

# Marlon's Marketing Minute

By The King Of Step-By-Step Internet Marketing -- Marlon Sanders

## Marketing Funnel Planner **Step-By-Step Planner For Creating Your Marketing Funnel**



Hello,

Marlon here.

Do you know what your Marketing Funnel is?

Have you planned it out step-by-step? Do you know what pieces go where? Do you have a handy checklist for knowing if you've omitted important elements or pieces?

Today's *Marlon's Marketing Minute* helps you assemble your Marketing Funnel big picture and visually shows you how it all fits together.

Others are CHARGING \$10 a month for their content or ezine. Nothin' wrong with it. In fact, it's a good idea. You appreciate most what you pay for. Still, I'm here for ya every week and have been for YEARS. A stable, reliable voice of reason in a sea of online marketing hype and, at times, insanity.

I have had a clear message since 1997. Find out what people want. Create products. Sell 'em and sell 'em again. While providing great value, of course.

Best wishes,

Marlon

PS: AFFILIATES – please read the Announcements below.

**This issue contains:**

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

**B. Announcements from Marlon (Important)**

**C. Main Article: Marketing Funnel Planner**







This is what call “The Marketing Funnel.”

The reason is that new people come into your marketing funnel via the **squeeze page**. That’s the first page on the above graphic that says “Free Gift” at the top.

They enter their email address and possibly their name.

Then they go to your **thank you page**. This can be a video that delivers the information promised as the free gift THEN makes a pitch. Or it can be a page like you see above that has an offer on it.

This offer is CRITICAL to your marketing because it’s the tool you use to break even on your ad buys, or at least liquidate as much of the costs as possible.

The next thing you see is the **confirmation message**. This is sent via email and requests the potential buyer to click the link to confirm their subscription to your email.

In marketing terms, we call this “double opt in.” People enter their email address THEN confirm their desire to receive email. This is to prevent someone from getting subscribed to your list by someone else with ill intent.

Next comes the **download page**. This is where the new subscriber downloads their free report or video. The download page is a great place to feature a few banners for other offers of your own, affiliate offers or banners from JV partners you’ve done banner swaps with.

At this point the subscriber gets your PDF or video and watches or reads it. You’ll likely refer to a few of your other offers in it.

Finally, you have your follow up messages.

Let’s assemble YOUR marketing funnel now.

**free gift**  
(For Special V.I.P. Guests ONLY...)  
From Marlon Sanders

**"Billy Jean Ain't Seen No Marketing Machine Like This"**  
**15 Steps To Make Your Marketing Machine Rock and Roll**

- ✓ Sample Squeeze page that converts at 40%
- ✓ 15 things you must do & how to make it fun and easy
- ✓ The easy program for split testing that costs zilch
- ✓ Are you using "Johnson boxes"?
- ✓ Is your confirmation page serving it's real purpose?
- ✓ Is your thank you page up to speed?
- ✓ PROOF my strategies work
- ✓ Are you missing any of theses 15 steps? Fix it now!
- ✓ Are you testing price points on your "money page?"
- ✓ What is the effectiveness of your "upsell 1?"
- ✓ The autopilot bank deposits system revisited

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## Squeeze Page

1. What freebie can you OFFER your potential buyers that will draw them into your marketing funnel?
2. What headline will you use to announce this freebie offer?
3. Will you have bullet points on the page or just a headline?
4. Will you use an illustration of the freebie?
5. Will you put video on this page?
6. What will your subscribe button say?
7. What colors will you use on the page to best communicate your value?
8. Will you use a logo on the page?
9. Will you link to a privacy policy? Affiliates?
10. Will there be an exit popup for people who don't opt in? If so, what will that be about?
11. Will your page be single or double opt-in?
12. Will you use blinking arrows or animation?

