
Marlon's Marketing Minute
Vol. 6, #21, June 4 2011

**“See My Best Article Marketing Month
Ever Last Month!”**

Hello,

Marlon here.

With all they hype over Google Farmer, “Article Marketing Is Dead” and so forth, I thought we’d take a look at some real facts and numbers.

Then we’ll look at how you can assemble a winning online marketing process that’s about as Evergreen as it gets and that actually works.

If you ready to get ‘er done and get sales going, THIS is for you.

Please pass it along to someone you know.

Marlon Sanders

P.S.

Paul Myers and John Rhodes BOTH earned iPad 2’s in our affiliate promotion.

Connie received a 64 GB ipad2 worth \$800+. If you want to have a chance to win cool stuff in our affiliate contests, sign up for free at:<http://www.getyourprofits.com>.

Thank you Paul, Connie and John. Oh, Jason Fladlien, James Jones, Tim Castleman have all snagged ipads and other cool stuff too. Why not YOU?

This issue contains:

A. Sell the Traffic Dashboard!

B. Announcements from Marlon (Important)

C. Main Article: See my best article marketing month ever – last month!

D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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We have one coaching spot open

We have 1 opening on the coaching program:

Go to <http://www.getyoursupport.com>

Tell Lisa you want to apply for the one spot.

NOTE: My Coaching program is NOT a democracy. When you enter it, be prepared to follow my System the way I teach it, as I teach it without debate. It's NOT for everyone. If you'd rather make excuses or complain then take action, it ain't for you! If you can't follow instructions, it ain't for you. You DO have to qualify and no I don't accept everyone.

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A. \$84,625.05 Traffic Dashboards Sold By Affiliates

Sign up now to be an affiliate for Traffic Dashboard.

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

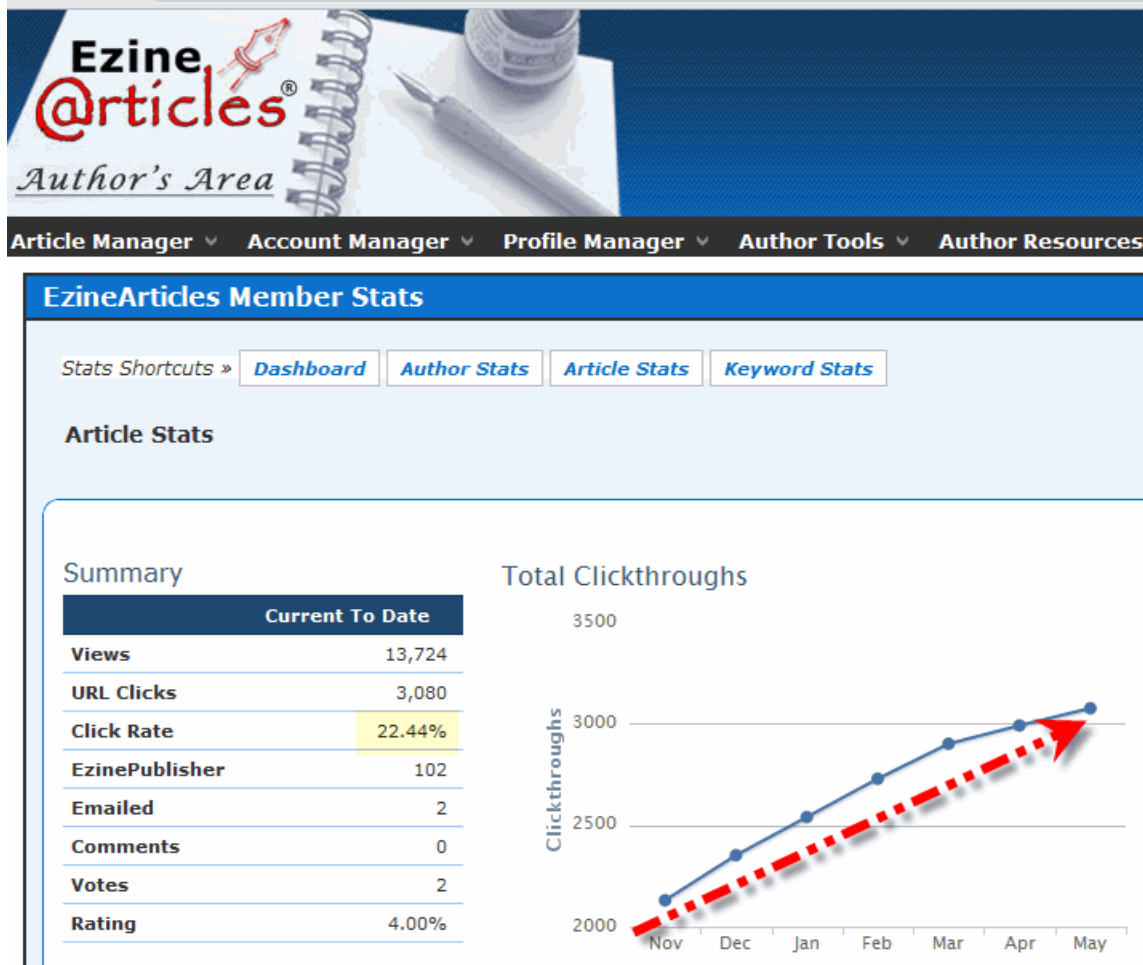
Already an affiliate? [Log In Here](#) and grab your reseller ID.

