

Marlon's Marketing Minute Newsletter

August 21, 2010

10:44 am CST

Hi,

Marlon here.

Today's article:

"50+ Comments! The Payload Issue"

***You did it! We got 50+ comments on the blog,
so THIS is your payload issue jam freakin' packed
with goodies so good you'll jump outa your jammies***

This issue is SO good you'll jump outa your jammies.

- How you REALLY get a 84.35% opt in rate
- How you REALLY snag booty and big checks in affiliate contests including step-by-step FREE download from guys who do it all the time
- The most awesome postcard I've ever received in my entire life (except one from a friend, of course)
- A complete freebie video course on how Kris got 5,000 opt ins in two weeks without spending hardly any money
- How to install your own TWEET Me button on your blog

This week's ezine title: **Squeeze Me, Pitch Me, Blog Me – State Of The Freaking Art**

AFFILIATES: My affiliate software apparently had a PROBLEM sending out ID's for NEW sign ups. All you do to grab your id is go to <http://www.getyourprofits.com>. Log in with the email address you used when you signed up and the password you chose. You'll see your reseller ID when you are logged in.

I have a GREAT freebie YOU can give away on your Thank You Pages (for opt-ins or product purchased):

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<http://www.thewritersecret.com/pdfdownload.html>
+++++

You link to it using the affiliate link on that page and you GET PAID just for giving away some cool content.

New Turbo Charged ATEAM: There is now SOFTWARE you get access to on the software tab. We had a problem with it but it's fixed and working. Plus, there is a ton of new content posted and I'm getting our ducks in a row.

PLEASE READ: Do NOT email for customer support. Go here: <http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.

Marlon

PS: Round Table owners – Module 6 and tons of bonuses are POSTED! Now, Module 6 video sucks. I'm recompiling it. Don't despair. Hopefully a crisp, clear copy will be up Monday! I also owe you an action sheet for Mod 5 and 6. Coming. The Master Systems tracker is posted. The Personalized Planners with audio instructions are posted. Check out all the bonuses.

Marlon's Marketing Minute
Electronic Newsletter
<http://www.promotemarlon.com>
Vol. 5, #32, August 21, 2010

This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: **Squeeze Me, Pitch Me, Blog Me – State Of The Freaking Art**
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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A. Sponsor Advertisement

Who else wants to Generate \$394,791.79 in 2010?

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

PS: This is just what Jason has done and not in any way a promise you'll do the same. But you WILL learn some pimp/kewl/awesome info

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B. Announcements from Marlon

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1. Customer support issues?

Do NOT email us for customer support. We are anxious to serve you at: <http://www.getyoursupport.com>

If you haven't got a refund, have an unresolved problem or didn't get a decent response to a problem you've had with us, please post to the support desk. I am personally looking over these tickets and even responding to some of them.

2. LIVE CHAT will NOT be available for at least a few weeks. Please use the support desk.

3. **OPTIN Secrets Buyers** -- In your bonuses folder, there is a folder called "Extra Tips." Lisa got that content uploaded for you.

4. Push Button Letters 10 minute consultations

Some of you purchased Push Button Letters a few weeks ago with a 10 minute consultation. Go to [getyoursupport.com](http://www.getyoursupport.com) and tell Tim you want to schedule it.

ALSO, I'll do an mp3 audio response if you have trouble scheduling a time.

5. ROUND TABLE

Module 5 is posted and I posted Quick Start docs on the first 4 modules AND there is a new bonus on the bonus tabs that summarizes the first 4 modules in depth.

5. ACCESS problems?

If you have ANY problems accessing ANY product you have bought from me, please contact us at <http://www.getyoursupport.com>

[illegible]

C. Main Article: Squeeze Me, Pitch Me, Blog Me – State Of The Freaking Art

[illegible]

We are creators.

We are in the business of creating solutions to people's wants and getting paid for it. And in the business of creating promotions FOR those solutions that break through the noise, grab attention, get clicks and make sales.

