Marlon's Marketing Minute

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[Customer Support](#)

How To Funnel Facebook, Linked In and Pinterest Users Onto Your Email List

Hello,

Marlon here.

I want to talk to you about how to funnel Facebook, Linked In, and Pinterest users onto your email list.

I believe Amazing Formula was the first product to say clearly and loudly "The Money Is In The List."

I think if you research the history of Internet marketing, I was quite likely the person responsible for making that statement a common phrase in Internet marketing.

The question is HOW?

How do you do it?

Before I get started on that, three quick things:

1. The webinar last week with Andrew Lock was off the charts good. GREAT stuff. I plan to send out the recording next week since my Plan C back u did turn out.

2. I'll be doing a GREAT webinar with my bud Jason Fladlien. Announcement to come shortly. Be sure to get in on this.

3. I have an outstanding offer for Marlon's Marketing Minute readers at the end of today's issue on some unique, differentiated info you will eat up.

Ok, let's get to this week's topic....

Here are the steps:

Step One: Set Up Web Forms

Web forms are the BIG KEY to making this happen.

They are the thing that takes people from BROAD SITES like Twitter, Facebook, Linked In, Pinterest and Delicious and FUNNELS them onto your email list.

Pinterest is a new sensation. It's a site that lets you pin up a photo and link to your website. I've read stories of people getting tons of opt ins to their list using it.
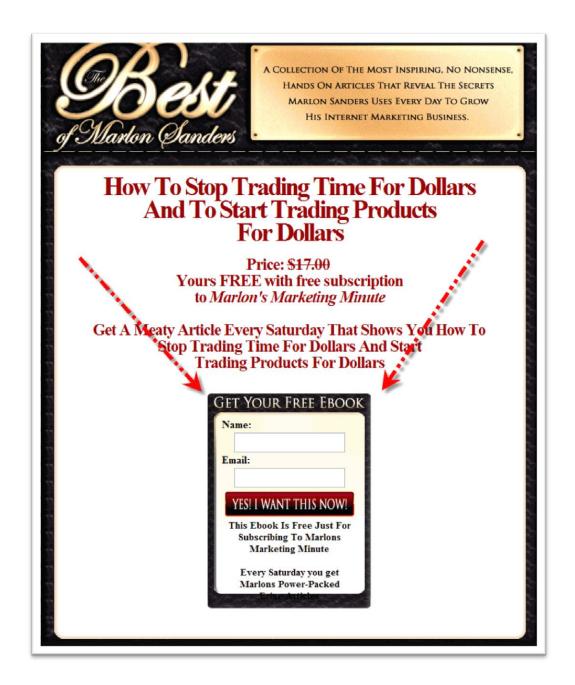
A list of terms like "opt ins" and "back end" is in last week's ezine issue.

When people input their user name and password into the form, they are added to your email program or autoresponder service where you can then send them email.

Here are several examples of web forms I use:

I compiled some of my back ezine articles into an ebook called "The Best of Marlon Sanders."
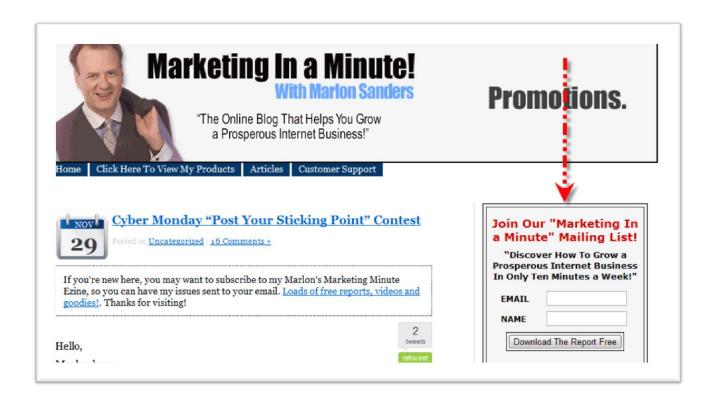
Here's what the form looks like:

The red arrows aren't normally on the page. They're there to draw your attention to what a web form is.

