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Marlon's Marketing Minute

January 15, 2011

**“Would You Trade 15
Minutes For \$432?!”**

Here's the PROOF!

Keyword	Word Position G v	Ranking Page	* Click down arrows for more results	BL	PR
3 legged frog feng shui	1	http://www.articlesbase.com/feng-shui-articles/feng-shui-three-legged-toad-382291.html		26	2
feng shui art for bedroom	1	http://ezinearticles.com/?Bedroom-Art-With-Good-Feng-Shui-Selecting-Appropriate-Images-For-Your-Bedroom&id=100416		3	0
feng shui bedroom art	1	http://ezinearticles.com/?Bedroom-Art-With-Good-Feng-Shui-Selecting-Appropriate-Images-For-Your-Bedroom&id=100416		3	0
feng shui fish tank	1	http://ezinearticles.com/?Using-a-Feng-Shui-Fish-Tank-to-Attract-Wealth-and-Abundance&id=1570872		2	1
feng shui for apartments	1	http://hubpages.com/hub/feng-shui-apartment		525	2
feng shui home layout	1	http://hubpages.com/hub/Feng-Shui_in_the_Home		136	0
feng shui house numbers	1	http://ezinearticles.com/?Feng-Shui-House-Numbers-What-Is-Your-House-Telling-You7&id=2473793		1	0
feng shui lucky symbols	1	http://hubpages.com/hub/Feng-Shui_Lucky_Objects		222	3
feng shui money frog	1	http://ezinearticles.com/?Money-Frog-In-Feng-Shui-To-Enhance-Prosperity-Luck&id=1098969		2	0
feng shui three legged toad	1	http://www.articlesbase.com/feng-shui-articles/feng-shui-three-legged-toad-382291.html		26	2
money frog feng shui	1	http://ezinearticles.com/?Money-Frog-In-Feng-Shui-To-Enhance-Prosperity-Luck&id=1098969		2	0
three legged frog feng shui	1	http://www.articlesbase.com/feng-shui-articles/feng-shui-three-legged-toad-382291.html		26	2
feng shui color chart	2	http://www.buzzle.com/articles/feng-shui-color-chart.html		111	0
feng shui front entrance	2	http://ezinearticles.com/?The-Importance-of-Your-Front-Entrance-in-Feng-Shui&id=1030215		1	0
feng shui good luck charms	2	http://www.squidoo.com/feng-shui-symbols		188	4
feng shui study room	2	http://ezinearticles.com/?Feng-Shui-For-Study-Room-Improving-Concentration-and-Productivity&id=1418701		0	0
feng shui symbols and meanings	2	http://www.squidoo.com/feng-shui-symbols		188	4
feng shui wind chimes	2	http://www.articlesbase.com/feng-shui-articles/feng-shui-windchimes-383028.html		22	1
vastu shastra feng shui	2	http://ezinearticles.com/?Vastu-Shastra-Vs-Feng-Shui&id=1425338		2	0
feng shui business cards	3	http://ezinearticles.com/?Best-Business-Cards-Tips-and-How-to-Design-One-For-Your-Business-Success&id=2205123		15	0
feng shui dining room	3	http://hubpages.com/hub/How-to-Feng-Shui-Dining-Room-Health-Wealth		120	2
feng shui door color	3	http://ezinearticles.com/?Feng-Shui-Front-Door-Colors&id=3871147		4	3

WANT A VIDEO SHOWING HOW TO FIND YOUR 4-WORD PHRASES AND YOU'RE YOUR KEYWORD RESEARCH DONE IN 60 SECONDS?

CRAZY 72 HOUR BONUS

Buy ANY product before Sunday night from <http://www.marlonsanders.com>. I'll send you a special video Sunday night that shows you WHAT program I used to do the research in today's issue and how to find your 4-word phrases in 60 seconds.

That's right.

<http://www.marlonsanders.com>

The clock is ticking

Announcements

1. Ateam'ers - How To Get 100 Visitors a Day THEN Dominate Your Niche Webinar Is POSTED! And it's maybe the best of the past 12 months.