At the heart, is a thing you can't can and clone. Creativity. The use of the imagination to do what hasn't been done before. To put a unique spin on what's already working to make it fresh and invigorating.

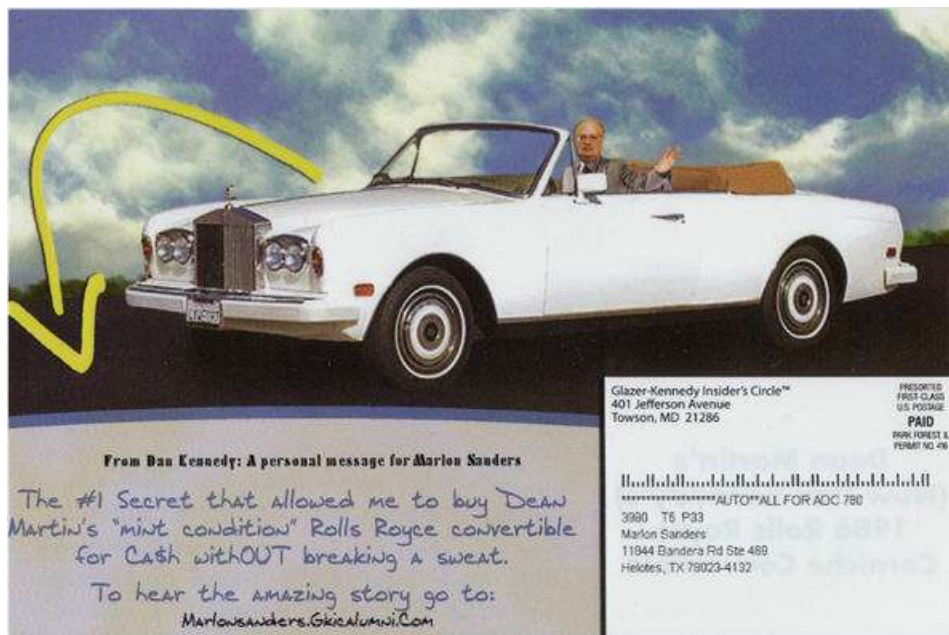
Today, I feature a few examples that exemplify what it is we do in this business.

Example One: The Dan Kennedy Jaw Dropping Postcard/Pitch Page

The actual postcard is larger than this. And what's so awesome about it is that the blue sky around the car is TRANSPARENT. It's the most beautiful postcard and maybe mailing piece I've ever received in my life.

That's Dean Martin's mint condition car Dan bought. That postcard sends you to: <http://www.marlonsanders.gkicalumni.com>. You'll notice he used modern technology to merge my name into the url which I'm sure is a massive response booster.

The landing page is pretty freaking cool too and whoever put this together for Dan really knew what they were doing.



The “pitch” is for Dan’s seminar. And what I love about Dan is he’s old school and they actually PITCH at his seminar. You know what CRACKS me up but is almost EMBARRASSING?

People who BRAG about doing seminars that are “no pitch” that teach you how to make money by PITCHING!

Good gosh. Some people really, honestly don’t get it. *I ain’t going to no seminar that pitches me all the time!*

Well, exactly WHAT business DO you think you’re in? Really. Seriously. Do you want to learn how to pitch and sell from someone who doesn’t feel comfortable doing it, brags about NOT doing it and almost apologizes WHEN the do it?

‘Cause we ain’t in the business of charity. We ain’t in the business of doing freebies. And we ain’t in the business of NOT selling stuff.

If you don’t get that, you don’t get much about the business we’re in. See?

The single MOST valuable part of ANY seminar IS the pitch at the END of the speech, NOT the speech.

I'd rather buy seminar DVD's that have the speeches DELETED and ONLY give me the pitch. 'Cause that is how the speaker makes his or her money. And how the promoter does. The caveat to that is that for a real pro the whole entire speech IS the pitch.