**NOTE: Your Report Is Being Emailed and Will Arrive In 10 Minutes.  
In The Meantime, Check Out This Totally Awesome Limited Time Special Offer!**

The screenshot shows a webpage titled "THE Traffic Dashboard" by MARLON SANDERS. The main headline reads: "New 'Traffic Dashboard' Lets You Point 'N Click Your Way To Big Traffic -- Step-By-Step From A-to-Z --". Below the headline is a grid of icons representing various digital marketing tools. A red dashed arrow points from the top-left corner of the dashboard area to the top of the page. A red arrow points to a play button icon in the grid with the handwritten text "click to play". Another red arrow points to the grid with the handwritten text "ALSO WORKS FOR ANY TYPE OF BLOG, LANDING PAGE OR AFFILIATE PAGE". Below the grid is a large red arrow pointing to a yellow "Add To Cart" button. Underneath the button are logos for Discover, Visa, and Mastercard.

## Thank You Page

1. Will your thank you page sell a product? Deliver content?
2. If the page makes an offer, for what and at what price?
3. Will the page focus ONLY on getting people to confirm their double opt-in email?
4. Will you pass a name onto this page from the opt in/squeeze/email capture page?
5. Will you have an exit pop when people leave this page? If so, for what?



## 1 Your Confirmation Message Create your customized confirmation message.

The screenshot shows a web-based editor for a confirmation email. On the left side, there are three vertical buttons: 'EDIT SUBJECT' (with an upward arrow), 'EDIT INTRO' (with a pencil icon), and 'EDIT SIGNATURE' (with a downward arrow). The main content area contains the following text:

**Subject** Confirm Your Request For The Freebie Report "Billy Jean Marketing Machine"

Hello, you just requested the Billy Jean Marketing Machine report. Confirm the link below to get it now PLUS receive the famous Marlon's Marketing Minute Saturday ezine and killer emails & tips.

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CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?xxxxxxx>

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

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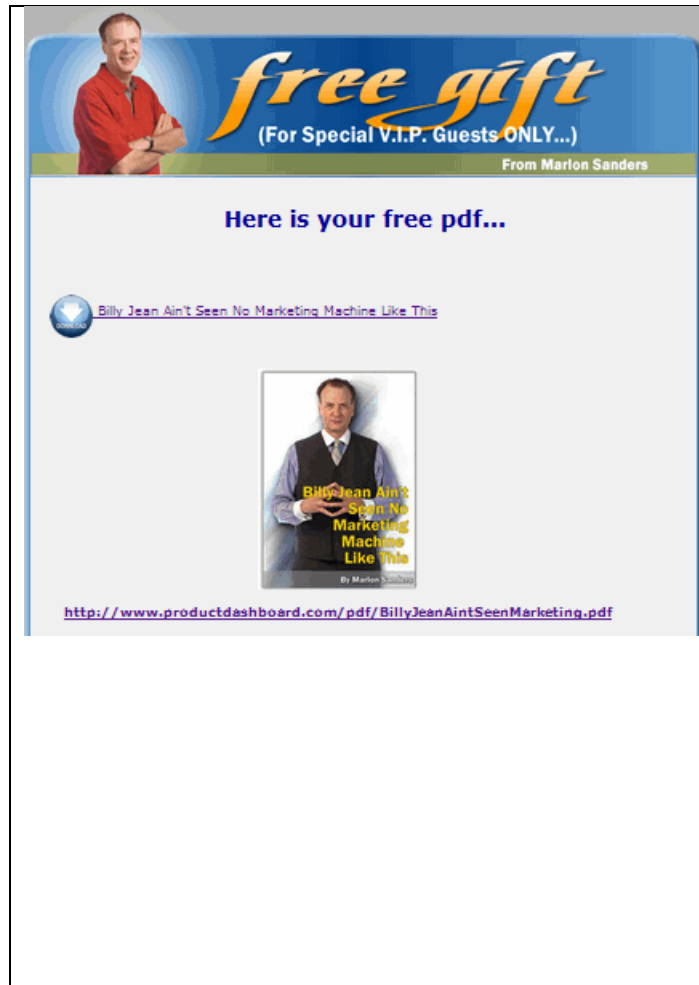
If you do not want to confirm, simply ignore this message.

