
Marlon's Marketing Minute
Vol. 6, #13, April 9, 2011

Hello,

Marlon here.

In this issue:

**Is It Absolutely Insane To
Think You Can Turn \$900 Into
\$40,000 In 12 Months?**

***(And what do you do it if you ain't GOT the
900 bucks to start with?)***

This is one of the biggest moneymaking secrets I've seen that cuts across many businesses. Today I show you how to apply it to building your list.

It's easier than you think in many ways.

Traffic Dashboard Quickstart Call is THIS Thursday or the following Tuesday. See your email for details. I will be sending full call-in details next week.

Marlon Sanders

P.S. The Traffic Dashboard is STILL 3373 on Alexa in US, 2392 in New Zealand, 2726 in Australia, 3476 Canada, 3613 Ireland, 4953 UK, 4757 Singapore, 7760 Malaysia, 5547 South Africa.

Thanks to Jason Fladlien, James Jones, Dave Frey, Andrew Lock, Tim Castleman, Harlan Kilstein, Connie Green, James Penn, Lee McIntyre, Matt Gill, Willie Crawford, Paul Myers, David Vallieres, Paul Anderson, Winter Valco, Corey Lewis, Ken Hammond, Frank Garon, Brian T. Edmondson, and so many other affiliates who

deserve credit. I thank and acknowledge you and will give better recognition as soon as I can.

I especially owe Jason Fladlien and James Jones for kicking it off and really putting their support behind it with big, extremely responsive lists and to Tim Castleman for standing up for the product on Warriors Forum. **Dave Frey and Andrew Lock** came up BIGTIME in my weekend contest. They both won Ipad 2's!

Finally, a SPECIAL thanks to **David Jenyns** who supported my products with traffic consistently, even when I didn't have a product launch or contest. David, your efforts are noticed and appreciated.

This issue contains:

- A. Who Else Wants 60% Front End and 50% Back End?
- B. Announcements from Marlon (Important)
- C. Main Article: How To Get All The Email Subscribers You Want
- D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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LAST CHANCE to get on the Quickstart call this Thursday or next Tuesday. Snag it today...

<http://www.thetrafficdashboard.com>

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 you more than the Dashboard to have custom created!

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

The [Traffic Dashboard](#) is 3,373 on Alexa in the U.S. out of over 13 million sites ranked by Alexa. It pays 60% on the front end and 50% on the back end.

If you you want a chance at promoting what I believe has a shot at product of the year in 2011 go to:

<http://thetrafficdashboard.com/affiliates/>

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B. ANNOUNCEMENTS FROM MARLON

One: How To ACCESS Your Traffic Dashboard

a. The Traffic Dashboard login is:

<http://www.getyourproduct.com>

However, we've moved to the infusionwp system which means if you buy today or later, your login will be:

<http://www.getyourproduct.com/yourproduct>

b. The Traffic Dashboard Turbo is at:

<http://www.productlogin.com>

The user/pass here is NOT automatically the same as your Traffic Dashboard login. It's whatever you chose.

Two: How to Get Support

a. Do NOT email us. Please.

Go to:

<http://www.getyoursupport.com>

Three: Ateam

Holy smokes, last Thursday was awesome.....I showed tons of live numbers of my business. It was a REAL eye opener for some. I layed out EXACTLY how you make money in the biz. I'll have the webinar up asap.

Four: Facebook Like Reveal

I purchased PLR to what I believe is an iframe solution. When I get time to really analyze and try it and after I review the terms of it I'll see what I can do for you guys and gals who didn't get fbml added to your fan pages.

Traffic Dashboard buyers -- IF and ONLY if the terms of the tos allow me to add it to the product, I'll do something for you also.

I'm sure if not, there WILL be other solutions coming soon.

Five: Google Farmer

I ADDED an audio link with Sean Mize in Traffic Dashboard where he discusses Google Farmer update and article marketing in depth. It's on row 1 in one of the icons.

Also, I WILL also post a link to a video where Rusty explains the same and how it effects the 0 to 1,000 visitors as day plan.