It's a hot, hot webinar and goes in depth into the same sort of things I'm talking about in this issue. I REALLY drilled down into meaty issues then showed Andrew how to DOMINATE his niche.

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

Do NOT email us support issues. We don't get the emails often. Go to the support desk and post your ticket or live chat Lisa. She is so busy working

on Traffic Dashboard she isn't answering calls live but she is returning phone calls. The best thing to do is live chat or post a ticket.

Featured Article

“Would You Trade 15 Minutes For \$432?”

(And yeah, I'll prove it to ya below)

You.

Little ol' YOU can get as much as \$432 for 15 minutes of work. Can you believe it?

Good gosh.

It sounds like I've been to one of those retreats where they stick you in Saunas, give you the peyote pipe, and everybody has visions while they sing around the camp fire.

But I don't like saunas, I don't smoke a pipe cause I got asthma AND I couldn't sing a tune on key if you paid me a million dollars.

So the camp fire theory is out.

Instead, I have hard core numbers and screen caps based on the research I'm finishing out for the *Traffic Dashboard* that is FINALLY upcoming (that has already been knocked off by one competitor fer I even got mine out...a decision they will much regret...☺)

Alright.

How are you gonna make your \$432?

It's gonna take some time to explain. But it BEGINS with getting #1 rankings for keywords.

I've heard this top rankings line a million times, as in so many times I practically vomit. It's like the quintessential hype. YUK! I just can't stand it.

It'd probably rather get a hernia operation than....no wait, I'll take that back. I wouldn't.

You get the idea.

So right now I'm calling in the hype busting, demon of lies caster outer to DISPENSE with all untrue claims. UNTRUTHS BEGONE.

Now that we have that purging out of the way, I'll get down to the good stuff.

Actually, when I ran this research for *Traffic Dashboard*, I didn't believe it at first. I checked it, re-checked it, checked it on many other domains. Fact is, I checked stuff so much I can barely run my keyword tool anymore because I'm on every Google "ban his assets" list there probably is!

First of all, I found some stuff out about Squidoo that just flat out dropped my jaw....but that's a story for another day or, more likely, the product. I mean, I found out all kinds of stuff I can't believe from a dude that got a million visitors last year from Google organics.

Anyway, here's the proof:

<http://marlonsvideos.com/mmm/2011/jan15/fengshui.png>

That's the same screen cap at the top of this PDF. You'll have to go to the URL to actually be able to SEE it.

Here's a guide to the columns you'll see on that screen cap:

Keyword: That's the keyword that ranks in Google

Broad Position (G). That's the rank of the broad match term in Google.

Ranking Page: That's the URL to the page that ranks

BL: Backlinks. That's how many backlinks are goin' to that page. In other words, how many links has that page got pointin' to it?

PR: That's the pagerank of the page that ranked in Google.

Now, the FIRST thing you'll notice about the keyword phrases is they're all about a term called Feng Shui. I put that in there just to scare the people from Oklahoma! (That's where I'm from case you're wonderin')

No, I used that term for this example because it's the epitome of a nice keyword rich long tail phrase.

Look at it this way: If you can't rank for "3 legged frog feng shui" then you probably aren't gonna be able to rank for "real estate investing." Follow me?

If you have the eagle eye and are sharper than a tack (like they say in Oklahoma), then you'll ALSO notice there is some other SECRET about those phrases you'll see in the column labeled KEYWORD.

Those phrases all got one thing in common and it isn't the fact that their Aquarius.

Check it out. They ALL got 4 words. Every single one of 'em. That means they are what we call "long tail." Now in Texas, where I live now, they think a long tail is some kinda deer or rabbit. But it's NOT.

It's a 4 or a 5-word phrase. That dude Chris Anderson labeled 'em that. You can look his book up on Amazon.

Anyway, we got 4 word phrases.

Step one: Find yourself 4-word phrases!

In a minute we'll talk about how you can do THAT in 60 seconds, cause a lot of you guys are that quick on the draw so you can appreciate that kinda speed.

