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**Marlon's Marketing Minute**  
**Vol. 6, #16, April 30, 2011**  
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Hello,

Marlon here.

In this issue:

**“Would You Spend \$1.26 to Make \$10?”**

**(And If You COULD Do That, How Many Times  
Would You Do It?)**

Last week I brought up this question.

I showed how I got opt ins for \$1.26 on Facebook. If you missed that issue, it's fully illustrated and step-by-step. [You can snag it here.](#)

Today I expand on it even more showing how to create a nice business from dog or horse training products or home surveillance stuff – or about anything else your mind can dream up.

The LAST HALF is an in-depth analysis of whether or not autopilot, passive income actually exists. Please read.

Marlon Sanders

P.S.

My iPad2 contest was won by none of other than **Connie Green** who shows over and over that her list building methods work, that she rocks both as a product producer AND a super affiliate. Connie is famous for developing a 6-figure income from a 500-person list. She has also won numerous contests and awards from other marketers.

Connie received a 64 GB ipad2 worth \$800+. If you want to have a chance to win cool stuff in our affiliate contests, sign up for free at <http://www.getyourprofits.com>.

This issue contains:

- A. Who Else Wants 60% Front End and 50% Back End?
- B. Announcements from Marlon (Important)
- C. Main Article: Would You Trade \$1.26 to Make \$10?
- D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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## New KILLER Bonus – Watch Me Generate a Boatload Of Traffic – LIVE!!

<http://www.thetrafficdashboard.com>

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!

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### A. Who Else Wants 60% Front End and 50% Back End?

The [Traffic Dashboard](#) reached 3,373 on Alexa in the U.S. out of over 13 million sites ranked by Alexa. It pays 60% on the front end and 50% on the back end.

If you you want a chance at promoting what I believe has a shot at product of the year in 2011 go to:

<http://thetrafficdashboard.com/affiliates/>

## B. ANNOUNCEMENTS FROM MARLON

## Five: Google Farmer

I ADDED an audio link with Sean Mize in Traffic Dashboard where he discusses Google Farmer update and article marketing in depth. It's on row 1 in one of the icons.

Also, I WILL also post a link to a video where Rusty explains the same and how it effects the 0 to 1,000 visitors as day plan.

Please be patient on me adding these things. With this launch, it's been crazy and I don't have the large staff I used ot.

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### C. Today's Article:

## “Would You Spend \$1.26 to Make \$10?”

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No freaking way.

## Are you serious?

Spend a buck twenty six and make ten?

If you COULD do that, how many TIMES in a year would you WANT to do that?

## Is It Possible For a Normal Human Being Who Isn't a Marketing Superstar or Guru To Spend \$1.26 and Get Back \$10?

Let's just get it out of the way.

There are no guarantees that if you spend \$1.26 you'll get back \$10. All businesses, including Internet marketing, involve risk.

An entrepreneur takes risk in order to have a chance of gaining greater reward. And the 10 bucks is gross. It ain't net. You got expenses. Like the COST of subscribing to this ezine.

Oh yeah, I forgot. It's free. I should really do something about that and charge like my pal Ryan Deiss is doing. Smart guy.

Anyway, what I CAN do is show you how I personally have done this for YEARS (and actually far better) and how my friends do it.

The fundamental principle is this: You spend a buck or two to put someone on your list. You make a half buck to a buck per MONTH on 'em. And over a year you made \$10-\$12.

I don't have the stat at hand. But in my experience in MY industry, if you take your gross sales on the year and divide it by the number of people on your list, if you do a good job of making offers to your list, you'll average \$10 - \$12 per subscriber.

One of my friends gets \$40, so you can do MUCH MORE. You can also do less in a bad year or if you do a poor job of marketing to your list. If you don't keep putting new people on your list, your value per subscriber will also go down.

Let's break this down and see HOW you make this happen.

### **Step One: Figure Out WHO You Wanna Attract That BUYS Stuff**

We make money by selling stuff.

It's who we are.

It's what we do.

