

Marlon's Marketing Minute
October 30, 2010

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MMM TRICK OR TREAT
SPOOKTACULAR EDITION

Warning! This orange box is an advertisement for a product that is NOT free. Do not read if you only want low quality free stuff that never works for you and leaves you frustrated, result-less and complaining on forums

My friend Melvin Perry has put together really serious pro level banner advertising training. Listen, I know it's not a \$7 ebook. But if you want advanced caliber info, I don't know another way to get it. I only know of two in depth products below \$100 on banner advertising. This is one of the two. The only other serious training I know of is a \$50 a month membership site or \$5,000+ coaching. There's one serious ebook on the topic but it doesn't cover 1/2 of what Melvin does. The MAIN secret Melvin teaches you is how to AVOID buying banners on sites that have really low quality traffic. Melvin is the ONLY person teaching this for under \$100. I own and have been through the other courses and know this to be a fact. Furthermore, this is the ONLY method Melvin is using to get traffic right now so his Game is 100% on par. I know money may be tight for you right now. But if you want quality info products that really deliver, this is one of the few I recommend. One of the others on traffic is Mukul Verma's. I've known Melvin a long time. I personally spent one hour on a webinar with him verifying stats, discussing his methods and so forth. This is 100% legit and not hype. Here is a rather in-depth video to watch:
http://www.goldbar.net/ua/link.php?affID=marlonsand2_ad

**DON'T BUY BANNER ADVERTISING
BECAUSE IT SUCKS – REALLY BAD –
LIKE BIGTIME ... NO SERIOUSLY..
BECAUSE YOU NEED 1 BILLION
DOLLARS TO DO IT!...**

Yeah dog, that's right.

I said it SUCKS bigtime – ACCORDING to other gurus, players and people in "The Game."

That is "The Game" of selling how to make money on the Internet products.

And do you know WHY it sucks?

Because the person who told you that is selling something OTHER than a banner advertising product.

Maybe they're pimping seo. Or maybe they're pimping web 2.0. Or maybe they're pimping some other method they really, truly, sincerely believe is better.

Today's sub-title is: How NOT to Be Brainwashed and Act Like a ZOMBIE...to tie this back to the Halloween theme:

You hear LIES and more LIES! Really SPOOKY things like:

- Banner advertising is only if you have \$10,000 for ad buys
- Banner advertising is really hard
- Banner advertising is only for the pros
- Banner advertising only works if you sell scummy products
- Banner advertising won't make money
- Banner advertising only works on weight loss and Forex

Lemme lay it down and splain something to you!

People in "The Game" of selling info products to you have to sell THEIR frame of reference and their method.

So they "frame" the Game to their advantage. Thus, the LIES above.

Now, I'm in the context of "The Game" since I also sell products. That means I'm not completely unbiased. But I do have a philosophy. Back when I was doing magic parties as a young buck, I read a quote from Tarbell. Someone asked him how he did a trick.

He said, "I just tell 'em the truth and that fools 'em every time."

I've always did my best to adhere to that philosophy. In the context of "The Game" I've always tried to tell the truth and call it as I see it.

So any truth I give you is my truth. You might notice I seldom promote highly hyped products. And often promote stuff like Mukul Verma has that is not very slick. I mean, Mukul is not “known” yet.

The same deal goes for Melvin Perry’s banner advertising product. I think I’m the first person to promote it.

I FOUND it because I noticed in Google it was on the BLACK HAT sites as the download. Which brings us full circle to our Halloween theme!

So here’s the product that no one at all has promoted.

YET – The hard core “Black Hat” people already got it up uploaded to their site because “they know” how good and real it is.

People MISTAKE slick with REAL.

Does that make sense. The black hat people are hard core man. Melvin ain’t even sellin’ his deal yet hardly and they already got the stuff up on their site for illegal freaking download. THAT’s how good it is. Do you get that?

Do you understand that because everyone and their dog, and their mother promotes a product does NOT mean it’s got ANY value at all?

Why?

Because people get computers, tons of prizes, Ipads and all kinds of cool stuff JUST for sending traffic to those offers – regardless of the value.

Remember back a few years ago when everyone in one week promoted the “Death of Adsense” report. Then like two days later said, “Wait, my bad. Adsense is a alive! And they promoted Joel Comm’s response.

