

Marlon's Marketing Minute

December 10, 2011

Extremely Important Issue

Hello,

Marlon here.

1. Today's article:

Don't let PORNO bandits steal YOUR name and publish naked pictures on it! (This is no joke...xxx extensions JUST became available and can be bought on YOUR name or product name.)

2. MASSIVE Marketing Dashboard Updates done Friday

If you own Marketing Dashboard, you'll want to log into your product. I made MASSIVE updates to virtually every icon on Friday. This is the SECOND major update to it. I updated it 2 weeks ago but this update was far more extensive.

Promo Dashboard is UPDATED for 2012.

Associate Dashboard is UPDATED for 2012.

If you own any of those products, your copy has been updated GRATIS.

3. Affiliate Promotion is going CRAZY. I have affiliates pulling down really serious sales.

If you aren't getting my affiliate promotions and special offers, go to getyoursupport.com and inform Lisa you aren't getting the affiliate contests, promotions and updates.

4. Announcing a December 20 Marketing Dashboard Quickstart call for ALL Marketing Dashboard owners. Watch your email for details.

5. *Swipe File Secrets* -- If you added it onto your order, we have FIXED the viewing issue. Some people couldn't view it.

Marlon

NEW AFFILIATES – Extra \$100 for you

\$100 Quick Start Bonus

**Make just 5 sales and you get an extra \$100
ON TOP OF your other commissions**

<http://www.promotemarlon.com>

This issue contains:

A. Who else wants 60% front end and 50% back end?

B. Announcements from Marlon (Important)

C. Main Article: *Don't Let Porno Bandits Steal Your Name and Publish Naked Pictures On It – PLUS, more on how to crush it in 2012*

D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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

<http://www.promotemarlon.com>

A decorative horizontal line composed of many small, upward-pointing triangles.

B. ANNOUNCEMENTS FROM MARLON

How to Get Support

- a. Do NOT email us. Please.

Go to:

<http://www.getyoursupport.com>

- b. My friend Paul Myers publishes one of the best ezines on the Internet about Internet marketing. <http://www.talkbiz.com>
Subscribe and give Paul a shout out for me.

- c. Connie Green CONTINUES to crush it as a super affiliate. She sends out some of the best affiliate emails I've ever read by anyone.

- #### d. Darndest List Builder I've Seen

Bryan Winters has the [darndest list building thing](#) I've heard of. He launched it and is putting 800 people a DAY on his list. I haven't had time to check it out yet but I'm gonna. Because when Bryan sends traffic to my affiliate link it's a TON of traffic. So I can speak first hand that his list building system works.

C. Are you a talented webmaster who would LOVE to learn Internet marketing and are willing to work really hard on projects and meet deadlines?

If you have video, css, wordpress skills and good spoken English and can work full time with average income needs, please post to getyoursupport.com and ask Lisa to forward your info to me.

You have to be PASSIONATE about the business have some real Photoshop/graphics/wordpress skills and have a burning desire to participate in Internet marketing at a very fast past, in a highly competitive environment.

Having said all of that, you will learn more than you ever dreamed of and have the opportunity to truly help others learn marketing. But this is a WORK position, not a slow-paced, kick back and learn a few things kinda thing. My business is fast-paced, exciting but also demanding.

If that's you, then post to getyoursupport.com and tell Lisa you're interested in the "product creation" position.

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C. Today's Article:

**Don't Let Porn Bandits
Steal Your Name & Publish
Naked Pictures On It – Plus
How to Rock It In 2012**

Hello,

Marlon here.

I couldn't believe it. Last night on my local news they were talking about the new XXX domain extensions.

I had only heard a bit about it. But I didn't THINK that someone could register MY name with a .XXX extension and publish porn on it.

So I IMMEDIATELY registered my own name and I recommend you do the same. Unless you don't care what kinda pix someone publishes on your name.

You can GO HERE and [register on Namecheap](#) (aff link) a .XXX with your name or product name. Now, they cost a lot more than regular domain names. So be prepared.

I think mine cost me \$78 to register. Just go there and type in your NAME and select xxx from the drop down menu. That will allow you to buy it, so no one else can.

It's almost humorous that a ton of the .xxx names that will be registered will NOT be porn domains but people who don't want THEIR domain used for porn!

You might wanna pass this article along to your friends before it's too late and for the rest of their life they have to answer questions about why naked people are doing THAT on THEIR name.