In this case, I'm ONLY collecting the name and email address.

Here's a web form I use on my blog:

Here's an example of a web form that is a popup on my amazingformula.com website.

Step Two: Link EVERYTHING to your web forms

This is one situation in which it really IS ok to go BONKERS!

➔ Put your weform on your Facebook Fan Page

Why not? Go for it. Snag some of those people and get 'em onto your email lsit.

➔ **Funnel people from a Skype chat room onto your web form**

If you start your own Skype chat room, you can offer tasty morsels there that go to your web form and get 'em onto a list.

If you don't have a Skype Chat Room, the special offer for Marlon's Marketing Minute readers at the end of today's report will blow your mind.

➔ Add your webform or webforms to your blog

Rusty Moore who I talk about in row 2 of The Traffic Dashboard highly recommends the blog popup program from Maxblogpress called Subscribers Magnet.

Funnel readers from your blog to a web form to your email list.

➔ Send Tweets that funnel people to your blog into your web form and onto your list

Going from Tweets straight to your web form probably won't work well. It's better to send them to an article or blog post with a well-designed web form.

➔ Funnel people from Linked In to your web forms by offering a valuable report, video, problem-solving blog post or other lead magnet.

➔ Add your webform or webforms to your blog

➔ Funnel people from Pinterest to a blog post or article or a pictures site that has a web form on it.

➔ Funnel Youtube visitors to your web form by making your link the very first thing in your description. Try taking them direct to a web form vs. directly to a blog post. You can add the url to your video using an annotation.

➔ Go crazy and use your imagination to think of all the places you can funnel traffic to your web form

Step Four: Send Out Links

Now that you have people on your email list, send emails that link to affiliate offers or to your own products.

When people click these links, you make sales of your own products or commissions on other people's products.

My Super Duper Affiliate Connie Ragen Green sends links to her email list every day.

My friend Pat O'Bryan does the same. He sends affiliate links daily.

My friend Joe Vitale sends a lot of links for his own products, but also affiliate products.

You make sales and money by sending out links.

Step Five: Jack up your sales and conversions segmenting your list by interest so you can match up your emails to what people want

1. When you send out emails, just tell 'em you have a specific series of emails available about XYZ topic and they can subscribe if they wanna get 'em.

This is a simple method but does work for the most interested people.

The drawback of this method is that they may have to double opt in again.

It's more elegant (and likely more profitable) to get those interests at the time they opt in (see definitions at end).

2. Add on ADDITIONAL info after they fill out the initial form.

On the initial form, you likely only want to collect the name and email address. On the NEXT PAGE, you can ask for additional info if your autoresponder service allows you to "append info."

This is one of the advantages of Infusionsoft. It can do stuff like that. The caveat is there's a big learning curve to the program.

3. Use PHP to pass the info from the main form to the form on the next page.

I won't go into the code here...but it's a very, very simple task for a php programmer to add a little bit of code that passes their name and email address from form one to the SECOND FORM on the second page.

Then when they submit that, the data goes into CUSTOM VARIABLE FIELDS at your autoresponder service.

A field is a container for data.

So you might have a "field" called "main hot button".

On the second page you have a little drop down menu that says:

What is the main thing you want to achieve?

a. Grow your business larger

b. Make my first sale online

c. Market affiliate products

d. Get some cash to pay off debts

You would obviously use questions related to your business. Let's say they choose a.

Now that information goes into the "main hot button" field. So it would say:

Main hot button: Grow your business larger

You could even SUBSCRIBE them to a special autoresponder where they get emails about how to grow their business larger instead of how to make their first sale online.

This is the PROBLEM I have with writing this ezine.

Some of my customers want to do affiliate marketing. Some want to market an offline business. Some want to sell their own info product.

The more you can TARGET an EXACT message to the PRECISE wants of your audience, the GREATER the response.

Anyway, you can go on Odesk.com, elance.com, scriptlance.com, rentacoder.com and for very little money get a programmer to write a little bit of code to do the above.

It's very simple.

I think you learn to pass variables (what this process is called) in the 3rd day of php 101 class.