I’m here as a freaking HARD CORE Internet marketing, NOT a JV junkie, telling you the straight scoop week after week and month after month on Internet marketing.

By the way, just because someone has made say FORTY MILLION dollars or whatever, it doesn’t therefore automatically mean their product is more credible or even worth jack.

Are they teaching what they really did and their real secrets? I see the HYPE crowd do banner ad buys for really low quality stuff like ringtones that are rebills (recurring billing) then promote the \$\$\$ they made WITHOUT revealing the product really WAS scammy, not that ALL ringtone offers are.

Or maybe someone made \$ million dollars or 10 or whatever, but is teaching YOU something entirely different, which happens ALL the time.

My point is NOT to ruin your life be being a hard core skeptical jerk. It's you know....use your head a bit and understand the Game a little. That's all.

Like my momma said..."All that glitters isn't gold."

There's my RANT and I pray you take it to heart. People got something to sell. They're gonna REFRAME things that don't fit what THEY are selling. It's part of the Game. It's not bad. It's not wrong. It's just THE GAME.

Now, for you, as a buyer and a consumer, all it means is using that little noggin' God gave you to not jump on every slick, over-hyped thing with tons of social proof. And to maybe see the value in a few offers that are under-sold, under-marketed but REAL....

Kinda like that hole-in-the-wall restaurant with really yummy food that not tons know about because it isn't a chain and they seldom advertise. But the food is great, the service friendly and the location sucks.

Now, let's talk about the LIES about banner advertising.

Lie one: You need \$5000 to \$10,000 to play the game.

The truth: You need \$5 bucks. You can get tons and tons and tons of buys for \$20 to \$50. Melvin is doing these deals NON STOP every day.

The secret is knowing where and how to buy 'em without getting ripped off. The people who say this stuff are talking about big, gigantic massive rollouts of extremely mass market products to the enormous banner networks.

Yeah, there's money there. Melvin has a deal with one of them right now where he pays \$50 for every 100 clicks. So it's basically pay-per-click.

But, there's a whole TON of opportunities that do NOT involve this model and are easily affordable by anyone who has even 5 or 10 bucks to spend.

Heck, at <http://www.projectwonderful.com> you can do a banner buy for a BUCK for 30 days. (By the way, if you bought the list building method a few weeks back by Mike Hill, this is a neat place to find forums. Google also has a forums search. All you need then is a banner created and a special sauce to give away to get the opt in.)

Think I'm lying?

I got one or two banner ad buys on there right now for dirt, dirt cheap. And that's only one possibility. There are probably dozens if not 100's of places you could buy banners right now for under \$30 that are good matches for you.

Which brings me to lie #2:

Lie two: If you buy small buys, you won't get traffic and won't make money

That's total b.s. Some of my good friends might tell you that. OK. So we have a difference of opinion. Or they have their own frame of reference to sell.

Understand that how authoritative someone sounds when they tell you something has NOTHING to do with it's veracity or truth. I site HITLER as prima facie evidence. Hello!

Why do I say this is a lie?

Because Melvin is crushing it. And not just Melvin. If you have 30 smaller sites running your banners week after week and month after month, it'll all add up.

Lie three: It takes too much time and hassle to buy banners on small sites or medium ones

You can EASILY have a \$150 to \$250 a month Filipino do this for you. I'm planning on hiring someone right now...every sharp....very talented...but young. How much? \$150 a month.

Here's the truth: the people who say this don't know the SECRET of doing direct buys and buys at self-serve banner networks.

Melvin bought a banner at adtoll.com which is a flat rate self-serve network. For two months he got clicks for .0033 cents. And he OFTEN gets clicks from different networks and sites for a half penny to a penny.

Lie four: Banner blindness – The ads won't work because of banner blindness

You think that's maybe why you need to rotate banners? THAT couldn't be the solution, could it? Openx.org lets you rotate banners.

Lie five: If you DO buy banners on small sites, there's no money in it and it's small change

True, unless you get 100 or 200 of them then ramp up to larger sites then go to networks.

Lie six: This only works for weight loss, Forex and scammy sites.

If you want to go broad and advertise on really broad sites, it's true that you have to go to broad offers like weight loss or make money. That doesn't automatically mean you have to run scammy offers and banners.