So needless to say, if you go to Dan's seminar, there WILL be a lot pitches. And this is a good thing. A great thing. It means someone understands what business we're IN to start with.

Example two: Mike Filsaime's Latest Pitch Page Rocks

This is a smoking hot product launch pitch page done blog style from Mike Filsaime.

I'll never forget when Mike and I were chatting in Vegas a few years back and he told me, "Marlon, I never ever dreamed I'd be standing in Las Vegas talking to Marlon Sanders." And I never dreamed Mike would do such an awesome video. He has REALLY improved his video delivery and the quality of the video on this is really good.



Here's the link to the 93% open rate video if you don't want to opt in. But really, if you TOOK my advice you now have multiple yahoo or gmail accounts set up to monitor and track pitches, subject lines and so forth. So opting is something you do like BREATHING. It isn't like you're charged anything for gmail account #14. I have LOTS of 'em.

http://affiliatedotcom.com/free_content_video_3

How would YOU like to have a launch blog kinda like this?

<http://www.warriorforum.com/warrior-special-offers-forum/247139-always-launching-perpetual-niche-product-launch-system-launch-theme.html>

That'll give you a Wordpress theme specifically built for launches and give you some really killer training info on perpetual launches, which Ryan Deiss made famous and largely pioneered. Props to Ryan.

Example Three: How Kris build a 5,000 double opt-in list in 2 weeks without spending money

On Warrior's forum Kris ran the ad you'll see on his [blog here](#)


The title of the freebie:

A killer system that allowed me to build a double optin list of over 5,000 in just 2 weeks.

The WSO ad goes here:

Thank you for your purchase!

To download your copy of *Blog Annihilation Method*, you simply enter your first name and email address in the form below.



Email:

[Click To Continue](#)

I hate SPAM as much as you do, and will NEVER sell or rent your contact information to anyone else...EVER!

Kris gives away the course about on the Warrior Forum and sends people to the above squeeze page.

I happen to think it's pretty clever. I'm going to test something like it. I like the cd image.

By the way, the method Kris gives away is great. If you don't have your opt-in list yet, give it a shot. And remember, subscribe using one of those gmails I've taught you to create specifically for opting in.

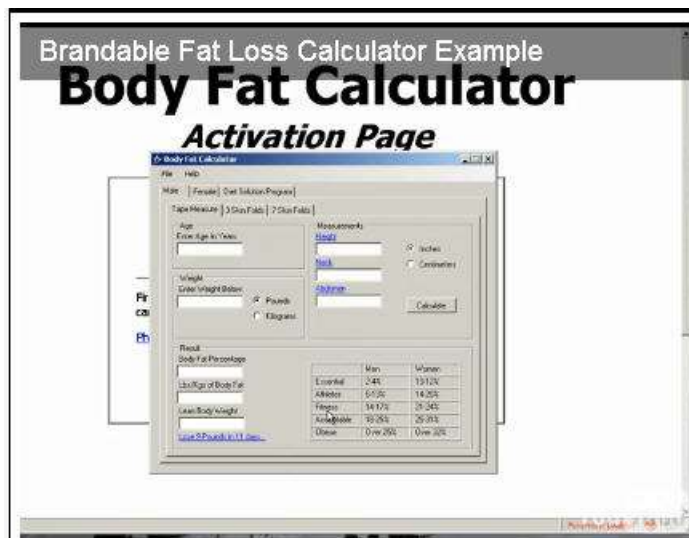
If you're smart, you'll create one for Dan Kennedy, one for Kris, one for Jflad, one for Pat O'Bryan, one for Joe Vitale, and so forth.

Example Four: 84.35% opt in rate

Yeah dog, that's right. I said 84.35% opt in rate and that is NOT a product launch hype number. That's a REAL figure.

How?

Really freaking clever:



It's a software program that people download with NO opt in but to USE it you have to have an ACTIVATION code and you have to opt in WITHIN the software and CONFIRM to get your activation code.

