

Marlon's Marketing Minute

August 4, 2012

Support M-F 9 a.m. to 4 p.m. CST.

The Exciting Conclusion of I've Got To Tell You This Before It's Too Late

Hello,

Marlon here.

Today's issue is simple: It's the exciting conclusion of I've Got To Tell You This Before It's Too Late. [Here are the first 5 issues](#). I was going to do a separate 6 and 7 issue but people felt it was a few too many emails so I'm just finishing it out today.

I explore in more detail the 3 pieces of your OWN Repeatable Formula Money Machine, and how to put it together.

I leave you with a 3-part assignment to assemble your own.

Facebook Contest Winner:

I had a little contest in email 3 in my story sequence. The question was how would I stand out and get respect teaching copywriting and marketing when the field was dominated by giants like Dan Kennedy, Jay Abraham, Gary Halbert and John Carlton. There were several people who got real close to the answer. I thought this one got it closest.

Best answer and \$100 goes to: [Barb Roehler](#) She said: You can compete by differentiating yourself by specializing in a less crowded area/aspect than the rest, and becoming really good in that area.

The solution was a USP, and I explain it in detail in issue 4. It wasn't JUST a USP. It was a very specific solution.

GET THE STUNNING REPLAY OF MY 3 1/2 EVENT **where I share the 11 greatest marketing secrets I've learned in my entire lifetime of marketing.**

Not signed up: How Would You Like To Get On My Event Today For FREE?????

Here's how.

[Go here and watch the video. It explains the WHOLE THING:](#)

For a limited time, I'm extending this offer to the video version of the event. It will be posted in accounts by 8/6. This event was unreal. Many people got really excited on it with all the different elements I showed.

I think jaws dropped when I went over the Guru Formula.

Then I showed an autoresponder trick to sell big tickets that are NOT yours and I showed where to get 'em. People came unglued over that one.

It was an awesome, crazy event.

You've simply GOT to get the recording! The SAME offer applies. You don't pay for 48 hours and pay only if you agree I gave 10x the value.

ATTENTION: Join me Saturday, August 4th at 3 PM CST, 4 PM EST, 1 PM PST

↙ Watch this video...



"How I Discovered The 11 Greatest Repeatable Marketing Formulas Of All Time"

**One time and one time only I'm revealing my
11 greatest all-time Formulasbut only if
you join me this Saturday, August for.**

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

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.

http://www.askmarlon.com/supporthelp'. At the bottom, there are two buttons: 'Start a discussion' and 'Browse discu', separated by a plus sign. Five red arrows point to the 'Start a discussion' button."/>

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....

How You Can Discover Your Own Repeatable Formula

It's been an interesting journey with you this week.

The feedback on my new Facebook Group has been cool. In fact, I'm going to give you a specific question to answer about today's issue in a minute.

There are 11 basic challenges you face when you're getting started in this business – or trying to take it to the next level:

-- Hard to advertise with out of pocket when your pockets got a hole in 'em.

-- How do you become somebody when no one knows you or respects you?

-- How do you get affiliates to promote for you when there is so much gosh dawged noise in the market?

-- How do you know if your product idea is a good one and will sell BEFORE spend 6 months creating it?

-- There are so many books to read and so little time or place to store them...could take whole ROOMS to store 3000 books

-- You launch an email, a promo, a product, a sales video, a sales letter – and the darned thing doesn't convert. You feel deflated like a balloon has been popped. But you don't know what went wrong nor how to fix it.

-- You have no list to start with.

-- You need a way to cover your bills every month without having to hustle up a new product.

-- You're trying to outsource but things quickly seem to fall apart and not pan out.

These are ALL problems you face in this business, whether you are a newbie, intermediate or trying to scale up.

Today at 3 pm. CST, I'll be giving the solution [to ALL these problems here](#). And the best part is you can get the answers for a net cost of FREE. Is FREE in your budget?

Would you attend today if it doesn't cost you anything? Wouldn't it be easier, simpler and faster to learn the answers from someone who has already figured them out over a lifetime than to try to reinvent all the answers yourself? I mean, honestly, do you have THAT much time to burn and waste?

I don't see other people addressing these issues. I see them selling tactics and gimmicks that pitch well and sell well. They sound good. I'm about being as real as I can.

You don't send the emails I've sent you this past week unless you're being real.

Now, to continue with my story, let's bring this home to YOU. How can YOU discover a repeatable formula?

Life at the top is really great. When you get YOUR repeatable formula humming money can swarm in faster than a flock of birds swoop down on your yard. It's like the crows in that Alfred Hitchcock movie.