Please be patient on me adding these things. With this launch, it's been crazy and I don't have the large staff I used ot.

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C. Today's Article:

“Is It Absolutely Insane To Think You Can Turn \$900 Into \$40,000 In 12 Months?”

By Marlon Sanders

Mar 24th	130
Mar 23rd	496
Mar 22nd	424
Mar 21st	324
Mar 20th	582
Mar 19th	510
Mar 18th	33
Totals	2,945

When I presented these numbers real time and live to my Ateam members, the question came up, “Marlon, how much did you SPEND to GET those subscribers?”

I mean, it's all well and good for ME to talk about these numbers. But what about YOU? How much do YOU gotta spend?

You SHOULD spend ZERO!

Here's why:

1. You run an ad of some sort
2. The ad goes to an email capture page where people enter their email address and click submit.
3. The thank you page tells them to go check their email and click the confirm link. This is known as “double opt in.”

4. When they click that link, they go to a web page with an offer on it.

If you test and tweak, THIS page will ERASE the cost of the ad you bought.

Example:

You BUY 300 clicks to your email capture page.

150 enter their email address or “opt in”

90 confirm their email address and actually SEE your offer

If you get 10 orders @ \$15 each you broke even.

Or lets say you get 5 orders @ \$17 = \$85 but the ad cost you \$150. You’re still \$65 in the hole. But you present another \$50 offer to those 5 buyers and get 1 or 2 sales.

YOU BROKE EVEN!

Now, over the next year, EVERY SINGLE person who JOINED your email list (whether they initially bought or not) will likely be worth \$10 or more to you. On my Ateam call I revealed how a friend of mine, James Jones, averages \$40 in 12 months.

But let’s just say 10 bucks. You had 90 people confirm their email address, right?

So over 12 months those 90 people are WORTH \$900.

You SPENT \$150.

You GOT back \$900

But get this.

You did NOT spend \$150 to get ‘em!

By the TIME your OTO’s or One Time Offers were done after they clicked your confirmation link, you BROKE EVEN.

The 90 people WERE FREE!

They didn't COST you anything. They were FREE.

HOW MANY FREE PEOPLE DO YOU WANT TO PUT ON YOUR LIST WHO WILL MAKE YOU \$10 OVER THE NEXT 12 MONTHS?

Let's break this down more and define the terminology.

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Step One: I run ads

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Yes, these DO cost \$60 to \$150. Sometimes \$300. Occasionally more. These can be banners or emails or ppc or ppv. Right now, I'm doing emails. It's easiest to do banners via Google but they are so stringent on landing pages, screw it.

With Google you can't just throw up a squeeze or a landing page. They like to make life extremely difficult and complicated for advertisers. WHY is beyond me.

Let me define the terms:

PPC: pay-per click. You pay everytime someone clicks your ad. When you see those ads on the right-hand side when you do a Google search, those are PPC ads.

PPV: Pay-per-view. You pay about a penny to have your ad pop up on a website. You can do this on about any website you want.

Solo emails: You pay someone money to send out your email. I love this because it's fast and easy. You don't have to beg and plead with Google to accept your Landing Page.

Landing Page: This is the page people go to from your ad. Also called a squeeze page. [You can see an example here](#). Also called a "name squeeze" page because you're squeezing out a name and an email address or an email address.

Name Squeeze Page: Same as landing page. But Landing Pages mean different things to many people. A name squeeze page specifies that the purpose is to collect email addresses.

Email Capture Page: Same as Email Capture Page

Here is one of my ads. I blast these things out like they're candy:

Subject : Announcing The Guide to Getting 600 Visitors a Day On Squidoo
(potentially)

Memo From: (name of list owner)
Memo To: {FIRSTNAME}
Re: New Guide To Getting 600 Visitors a Day
From Squidoo (potentially)

Would you like to know how one savvy dude
gets 600 visitors a day to his Squidoo lens?