This is CREATIVITY in action.

This is genius.

This is powerful.

If you're an Ateam member, log in and I have the scoop on where you can download this software for almost nothing including a 20-minute training on how to use software like this to get 83.5% DOUBLE opt in confirmation rates. Incredible.

Example Five: Webinars and workshops

For those who say a little bit old school but professional won't work, I give you this: <http://www.howtowebsinar.com>



I don't CARE that it doesn't have all the most modern bells and whistles. I'm POSITIVE this guy does pretty good off this page. It sucked ME in!

And he's selling some big ticket stuff behind it. I say this guy knows what he's doing.

Example Six: My own:


<http://www.promodashboard.com/getpdf.html>

Special FREE REPORT - No Opt-In Required -

From Marlon Sanders

"The Only 3 Steps You Need To Make Tons Of Sales Online In 2010"

---> [DOWNLOAD HERE \(PDF File\)](#) <---



it's free! ———>

To save the PDF to your hard drive just "Right Click" on the blue link above and choose either "SAVE TARGET AS" or "SAVE FILE AS", depending on your browser.

[Affiliate Program](#)

That is doing well for us. <http://www.promotemarlon.com> gets you all my latest reseller scoop and tools. And I've got even more tools, updates and awesome stuff coming in the next month.

Example 7: Free Ebook Shows How to Snag Big Bounty By Winning Major Affiliate Contests – By Guys Who Actually Do It

<http://superaffiliatelaunchformula.com/>

07-17-2009, 12:36 AM

#1

Calvin Woon

S-Buzz Marketer
War Room Member



Join Date: Mar 2007
Location: Sunny Island
Singapore!
Posts: 426
Thanks: 7
Thanked 41 Times in 15 Posts

Contact Info

[PROVEN SYSTEM] How We Made \$9,785 In ONE Affiliate Promo, Dominate JV Contests & Gain INSTANT FAME!

"Discover the Secret We Use to Skyrocket Our Affiliate Commissions & DOMINATE JV Contests!"



Dear Warrior,

If you have often wondered why some marketers are able to propel themselves to superstar status in just a few months while you've been struggling for years...

Well you're in luck! Because over the past year, I've been observing how some marketers seem to pop up of nowhere and join the ranks of the elite group.

And it seems like I've broken the code!

>> Click Here to Grab Your FREE Report! <<

I'm including this because I believe both these guys used to be very good customers of mine in the old days and have gone on to become killer super affiliates.

And if this VERY high quality free ebook they show EXACTLY how to snag cash and prizes via winning affiliate contests. Cool stuff for FREE.

Example 8: Affiliate Profit Forecaster

<http://rapwiz.com/advrap/index.php>

Affiliate Sales Profit Forecaster V.2.0.4.15

AFFILIATE PROFIT FORECASTER

Brought to you by:
RAPWiz.com

Choose a Business Model

Item Price: \$7.00

☒ OTO Price: \$17.00

DIRECTIONS

- 1) Choose a business model close to yours
- 2) Enter Item Price
- 3) Select what other options you want to include
- 4) Adjust your Average Conversion Rates for the Front-End and OTO
- 5) If needed, click 'Update + ReCalculate'

RAP Payout Sequence

Using Rapid Action Profits, payouts occur in the following order:

Tier 1 Affiliates / JV Partners
Tier 2 Affiliate / JV Partners
Equity Partner 1
Equity Partner 2
Merchant

These are only paid if they are present and the commission rate is > 0%

Merchant Sales

Direct Merchant Traffic: 1000

Front-end Sales: 20

OTO Sales: 2

Equity Partners #1 #2

EgP #1 Percentage 51

Est Merchant Earnings

From Merchant Sales	From 10 Tier-1 Affiliates	From 0 Tier-1 JV Partners
Front-end: \$140	\$0	\$0
OTO: \$54	\$470	\$0
Merchant GROSS: \$234	\$470	\$0
Merchant NET: \$704	EgP Ptnr 1: \$0	

NOTE: This data reflects whatever period you choose. Daily/Weekly/Monthly. Just be consistent!