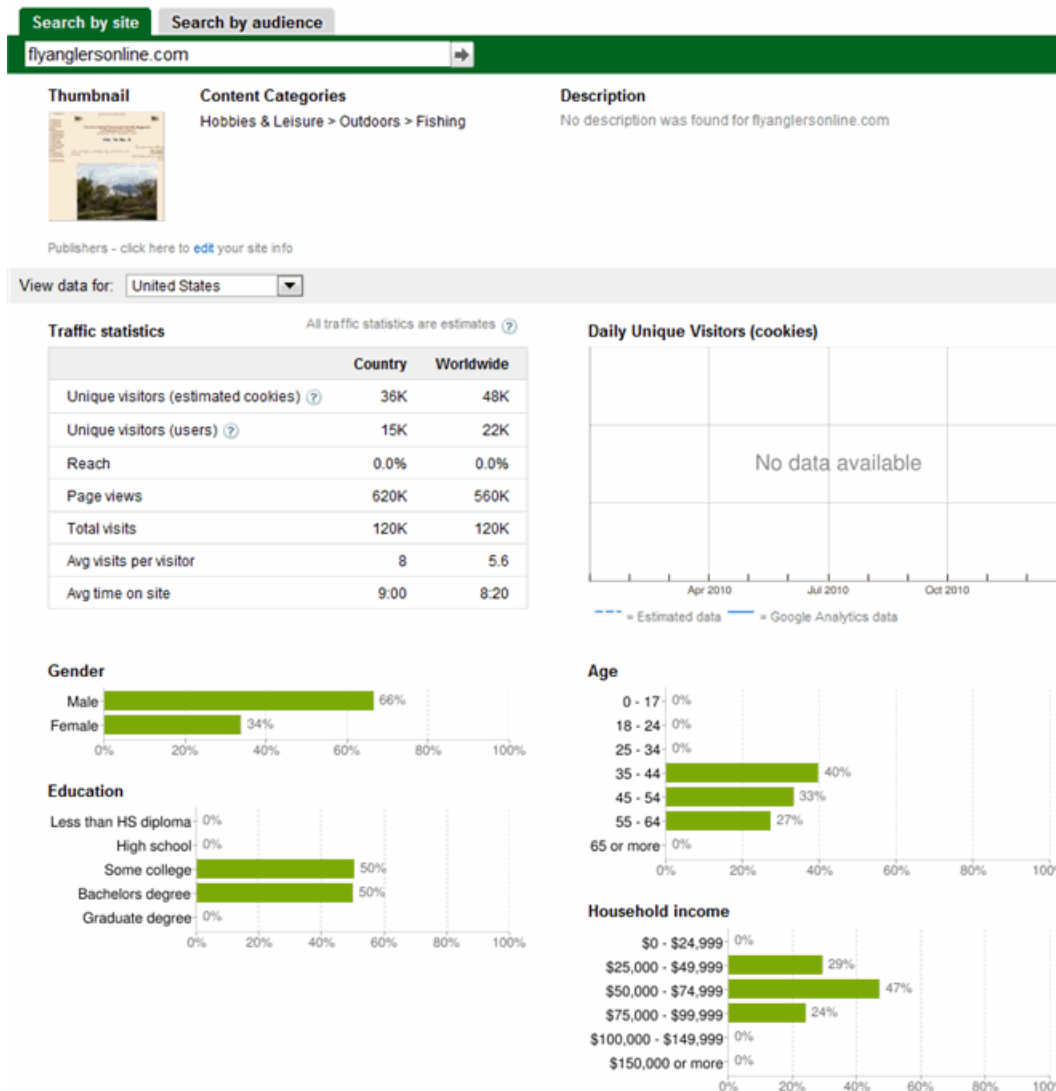
One does not NECESSITATE the other. There is no cause and effect relationship. It's true you might sell a newbie make money product. Does the fact that it's basic and for newbies make it a scam? Only if you make it so.

What's more, there are often TONS of sites that ARE on your topic that you can buy ads on.

And it's quite possible that with a close demographic match, you CAN take your offer to sites that aren't on the same exact topic.

