.

A back end offer or two if we were smart.

My Christmas and Hanukkah

Marketing Message

In a day and age where things move at the speed of the Internet, when even the permanent things and institutions seem to be in flux, when everything you know seems to be different the next month, and today's software is yesterday's hard drive space taker upper, when the only thing permanent is change, a guy or a gal can kinda lose their way, in marketing, and even in the universe.

And yet, when I look up at the sky, the stars are still there.

Love still exists.

There is a fundamental sameness about a few, simple things. An ice cream on a hot summer day.

A cup of hot chocolate on a cold winter night.

The warm smile of a good friend.

It's comforting to have those things.

You'll wake up tomorrow, look in the mirror, and you'll be a tad older. A wrinkle will be there that wasn't before. A gray hair appears.

Life happens in the meantime. And you need to make a buck or two to pass along to your kids, to buy you time, to fund your tomorrows, to help you enjoy a few things before you walk out the door and never come back.

There are a few things in marketing that are based on human nature.

These things don't change. And these are things we can build a business on and rely on.

Another Christmas is here. And whether you celebrate Christmas, Hanukkah or another tradition, I hope you get to enjoy a few timeless things.

To you and yours.

=====
Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

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

REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

=====
Resources you can use
=====



1. Simple Guide To Making Money Blogging

Harris Fellman dropped me a note that he's releasing this. Looks like a really wonderful product to help people make cash blogging:

<http://www.yourinstant site.com/go.php?offer=marlonsand&pid=3>

2. I got my final warning from Google..now it's MY turn....

<http://budurl.com/marlonsrevenge>

3. Confused by Internet marketing? This unravels the big picture and makes it all crystal. Thousands around the world have been helped:

<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>

5. How To Promote YOUR Products Step-By-Step THIS is where you start.

You have a product you want to promote or want to learn HOW to promote? Start here.

6. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....

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 your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

[COOL FREEBIE ON HOW TO SHOOT WHITE SCREEN VIDEO](#)

I found this awesome video by Brad Gosse on how to shoot white screen video. Very nice tutorial.

+++++

E. Get the Evergreen Traffic System

+++++

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

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.



<http://www.ateamsuccess.com>

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both

And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

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