Someone asks you what you do for a living, you say "I sell stuff." Cause that's what we do.

What do you sell?

I sell what people are buyin'. What do you THINK I sell?

There is no other answer.

People ask me, "Marlon, how do I sell THIS? I got it. Everybody NEEDS it. Ain't no one buyin' it. What do I DO?"

Well, first you try a sound, tested and proven sales process. But if you HAVE tried that, it's SIMPLE.

Go sell somethin' else.

Now, is anyone else selling to these people? Are they proven buyers? If they are, then you obviously aren't doing all the rest of the steps I'm fixin' to give you correctly.

## **Step Two: Create Your Freebie**

Some people call it a LEAD MAGNET.

Some people call it bait (usually people who like to fish).

Whatever you call it, it's something enticing that gives people a good reason to join your email list.

[Here is one of mine.](#)

Now, it IS possible to create squeeze pages that get 50%+ of people to opt in by testing. I've proven in past issues that my pages are getting that. I had to create and test 10-15 designs, topics and freebies to get two that hit the 50% level.

I DID have my Filipina do this. So it was semi-auto pilot. I had to give her example pages. And I had to give her freebies to turn into squeeze pages. Then I had to run the tests.

Once I GOT the page that hit 50%, then it's just a matter of buying traffic to it, puttin' it out to your affiliates and so forth.

Your freebie can ACTUALLY be PLR. Now, someone people say to not offer a freebie to get people on your list. I'm guessing those people get a lot of affiliate traffic. Because if you're buying media, you typically need to use a freebie.

The MAIN thing that matters is what you're offering.

I met a guy who quit his job a month ago to go full time. His squeeze page doesn't even have a TABLE so the text goes from one side of the page to the other! He doesn't even know you supposed to have your test in a table.

But he gets a 60%+ opt-in rate, so I don't think he should change a thing, do you?

In contrast, some of those super fancy video pages don't convert with a flip. The EASY way to create your squeeze page is to find ONE specific thing to teach. For example, if I was selling ["Clicker Dog Training"](#) I'd offer a free video that taught how to get the dog to retrieve mail as shown in the video on the sales page. That would be my freebie.

Then the OTO would be other tricks, the ebook or a course.

### **Step Three: Create Your Thank You Page**

I've talked about this in other issues so I won't dwell on it here. Sometimes I put the offer here and sometimes I try to get people to confirm the link in the email I send for "double opt in."

I bought solo email ads so these only take about 15 minutes a day to buy and implement. I teach how to do these in row 5 of [Traffic Dashboard](#).

Yeah, row one on article marketing, row two on seo and so forth take a LOT more time unless you outsource them which is doable after you hit a certain level.

Anyway, if you're ready to get your squeeze page going, in [Promo Dashboard](#), I walk you step-by-step through creating a basic freebie and a squeeze page for it.

### **Step Four: Create Your Advertising Cost Eraser**

This is otherwise known as your One Time Offer.

I've covered how to do this in past issues. The idea is that you present an irresistible offer that erases the cost of buying traffic, or that gets your affiliates an immediate commission.

Some people like a \$10 offer here. Some like more.

You REALLY need a great offer here. One of my friends found that his own product didn't convert well enough in this spot so he actually uses an affiliate product and makes more money.

### **Step Five: Get Traffic**

I love an affiliate program for traffic like I cover in row 6 of Traffic Dashboard in depth.

I love solo emails like I cover on row 5. They are a VERY fast way to get traffic but unless you have your OTO humming and working, you'll burn a hole in your pocket.

One of the NEW sources I'll be testing out is mobile marketing ads. I don't know if they'll work or not. But I think you gotta test new traffic sources and get the ones that work for you into a repeatable system that you can outsource or do yourself with minimum time and effort.

I'm EXCITED about the possibilities with mobile marketing. Right now, you can get clicks for pennies. Of course, as it becomes popular that will change. Some people are STILL getting penny clicks on Facebook.