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Thank You,  
Marlon Sanders, The King of Step By Step Internet Marketing

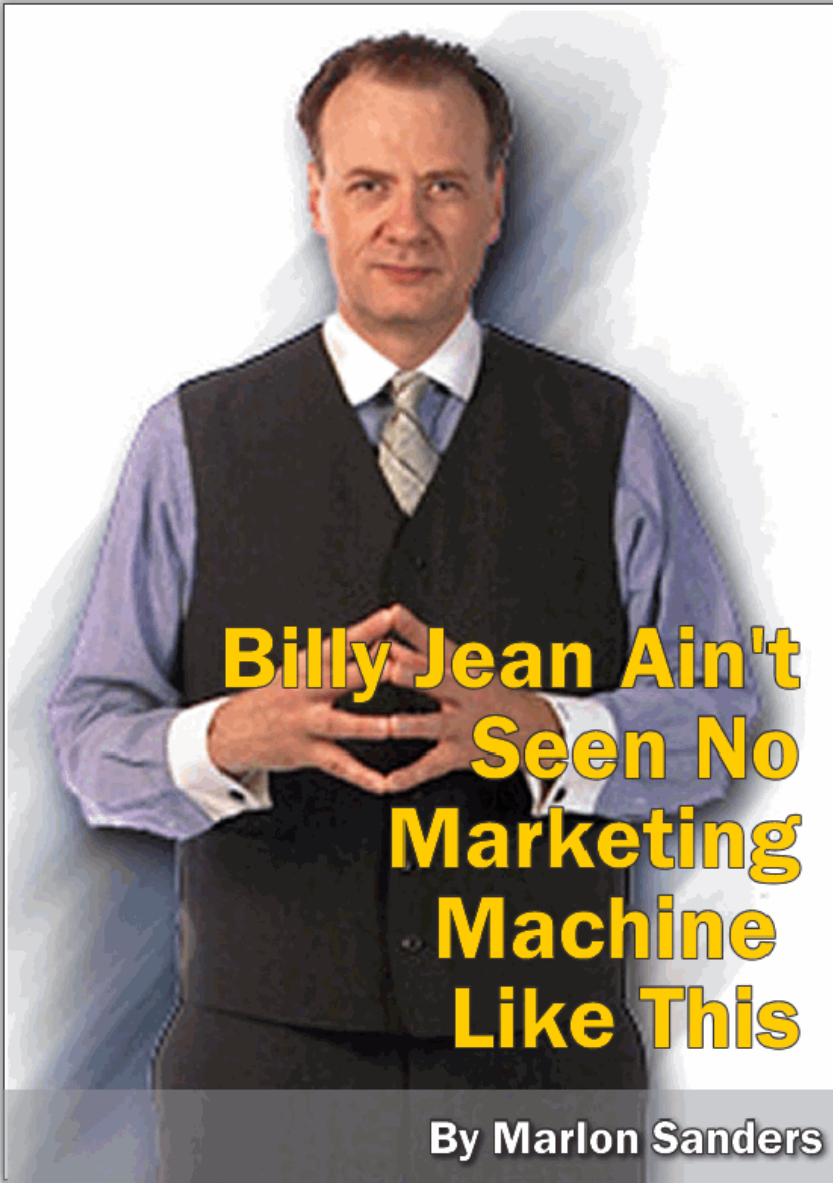
## Confirmation Email

1. What will the subject line of the email be?
2. Will you merge any variables into the subject line?
3. What will the body text say to entice people to click the link?
4. Will you mention only your freebie offer or will you mention follow up emails?



## Download Page

1. What will the subject line of your download page say?
2. Will you include an ecover or graphic for the download?
3. Will you have links to other products on the page? And if so, your own products? Affiliate products? JV partners?
4. If you have other offers, how many will you have?
5. If you have banners for your own offers, who will do the graphics?
6. Will you have a video upsell on this page?



