

Marlon's Marketing Minute

[Customer Support](#)

September 22, 2012

**New Survey Reveals
32.8% of My
Customers Now
Using Email Lists –
Here's How You Can
Join The Smartest
Marketers On The
Planet**

According to my recent survey, 32.8% of my customers NOW have email lists!

It seems that all the teaching and preaching about building lists has done some good.

Today I want to talk about how YOU can start building lists and joining my 32.8% of customers who “get it.” They are the smartest marketers on the planet because nothing beats list building and customer acquisition long term.

Nothing.

Imagine this:

You wake up in the morning.

You grab your coffee or tea, bop over to your computer, log into automateyourwebsite.com or whatever autoresponder service you’re using and check your stats.

Overnight, you had 22 subscribers. You drill down further and you see that out of 72 visitors, you had 22 opt ins, for a 30% rate.

You know that out of those, 1 will buy and be worth \$78 to you within 60 days.

So you made \$78 while you slept at night.

Here’s a screen cap of one of about 100 autersonders I have set up:

| Name | Type | Displays | Submissions | S/D | Unique Displays | S/UD |
|----------------------------------|--------|----------|-------------|-------|-----------------|-------|
| list Joe Squeeze | inline | 48 | 13 | 27.1% | 44 | 29.5% |
| My Web Form | inline | 0 | 5356 | 0.0% | 0 | 0.0% |
| My Web Form 2 | inline | 0 | 0 | 0.0% | 0 | 0.0% |
| My Web Form 3 | inline | 1731 | 569 | 32.9% | 1520 | 37.4% |

Out of 1731 visitors to my Squeeze Page on this campaign, I got 569 opt ins for a rate of 32.9%. You can see another form above it that got 5356 opt ins but we didn't have that form set up to track visitors. The opt-in rate should have been roughly similar. Then you can see that on List Joe, a viral traffic builder, I got a 27.1% opt-in rate.

Depending on the source of traffic, I've gotten numbers FAR higher than 30%. But when you start buying a volume of traffic, your numbers will typically go down.

30% is average for a decent squeeze page on solo ads if you're buying them in volume.

On my Facebook Group, I Ryan Magin posted about his 70% opt-in rate, a fact which is proven on the video he posted on Rusty Moore's site.

I get opt ins from my Aweber account, Automateyourwebsite.com and Infusion accounts. I also have a list on Getresponse. You only need one autoresponder though. I just have them spread out because I've been in the biz so long.

How to Make The Above Come True Using The Steady Flow Philosophy

1. You need a STEADY FLOW of visitors coming in DAILY

This is the one that to me is ABSOLUTELY essential.

I know and understand the benefits of having a huge burst of sales. But there are also a lot of problems with that sort of model.

I highly prefer a systematic FLOW-BASED business.

Every day I want VISITORS to flow in, SUBSCRIBERS to flow in, EMAILS to go out, SALES to flow in – LIKE CLOCKWORK.

In the old days, I felt that focusing on ONE traffic source was sufficient. Nowadays, that's suicide.

You want to use my T-FLOW MARKETING approach

You go DEEP on one strategy and WIDE on other strategies. So if your deep strategy gets whacked for whatever reason, you still have your WIDE strategies working on your behalf.

Jimmy Train posted on my Facebook group that he's getting visitors for 8 pennies each using Facebook.

I think I'm going to TRY to convince him to do a webinar for us to show HOW he's doing that!

Jimmy is also killing it on traffic using Youtube. I'm excited about using some of Jimmy's Youtube and Facebook strategies. Even Rusty Moore, who is informally Jimmy's mentor (I think it's fair to say that), is looking forward to having Jimmy show him how to lower his cost per click on Facebook from .40 to .08!

Others use Yahoo Answers, Stumble Upon and the list goes on and on. I personally specialize in using an affiliate program and regularly do promotions to my affiliates.

Which brings me to...

2. You need a STEADY FLOW of SUBSCRIBERS on a daily basis.

Without this, you are subject to disaster if your traffic gets cut off. I've had friends where one Google update wiped them out.

On my Facebook Group, Ryan Magin had that happen. He had a truckload of Sniper Sites and Google pretty much wiped them out.

So he changed his traffic methods and is now doing a lot of solo ads and has put 4,000+ people on his list that way and is getting THIRTY PERCENT open rates on his emails, along with a 70% conversion rate on his squeeze page.

This is publicly documented on the video he posted on Rusty Moore's site. You can read his post on my Facebook Group.

What I HATE is feast and famine marketing. I despise it. One day you're high on the hog. The next you're starving.

The SOLUTION is work on your FLOWS and get a steady STREAM flowing.

3. Once you have a steady flow of visitors and subscribers, THEN it's time to have a steady flow of EMAILS and CONVERSION PROCESSES going OUT to your subscribers.

Now that you have people ON your LIST, it's time to send OUT emails.

