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Marlon's Marketing Method



Get Daily Results With One Formula That's Worked Since 1997

3 reasons to read and share my ezine:

1. This ezine focuses on the implementation of my marketing method that has been working since 1997, and before that on AOL and CompuServe.
2. I'm over age 50 and don't teach methods that work for whiz kids but not adults who have their future or retirement to think about.
3. My formula works if you're promoting a business, group, product, service, idea, organization or cause.

Today's Issue

You Can't "Listize" Unless You Monetize, And You Can't Get Out Of Your Job, Or Find Freedom and Independence, UNLESS You Listize AND Monetize!

February 9, 2013

Hello,

Marlon here.

Last week I gave you my huge compilation of recent issues that lay the foundation for your business.

<http://marlonsnews.com/putitout/>

We have 3 WINNERS from my blog posting adventure. The Game was to post your comment by midnight CST Feb. 3. The winners are:

DES: [February 4, 2013 at 4:58 am](#)

At the END of today's edition, I have a new guide that shows you each of my products and resources fits within my 5-step Amazing Formula for online success.

LUIS: [February 2, 2013 at 12:55 am](#)

LEAH [February 1, 2013 at 3:41 am](#)

Post to the support desk and tell me which of my products \$100 or less you want: <http://www.getyoursupport.com>

Before I get started, if you're an AFFILIATE, I have REVAMPED
<http://www.promotemarlon.com/blog>

PLEASE go there, look over the site, comment, give me your IDEAS and your FEEDBACK.

Am I giving you the tools and info you need to sell my products and get commissions?

Let me hear yeah and nay. I NEED to hear from you. Are you interested in promoting any of the things there. If YES, tell me. If NO, tell me why NOT?

Here is the AFFILIATE URL to promote the blog which is where I'm posting the ezine issue each week:

<http://www.getyoursales.com?w=blog&p=YOUR-ID-HERE>

This week's topic is you can't LISTIZE unless you MONETIZE.

What I mean by that is, you can't grow your list without money for ads or money to pay affiliates. Well, you could write and distribute content. That would cost nothing.

But how long would you keep at it if you weren't seeing money coming in?

Probably not THAT long.

What's more, if you're reading this, there's about a 60% or 70% chance you have a job. So you don't have all kinds of time to create and distribute content.

Having either ads or affiliates do some or all of the work for you sure helps out. That way, you're making sales and money while you're at your job.

On the other hand, if you've already escaped your J.O.B. and are happily self employed, congratulations.

And you now know there are many things to do in your business. One of those is marketing. And the more you can build your list, the more you make.

So let's have an INTELLIGENT, no b.s. chat about monetization.

What do I even MEAN by "monetization."

I mean making sales and money.

Business is about getting and keeping customers.

That's all it is.

It's basically a machine, system or process that gets and keeps customers.

Which is another way of saying you find people who buy stuff and give them reasons to give you their money instead of someone else. Not telling you anything you haven't already read here in the past 10 years.

So let's get to some new content, shall we?

Where do you get new customers today? Facebook is one source that has a TON of traffic (that is, potential visitors to your blog, sales page or website). That's the reason I did the Steady Flow Prosperity System training.

Now, the good news about Facebook is you can get a LOT of clicks.

The bad news about Facebook is those clicks can eat up your pocketbook FAST unless you have monetization in place.

Here are the 3 keys to monetization, so you build your list without ending up in the poor house!

1. You must build your list by getting people FROM your fan page TO your squeeze page.

It's one thing to get people to "like" your Facebook page. Likes are a good thing. They allow your posts to end up in people's newsfeed where they see it.

But still, getting likes is one thing. Getting opt ins or subscribers to your email list is quite another. Be prepared if you use Facebook. They change the rules a lot, just like Google does.

Mentally, you just have to know that, prepare for it and respond to it when it happens.

Some people are building Facebook pages with a billion likes but they aren't getting those likers onto their email list.

HUGE MISTAKE.

I've been teaching list building since day one. It's how I got started in this business back on AOL before the WWW existed. I ran little classified ads and people responded for a free report.

Just YESTERDAY I saw this same method being used brilliantly in a magazine at the store. I believe it was health or fitness type magazine and in the back was an ad with the words "free report" in big letters. And it had the title of an enticing report.

Great marketing.

The goal of that ad is to get people to take an ACTION. That action is to request the free report, whether that is by going to a website or calling a number.

SAME with your Facebook page.

The GOAL is to get people OFF the Facebook page and onto your list. There are different ways to do this. You can have your "app tabs" set up to offer free reports.

You can send people to your blog and from your blog to your free report offer.

Or you can send them to a squeeze page when you do your page posts, promoted posts and status updates.

2. Target Your Sales Message to LOYALISTS, not NON BUYERS!

I can't tell you how important this is.

This morning I was reading the most fascinating story of how a consultant helped the New York Times with their marketing.

Non readers and non LOYALISTS in surveys would say the New York Times articles were too long, the paper was too big, and so forth.

Exactly the same arguments as you hear in Internet marketing about letters being too long and all the rest.

In deeper research, they found out those people were NON buyers or people who would never really LOVE the New York Times and be loyal!