It's truly a sight to behold.

There are 3 parts of your MONEY MACHINE REPEATABLE FORMULA:

1. Front end – This sucker has to hum
2. Back end – The continuity (recurring billing) or big ticket items
3. The traffic or visitors to your website that has your offer on it

Let's talk about your front end.

Without new blood coming onto your list all the time, you die. Now, there are different approaches to this and it depends to some extent on your market.

What I mean is, in some businesses the back end IS the front end. In other words, if you can sell up a storm on a webinar, you may be able to buy traffic, send those visitors to a webinar and cash out.

If you CAN do that in YOUR market without an extended warm up cycle, you can spend an awful lot of time at the beach.

In my case, I've always gone for a front end below \$100 and above \$50 to knock out the low-quality customers who aren't willing to spend much money.

The main thing to know is job #1 is to get your repeatable formula humming on the front end. That means visitors to your site and a front-end product.

In my case, originally, Amazing Formula rocked the world. I followed that with a succession of smash hits like Gimme My Money Now, Push Button Letters, Marketing Dashboard.

Frankly, more products than I can even think of off the top of my head.

Here's the BIG SECRET I want you to burn right now in your brain and never ever forget. Because if there is any one key to my success this is probably it:

“Take action relentlessly until you stumble across something that works. And when you find it, for gosh sakes, RUN WITH IT for all it's worth and don't get distracted.”

“Milk your cash cow over and over and over. And take care of that cow like it's your own child.”

That's the secret.

“But Marlon, that's simple.”

Yeah, all truly great secrets are.

Like how Hannibal darned near conquered the world by herding elephants into battle until a really smart strategist OUT-smarted him.

But he found one formula and KEPT on repeating it.

Ted Nicholas once said, you're only one sales letter away from a million dollars. I'd say you're only one repeatable formula away from a million dollars.

Here are the sub secrets:

One: You MUST evaluate formulas in terms of their evergreen nature and likelihood of repeating long term.

Short term hits are just that: short term.

So many people go for seo formulas and other strategies that are sure to peter out FAST. Betting your future on Google or Facebook alone is stupid.

Just dumb.

One WHACK and your Youtube videos are gone, your ppc campaign is gone and you're locked out of Facebook.

Now you might be able to "black hat" your way around it by creating false accounts.

I'd RATHER not put all my eggs in a basket I don't control...

Two: Refuse to put all your eggs in a basket you don't control

I like to control my future and my marketing as much as possible.

Three: Realize you're dialing in a combination

It's like the numbers on a safe. And you have 3 numbers you have to dial in correctly: Front end number, back end number, traffic number.

Hit all 3 numbers correctly, add in outsourcing and it's beach time.

So my Formula purred along. My machine hummed for 11 or 12 years and my staff mostly maintained it and created the new products with my careful oversight.

I tried expanding to an office with up to 8 employees but didn't like doing that. It's a lot of overhead every month to carry. And you really need to sell big tickets to pull it off.

I have just a few staff now. I might add one or two over the next year or two.

As I've told you my mum got Alzheimer's and I stopped speaking at events. New extremely talented players entered the market like Frank Kern, Eben Pagan and others.

Guys who are somewhat maligned at times by others who have their own set of vested interests. But I like those guys.

Realize that people who take EXTREME POT SHOTS and try to SHOOT DOWN people have a vested interest. They are doing it for EASY TRAFFIC.

People would FAR rather read dirt about celebrities like the gossip magazines than they would read how incredible life is for XYZ celebrity.

Wouldn't you read, "Britney Spears gets pregnant by rogue drifter" (or whatever the made up headline is) than you would, "Britney Spears enjoys a life of easy you've only dreamed of."

People like to see celebrities shot down. I don't know why. And there are those always willing to do it because they get great Google rankings, get publicity, get book coverage.

Anyway, in spite of facing some difficult challenges as time went by, my business has gone well. In the past year in one month I added over 6500 opt ins, ranked under 4,000 or 5,000 on Alexa (as high as 2,000 or 2500 in some countries) and banked something like \$100,000 in one month...don't remember the exact monthly figure.

And we've had some eye-popping days also.

Now, there's a crop of up and comers. And they have their own agenda. So I've ALSO heard people trying to do what we call in marketing FRAMING.

If you can FRAME someone else in a negative light, then you can dispense with them as competition or as a viable alternative in other's minds.

So I've heard the gamut:

-- "Look at Marlon, he looks kind of bald now"

-- I know that you "used to be somebody back in the day."

-- "What those old school marketers teach doesn't work anymore. Not now. Not in today's volatile market."