Marlon Sanders' new freebie guide gives you
the real scoop and you can download it here:

<http://budurl.com/DownloadSquid2hours>

You'll discover:

- * How to add your banner in the spot that gets
the most clicks
- * Which modules you should add to obtain
maximum subscribers or sales
- * Secrets Rusty uses to get 600 visitors a day
from just one of his lenses.

To snag a copy just go here now, while
complimentary copies are still available,
go here while it's on your mind:

<http://budurl.com/DownloadSquid2hours>

Best wishes,

FIRST NAME

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Step Two: Confirm

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After the person enters their name and email address, they'll be told to check their email account and click the confirmation link.

Currently, 60% of the people who enter their email address do that. This is called "DOUBLE OPT IN."

When people enter their email address to receive email from you, this is called "opting in."

When they have to take a SECOND ACTION to confirm they WANT to receive email from you, this is called "double optin in."

The purpose of this is to prevent spam complaints which can cause you to lose the service that sends your emails for you. One of the services I use is [located here](#).

I have tried SINGLE opt in but my experience is my complaint rates are too high, meaning people click the spam button on their email account indicating the email was spam.

Do NOT do this to someone unless you really KNOW the email is spam. Instead, just click the unsubscribe link at the bottom of the email.

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Step Three: OTO

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After people click the confirm link, they go to your offer page where you present an offer which is often good for one time only. This is called an OTO or One Time Offer.

A properly constructed OTO WITH subsequent offers should cause you to BREAK EVEN or possibly make money.

One of my friends, Corey Lewis, tells me he makes a 2:1 return by the end of his OTO sequence. So for every dollar he SPENT on advertising, he already gets back TWO.

In short, this critical step ERASES the cost of your advertising and allows you to put as many people on your list at no net cost as you want.

What I have noticed is that this is the SECRET of many businesses.

For example, a guy on the outskirts of Houston would be 100-500 acres of land, subdivide it into 10 acres plots and sell off enough of those to PAY FOR the land. The small plots sold for more money than the whole unit on a per acres price.

In short, in under 6 months, he owned around ½ the land for FREE and whatever he made after that was all gravy train.

I've seen others "flip" their leads or email subscribers and get paid for them in order to ERASE the cost of getting the leads or even making a profit.

I've seen others sell ADS on their landing pages to erase the cost of the advertising.

These OTO's are SOMETIMES PLR or "private label rights" products where you spend \$20 or \$50 and you OWN the rights to the product and often an email capture page to boot.

Others use Clickbank products or affiliate products as their OTO's if they convert really well.

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Step Four: The Profits
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The profits all come AFTER they people get on your list, or typically they do. Some people are able to make a profit upfront, often by having one offer that is a rebill.

A REBILL is when someone pays monthly for a service, software access or membership site. If an ad costs you \$150 and you have a \$15 a month rebill where the average person pays for 3 months (which is typical), then each rebill is worth \$45 to you.

You need 3-4 people sign up for the rebill for you to break even. If ONE of them stays LONGER than the 3 months average, it's ALL gravy train, baby!
Of course, once people are on your list, you will offer:

1. Free to Join sites

I'll be doing a webinar shortly with Robert Puddy for Traffic Dashboard buyers. He is the King of FTJ sites. The person joins a site for FREE and then gets presented with one offer everytime they log in to get the freebie content, a fair exchange of value.

Robert Puddy TRIPLES his ad costs ONLY by using one or two Free To Join sites! This is absolutely amazing and a LOT of people don't even know about these things or how to run 'em.

2. \$7 offer products

They're 7 bucks and the buyer gets an offer to become an affiliate for 100% profits, so you get viral list building, which only expands your profits more. These little things are GIGANTIC list builders and in past issues I've shown you how to set them up in 60 seconds. Jason Fladlien built his whole mini-empire on the backbone of \$7-\$17 offers, most with 100% affiliate commissions.

3. Affiliate offers

Clickbank, Paydotcom, Payspree. Or, of course, MY products! I've also been promoting a few WSO's (Warrior Special Offers) with affiliate links recently.

4. Your own offers

I'm a big believer in creating your own products.