And are they SURE those big checks they're banking from IM aren't being made in the porn biz!

How To Make Christmas Cash From THIS XXX Opportunity While Protecting Your Church, Chiropractor, Dentist and Others

Here's what you do.

Go to namecheap.com and sign up as an affiliate just like I did.

Now, register something like NONAKEDPIX.com or whatever.

Put your affiliate redirect on the domain name.

Now give that out in emails, when you talk to your pastor, etc.

You can even write up a little viral PDF about it if you're ambitious with screen caps on how to register. And even offer to do it for people.

You run banner ads on blogging sites like:

Don't let Porn Bandits Publish Naked Pix On YOUR Blog Domain.

Or whatever. Let your imagination run wild.

Alright. Enough of that.

Now, my SECOND tip. Then we'll get into rockin' it in 2012.

1. Keep a list of your affiliate URL's handy where you can FIND it.

This sounds like the stupidest, dumbest, simplest suggestion you've ever heard. But unless you have your tidy list super duper handy, then you might try it out.

2. Connie Green is one of my super, duper affiliates.

Connie buys SHORT [domain names](#) and then sets up a redirect through her affiliate link. That way, on teleseminars or when she's talking to people she can give the SHORT domain name vs. an impossible to remember affiliate URL!

I've personally seen her do it in person. She has domain names for more than one of my products that redirects through her affiliate link.

Now, onto 2012.

There are basically just TWO things you gotta do in the new year.

1. Dial in your formula
2. Crank up the formula

First of all, dialing it in.

I don't know if you made it to my Roundtable video series or not. This is what I focused on in it. I don't think you can buy that product anymore other than in an OTO somewhere.

Anyway, dialing it in means this:

You experiment with different price points, traffic sources, product combinations, and sales methods until you HIT a formula that works.

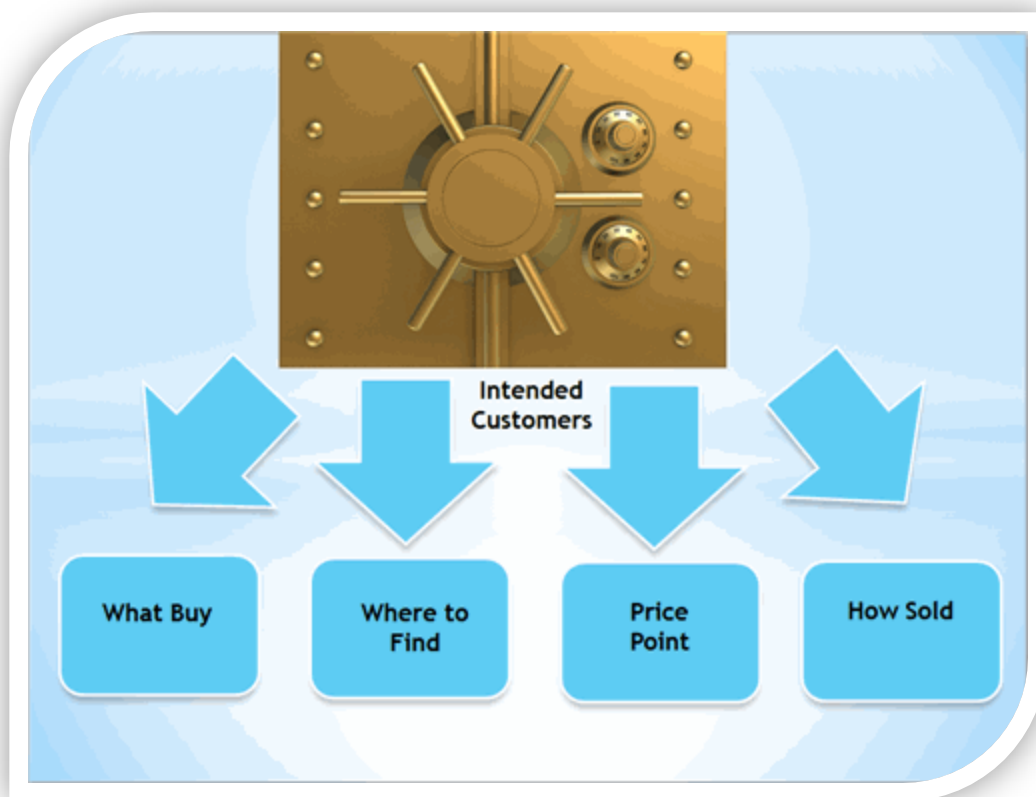
I just did this recently.