-- "He's really out of touch."

-- "He was great.....BACK in the day"

Sometimes those things are said or implied on webinars. People know I represent "old school" marketing and you'll often hear people trash it out as though it doesn't still work.

Poppycock.

This is ALL about selling. It's ALL about the attempt to discredit. It's ALL about framing by people are quite skilled in NLP. I'm trying to educate you so you are smart about pitches and just don't fall hook, line and sinker for every pitch person who is good at NLP (neuro linguistic programming).

I AM old school in that I don't believe in promising ridiculous amounts of money with almost no work or effort. And no education or learning required. I really can't believe people fall for that crap like they do.

The other day someone said something like the above on Facebook and one of my friends went in and Oh my Gosh. I don't think I can repeat here what they said.

After they cooled down they deleted it. I laughed really hard on that one!

One thing that does bother me about Internet marketing today is that a lot of people just don't care about the customers.

I'm not perfect. My products aren't perfect. I wish I had a bigger staff than I do. It's hard to maintain a staff of 8 with an office (I did for 3 years) because you really need to sell big tickets to make it highly profitable.

The thing about big tickets is right now marketers who sell them are under attack as though JUST by virtue of something costing \$1,000 or \$2,000 it MUST be wrong or evil.

I would never be here if I hadn't invested heavily in my own education. That's a fact. My friend Daegan has spent even more than I have! Which only makes me decide to invest even more over the next 2 years.

Like he spent \$10,000 for one day just to have someone help him with his seminar presentation.

So on the one hand, it bothers me that today people pitch what sells well without regard for whether it really helps the customers or not. If it's what they wanna buy, they pitch it.

And I understand that as a marketer.

It's very disturbing to me that in spite of all the education I do in this ezine, other people's customers (HOPEFULLY not you) choose NOT to learn or invest in learning the basics and they go for what sounds FAST and easy.

I did a survey and found out that people prefer FAST RESULTS to easy because somehow this "validates" that it works.

That's an issue of belief.

I never once doubted that marketing worked. It's an insane question. Of course it works. The question is if you get the Specialized Knowledge you need and practice enough to make it work.

Here are the things I think you need:

1. Specialized Knowledge

You need the Specialized Knowledge it takes to create a front end that hums, a back end that rocks and driving traffic down the funnel.

2. Practice

You learn by DOING. You don't learn by buying everything and trying nothing. You LEARN BY DOING>

I'll repeat.

You learn by doing.

And you learn BEST by doing AND teaching.

3. The need to achieve

You won't do 1 and 2 unless you have 3.

If you lack motivation, I highly recommend the Anthony Robbins 30-day Personal Power program.

You can buy Specialized Knowledge. But 2 and 3 come from you.

You'll find that when you PRACTICE, THAT's when you learn the MOST.

Here is your assignment. I'm asking you to PUBLICLY post what you intend to do with this assignment on my [Facebook Group here](#). Or, if you have feedback or comments on this issue or the whole email series, feel free to put them on my Facebook group.

1. Find a traffic source

If you're in Internet marketing, I recommend solo ads or content marketing on Facebook or a blog. You can also buy banner ads if you're in a non Internet marketing niche.

I cover this in row of Traffic Dashboard. The banner advertising row is a good one also. I think article marketing is a lot harder right now BUT it creates a habit of writing and you can spin off content writing into blogging and social media outlets. So it still works.

2. Develop different front-end offers

Cook up something. Make it fast. Pitch it. Now, you can also buy PLR and try just creating an entirely new sales letter or pitch video for it. This way you get LOTS of practice.

3. Once you get a front end converting, create a back end pitch

Something “done for you” is a good first back end offer. The best way to pitch this is 1-on-1 over the phone or a webinar, whether live or pre-recorded.

If you get STUCK on any one of those 3 steps in your repeatable formula money machine, THEN you know what you need to buy Specialized Knowledge about.

If you're in Ateam, I have a lot of information on these topics.

Until then,

Marlon Sanders

PS: If you've read my email series, you know WHY this is here:

May the road rise to meet you,
May the wind be always at your back.
May the sun shine warm upon your face,
The rains fall soft upon your fields.
And until we meet again,
May God hold you in the palm of his hand.

May God be with you and bless you:
May you see your children's children.
May you be poor in misfortune,
Rich in blessings.
May you know nothing but happiness
From this day forward.

May the road rise up to meet you
May the wind be always at your back
May the warm rays of sun fall upon your home
And may the hand of a friend always be near.

May green be the grass you walk on,
May blue be the skies above you,
May pure be the joys that surround you,
May true be the hearts that love you.