Let's look at all those phrases with a 1 in the G column.

Here are those phrases:

3 legged frog feng shui
feng shui art for bedroom
feng shui bedroom art
feng shui fish tank
feng shui for apartments
feng shui home layout
feng shui lucky symbols
feng shui money frog
feng shui three legged toad
money frog feng shui
three legged frog feng shui

After that, there are a bunch of #2 rankings.

Do You Know the DIFFERENCE Between a #2 and a #1?

The difference is 50%!!!

In the words of the immortal Sir Gary Halbert, “that’s right bucko. 50%!”

Well, Gary would have worked sex in there but what they hay. OK. The number ONE ranking gets 50% or 1/2 of the CLICKS on the organic listings!

I forget the percentage #2 gets. But it’s definitely not nearly as good as being #1. “You #1 sailor” is your NEW motto. And if you deviate from my words of wisdom “You number 10 sailor” will be your new motto.

Now I know what you’re thinkin’. You’re sayin’ to yourself. “Yeah Marlon, you’re all smart n’ everything like that BUT them 4-word searches ain’t getting’ diddly for traffic.”

You listen up and you listen good.

It’s good to be #1.

Not only that, when you rank for 4-word phrases, THEN you start ranking for shorter phrases. AND you can move up to 3-word phrases.

If you bought Tinu’s Evergreen Traffic System from me, you BETTER know that.

What's more, you WILL get results by targeting these nice cushy long tail phrases.

Let's look at how you RANK for them.

Step 2: Write articles and SUBMIT to ezinearticles.com, buzzle.com and articlesbase.com

You'll notice that MOST of the high rankings are for ezinearticles.com listings. But you have an articlesbase.com there and a Buzzle.com.

Buzzle.com and Articles.com are directories you submit articles to just like ezinearticles.com. Some folks who specialize in this sort of thing like to ONLY submit to ezinearticles.com.

Others will submit to a few directories. It's YOUR business and you get to run it the way you want.

Now, you'll notice there are also some Squidoo Lenses and Hub Pages in there. But if you click the links on those, you'll see they aren't as simple and easy as writing and submitting an article.

So we'll save the conversation about those till another day. By the way, if you look at the BL or backlinks column, you'll see the Squidoo lenses and Hub Pages that rank have what?

B-A-C-K-L-I-N-K-S

Some of those backlinks come from other Squidoo lenses or Hub Pages. Some come from other places. You can research all that and find out for sure. But that's not a topic for here. That's *Traffic Dashboard* stuff.

The point here is I was all disappointed with the lack of results on my Squidoo lenses and Hub Pages. THEN I found out that the guys and gals who KNOW what they're doing backlink those puppies.

All of a sudden a light bulb came on.

I'll tell you what. You've been a good and loyal reader so I'll let you in on the little secret here. Next to the number in that BL column is a little arrow that points to the right. When click that little critter, it'll let you visually SEE the backlinks to that page.

How cool is that? Then real quick you can see where the backlinks are coming from. Oh, by the way, you gotta click that arrow in the SOFTWARE, not the screen cap.

What software?

Well, THAT is where my commercial message break comes in. If you buy something from me this weekend that's listed at: <http://www.marlonsanders.com>, I'm gonna send you a video showing you WHAT program it is that I used to do all this super cool research.

But you need to do it this weekend. So buy ANYTHING on marlonsanders.com and Sunday night I'll send you a video that shows you what this program is and how to check out the backlinks.

Cool?

Moving on.

Wait. We're not moving on yet! See, the SECRET of this little program is it'll spit out to you a list of all the 4-word phrases for ANY TOPIC you got on that little mind of yours.

So if you have a strange obsession with foot fetishes, ice cream, cell phones, Japanese Anime, water fountains – or anything else in the world, you just type the 2-word phrase into this program, hit a button and it'll SPIT OUT to ya all the 4-word phrases.

Then you go to step 3....

Step 3: Use your four-word phrase at the BEGINNING of your article and once or twice in the article.