These emails send people to sales letters, sales videos, podcasts, teleseminars, live or pre-recorded webinars.

THIS right here is where a LOT of people stumble.

Have you ever heard anyone say, "I don't like it when people send me a lot of emails?"

Then you ASK what the last thing they BOUGHT online was and it was that same day from someone who sends out what?

A lot of emails, right?

Now, the WAVE of the future is CUSTOMIZING the content and timing of emails to the desires of the customer, no doubt.

But I'll tell you this:

I've often NOT bought from someone because they simply communicated with me TOO INFREQUENTLY.

It's like having a significant other you only see once a week or once every two weeks. Doesn't probably make for a great relationship.

When I really LOVE a marketer, I WANT to hear from them OFTEN, as long as they're bringing value. Value can thoughtful product reviews, bonuses and content.

4. Finally, if you have visitors to your site like clockwork daily, subscribers to your list like clockwork daily AND emails and conversion processes going OUT daily, THEN inevitably, you have SALES coming in DAILY!

See, people focus on the WRONG THINGS!

They want money.

They need money.

They focus on MONEY.

What WORKS is to totally and completely change the FOCUS to creating a business using the STEADY FLOW philosophy.

You FOCUS on getting visitors who are known to be buyers.

You FOCUS on getting subscribers.

You FOCUS on sending out emails that click over to conversion processes.

If you do THOSE things, THEN the money FLOWS and flows and flows.

32.8% of my customers "get that" and are on board with it or learning and discovering how to fully and completely GET on board with it.

A lot of people are discovering this.

I've had friends who are incredible and amazing at the cost per action business where you get CASH but you don't get CUSTOMERS onto a list and you don't get SUBSCRIBERS.

Here's the problem with that:

THE TRAFFIC CAN DRY UP ... temporarily.

And if they don't have a list, the INCOME stops.

If Google or someone else temporarily changes the Game and cuts off your traffic, it's no big deal if you have a LIST.

**On a DAILY and WEEKLY basis here are the
ELEMENTS of your MONEY MACHINE:**

1. Your # of visitors by day and week.

A sporadic flow of visitors in a week makes one WEAK. The steady flow principle applies here.

2. Your # of new subscribers by day and week

If you sell a low-ticket item vs. getting an opt-in then you count the # of low-dollar products sold.

3. Your # of outbound emails, opens, and clicks.

Or you could just track the number of clicks.

4. The \$ of sales

You can track this on a short and long-term basis.

The formula is simple:

Visitors > subscribers > clicks > sales

That may seem like the simplest, most fundamental equation. And actually, it IS!

That's why 32.8% of my customers are now participating in that process. Many, of course, are just beginning and ramping up.

I invite YOU to join us.

Best wishes,

Marlon

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Monthly Product Marketing Model Resources Specifically

Designed By Me To Help You Implement The Model The Fastest

With The Least Effort, Costs and Mistakes

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When Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

[Newbie Crash Course](#) – My basic training I gave a new employee and had him document. VERY good training for newbies.

[How to Build Your Email List and Make Sales](#) – Recently updated. Helps you create your freebie offer, put up a squeeze page to get people on your email list and send out emails that get people to buy. Does NOT cover traffic.

[How to Get Visitors To Your Website or Blog](#) – If you need VISITORS to your website, this is my best help.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

<http://marlonsanders.com/expert>

OTHER PRODUCTS OF MINE:

1. Create your Monthly Product Promotions in a jiffy using the killer tool I created to help you "Templatize" your sales letters: <http://www.pushbuttonletters.com>
2. The Marketing Diary: Me teaching Matt daily all the details of the Monthly Product Marketing Model. 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. Discover how to design web sites to SELL the Monthly Products and Offers you create.

Find out how to use patterns, gradients, strokes and all kinds of really cool stuff that EMPOWERS you to create products and promotions.

<http://www.designdashboard.com>

5. Step-By-Step Guide To Promoting Your Monthly Products and Offers

If you're going to have monthly income, you need to bang out promotions, squeeze pages, emails, blogs, podcasts and so forth. This is your PIPELINE to becoming a creator of highly effective online marketing promotions.

<http://www.PromoDashboard.com>

6. Step-By-Step Guide to Creating New Info Products For Your Monthly Product Marketing Plans

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.productsdashboard.com>

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May the road rise up to meet you
and the wind be always at your back
and until we meet again
may God hold you softly
in the palm of his hand

-- Irish blessing

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How to Get Support

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

On WEEKENDS, we don't typically have support. Now, to today's content....

Post to my Facebook Group

Join us. The group is growing like crazy. Just last night we added 30 or 40 people. We have many famous people popping in like Rusty Moore, Adam Urbanski, Pat O'Bryan, Brian T. Edmondson, David Frey, Connie Green, Terry Duff, Tia Dobi, Marc Harty, Frank Kern, Ross Goldbert, Martha Giffen and many others! I know I'm leaving important people out.