## **PDF Report**

1. If you deliver a PDF, will you do the cover or will you have a designer do it?
2. Will you use your photo or a cover for the report?
3. How will you set up your "back end" inside the report?

## Follow Up Messages Drag and drop your Follow Up messages t

Mesg	Interval	Type	Modified	Click Tracking	Subject
1	0	Text	03/28/11	<a href="#">On</a>	<a href="#">Here is: "Billy Jean Ain't Seen No...</a>

## Follow Up Emails

1. How many emails will you plan in the follow up sequence?
2. What will be the title of your first email?
3. What will be the sequence for your first 10 emails?
4. Will you send an email that tells your story?
5. Will you include emails about your credentials?
6. Will you include articles you've written?
7. Will you send long or short emails? Link to video? Html? Text?
8. Will you first make a high-priced offer or a low-priced one?
9. Will you use a "free-to-join" follow up system?
10. Will the follow up products be your own?

## **How To Use The Above Marketing Funnel Planner To Create Your Funnel**

You now have all the key steps in your Marketing Funnel planned out.

You can refer to my prior report on creating your “Marketing Bricks” to understand how this fits into my overall “Big Picture.”

The best way to use this planner is just to take it step-by-step beginning with your freebie offer and your squeeze page.

Here are a few quick suggestions for implementing your Marketing Funnel:

**1. Learn to create squeeze pages fast – You’re gonna need to do a number of them. Get this down to a “cookie cutter” process.**

I had to split test 12 squeeze pages before I got one that converted above 50% on cold ppc traffic.

**2. On the thank you page I recommend you make an immediate offer.**

You need to offset the cost of your marketing activities, lead generation or paid advertising as quickly as possible. As you’ll see in the “Marketing Bricks” PDF, our goal here is to break even on any ad buys.

That isn’t something you’ll likely achieve right out of the gate. It takes time and experimentation.

**3. The MAIN thing is to get a funnel UP! You can always tweak, test and improve it later.**

**4. The confirmation email is an extremely important step.**

Because if they don’t confirm, they aren’t on your email list.

**5. Some people go with single opt-in email.**

Boy, I’ve found it’s hard to keep complaints under .10%. And if you go over that, most autoresponder companies will sooner or later zap your account.

I found a method that gets EXTREMELY high confirmation rates of 80% and above. But this is something that took a lot of testing to figure out. I’ll

be adding that method to the email module I'm working on for the coaching program.

## **6. Track the 30-day value of subscribers**

I was just talking to Sean Mize yesterday about his tracking on this. It's a very useful number to know. It's not easy to get out of software so you probably have to hand tabulate it.

If you read my back ezine about "Tagging" this will show you how to do it. Don't ask me where the issue is. I don't think it's up "free" anymore. I believe it's in Ateam though.

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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. [Need Traffic?](http://www.thetrafficdashboard.com) Traffic Dashboard is your A to Z solution:  
<http://www.thetrafficdashboard.com>**

**2. Great Info From Sean Mize**

**My friend Sean put up some awesome info:**  
<http://secrets-of-internet-success.com/>

Enter the word Marlon for the discount code.

### **3. My friend Joe Lavery has a wicked, sick marketing system that will blow you away**

<http://www.respondedynamite.com>

Joe is one of the brightest minds in our business and comes up with very creative, ingenious marketing systems. Fun guy to know also, which is why I teased him in last week's issue.

### **4. 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>

### **5. Learn the basics of designing your own website**

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. If you don't know how to edit a PSD, you NEED this product NOW!

<http://www.designdashboard.com>

### **6. 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: <http://www.promodashboard.com>

### **7. 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 you more than the Dashboard to have custom created! <http://www.productsdashboard.com>

Forget Google. Forget ppc. Forget content. Forget writing.  
Here's How To Put Up Small Sites In 30 Days Or Less That  
Make Sales -- Hands Freaking Off! [Click here.](#)

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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](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.

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<http://www.ateamsuccess.com>

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**

<http://www.poemhunter.com/>