In other words, in the past, they have been taking advice on their newspaper design from people who weren't BUYERS or true users of it!

Yet, this is a HUGE temptation in marketing – to try to please NON buyers!

You don't make this mistake.

You want to target people LIKE your existing LOYAL customers, or those who you believe WILL be your loyal customers.

Appeal to THOSE people.

Make them happy!

My NON loyalists and likely NON buyers think my ezine is too long and should be like 1 page! They aren't Marlon Sanders fans. They aren't EVER gonna buy a lot of my products.

That's OK.

Only a small segment of people will be your brand's customers. Now, over time, there are ways to expand that with different products and lines.

But the point is, in your TARGETING of people whether its on Facebook, via affiliates, via Linked In or HOWEVER you're getting new customers into your marketing funnel (or plan to), you want to target your REAL BUYERS!

Here's an EXAMPLE of the difference this might would make if I were running an ad for my Info Product Dashboard.

If I were creating a sales message with my NON buyers in mind, I might would say, *“Complete no-brainer way to create new products. Takes only 10-20 minutes a day.”*

You know the drill.

There ARE aspects to my Dashboards where I've designed them to be used in 20 minutes to 60 minutes per day per icon.

But that isn't the MAIN APPEAL to my diehard fans or people who WILL be diehard fans.

My DIEHARD fans say they want STEP-BY-STEP.

So this is what I'd emphasize in my ads, NOT how easy and simple it is.

The new sales message might say, *“Are you floundering around trying to create your own info product? Frustrated because you find steps in the process are left out? Then check out this new, free report that lays out a 6-step procedure broken down into daily actions YOU can do!”*

That would be the sales message.

I'd write the free report and use it as the basis to sell the Dashboard.

3. Watch Your Freaking Numbers Or You'll End Up Crying In Your Milk

You have to watch your numbers.

Especially if you advertise on Facebook. I recommend you set a daily BUDGET on Facebook you're totally comfortable with spending. Facebook can eat up a lot of money FAST. They have a LOT of traffic, clicks and

visitors. There are also reports of click fraud in the media concerning Facebook.

That's why you need to watch your numbers daily just like we've been talking about.

What's your cost per subscriber?

What's your opt-in rate?

And most importantly, is anyone buying?

Conversions are a function of your SALES MESSAGE, which I just talked about in #2.

What ATTRIBUTES are your BUYERS looking for that your COMPETITORS don't have?

Every product has competitors, unless you've invented a new category like I did with *Push Button Letters* (sales letter software didn't EXIST before it...at least, not online). And even then, there were STILL competitors. For example, people could hire a copywriter or read a book on copywriting.

People buy from you because offer a DIFFERENTIATED BENEFIT.

"Marlon, what the heck is that?" I can hear you asking that.

Well, it's a BENEFIT your product offers and OTHER products don't! If you're selling an AFFILIATE product, on your pre-sell page where you're selling people on clicking to the sales letter, you need to explain the benefit they get that's UNIQUE and different from other products in the category.

My ORIGINAL benefit that was differentiated for Push Button Letters was "fill in the blanks, click a button and out pops a sales letter."

My competitors had the GALL to take the EXACT line, which was a copyright infringement. But you can't lose sleep over those things happening. They WILL happen.

Plan for it upfront.

Know that if your product is successful, people will copy it. That's why Tide Detergent for the past 60 years has introduced 1 major new innovation in the product PER YEAR for 60 years.

This is how it stays the leader in the laundry detergent category and stays ahead of copycat competitors.

I didn't understand this in the past. So I haven't introduced innovations on Push Button Letters. But I can. And I will.

Innovation means NEW. That's all it means.

And in context of your products, it means a NEW BENEFIT of some sort. That's all it means.

If you know YOUR customers better than your COMPETITORS know your customers, and you SHOULD because they are YOUR customers, then you can come up with better, more powerful, more compelling, more useful, more valuable BENEFITS in your products to your LOYAL customers and users than your COMPETITORS can.

If your competitors know your customers better than YOU know your customers and they offer them new BENEFITS that are more valuable than the ones YOU offer, then you gotta step up your Game!

Hey, it's a GAME we play. This Game of business.

It's about bringing benefits to your customers that your competitors don't.

Then promoting the DAYLIGHTS out of that fact and NOT keeping your light under a bushel.

You keep your light under a bushel and you'll be raising skinny rabbits and your dog or cat will be chowing down on the cheapest pet food at the dollar store!

That new camera you buy will be from Joe's Pawn Shop!

And your new car will have peeling paint!

NOT the place you want to be!

THE BIG SUMMARY

I've made 3 points this issue:

1. You gotta get people OFF of Facebook and ONTO your list
2. You gotta create sales messages for your LOYALISTS, not your NON buyers!
3. You gotta know and watch your numbers, then monetize by delivering differentiated benefits to your loyal buyers and potential loyal buyers.

The main point I'm making today is you can't build your list unless you're getting money from your buyers.

This is NOT the last thing you want to find out. This is the FIRST thing. So you suspect Facebook, or Bing or some other place is a great way to get new customers.

