

August 11, 2012

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

My Ultimate Cliffhanger Email -- Unveiled



[Get The Cliff Hanger Email Here](#)

Hello,

Marlon here.

Today's issue is simple: It's the behind-the-scenes scoop on my Ultimate Cliffhanger Email – and tips on how you can create YOUR OWN also.

But first, if you bought my “I’ve Got To Tell You Before It’s Too Late” Webinar or Replay, a few notes:

1. In the member's area I've ADDED a new 40-minute in-depth video with additional secrets both for advanced people and newbies. I JUST got this added at 11:02 CST, 12:02 EST 8/11. Somehow my staff had neglected to add it.
2. I added a video walk through of the automated webinar software I use and also cover other software programs available. You get this bonus AFTER you are charged.
3. We NOW have upgraded paying members to 100% commissions on Swagbox7.com. I'll be sending out more details on THIS on Monday.
4. You get the bonuses AFTER you're charged. These are an extra benefit to becoming a paying member.

If you need [support, go here](#). I do *not* have support on weekends but Lisa will be in on Monday to serve your needs.

Finally, I'd like to especially thank SEAN MIZE for the affiliate sales he has sent my way. Thank you Sean for all your support. And after I dig into your new Content Marketing Methods, I'll be sharing them with my readers.

You ARE the kind of content marketing, no doubt.

**Affiliates – Send the Ultimate
Cliffhanger Email to YOUR list**
[Watch The Video Here](#)

New Affiliate Promo BANGS IN \$50 commissions – This is a STRONG promotion with a GREAT product to back it up.

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.

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....

Behind-The-Scenes Of The Ultimate Cliffhanger Email

You read the email last issue.

It's been quite a week. My Ultimate Cliffhanger Email really banged in some sales – and is going strong this morning. That's just this morning and part of yesterday...This thing is ROCKING solid....AND giving my buyers and customers a tremendous product and value.

Screen cap is on the next page...

Date of order	Order total	Affiliate id	Order id	Promo code	Ken Hammond 54	
8/11/2012	\$0.00	95490			AffiliateDoubOpt30Days 226	
8/11/2012	\$0.00	95490			All Products Sold 163	
8/11/2012	\$97.00	9	15791		Add another stat... Rename	
8/11/2012	\$97.00	77758	15793			
8/11/2012	\$97.00	95490	15795			
8/10/2012	\$0.00	127650				
8/10/2012	\$1.00	128658	15787			
8/10/2012	\$0.00	95490				
8/10/2012	\$0.00	95490				
8/10/2012	\$0.00	128750				
8/10/2012	\$0.00	78214				
8/10/2012	\$0.00	9				
8/10/2012	\$0.00	95490				
8/10/2012	\$0.00	9				
8/10/2012	\$0.00	95490				
8/10/2012	\$0.00	116244				
8/10/2012	\$7.00	116952	15769			
8/10/2012	\$0.00	88892				
8/10/2012	\$0.00	88892				
8/10/2012	\$0.00	88892				

Little Box o' Stats

AFF SALES 2,910

AFF SALES \$289,969.42

[Add another stat...](#)
[Rename](#)

20 of 7416 [View all results](#) [Settings](#)

The reason it shows \$0 is the sales aren't charged until AFTER 48 hours.

Here's how the email BEGAN:

I just swallowed half of some pill.

A metro something or the other. It makes your heart consume less oxygen.

If you wake up in the morning, it's a good day. If you know what your name is, it's a better day. I learned that when my mum had Alzheimers.

Fortunately, I was able to help my dad get her the medical help she needed to get her a little pill gave her a lot of her memory back. At least she always knew who I was.

So I guess as time goes on, sometimes you pay for the sins of your youth. Not that I had those kinds of sins. Actually, unbelievably, I didn't.

My sins were of a different sort. The kind of sins that eating way too many State Fair 6-pack corndogs drowned in mustard causes. The kinds of sins you get from making your "good" meal of the day the one at the \$1.97 Burger drive through on Greenville Ave. in Dallas.

Or the ones caused by the late night Taco Cabana drive through to get the chips and cheese.

See, today, I can sit down with my laptop at Starbucks, or a creek, swimming hole, beach, Starbucks or anywhere type out words, click send and have money within minutes.

It's a hecka feeling to be able to do that. Can you imagine what it'd be like if you had a bill to pay to sit down, spend 15 minutes typing some words, hit a button and have the bill paid within 15 minutes?

Or have \$120,000 in sales come in one month. Or \$10,000 and \$20,000 days.

Can you imagine writing at Starbucks and getting \$750 for every page you typed out. There are 300 words on a page so that's \$2.50 per word.

Or deciding to vacation in Hong Kong and Thailand with 4 days notice?

