

Marlon's Marketing Minute

July 14, 2012

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

The Secret of “Iterations” Marketing

Hello,

Marlon here.

Crazy as it sounds, there IS a simple secret to making profits in virtually any business.

Today, we explore this. Customers sometimes “leave me” then come back with their tail between their legs....saying, “Marlon, I should have listened to you.”

Find out WHY today.

\$100 CASH CONTEST –

I planned to announce the winner today. I need some more time to go through these and look them over. We had some good entries. Everyone who entered before the deadline will WIN SOMETHING.

Everyone.

That's a total of around 10 people. So out of the thousands who read my ezine, roughly 10 did something.

And THAT is why there is still all the opportunity in the world in Internet marketing. There are thousands and thousands and thousands.

And there are the 10.

Today I show you the ONE THING that puts you in the 10 that make money online.

**CUSTOMERS: The 14 Minute Marketing Funnel
is \$7 This Weekend - And Won't Last Much
Longer.**

<http://askmarlon.com/14min>

Affiliates – Promote the \$7 14 Minute Marketing Funnel

We manually approve affiliates. It's a slow process that takes a week or longer.

This is deliberate on our part for reasons I won't go into here. Hang out if you haven't heard from us. We're getting' to 'em.

But if you already have an affiliate ID [GO HERE FOR ALL THE SCOOP TO PROMOTE THIS OFFER NOW.](#)

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....

The Secret of “Iterations” Marketing

I had a few interesting live person and support desk chats this week about Internet marketing.

One long-time customer wrote this in reference to my 1997 vintage video [located here](#).

He said:

Marlon,

I have been a fan of you ever since I discovered people trying to sell stuff online in 1998 or so. I ordered your course "The amazing formula that sells product like crazy" just after the millennium change. I just never really got around to do what I was supposed to with it. I still have it and I might with the help of the second half of the video of your 1997 seminar find the success I have been looking for all this time...

Here is My Response

What's up with owning all the books and courses and not making bank from them?

- 1. Do you have a clearly defined niche?**
- 2. Do you have a squeeze page? What's the url?**
- 3. Do you have your OWN info product?**
- 4. How are you driving visitors to the squeeze page?**
How many are you driving a day? What percent are opting in?
- 5. How often do you send emails?**
- 6. How are you making your pitch? Sales letters? Video? Webinars?**

For gosh sakes, this isn't complicated.

Dude, you freaking find people who SPEND money. Get them on YOUR list by giving them free stuff. Now SELL em what they're already freaking buying by giving them bonuses.

Why is that so hard?

If they don't' buy get them on a WEBINAR and sell them that way. Or jack up your bonus offers.

Is that so impossible or not doable? You find people who spend money, get on list, send emails and SELL.

You don't need billion courses to do that.

Best wishes,

Marlon

Then I had another chat with a long-time customer who said he FINALLY figured out where he had been going wrong.

For the past 5 years he's only been RESEARCHING and NOT DOING!

And I understand that.

When you feel like you aren't certain about something or don't have a clear-cut handle on it, the tendency is to keep researching. Day after day and week after week passes.

Soon, it has been 5 years.

This customer also commented that it's simple but not easy. There's some truth to that.

Easy is relative. What's easy for one person is hard for another.

A Few Facts To Get You Going

1. Since 1997 when I shot the video referenced above, NOTHING has changed. And everything has changed.

Everything has changed in that the old seo doorway pages don't work anymore. And we didn't have "mobile" back then.

NOTHING has changed in that it's the exact same Game.

- a. You find people who spend money
- b. You give them reasons to spend it with you
- c. You give them really great reasons to give you more money

2. The BIG concern many people have is where do you find new customers.

It's a bit of circular logic in that when your customers are spending quite a bit of money with you, you can afford to pay out higher commissions to affiliates, offer better prizes or contests or spend more money on buying advertising.

3. The REAL SKILL is not all the fancy fireworks you see exploding on product launches, new releases and so forth.

One of my friends who, like me, has sold millions of dollars online tells the story of how he recently spoke at an event about some whiz-bang, jaw dropping ways to get visitors to your websites.

But the fact is, they make up only 4% to 6% of his visitors.

The REAL traffic comes from affiliates, JV's and paid traffic. But no one wants to hear that in a speech.

It's like my [Brain-In-A-Box](#). There's not this huge, new, stunning angle on it. Nothing that sexy or incredibly exciting.

It just HAPPENS to be the stuff that works. I tend to focus a lot on basics. You know why? Because THAT is where most people goof things up.

Their problem isn't that they don't know the absolute latest method. It's that they don't even have a decent squeeze page, don't know their target market and gosh knows what else.