So we have this phrase here called *Feng Shui Money Frog*. I'm thinkin' that the LACK of one of those money frogs is at the root of all your problems. Either that or it's cause you never get a round tuit to writing and submitting articles or doing anything ELSE that builds traffic to your squeeze pages.

I'm just sayin'.

Don't take it all personal and stuff.

Here are some sample articles you could write:

Feng Shui Money Frog

In case you're laughing over this, some go-getter and doer wrote an article on March 10 of 2010 with a total of 494 words called "Feng Shui Money Frogs". That article has been viewed 455 times.

I get a 22.9% CTR rate on my 81 ezine articles that I wrote and submitted as a test for the *Traffic Dashboard* research.

That means that ONE article COULD have gotten you 91 visitors. At a very standard and bland 10% CTR rate, you still would have gotten 45 visitors.

On a boring 40% opt-in rate squeeze page 91 visitors gives you 36 people on your opt-in list or half that if you get half the CTR rate.

Would you trade 12-15 minutes of your time for 15 to 36 opt ins?

At \$1.00 per month over 12 months, 15 opt ins would be worth \$180 that you made for that 15 minutes of work (and your email marketing). If you got 36 opt ins, then that 15 minutes of work made you \$432.

Would you trade 15 minutes for \$432?

Now, you're gonna have unsubscribes and not everybody confirms on double opt in. By the same token, you can add viral kickers in there to get traffic and referrals from subscribers.

I can tell you that based on an enormous amount of research, you should get 19 opt ins per article after 6 months. They don't all come in that first month. They come in at an average of 3.2 per month for 6 months and continue on to a year and actually beyond that.

To be fair, you have more than 15 minutes because you have to write and send emails to your list. But the time required for that is spread out over a large number of subscribers.

Anyway, back to our quintessential long tail phrases....

In case you think I'm smoking CRACK or something, check this out:

<http://ezinearticles.com/?Attracting-Money-Into-Your-Feng-Shui-Home&id=1395365>

That's right BUCKO.

"Attracting Money Into Your Feng Shui Home" got 2,331 VIEWS since August 8 of 2008. At a 40% opt-in rate that is 932 opt ins and somewhere between \$400 and \$932 a month if you're really good at email marketing.

Here's the proof:

This article has been viewed 2,331 time(s).
Article Submitted On: August 08, 2008

If you click the article above, and scroll down to the very bottom, you'll see those number of views there.

So Valerie submitted 318 articles and has 19,282 views from 81 niches.

Having problems picking a NICHE? How man FREAKING times have I heard that?

Do what Valerie and a bunch of other ezine article authors do. Write on 80-100 niches until one of them just forces you to pay more attention to it!

Anyway, being the go-getter she obviously is in October 4 of 2010, Valerie wrote an article with 496 words called:

How to Use a Money Frog to Increase Prosperity

This article has been viewed 422 time(s).
Article Submitted On: October 04, 2010

That cool little article has been viewed 422 times since October of 2010, whilst the mass hoards were over at a marketing Forum complaining about how they are down to their last \$150 and haven't made any money yet.

Here are a few articles that haven't done so bad:

457 views: Feng Sui Tips For Everyone
<http://ezinearticles.com/?Feng-Shui-Tips-For-Everyone&id=147573>

312 views: Feng Shui In The Home

<http://ezinearticles.com/?Feng-Shui-in-the-Home&id=149248>

526 views: Significant of Colors In Feng Shui Practice

<http://ezinearticles.com/?Significance-of-Colors-in-Feng-Shui-Practice&id=147028>

Step 4: Write your articles and submit

Take all your 4-word phrases and every day write an article on 2-5 of 'em.

You can write an article in 15 minutes or less if you know the topic even halfway well. You won't do that when you start but you will with a little practice.

Write an intro paragraph and 6 points. That's your article.

Now a quickie flashback to a few things that I wrote last week that need to be included for those folks who were total slackers last week and missed my genuine words of wisdom.....

Questions And Answers

Question: Do you have any proof this works?