Well, it wasn't always like this.

I remember now.

My dad said I had to go. I had to leave. Bless his heart, he really regrets it now. Not that I blame him.

Now, first of all, that's all TRUE.

I didn't make it up. It's true that on occasion I have to take one of those little pills, although I must say my strict diet has done wonders and I'm feeling good and expect to live a LONG time.

But it's also true that when you hit your 50's like me, you just never freaking know, especially when you ate on the cheap for so many years like I did while I was struggling to learn this business.

In those days, you really didn't have the incredible information and training tools you have today.

The idea is that you find a REALLY gripping part of your story to open with. If life and death are in the balance, that's all the better.

In stories, they call this STAKES.

If the hero has nothing at stake if they FAIL, then a movie or book is pretty boring. If there was no DIE in DIE HARD, what kind of movie would it be?

If the Batman movie had no Joker or Catwoman trying to destroy Gotham, exactly how suspenseful would it be?

I describe the psychology of the email BEST in this video I made for my affiliates, to encourage them to send this email to their list:

<http://attractsalesnow.com/ultimate-cliff-hanger/>

The Cliffhanger Revealed

Here's how the email ends:

One day it happened.

The thing that eventually changed everything.

It was 16 sheets of paper. 16 sheets I still own. They're beat up, water stained, torn and tattered. Marked up all over them.

But have them I do.

I don't understand people online. They complain that they tried something for 30 days and it didn't work. Try years and years.

They complain that something costs \$20 or \$50. Try \$500 or \$5000. I mean, when you really want something, when it almost means life or death to you to get it or not get it....

When it's what you got to know, to do, to have, to be.

Whatever price it is, you pay it.

On those 16 pages were 11 words.

Without those 11 words, I might still be running Podunk ads, not making crap, driving a smoke bomb car, depressed to no end, having never accomplished anything, never travelled anywhere, never meeting the incredible people I have, never tasting food in the Phillipines, the sugar sand in Roatan, body surfing in Australia, eating noodles in Hong Kong, driving the twisted streets of Bermuda, sucking down coffee in the parking garage in Seattle, speaking in Wembley arena where rock stars perform.

I'd be nothing. A nobody.

Maybe I'd be doing magic for birthday parties. I don't know.

Remember my friend I moved to Dallas to stay with?

Well, he wasn't lucky like me.

We had that in common you know.

That drive to achieve. The need to.

But it wasn't happening for him. The last I heard he'd tied a rope around his neck and it broke. He was in counseling.

We were best friends.

I don't think he made it. If only he could have hung on 5 years, I could have shown him the way out.

When I listen to Paradise by the Dashboard Light by Meatloaf, I always remember him. That was his favorite song. We used to really crank that puppy up.

So at the end of this ezine sometimes I publish a little Irish Blessing about May the rode rise up to meet you. May the wind be at your back. And until we meet again, may God hold you softly in the palm of his hand.

That poem is for many. Some friends along the way who didn't make it.

I wish anything I could have told him then what I know now. That I could have shown him then what I know now.

I think I have an obligation, a duty, to share this before it's too late. Before the sins of my youth, of my vision, of my goal catch up to me.

The greatest sales person who ever lived, Ben Feldman said, "No man has a lease on life. One day you walk out the door and you never walk back again. Can you guarantee me you'll wake up in the morning?"

Ernest Bud Weckesser. Dollars In Your Mailbox. He originally wrote the headline in that ad. I Have To Tell You This Before It's Too Late.

I think he got it from Joe Karbo. One of the founders of modern day info product direct response.

16 pages. 11 words.

Set my life in a new direction.

Want to know what those 11 words were?

Tomorrow I'm going to send you part two and let you know what those 11 words were.

----- END OF EMAIL -----

That is the **cliffhanger ending.**

Not THAT this is my original idea. It's not.

I have the good fortune of knowing many extremely bright, talented and successful people in the direct response marketing business, and one of those people is Daegan Smith.

One day Daegan called and told me what he was doing with storytelling. I thought it was incredible and decided to give it a whirl.

But Daegan had this crazy idea of sending out a 7 email sequence and making the ending of each email a cliffhanger. All 7 emails would lead up to a product launch of some sort.

Now, with my affiliates, I really couldn't ask them to send all 7 emails in the sequence.

I thought about just having them send visitors to a squeeze page, but instead opted to have them send the strongest email in the series by far, email #1, and then go from there to the sales page:

<http://www.attractsalesnow.com/watchnow>

What Are The Advantages Of Story Telling?

There are several reasons to tell stories.

90% of what people watch on TV is stories. News is a bunch of stories. TV shows are stories. Even comedies have story lines.

Stories are good for your list in that they get a point across but aren't a hard core pitch.