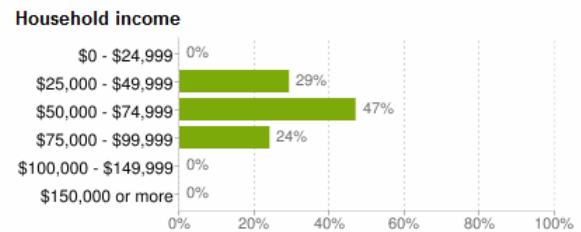
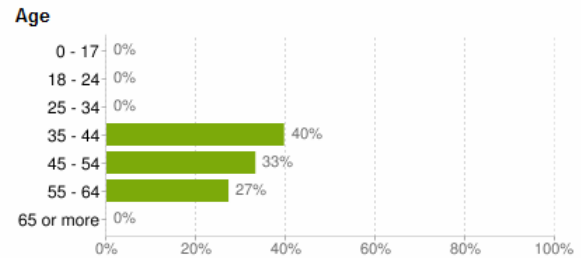
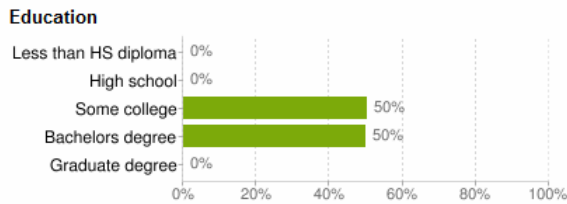
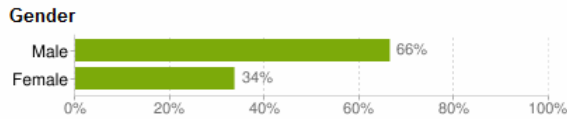
Let's say you sell a product on fishing.

Check out Google Ad Planner (google.com/adplanner) for flyanglersonline.com



Do you think we might be able to find people with that age and income on OTHER sites?

Wouldn't it be feaky if those demographics also matched YOUR customers and you could run banners on fly fishing sites?



Sites also visited

Site	Affinity ?
orvis.com	190.0x
basspro.com	74.0x
cabelas.com	61.0x
thefind.com	6.8x
mapquest.com	2.9x
cgi.ebay.com	2.6x
shop.ebay.com	2.4x
craigslist.org	1.6x

Audience Interests











Interest	Affinity ?
Fishing	128.5x
Outdoors	41.4x
Water Activities	24.9x
Hobbies & Leisure	15.5x
Shopping	4.9x
North America	4.6x
USA	4.2x

So check this out. People into fly fishing ALSO go to orvis.com and basspro.com and cabelas.com. See the affinity? The 190 means that the average person who goes to flyangleronline.com is 190X more likely than the average internet surfer to go to orvis.com and 74x more likely to go to basspro.com.

They ALSO like water activities and can be found on more general outdoors sites. So what Melvin explained to me on our little informal webinar session the other day is there's a good chance you could take your fly fishing banner and advertise it on orvis.com.

Now, let's look at Orvis.com:

Sites also visited

Site	Affinity ?
 midcurrent.com	190.0x
 appleseeds.com	120.0x
 normthompson.com	120.0x
 woolrich.com	120.0x
 togshop.com	110.0x
 filson.com	110.0x
 pendleton-usa.com	89.0x
 ohmydogsupplies.com	89.0x
 territoryahead.com	81.0x
 travelsmith.com	73.0x

Audience Interests

Interest	Affinity ?
Outerwear	31.4x
Fishing	28.9x
Men's Clothing	24.1x
Sleepwear	23.5x
Pet Food & Supplies	19.9x
Hiking & Camping	19.4x
Outdoors	15.0x
Vermont	13.5x
Luggage & Travel Accessories	13.2x
Women's Clothing	11.0x

Keywords searched for

Keyword	Affinity ?
orvis	720.0x
llbean	38.0x
eddie bauer	34.0x
coldwater creek	31.0x
ll bean	31.0x
sierra trading post	31.0x
lands end	21.0x
cabelas	19.0x
nordstroms	16.0x
pottery barn	9.0x

Top Subdomains

Subdomain	Worldwide UV (u) ?
Subdomain data is not available	

You might be able to stick your fly fishin' banner on Llbean, Eddie Bauer, Coldwater Creek or some other sites.

And look at Pet Food & Supplies sites, hiking sites and so forth.

YOUR HALLOWEEN ACTION PLAN TO BUY YOUR FIRST CHEAP BANNERS

So let's say you are one broke sunnagun and no matter how many good things I say about Melvin Perry, you got no money at all. What can YOU do?:

1. Go to Google.com
2. Search your keywords
3. Click on all the sites there and see if they have a banner advertising links.
4. If they do send an email asking their rates.