Answer: I ran my own test of 81 articles. But the system was designed by the most credible ezine article writer in the world and it's backed up with complete A to Z stats in *Traffic Dashboard*. The stats are voluminous and long term. But you can begin using it today with what I give you hear.

Question: Why do you say I can get started for 5 bucks?

Answer: You can outsource articles for \$3-\$5 each. I'm just trying to point out that you don't need to spend huge amounts of money like you do for some "media buys" methods. And you can start on zero budget by writing the articles yourself.

Question: What if I don't like to write?

Answer: Try Dragon Naturally Speaking or the voice recognition software built into Macs or Windows 7. Some people report great success with this and churn out articles faster than they could write them.

Question: I thought article marketing didn't work anymore?

Answer: And who told you that? Someone selling another traffic method, right? Think about it. They had a vested interest in telling you that.

Question: I thought it was too hard to outsource articles

Answer: The articles I outsourced were excellent quality, although we did test several writers and reject a few articles here and there.

Question: Can I outsource the outsourcing?

Answer: That's what I did. My Filipina hired the writers for me and did the whole project management. I didn't even know the login for the ezinearticles.com account.

Question: Do I have to buy submission software or anything else?

Answer: You need hosting and an autoresponder. You don't need spinning nor submission software. The people who said you needed spinning software are probably SELLING spinning software. Think about it.

Question: I thought article marketing was just pocket change. So HOW is this going to make me real money?

Answer: The people who told you it was pocket change had what? Another method to sell to you, right? So they had a vested interest in saying that. Every article you write should net you 19 opt ins in 6 months. But that number can vary up and down depending on your niche, topic, titles, bio box and squeeze page.

Question: How much do I need to spend for the autoresponder and hosting account?

Answer: The hosting is \$8 at hostgator, although I prefer their \$25 reseller account. But you can start with the \$8 one. The autoresponder you can get a free 30-day trial of at <http://www.automateyourwebsite.com> (affiliate link). It's \$25 a month or something like that. You can also compare with Aweber and Getresponse.

How You Can Start Using This Method Today

Step one: Your first 10 articles must PERFECTLY comply with all rules at ezinearticles.com. Your #1 priority is to make Platinum status.

Your first 10 articles need to be on a topic you know the best and non-promotional in nature. Do NOT promote anything in those articles.

Step two: After you make Platinum status, you're home free. Now just start cranking out 4 articles every hour. You can do a 500-word article in 15 minutes.

If you have my Push Button Emails Software (included in Ateam membership), just use those formats to write articles instead of emails. They translate into articles perfectly.

Step three: Do 5 articles a day. That should take you one hour and 15 minutes.

“But Marlon, that is below that 15-20 hours a week you said I needed.”

Well, it'll take time to get your writing skills up to the point where you can do an article in 15 minutes. Plus, you'll have some extra time in writing and sending emails to your list.

If you get your articles done in 1 ¼ hours per day, 6 days per week, then that is about 10-12 articles per week.

If you do 10 articles a day and 300 per month, you can really crank. But that's a lot of articles.

It's a numbers game. Ten of my articles on my test got 0 clicks. Another ten got I think only 1 or 2 clicks. A few articles did extremely well. If you only do 10-20 articles, you don't have enough of a baseline to make any judgment.

Step four: Link your bio or resource box to your squeeze page

There are lots of fancy methods that claim to get extremely high CTR's. They may work. But just a nice “Click here for your free video and PDF on how to XYZ without ABC – quickly and simply.”

And you hyperlink “click here.”

Step five: Send emails

You use what I taught you in Promo Dashboard about sending emails. If you have a BLOG, you can send people there to read articles or watch videos. You can even send people to content you post on your Facebook Fan Page. You can invite people to join your Facebook and do Status Updates and groups.

Step six: Promote products and make sales

By promoting affiliate products, you should be making .25 to .50 per subscriber you get from article marketing. Once you graduate to your own products, your income DOUBLES because you get to keep 100% of the money, plus you can pick up affiliates which is always a multiplier.

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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>

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Resources you can use

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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 am BANNED now from Google Adwords so I recommend this even more:

<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.

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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

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/>