5. PLR offers

You buy the right to private label products and sell them to your list. Most PLR products come with sales letters.

6. Webinars

This is how the big tickets are sold and can be extremely lucrative. You can even automate these webinars, which is the best. I JUST did a webinar with Joel Peterson on how to do this.

7. Services

Ones you perform or others do.

Nothing could be EASIER than writing short emails and blasting them out through your [autoresponder](#). Seriously. It's a thing of beauty.

If you send out the above types of offers to your list, and mix in content, I would be surprised if you don't get \$10-\$12 for each subscriber on your list over the following 12 months.

This is what I've historically averaged year after year. Of course, new subscribers have a higher value than old subscribers, so you ALWAYS have to be putting new blood on your list.

And like I say, my pal James Jones actually makes \$40 a subscriber.

So lets say you do 10 of my break even mailings, banner ads or whatever.

Each one nets you 100 new subscribers.

That is 1,000 subscribers.

If you made \$40 each on them (like my pal James Jones does) over 12 months, which is obviously far above industry average, that would be a \$40,000 income.

Believe it or not off of ONLY 10 mailings or ads that gave you 100 subscribers each. The estimated cost to get 2,000 clicks where a GREAT squeeze page will get a 50% or better opt in rate is \$600. But if you average only a 60% confirmation rate AND you're double opt in, you need say 3,000 clicks.

The OTHER PEOPLE who have NOT read this report post on forums and say, "I can't afford \$900."

But did you SPEND \$900?

NO!

You BROKE EVEN, remember?

Or if you're a super genius like my friend Corey Lewis you had a 2:1 return, which is just insane.

But even if you DID spend \$900, would you trade \$900 for \$40,000?

That just sounds absolutely, positively ridiculous, right?

Well, by industry averages, the \$900 would turn into \$12,000 IF those people on your list were worth a buck a month each.

I mean, the \$40 subscriber value James gets is way above mind. It's insane. It's crazy. But I DO know how he gets it and I could do the same if I were willing to work 2 hours a week.

(You [Ateam subscribers](#) REALLY have got to listen to Thursday's call where I reveal how James does this. Knowing JUST this secret pays for Ateam for 5 years or more. Just this ONE bit of info.)

For you newbies, Ateam is where I do 2 webinars monthly. The price is \$200 a month and WORTH every penny of it.

A few important words from my lawyer

My lawyer would say to remind you that nothing I talk about in this issue is guaranteed. While \$10 -\$12 a month is an accepted average per subscriber in our business, email addresses do go bad, and every niche is different. The results YOU personally get will depend on many factors. No result in business, any business, is guaranteed (which is why God invented jobs). The idea of making \$40 per subscriber is almost insane and way beyond the average, in spite of the fact that my good friend does it. Understand that I haven't personally inspected his accounting books to verify these numbers, nor would he have any reason to ALLOW me to do so. This is secret information passed along amongst friends. But I DO have a strong basis for believing those numbers are accurate based on my friendship with James and my own experience in my business using the same exact method he uses on occasion. My advice in business is ALWAYS to never spend scared money, never invest money you can't afford to lose and ALWAYS acquire subscribers at ZERO cost, so that whatever you gain is gravy train. Always test small before you invest much and understand that there it does take time to get an email capture page to perform at 50% and results vary by niche. Not only that, it takes time and effort to get OTO's to break even, and it's within the world of possibilities that good, bright, hard working individuals will never be able to do this. If you can't accept risk or tolerate the possibility of loss of time, money, energy, effort, financial and psychic loss, keep your day job and do not even THINK about becoming an entrepreneur nor doing email marketing. There ARE costs involved in running any business, including an email marketing business such as your autoresponder service, web hosting, and outsourcers, as well as the cost to buy ads. There IS the risk that email open rates will continue to decline or that laws will change and affiliates won't be allowed to promote. Any business has risks. If you don't like risk, don't own any business. Period. Not even a McDonalds.

Marlon Sanders is the author of "The Traffic Dashboard."
If you want to get more traffic now, go to:
<http://www.thetrafficdashboard.com>

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