If you ALREADY have Traffic Dashboard, then the NEXT product I recommend you get [is Copy Paste Traffic](#) by my friends Winter Valco and Corey Lewis. They go in-depth on how to get traffic using VLB's, solo emails, and ad swaps. Plus, they show how to copy and paste emails and set up your funnel.

Let's say that in YOUR market you CAN'T make \$10 a year per subscriber. Let's say you can only make \$5.00. Which sucks. But life isn't perfect and neither is marketing. The numbers are what they are.

What can you do?

In the new area of mobile marketing, people are getting opt ins for pennies. You can go to a new arena like that. Some people are still getting penny clicks on Facebook in niches. The mobile marketing might work for the dog training niche because it's easy to show the pitch video over a mobile device.

So you either INCREASE the value of the people on your list OR you find a cheaper source of traffic.

It's BETTER to increase the value of the people on your list because that opens up a lot more advertising opportunities.

In Traffic Dashboard, I talk about buying ads on Youtube. You can STILL get penny clicks there also and as targeted as you want! In the earlier example I gave you on the dog training ebook, I'd probably buy ads on Youtube videos, send them to a DEMO

video and say, “To get a free video that teaches your dog how to retrieve the email, visit my blog at xxxxx.com”

### **Step Six: Send Emails**

Every morning you wake up. You buy some solos, a banner, check your Facebook ads, check your mobile marketing ads or whatever.

These can be for your own products, for affiliate offers, for webinars you do or others do where they sell a product.

Some people still do good with webinars.

Some people do good with simple screen capture video pitches.

I cover some really good info in [Promo Dashboard](#) on how to send emails that make money.

If you already have Promo Dashboard, here is another product that TOTALLY ROCKS with [advanced methods](#). This is NOT for newbies. It’s really a tremendous product though.

To go back to my dog training example, I’d find a whole lot of good products about dog training and create emails for them. And I’d send good dog training tips.

I might also sell products on training OTHER animals. Just look at [ALL the products HERE](#) you could potentially sell. This is some of the most incredible animal training in the world.

Karen Pryor is drop dead amazing. She’s taught crabs to ring bells and every other animal imaginable. I saw a video of a wolf she trained to go back and forth on teeter totter. And she trained a Ferret to do tricks. She’s trained fish. She’s trained animals you aren’t SUPPOSED to be able to train in captivity.

How hard would it be to target DOG OWNERS, HORSE OWNERS or other pet owners on Facebook?

*Free video shows how to make your dog retrieve the mail!*

*Free video shows how to train your horse to roll over!*

How HARD would it be for me to buy clicks for PENNIES on YOUTUBE for the same exact thing? If you got *Traffic Dashboard*, you know it's not hard at ALL.

Once you PROVE you got an offer that converts at say a buck a click, how hard do you think it is to go to people who got doggie lists, horsie lists and other lists and say, "Hey, I got this killer promo that makes a buck a click on a first class product. If you can send me 1,000 clicks, I can probably Paypal you \$1,000 by Friday."

You telling me you CAN'T get people to email their list when you can say that? Maybe not in IM. But in tons of other markets, the FREE MONEY is welcome.

It's FREE MONEY to them.

They send an email. They get money via Paypal.

"But Marlon, it's an affiliate offer."

True. But you COULD split the commissions with them. Maybe not that week but certainly in a few weeks.

I'm JUST sayin' the possibilities are endless.

Last weekend I bought an outdoor camera thingy for my home. Spent \$500. You tellin' me I couldn't make some nice coin selling surveillance cameras via an Amazon affiliate link and cheap Youtube, Facebook or Mobile Marketing clicks?

Ain't nobody doin' it. Not with intelligent product reviews. At least not anyone I found. Almost all the sites are by the companies themselves.

### **So How Automated Or NOT Automated Is This?**

Well, that's a good question.

The WORK and effort is to get a squeeze page that converts at 50%+.

Then getting a TRAFFIC SOURCE that works for you.

If you're broke, use row 1 of *Traffic Dashboard* on article marketing or the seo row.