How To Get Started

1. If you don't have an email provider yet, check out getresponse, Aweber, Automateyourwebsite.com, Imnica or Infusionsoft.

2. Learn to create web forms with whatever service you're using.

Get comfortable with this. Do it over and over until you can do it on your sleep. Create the web form, stick it on a web page, and format the fields.

3. Sign up for some affiliate links you can send out

Clickbank.com, cj.com, shareasale.com

There are many sites you can sign up for and get links. My links are at promotemarlon.com

Best Wishes,

Marlon Sanders

Amazing Skype Room Secrets Revealed With Custom Comments And Information Added By ME!

Dear Marlon's Maketing Minute Reader,

Do You Know These Secrets?

- How to Get Big Dogs and Markets You want to network with contacting YOU
- You have the ability to create your own room where you control who can and cannot have access to it. This is very powerful.
- List of commands you need to know

- Why big dogs and people you WANT to network with will join your group
- How to SELL access to your skype group -- without even having a website
- How to sell access to a "Mastermind Group"
- A skype chat room gives you someting of value you can offer others -- even if you're a newbie
- Hw to profit from FREE skype chat rooms
- How to pinpoint a target market in seconds and start mingling fast
- How to get paid to learn something you're interested in
- How to administer your group
- How Skype chat rooms made James thousands of dollars,
- and 20 grand for one set of Warriors
- Important rules to make
- How to boost your sales by using a skype room
- How to ADD people to your group
- How to become a member of secret JV skype rooms
- How to FIND people to join your group, starting from scratch
- How to start a room if you have no members
- Well here is an insider secret on how a lot of the webinars
- and interviews that you are listening too are being made
- Why it's easy to add people once you get it set up
- How to get rid of the little pencil that shows when you're typing
- How to do free conference calls using Skype

I am a member of two Skype chat rooms and I couldn't get anyone to tell me HOW to actually set the darned thing up and administer it.

There was NO INFO on it anywhere I could find.

None. Zilch.

I actually tried to figure it out on my own and couldn't. Now, I'm kind of embarrassed about that because it's SIMPLE as pie, once you know the little secret.

But it goes WAY BEYOND that.

How do you USE Skype chat rooms to network with people who have BIG LISTS and can email for you?

How do you get bigger people ONTO your Skype Chat Room if you're a newbie or don't know anyone?

How can you CHARGE for access to your chat room and LOCK OUT other people?

How can you use Skype Chat Room Access as the Ultimate Killer Bonus?

There are really a ton of angles on this one.

I bought the rights to a report on it. The English isn't perfect, although I cleaned up some of that. The punctuation isn't great.

If you're anal retentive you'll HATE IT.

If all you want to do is get some awesome, fresh moneymaking ideas, you'll go bananas over it.

Now, I personally went in and added SCREEN CAPS of a few things I thought were essential.

I added a number of comments on the different methods.

I added a few of my own brainstorms. My comments are highlighted in blue and I made it OBVIOUS that these are my comments.

The result is a jam-packed PDF that is 35 double spaced pages and 4,542 words. It's double-spaced because that's the way the guy originally wrote it and I couldn't figure out how to change it.

If double spacing pisses you off, don't buy it. Real simple. If typos piss you off, don't buy it.

If you're big minded enough to overlook those things and get the only report I know of on the topic WITH my exclusive additional comments, screen caps and a few excellent brainstorms, I can recommend this PDF HIGHLY!

You can literally network with, meet and develop credibility with people you would NEVER EVER meet otherwise.

There are so many possibilities and applications it boggles the mind.

This is a new technology that I believe is here to stay. And like I say, you can SELL ACCESS, you can use it as a bonus, you can use it to meet other product creators, people with lists – or about ANYONE you want to meet.

The price is 17 bucks. You won't find my comments and insights on this anywhere else. And to my knowledge, this is the only PDF on the topic, at least the only one I could find.

There is no web page or other info on this. What you read above is it. You're either in or out!

[ORDER IT HERE](#)

That price will likely ONLY be available this weekend. I'll probably raise it to $24 or $27 soon.

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