I experimented with some different products to our affiliates at different price points and offers with different promotion methods until I HIT on one that is selling gangbusters.

In fact, yesterday Lisa was on live chat, chat after chat, virtually all day. The thing is selling like lemonade in the middle of the wilderness! Now, I tried some OTHER things that didn't work so well.

I experimented with TWO different automated webinars for my coaching program. They did make sales but not what I want. Either my traffic source is off, the offer is off or the price point is off.

In the Round Table I had a picture of a gigantic combination lock.



Those are the 4 elements you have to “dial in” before you can crank up your marketing machine.

The GOOD news is that once you dial in the Formula and it “hits” then you can just turn it up, crank it up, make it happen.

It gets extremely EXCITING at that point.

Until then, it’s a bit of a grind. A lot of people, in fact MOST, dial in ONE combination, it doesn’t work, and they quit.

In Internet marketing, most all the hard work is front-loaded. All the hard work is upfront to dial in the right combination or formula. After you get that, the good times start rolling.

How This Works For An Info Product Business Model

Here is how this applies to an info product business model.

1. You put out viral reports or videos, affiliate promotions and links, some kind of promotion, Amazon books, Twitter communications and so forth.
2. People get on your list
3. You send emails that create likability and credibility, two of the most important factors in conversions based on “source communication” research.
4. People like you, trust you and buy from you, probably something cheap like \$7, \$17, \$27 or \$37.
5. People like your ideas so they spend \$97 with you for something more extensive.
6. You have a monthly continuity that is a CD of the month or a membership site or forum they join. Even a webinar of the month.
7. Next you have a CD/DVD set or home study course of some sort for \$197 or \$297.
8. Next you have a \$697 six-week training course.
9. Next you have coaching or a seminar

Do you see how this is a progression?

But if you can't feed the FRONT END of the funnel with a bunch of people, then the rest of it never works.

That's why the work is front-loaded. Getting that initial combination dialed in is the challenge.

After that, you start rolling out the other pieces in the Formula.

There is ONE ELEMENT in all of this that's the most important...

Being productive and even PROLIFIC.

If you're productive or prolific, you don't sweat so much over choosing the perfect target market. You choose 3 and see if one of them works better than the others.

You don't sweat over whether or not you should do THIS product idea. You do it AND 2 or 3 others.

See, being productive or prolific solves a LOT of issues.

But how?

How do you be prolific without killing yourself?

It all comes down to a BELIEF system.

The belief that it's best to get products out the door and if they sell you can go back and update, enhance and improve – IF sales justify it.

Having a PERFECT product that won't sell makes leaves you with skinny kids and a whole in the floorboard of your car!

Figuring out how to dial it in is front-loaded work.

And the KEY to it is being productive or prolific.

And the key to THAT is speed product creation and NOT obsessing over one idea but doing multiple ideas.

Then, once you get it dialed in, you crank it up. You create what is called "standard work" in lean. You get your system or process down so you can operate it at greater speed.

That's when the good times start to flow.

Everything is funny when you're makin' money.

Marlon Sanders

MarlonSanders.com

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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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D. Monthly Product Marketing Model Resources Specifically Designed By Me To Help You Implement The Model The Fastest With The Least Effort, Costs and Mistakes

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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.promotemarlon.com>

1. PUSH BUTTON LETTERS DEMO

Create your Monthly Product Promotions in a jiffy using the killer tool I created to help you "Templatize" your sales letters:

<http://www.pushbuttonletters.com>

2. The Marketing Diary: Me teaching Matt daily all the details of the Monthly Product Marketing Model. 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. Discover how to design web sites to SELL the Monthly Products and Offers you create.

Find out how to use patterns, gradients, strokes and all kinds of really cool stuff that EMPOWERS you to create products and promotions.

<http://www.designdashboard.com>

5. Step-By-Step Guide To Promoting Your Monthly Products and Offers

If you're going to have monthly income, you need to bang out promotions, squeeze pages, emails, blogs, podcasts and so forth. This is your PIPELINE to becoming a creator of highly effective online marketing promotions.

<http://www.PromoDashboard.com>

6. Step-By-Step Guide to Creating New Info Products For Your Monthly Product Marketing Plans

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 is a wonderful seo expert who uncovered the most phenomenal system for Evergreen traffic.

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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