If you love creating content, use "The Epiphany."

If you have an OTO that is converting really well, then you can probably EXPLODE your business using row 5 on the solo email and VLB methods.

If you're a great networker, then definitely use affiliate marketing. Actually, everyone should use affiliate marketing and turn customers into evangelists. Why wouldn't you?

## **Answers To Common Questions**

### **What's The Risk?**

All business endeavors involve risk. An entrepreneur takes risk in exchange for a chance for reward.

The system above is tested and proven to work. But it may or may not work for YOU. Some people got a knack for stuff. Some don't.

Don't spend money you can't afford to lose. Don't take food off the table or spend your social security money. Don't do it.

On the flip side, if you use article marketing or organic seo methods, you're investing MOSTLY your time. So you do NOT have to spend much money to do this business or take a stab at it.

There are other risks. You can have a method that works today but then Google changes something or technology changes. Therefore, what DID work for you ceases to work. That's true for ALL businesses, not just Internet marketing.

You can have a bunch of competitors copy your methods and decrease your results.

There ARE things that go wrong. But let's be honest with ourselves. You risk a LOT less in Internet marketing than about any other business. You don't have inventory. You don't have a bunch of employees. You don't have a \$1500 office lease, \$250 electric bill on the office, \$250 monthly cable bill for your office. You don't have to spend a small fortune on radio or TV or newspaper ads. You can start small and risk only a little.

### **Does This Work For Everyone?**

No, it doesn't. I don't know of anything that does. I don't think there is ANY business with a 100% success rate. Even if you do everything I teach, there is a chance it won't work for you individually.

Having said that, IF you get people on a list, IF you send them emails offering things similar to what they are ALREADY buying from others, IF you give them a good reason to buy from YOU instead, then I can't really see how you don't end up making sales.

### **How Much Will I Make And How Soon?**

I know some people who do really well really fast. Others never make money or sales. What's average? Average is people don't do anything much at all so they don't make much. Garbage in, garbage out.

I make \$10-\$12 per person on my list per year MOST years but not all. Over time, I've averaged that. Some of my friends work 2 more hours a week than I do and make \$40 per person.

So you take the number of people on your list, multiply by \$10 and you have a basic average of how much you have a decent shot of making on the year. If you're smart and work harder, you could make more. If you use low quality traffic sources, you could make less or nothing per name on your list.

There are no guarantees. But even a JOB isn't guaranteed. You can get laid off or have your salary reduced. It ain't guaranteed I wake up in the morning. You know, one day I'll lay my head down and never wake up. And that's if I'm lucky.

### **How Fast COULD You Do IT?**

My friend Winter Valco got 800 or so on his list using VLB's. Then he did ad swaps and had 9,000 on his list in month two and sold them \$15,000. The part about selling \$15,000 to a list of 9,000 would be hard to replicate for most newbies.

### **Well, What Is The Average Then?**

Most people never DO much, if anything. So they don't make anything. That's a fact. Now, if you take the people who DO things, a lot of those only follow a plan for 30 days, don't get results and quit.

If you take the people who take the above method and keep at it for 3-6 months, I think the numbers would be decent to good but I don't currently have documentation on that.

### **How Much Do I Gotta Spend?**

If you do article marketing, you don't have to spend much of anything other than your time. In organic seo, you probably need \$100-\$300 of software and maybe \$50 a month for a backlinking service. If you do Youtube videos, you probably need Camtasia which is a hundred bucks or something like that.

## **BONUS CONTENT**

### **Why I Do NOT Believe In 100% Automated, Passive Income**

#### **Fact One: It Only Takes Minutes To Write and Send An email**

Here's one thing that IS true: It only takes minutes to write an email and send it to your list.

This isn't a time consuming process.

You can literally do it before you go to work, on a coffee break or whenever.

#### **Fact Two: If You Promote Affiliate Products, You Simplify Your Business**

If you create and sell your own products, no matter how good your systems, you will have customer support issues.

Either you or your spouse has to deal with those issues or you have to hire someone. It's hard to hire someone overseas to do this at night because people want support in the daytime.