Before you get all fancy, just find out if you can get 'em on a list and sell 'em something. Anything.

If not, is there ANYWHERE you can go to get people on your list who will BUY something from you?

That's the STARTING point of quitting your job, building and growing your brand or your business.

Ain't nothing happens in business until a new customer is found and kept.

Best wishes,

Marlon

If you're a serious newbie and want my equivalent of the \$500 package that I started with, go to <http://www.thebigcourse.com/>

If you haven't taken any action or haven't done much yet and just need to "jump" the learning curve, get that.

If you have ALREADY taken some action but failed or ran into obstacles and want to go to another level with 1-on-1 coaching and access to everything, that costs more. But if you're serious post a note at getyoursupport.com and ask Lisa to pass your note on to me.

If you can't figure out how to get to getyoursupport.com or post there, you don't qualify! This is ONLY if you're an action taker, not raw newbies.

If you're a raw beginner or newbie, just [START HERE](#).

And if you don't have that much trust in me yet, then try out one of my individual products below.

If you're an AFFILIATE and/or you have a LIST, I need your help to spread the word about what I call the TRUE GOSPEL of Internet marketing. Internet marketing that isn't B.S. and really works, Internet marketing that is ONE FORMULA that has been working since 1997.

<http://www.promotemarlon.com/blog>

You can get tools and post your ideas, comments and feedback to me THERE.

A New Guide To How My Resources Fit Within My 5-Step Formula For Success Online. If you don't know which of my products could help you right now, this will clarify things for you

Save a BUNDLE by getting a BUNDLE of my products. I call it “The Big Course.” Basically, it’s my brain in a virtual box.

<http://www.thebigcourse.com>

Find out about my 10 greatest marketing discoveries of all time.

<http://www.marlonsanders.com/toolate>

My basic marketing formula contains 5 steps that are explained in the original [Amazing Formula](#). I’ve organized my products and resources to assist you under these 5 broad steps:

1. Hungry Target Market

You start out by finding people who buy lots of stuff. I did a webinar to help you: <http://www.pushbuttontargetmarket.com>

If you HAVE that product and are still having challenges targeting your marketing, then contact me on the support desk at:

<http://www.getyoursupport.com> and let me know what your particular issue or struggle is.

2. Hot Product Opportunity

Once you have a target market, you need a hot product to sell them. My product dashboard walks you step-by-step through creating your first audio info product. We do audio so you don’t waste 6 months writing a product no one wants. By doing audio, you can quickly crank out a product and test it. That’s the “big idea” behind the Info Product Dashboard.

<http://www.productdashboard.com>

If you prefer reading ideas instead of the Dashboard concept, I wrote what I personally think is a FANTASTIC ebook that encompasses product creation, list building and other topics. I think it’s most relevant to product creation so I list it here:

<http://www.marlonsanders.com/writerssecret/>

3. Killer Sales Letter or Killer Sales Message

You need a Killer Sales Letter or Killer Sales Message to get people to BUY from you! When I was a tad younger, “killer” meant really great or awesome. Now the young kids use words like “rad” or things I don’t even know the meaning of!

In any event, you need to create a sales letter or sales message that gets people to buy from you.

Get the ORIGINAL Push Button Letters software:

<http://www.pushbuttonletters.com> This is like training wheels to teach you a structured formula for creating a sales letter. It doesn’t write your letter for you but it DOES walk you through the process and a lot of people have found it to be really helpful.

For FREE you can watch the first 1/2 of my sales letter writing seminar here: http://marlonsanders.com/?page_id=25

If you want to buy the seminar with the other half, contact my support desk at <http://www.getyoursupport.com>.

I have an EBOOK on my 12-step copywriting formula, SAME as in the video you see on Marlonsanders.com. I updated it last year. If you want to learn to write sales messages or letters, I think it does a good job of explaining the original formula I figured out years ago that really turned my life around. The ebook is a bit ugly and the formatting is nothing to write home about.

But this formula has allowed me to sell millions of dollars online and IN SPITE of what other marketers would say who have their own sales letter formula to push, this formula STILL works and SELLS today. This is also the basic formula I used to create Push Button Letters from, although I changed some faucets of it for that.

<http://www.salescopy.com>

4. Web Site Marketing System

The Web Site Marketing System is HOW you get visitors and traffic TO your website and HOW you get people ONTO your email list.

First you have TRAFFIC Dashboard to help you get TRAFFIC to your website: <http://www.thetrafficedashboard.com> That's step-by-step to getting traffic.

Then there's my Facebook training:

<http://www.marlonsanders.com/steadyflow>

Of course, you have website design:

Are you designing or creating a website? If you are AND you'd like to learn the basics of doing your own graphics with a bit of html thrown in, this might be your cup of tea. <http://www.designdashboard.com>

And you have the Promo Dashboard. Here's a pizzacast about it:

<http://www.promodashboard.com/pizzacast/>

Then to help you build your list, we did a little product on how To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

5. Back end repeat Cycles

The final step is the BERC or back end repeat cycles. I used to have Action Grid for this but took it off the market.

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This poem summarizes everything I am, everything I believe about marketing and life.

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

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