4. The FUNNEL makes ALL the difference in the world

In the old days you could get by on a hot ebook or two.

A LOT of things have NOT changed. But this one has: Today you need a FUNNEL. It's what I called a BERC in Amazing Formula That Sells Products Like Crazy.

Or what Jay Abraham calls a back end.

In other words, you can't live off a \$30 ebook.

You need MORE.

And that more probably isn't CHEAP. Which leads us to....

5. It all boils down to this one thing

No one makes any money until someone buys something.

So the U.S. has this huge budget deficit. I think we owe a trillion dollars or something like that to China and other countries.

We hear a LOT of talk about increasing taxes. About all kinds of junk.

But no one running for President has said, "Hey, you know what? Our country needs money. We should increase our MARKETING and promotions department and start doing a better job of promoting our products, ideas and benefits to other countries, ramp up tourism, and dust off the country's PR department.

The REASON we have a deficit is simple: We're buying more than we're selling.

Why?

Because there IS very little, if any, talk about helping American companies sell to other countries, about enhancing and promoting America's image abroad (other than as the maker of atomic weapons, drones and the criticizer of human rights violations).

I mean, think about this:

If the country isn't PROMOTING and SELLING either products or services, WHERE do they think the money is gonna come from?

Seriously, right?

Where?

How is money generated?

By taxation?

Where do the people GET the money from who are taxed?

From jobs, right?

Where do jobs come from?

From someone selling something to someone.

Which brings us back the fundamental illusion of online marketing. That somehow money is generated without selling anything.

Like you do these little seo pages and you don't have to "get your hands dirty" selling something.

All you do is click a few magical buttons and somehow money shows up in your mailbox.

And you CAN get adsense checks., Not like the old days. But it happens. But what are those adsense checks FOR?

For selling ADS to someone.

And why is that someone BUYING those ads?

Because they're selling something.

Ain't no one makes no money till someone SELLS something to someone else.

So all this hi falutin' talk about Internet marketing, all these whiz bang videos, screen caps, pictures, pitches, launches, products, emails – the WHOLE THING....

It's cool.

A lot of neat ideas and tools. It's like a fireworks show where you go oooooohhhh and aaawwwwwhhhhhhh over the latest cataclysmic explosions of light, sound and color – orchestrated behind the scenes to be a thing of beauty.

But if you STEP BACK and LOOK at the bigger picture, something might dawn on you, a ray of light, a strand of hope.

All those pitches, launches, products – all the merchants are doing what they should do.

Selling what people want to buy.

And there are those who buy and buy and buy looking and hoping and praying for that magical cure to their money woes.

And after 5 \$*#)) years doing this, I haven't made any money!

HOW COME?

And the answer comes back.

Well, if you spent the last 5 years selling and selling and selling, you'd have something to show for your efforts.

Sales DOES NOT MEAN lying, cheating, hyping or anything else.

It means delivering a UNIQUE BENEFIT to a customer that is meaningful to them and creates value in excess of the costs compared to the alternatives.

You don't have to be over the top as you guys and gals in the UK say.

So Then How DO You SELL Something To Someone?

a. The "Send It Out" method

Get people on a list. Send out emails, texts, direct mail, voice broadcasts with links to offers.

b. The webinar method

Send out emails, texts, direct mail or voice broadcasts inviting people to a webinar where you do GROUP selling.

c. The video method

Send out emails, texts, voice broadcasts and direct mail sending people to a sales video.

d. The direct mail method

Send out mail that gets people to buy or gets them on a webinar or video where they buy.

e. The phone method

Have the person call you. Or you call them. Now give them a really GREAT reason to give you money.

Ultimately, the BIG SECRET of making money online, of online marketing, is that:

➔ You have something to sell

➔ You have a message you can deliver that gets people to buy when they hear it

➔ You find SOME WAY to deliver that message to people

The Big Secret of “ITERATIONS” Marketing

So you likely have an idea, a dream, a product or a service to sell.

It may be a good idea or a bad idea. We don't know until you pitch it and see if it sells.

If people don't buy, it's simple. You test or try different ITERATIONS of your sales MESSAGE.

This is called MESSAGING.

You create different MESSAGES you will hypothesize will result in people spending money with you.

That is, you GUESS and TEST. You say, “I predict that if I deliver this MESSAGE to my audience, they'll buy.”

If they don't, you try another message. Your MESSAGE = YOUR REASONS TO BUY. The WIFM – What's In It For Me?

I cover this very well in the Round Table which is in my [BRAIN](#).

Then if you've tried a number of messages and no one buys, it's time to try another product or major angle or change. But you start by saying, “OK, what are the different reasons people might buy my widget?”