If you sell affiliate products, you don't have to deal with support issues. You also don't have to deal with product delivery, which can be tough.

#### **Fact Three: Promoting Product Launches Using SEO Takes Time**

The idea is to get ranked for the name of the product that is being launched and for variations such as “X product review,” “X product bonus” and so forth.

You have to create a blog or page and get backlinks to it at the right time in order to leapfrog past others doing the same thing.

Now, the truth is ALSO that getting backlinks is a repetitious task and CAN be easily outsourced. You are basically competing with others doing the same. You may also get ranked for a launch that flops, thus wasting time.

#### **Fact Four: Building Your Email List Requires Traffic**

The formula for building your list is:

Targeted Traffic + Freebie Offer = Someone On Your List

So you need traffic.

SEO takes time unless you outsource it. But even then, you DO have to manage your outsourcers carefully. So that’s semi-passive. But you have to hire, assign tasks, check tasks and monitor.

Now, once you reach a certain size, you can hire someone to do that for you and then you could be close to the ideal passive business.

#### **Fact Five: What Works Changes**

What works today doesn’t work tomorrow.

Even the most Evergreen traffic methods such as affiliate programs do morph, adapt and change over time. The only constant is CHANGE.

Darwin didn’t say the strongest, fastest or smartest species survived. He said those who adapt to change. And that is why we still have cockroaches.

That means someone has to stay up-to-date on what the changes are. Which takes time and an investment in knowledge or ongoing testing.

You could possibly outsource testing but this is harder since it isn’t well-defined and repetitious. So you need someone who is a higher caliber talent.

Tinu's Evergreen Traffic System is about as Evergreen as it gets when it comes to seo. Yet, even those methods are subject to change as Google is now incorporating more user-based ranking systems.

There is no method that's going to be completely static and unchanging. Even in nature, we have floods, earthquakes, tornadoes. The ONLY constant is change.

**Fact Six: Someone then has to be in charge of changing things**

Someone has to learn, adapt and change.

Fact Seven: Autopilot Passive Income Pitches Well

Everyone WANTS it. Everyone CRAVES it.

Why?

Basically because it implies money with no effort. Money just automatically shows up. And since it's PASSIVE, you didn't have to DO nothin' for it to show up .

You just set the machine up, turned it on and money keeps coming in over and over.

And there IS truth to that.

You have a list.

You spend a few minutes 3x to 7x times per week sending an email to your list. Some of those days you sell something.

Magically money comes in. That's about as CLOSE to autopilot passive income as there IS.

At the same time, people's email addresses go bad. People unsubscribe. You gotta replace the people on your list and keep building it.

That means you need traffic and a freebie squeeze page.

Traffic methods change.

Someone has to stay up on those changes, experiment, try new things and roll with the ones that work.

Of course, once you FIND one that works, it's possible to outsource it.

### **Fact Seven: Most Traffic Methods Take Time – Yours or Someone Else's**

The DREAM is that you copy and paste a line or two of code and traffic magically comes in.

You know what?

That's actually TRUE!

You CAN get traffic that way. Today. This week. This month maybe. But now, who knows about 2, 6 or 12 months from now?

Things change, right?

Beyond that, MOST traffic methods take a lot more than copying and pasting a piece of code or text.

You usually have to learn, try and experiment before you get a formula that works.

### **Fact Eight: Word Spreads Fast**

Let's say I DO find the ultimate, push button method for traffic that is a total and complete no-brainer.

Like, you push the button on your screen and people show up and buy!

I'll tell you the truth: It ain't gonna be a secret for long.

Now, some methods can continue working with a lot of people using the method. Adwords still works. But for the most part, those penny clicks are long gone. And those clever people who DO find a way to get penny clicks, if it's legitimate, if it's traffic from countries who speak English, if it's not a trick, then those clicks probably won't be pennies for long.

Penny clicks right now are possible on Facebook in some niches and via mobile marketing. True story.