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B. ANNOUNCEMENTS FROM MARLON

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[How to Get Support](#)



As you can see, the much feared Google Farmer update had gave me the most clicks EVER in May 2011.

Now, to be fair, the clicks did accelerate at a slightly less pace than the prior months.

Let me make a few points:

1. The articles were OUTSOURCED by my OUTSOURCER!

I didn't personally outsource the articles.

I had my outsourcer outsource the articles. True story.

2. I have NOT added new articles in over a year.

These are seasoned clicks.

3. The content is unique and not spun.

We hired good writers and paid I think roughly \$4 an article.

Here are a few things you can learn from this:

➔ Believe the FACTS and not just any John Doe who sends you an email saying such and so method is now deader than an ant taking a bath in Raid.

➔ Article marketing is a LONG TERM strategy. See how the clicks just keep going up and up and up?

If you go back to the beginning of the history for those articles, it wasn't so hot.

EVERYONE wants fast results. I understand that. We are all driven by immediate reinforcement for our efforts. And the more delayed gratification is required, the less likely we stick to a plan of action.

Well, article marketing is more a long term grind.

➔ A few articles will soar and get you a majority of your clicks.

You have to put the law of numbers to work. I have several email capture pages that get 50% or more opt-in rate. I have 9-12 others that get as little as 3%.

If I had tried ONLY 1 or 2, what would my chances of success have been?

Most people want instant results so they are reinforced for their efforts immediately. The BEST WAY to get that instant reinforcement is to work the numbers.

Don't throw up 1 email capture page and wait.

Throw up 12 with different graphics and headlines and see which ones works the best.

I'm going to give the people in my 30-day coaching program a proven template. BUT you STLL have to have a headline that pulls.

➔ Most people want to do the least amount of work required

“Hey, I got a GREAT idea. Let’s buy a PLR squeeze page, use a PLR freebie to get people on the list then send PLR offers via email!!!!”

Sounds easy right?

Actually, putting up some of those PLR offers on your own hosting is sometimes more effort than creating them yourself. A lot of them use AVI videos. It’s just as fast and easy to create your own!

Also, the people I know who SUCCEED with PLR often re-record it themselves, have their own graphic design done, write their own sales letter or tweak the sales letter.

They don’t just do the minimum.

In other words, they don’t get rich quick and don’t seek to get rich quick.