And you make a list of those. And come up with ads, webinars, audios, videos, sales pages based on those different ideas to see if any of them take hold.

Honestly, what have you been thinking about?

What have you been spending your time on?

Has your focus been on how are you going to SELL your product or service?
And how will you provide enough value to get repeat business and loyal customers?

Or has your focus been on 1,000 other things that are only vaguely related?
If so, how has that been working for you?

What CAN you do instead?

1. What is it you have to sell? Have you tried to sell it? To pitch it? Are people buying or not?

I say find this out as FAST as you can. Try to sell whatever it is on a webinar or 1-on-one over the phone.

Or create a quick-and-dirty video pitch, add an order link. Get traffic. See if people buy.

2. Get people on an email list and send affiliate offers

If you can't sell your OWN product or service, then do this. Get people on a list by giving them a freebie. Now send emails daily or every other day for affiliate products.

Do reviews.

Offer bonuses. Bang out little 10-minute bonus videos with screenr.

If you can't get people to buy, then that tells you everything you need to know about your business idea.

The Easiest Marketing Method In The World That Still Works Like The Day I Taught It

So back in 1998 I think I taught this formula:

Get people on a list.

Send emails.

Sell.

Guess what?

It STILL works.

I've been doing that formula since the AOL, Prodigy, Compuserve days.
Worked back then.

Still works today.

Let's say you have an ART business.

1. Have a drawing to win a free piece of art
2. Now send out emails, links to videos, gallery promos, etc.
3. Get people in studio
4. Show your art
5. Give a reason to buy today...i.e. a bonus or something special

If you've personally bought art or know someone who has, I bet it happened something similar to the above SEQUENCE.

Let's say you sell services to offline businesses

1. Find a list of the businesses
2. Create a webinar pitch online for your product
3. Try multiple methods to get them to watch it
 - a. Direct mail
 - b. Phone calls

If that doesn't work

4. Hold live conference calls
5. Offer LIVE online demonstrations they can watch and ask questions about
6. Offer in-person demos

You can do other stuff like speak to groups, collect business cards, follow up.

Or you could do it this way:

1. Hire telemarketers in the Philippines
2. Call businesses
3. Invite to webinar
4. Do webinar
5. Follow up
6. Make appointments
7. Sell 1-on-1 or over phone.

In case you're the skeptic thinking that won't work, I can tell you it absolutely works. And I can say that definitively.

Who Was The LAST Person To...

So who are you listening to for advice?

Does what I just said make sense?

Are you listening to people who are encouraging you to spend a lot of time and energy doing things other than selling something to someone?

Who was the last person to talk to you about the things I just talked to you about in this issue?

Would you agree with me that your BEST chances for online success are if you sell something to someone?

Would you agree with me that if you CAN and DO sell something to someone you won't be crying about not making money online?

Would you agree with me that if you sell more than you buy you'll show a positive return in your Internet marketing?

Simplify Simplify Simplify

If you've been struggling online, or you're doing good but want to be better, the tendency is to make things more complex.

The answer is to simplify.

Be more focused on sales.

Simplify your sales processes. Try different variations, versions and iterations of your sales message.

When was the last time you did a webinar to sell what you have or think you can sell?

When was the last time you recorded a video to pitch what it is you have to sell or think, hope or dream you can sell?

When was the last time you sent out an email for an affiliate product similar to what it is you have to sell or want to sell?

Are you focusing on selling, selling, selling?

Or something else?

If you don't SELL, then where pray tell, will your MONEY come from?

Who is helping you sell?

Imagine what it would be like if you woke up in the morning, check on sales, then spent more time thinking of more ways to sell. And if you did that every day.

What's the likelihood that if you did that with that focus you would SELL MORE online?

If you aren't making money, it means you aren't selling anything. Are you spending one hour a day working on SELLING something to someone? Every day? Day in and day out?

Creating webinars, videos, emails, offers, phone calls, group calls that SELL?

I'm not sure how else a person makes money if they don't SELL.

Best wishes,

Marlon Sanders
MarlonSanders.com

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>

Joel Peterson's offer:

<http://webinargo.com/replay.php?webinar=ms>

That is a whole webinar that's incredibly insightful on how to sell stuff using automated and manual webinars.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

Traffic Dashboard really works: <http://www.thetrafficdashboard.com>

Notes About The 14 Min. Marketing Funnel To Buyers

The files are zipped.

If you see a lock on it, that folder is zipped. In Vista and Windows 7, right click and EXTRACT ALL. In XP use Winzip or 7 zip to unzip the files.

On my Mac all I do is double click and it unzips.



<http://www.ateamsuccess.com>

This poem summarizes everything I am, everything I believe about marketing and life.

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