They ain't gonna STAY a penny.

Building a business on penny clicks isn't a model that works for long.

Let's say you DID invent the most amazing, incredible, push button money system.

I mean, every morning you type in how much money you want to earn that day.

You push a button and the instructions go out to your outsourcers.

They follow a set checklist and routine and money comes in that far exceeds what was spent on the outsourcers.

That button ain't gonna work for long! Why? Words gonna spread REAL fast. And like a pack of wolves a ton of people are gonna be pushing that button. Then some dudes are gonna hire 100 people to push 100 buttons all day long.

Like Google AdSense in the early days. One of my friends had 100 people in India following his checklists. True, it brought in \$25,000 a day.

But that party ended fairly soon.

## **I'LL ASK YOU AGAIN, WOULD YOU SPEND \$1.26 TO MAKE \$10?**

Alright, I've gone through the laundry list of reasons that stuff changes, life isn't perfect, we aren't all millionaires overnight and basically what works today may or may not work tomorrow.

Having said THAT, the basic PREMISE and fundamentals of this business are really, really SIMPLE.

You can get people on your list via solo emails, banner ads, Facebook ads, mobile marketing ads for roughly a buck or less, maybe a buck quarter. In some markets substantially more.

Those are rough numbers that vary by industry, product and market.

Now, I average \$10 a year in MOST years for each person on my list.

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Marlon Sanders is the author of "The Traffic Dashboard."

If you want to get more traffic now, go to:

<http://www.thetrafficdashboard.com>

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#### **D. "Services You Can Use"**

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Set up your squeeze pages, autoresponders

And email sequences here:

<http://www.promodashboard.com>

PUT UP YOUR WEB SITE? Discover how easy and simple it can be to do your own graphic design (or at least some of it).

Plus, find out the exact resources I recommend to save a bundle. Avoid going down the wrong path.

<http://www.designdashboard.com>

NEED A SALES LETTER? <http://www.pushbuttonletters.com>

Many people have copied my software. But there really and truly is only ONE original.

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### **A few important words from my lawyer**

My lawyer would say to remind you that nothing I talk about in this issue is guaranteed. While \$10 -\$12 a month is an accepted average per subscriber in our business, email addresses do go bad, and every niche is different. The results YOU personally get will depend on many factors. No result in business, any business, is

guaranteed (which is why God invented jobs). The idea of making \$40 per subscriber is almost insane and way beyond the average, in spite of the fact that my good friend does it. Understand that I haven't personally inspected his accounting books to verify these numbers, nor would he have any reason to ALLOW me to do so. This is secret information passed along amongst friends. But I DO have a strong basis for believing those numbers are accurate based on my friendship with James and my own experience in my business using the same exact method he uses on occasion. My advice in business is ALWAYS to never spend scared money, never invest money you can't afford to lose and ALWAYS acquire subscribers at ZERO cost, so that whatever you gain is gravy train. Always test small before you invest much and understand that there it does take time to get an email capture page to perform at 50% and results vary by niche. Not only that, it takes time and effort to get OTO's to break even, and it's within the world of possibilities that good, bright, hard working individuals will never be able to do this. If you can't accept risk or tolerate the possibility of loss of time, money, energy, effort, financial and psychic loss, keep your day job and do not even THINK about becoming an entrepreneur nor doing email marketing. There ARE costs involved in running any business, including an email marketing business such as your autoresponder service, web hosting, and outsourcers, as well as the cost to buy ads. There IS the risk that email open rates will continue to decline or that laws will change and affiliates won't be allowed to promote. Any business has risks. If you don't like risk, don't own any business. Period. Not even a McDonalds.

Understand that what I sell is SECRETS to success. Most people never do anything with those secrets just like I never perform most of the tricks I buy at my little local magic shop. I like learning secrets. THUS, most people NEVER make any money or negligible money in online marketing. Some even lose money. I do NOT represent that you will gain ANYTHING other than secrets of my success and the success of my friends when you buy my products. I sell secrets. That's the extent of what you buy from me.

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