5. If they don't, send an email asking if you can buy a banner ad
6. After they give you their rate, ask if you can do a test for 3 days or a week. This is if the rate is significant money to you.
7. Get a bunch of banner ads made at 99designs.com or wherever.
8. Use the free ad server at openx.org and give 'em that code so you can rotate all those banners you got and get all the stats on em.
9. If the EPC is less than the CPC keep running the ad.

EPC = earnings per click which is how much you make when someone clicks. $\text{Earnings} / \# \text{ of clicks}$

CPC = cost per click and is how much it costs you per click. $\text{Cost} / \# \text{ of clicks}$

10. Go watch Melvin Perry's video:

http://www.goldbar.net/ua/link.php?affID=marlonsand2_ad

"But Marlon, contacting web sites to buy banners sounds like w-o-r-k. I wanted something easier like pushing a button."

Do I need to answer that?

It is a bit of grind to find web sites. That's why I'll probably hire someone to do it full time for \$150 a month, and they'll be grateful to make that money in their country.

You can also scale up to larger web sites and deals after you get some banners and offers that are working for you.

Can this work for affiliate products?

You need a decent payout or really cheap traffic. Or get 'em on a list and sell 'em other stuff. Connie Green, another one of my up-and-coming superstars made 100 g's off a 500 person list by selling high ticket products and services via webinars.

Howz come I haven't heard about Melvin Perry or Mukul Verma from OTHER "gurus"?

I don't really care.

I care that what they're teaching is real world. That's what I care about.

Marlon, I THOUGHT you said affiliate programs are the best source of traffic.

They are. But remember, Google slapped about everyone in our business from what I know. This is my revenge. Also, banner ads are my #2 favorite method now. And the cool thing is a beginner can actually do them without a lot of knowledge.

All you REALLY gotta know is buy banners and if the epc > cpc keep running and buying.

My #3 favorite method would be the free methods used by Mukul Verma.

In summary:

1. Have a brain and use it
2. Social proof and tons of people promoting a product only means the prizes for promoting it are good.
3. Slick promotions, videos and pages only means the person can afford a good designer and cameraman. They have NOTHING to do with the credibility or value of the offer. Nothing. Anyone with money can hire a camera man for a day and a good web designer for a week.
4. Personally, I like to buy from guy's in the trenches doing stuff that isn't oversold and won't have everybody and their dog jumping on the bandwagon which, to some extent anyway, tends to "break" whatever the method is. Not that there is anything intrinsically wrong with widely promoted products.

I just prefer the underdog. And methods and things less commonly known. Just like I like eating at "hole-in-the-walls" and having coffee at the little non-profit coffee shop with the hyper comfortable chairs and sofas and the friendly employees vs. the chain. Not that I don't buy coffee at Starbucks.

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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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REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

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Resources you can use

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1. I got my final warning from Google..now it's MY turn....
<http://budurl.com/marlonsrevenge>

2. Grab some popcorn and enjoy the most unconventional marketing WebTV show you've ever seen. It's presented by my friend Andrew Lock at www.HelpMyBusiness.com, it's free, and it's become more popular than a supermodel in a catholic boys boarding school ;)

Seriously, it's the #1 show for entrepreneurs on Apple iTunes now, so check it out.

And if YOU'D like to create a profitable WebTV show for YOUR niche, Andrew has put together the 'ultimate' course, which you can find details on at: <https://alock.infusionsoft.com/go/webtvcourse/msand/>

3. Need to create your OWN INFO PRODUCT?

There's only one product that does it step-by-step in detail on a Dashboard anyone can follow: <http://www.productdashboard.com>

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. 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>

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 your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

8. Fresh, New Ideas On Traffic. I've been through Mukul's videos more than once. I've had an outsourcer work on some of them and am planning on hiring a new person for \$150 a month (full time) to do them.

<http://www.trafficmarketingintensive.com/marlon>

Mukul uses FREE methods to get traffic. He gets 80,000 visitors a month using short youtube videos, posts on free classified ad sites, a unique method of social bookmarking, posting short docs on document sharing sites and a few other things. His course is highly recommended.

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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.



<http://www.ateamsuccess.com>