Partnership Options

☒ Include Equity Partners

☒ Include JV Partners

☒ Include Affiliates

☒ 2-Tier model

Average Conversion Rates

Front-End %: 2.0

OTO / Back-End %: 10

NOTE: The pink-blue fields are automatically updated

Update + ReCalculate

Compare Models

1 The first time you click a button, it inherits the current settings. You can change them. When you click another button they'll be remembered, and restored when you click the previous button again.

2

3

4

COOL STUFF

[Learn about a terrific script that handles ALL of these features!](#)
[Get a BRANDED copy of this program to give away to YOUR affiliates.](#)
[Learn the 10 Idiot-Proof Rules of Dieting and Weight-Loss](#)
[Convert Your Car/Truck to Burn Water AND Gas!](#)
[Veteran Sex Expert Reveals Loophole For Getting Unbelievable Organic Rankings.](#)

That is such a PIMP looking software program I HAD to put it in this special issue.

Imagine THAT on a squeeze page and you download it for free then have to opt in to get the activation code.

HOLY SMOKES.

THE TWEET BUTTON PAYLOAD

I promised to tell you about the Tweet Me button on my blog.

1. Go to your plugins
2. Click "add ne"
3. Search TWEETMEME
4. Install
5. Enjoy

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Action Steps

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1. Decide to hit my Tweet button AGAIN if you want ANOTHER totally kick issue like this one.

That url is: <http://www.marlonsnews.com/?p=1742>

Hit the tweet button and tweet this issue. Good things happen when you do.

2. Pick ONE thing from this issue to implement

3. If you don't have a list yet, snag Kris M's freebie course

See my post on it above. It has just really good practical steps to get you started.

4. Set up your viral download page for your lead magnet or at LEAST clone my download page below:

Here's one of my pages you can STEAL:

<http://www.promodashboard.com/getpdf.html>

You can copy the source code for that page and use it to give away your own customer magnets.

5. Get your Lead Magnet onto Amazon.

My Kindle Report shows you how to do this. It's in Ateam. This is an action step from LAST week. I'm just reminding you.

6. If you just have been strugglin' and ain't made a DIME, then you just need to get yourself a copy of the WoonTeng FREE product launch cash in and snag commissions and booty FREEBIE ebook.

<http://superaffiliatelaunchformula.com/>

Those guys earned the prop. That's all I'm sayin'.

7. STOP complainin' about upsells, complainin' about people pitchin' at seminars and START subscribin' to lists with gmails and yahoos, collecting

oto's and upsells and downsells and pitches, CHOOSE to go to seminars where they pitch instead of ones put on by people afraid to sell but gonna teach you HOW to sell – and get a CLUE about the business we ARE in.

Pitchin' and a sellin'.

THAT, my friend, is the true gospel of marketin'. And I'm maybe the only one got the guts to tell ya. Straight up. You heard it here.

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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://thewritersecret.com/>

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D. Resources you can use
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(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links. Get your links at <http://www.getyourprofits.com>)

1. The Marketing Dashboard: Amazing Formula and Gimme boiled down to icons and step-by-step. Doesn't replace AF and Gimme but useful. Basically, it spoon feeds all the things in AF and Gimme. <http://www.getitgoing.com>

2. The Marketing Diary: Me teaching Matt daily all the details of the Amazing Formula and Gimme system. This contains additional insights into The Amazing Formula and Gimme that you won't find in those products. 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. 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. Promote your own products made easy

Grab the brilliant video by Adeel Chowdhry on how to mash together stock video, stock sounds and stock music to create an attention-grabbing, compelling video you can put on your sales page, Facebook, Squidoo lenses, Hub Pages, or even Twitter out to your list.

<http://www.PromoDashboard.com>

6. Your Own Products?

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>

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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.

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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 poem

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