Stories entertain as well as persuade. Of course, it's up to YOU to make sure your story entertains.

I'll say that it's harder to hold interest over a 7 email sequence than I thought and I doubt I'll do that long of a sequence again in that way.

In terms of actual PROFITS and dollars banked, you could probably do just as well with another launch-type sequence that is more traditional.

However, in my market, the Internet marketing audience, as you are extremely well aware of, techniques get worn out FAST.

People have been pounded to death with launch sequences. So stories are a bit refreshing.

What If You Don't Have Some Crazy Story To Tell?

I don't think you have to have a crazy awesome story to tell for people to be drawn in. By using good storytelling methods, you can take about any story and bring it to life.

How Can YOU IMMEDIATELY Apply This?

1. My basic formula is this:

- a. Find people who buy over and over
- b. Get 'em on a list
- c. Send out emails that give 'em good reasons to buy from YOU!

The way you use stories is to use them as a "change up" when you're emailing your list.

The same old thing gets boring. Switch it up with a high drama story.

2. Plan backwards from what you have to sell

What do you have to sell?

Is there a real story or series of stories in your life that highlight the importance of owning what it is you're selling?

In my case, I talked about a repeatable formula. And what I said is absolutely true.

3. Start paying attention to WHAT stories suck you in and why.

This tells you what you need to do in order to get the attention of others. Now, when I watch movies, I think about the PLOT and how it's drawing me in.

You can start doing this TONIGHT as you watch TV. Pay attention to how it OPENS and the drama or CONFLICT that pulls you in.

What about the GOAL of the main character?

What was the core CONFLICT preventing the character from teaching the goal?

What is the character's MOTIVATION.

The core elements of a story are a goal, conflict and motivation.

When you read a NOVEL or an article in a magazine that begins with a STORY, pay attention to HOW the story begins and how it pulls you in.

When a TV Show ends with a CLIFFHANGER about the next episode and you highly anticipate that, notice HOW they did the cliffhanger in a way that sucked you in.

You can use ALL these methods in your emails promos.

Now, let me say one thing:

In my Facebook group, Donna had posted that she was frustrated because she had been online now quite some time but wasn't making much money.

I asked if she emailed her list daily and she said she didn't have a list.

If you aren't making money online, then chances are you don't have a list and you aren't sending offers to it daily.

Plain and simple.

I've said it a million times. The money is in the list.

Now, that has been much quoted and maligned. But it IS true. And if you aren't making what you want online it's because:

1. You aren't adding 50-500 people a day to your list
2. You aren't sending out offers daily
3. See #1 and #2.

The reason I bring this up, is for some of my subscribers, they don't need STORY TELLING.

They need a freaking LIST and to start sending out offers. Story telling is great but it's like the ICING on the cake, not the cake.

The cake is having a list and sending out offers.

I get it all the time, "Marlon, I'm so confused. How do I FINALLY make money online?"

Or: "Marlon, can you just tell me what to do?"

Yeah, I'm TELLING YOU right now!

Here it is:

- 1. Find people who buy stuff a lot**
- 2. Get 'em on a list**
- 3. Send 'em offers with reasons to buy from you.**

Now which part of that is confusing? The part where you get people on a list who are known buyers? Or the part where you send them offers giving them reasons to buy from YOU?

Do you sell art?

Find people who BUY ART and get 'em on a list.

Do you sell CAR PARTS?

Find people who buy lots of car parts, get 'em on a list and send 'em offers.

Do you sell WIDGETS?

Find people who buy lots of widgets. Get 'em on your list. Send 'em offers to buy widgets from YOU.

See how simple this formula is?

I know you have questions like:

➔ Where do I FIND buyers to get 'em ON my list?

➔ HOW do I get 'em on my list?

➔ What types of emails do I send?

➔ How often do I send emails?

Do you want the answers to those questions?

And more?

If you DO, then **post to my Facebook Group** and let me know what you WANT to know.

I just found a way today that John is using to get 1,000+ clicks per day at 0 cost and converting 3% to sales at an average of \$27.00. That's \$800 to \$1200 a day HE is making.

Not indicative of what you personally will make. But aren't you curious about HOW he's doing that and more?

Or what if you spent \$300 a day for clicks but got back \$1,000 within 72 hours?

How many clicks would you do a day?

Does this interest you? If it does, post to my Facebook Group. If it DOESN'T, then post and tell me what DOES interest and excite you.

If you're just freaking dead, then I guess post that too if you have the energy.

Best wishes,

Marlon Sanders

The King of Step-By-Step Internet Marketing

When Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

ATTENTION: Join me for this life-changing recorded event

↙ Watch this video...



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

One time and one time only I revealed my
11 greatest all-time Formulasin an
incredible 3 1/2 pre-recordedwebinar marathon.

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

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.