My philosophy is like Bill Walsh, the former legendary coach of the San Francisco 49’ers. Now for all you UK’ers and Aussies, it’s an American thing. Let’s just say he won a lot of games and was famous.

His philosophy was that he thought less about the competition and a lot more about playing the game to the potential of every player on his team.

If you STOP focusing on making money and START focusing on putting TESTED, PROVEN MARKETING SYSTEMS in place, then you get where you’re going.

In my coaching, I focus on systems to start with. FIRST, you start with what a system or process is – a sequence of steps.

Then you learn how to lay out a sequence by working backwards.

Then you learn how to IMPROVE a sequence using PDCA.

You learn a tested, proven problem-solving process. The one I advocate is by one of the most brilliant inventive minds in the history of the world. Stalin was so scared of his ideas he put him in a labor camp for 20 years.

I've talked about these things in past ezine issues. If you search your email for my past ezine issues and read them, you'll have a real education in and of itself.

Everything BEGINS with a process, a sequence of steps, a way to measure to see if that sequence is working and a way to IMPROVE it.

Business is a collection of processes that get a result.

So you START by learning to create a PROCESS.

Then you go on to creating 3 core processes:

1. A process for getting visitors to your web site
2. A process for getting those visitors on your list using a break-even OTO
3. A process for profiting via email

You can give people all three of the above. Give the squeeze page, the OTO, the emails.

Here's What You Need For Successful Online Marketing

1. Find an Attractive Freebie To Offer

I wrote about this in [Amazing Formula](#) years ago.

WHO is your target audience?

What kind of freebie would catch their attention and interest?

2. Stop focusing on “getting fast results” so I can validate this is “for real”

Everyone wants instant validation so you can “know it's for real.” You see it work for other people but you want to know if it'll work for you.

Here's the truth:

- a. It works as soon as you have selected a voracious target market that can't stop spending money.

- b. It works as soon as you have a squeeze page that converts at 50%+
- c. It works as soon as you have an OTO that breaks even or better
- d. It works as soon as you have emails that convert to sales.

None of that has to do with FAST validation.

3. Get Yourself A 50% Success Squeeze Page

This normally takes testing. You aren't likely to hit it the first time out of the gate. It helps you have a good, solid page design to start with. But you still need to test.

There are certain elements that can BOOST the success of your squeeze page like the text you put on your button.

But the MAIN thing is to test different titles and offers. I got a whole bunch that don't work worth a flip.

4. Your OTO MUST break even

If you break even on your offer immediately following the squeeze page, then you can BUY all the traffic you want.

5. Your emails need to convert

Needless to say, you need emails that convert.

6. Get traffic

Which brings us back to the **article marketing** example I started with. Article marketing is the SIMPLEST marketing method. It has been working a LONG time. It isn't fast. It's a long term strategy for the most part. But it does work.

My all-time favorite traffic method is affiliate programs.

Organic seo is kind of like article marketing. It's a slow cooker but can be good when it gets cranked up. It's especially vulnerable to the whims of Google which is one of its downsides.

I also row 5 of [Traffic Dashboard](#). That row is absolute dynamite and basically the fastest way I know of to get 'er done.

7. Stop focusing on “get rich quick” and START focusing on your marketing process

It isn't about get-rich-quick at all. If you have your traffic humming, your squeeze page converting at 50%+, your OTO converting so you break even on traffic, and your email follow ups converting, AND you're in a large enough market where people buy repetitively, THEN the money comes.

Notice NONE of that said anything about easy, instant, no-work, etc.

WORK is IRRELEVANT. EASY is irrelevant.

See, you may have to work your ever-loving buns off to accomplish the above. You may be lucky and have it all come easy as pie.

Money does NOT care how hard you work or how much time you've spent trying something.

Work has nothing to do with except that it usually does take work. Most of us have to try 12 squeeze pages to get 1 that works. Most of us have to hire 3-5 outsourcers to find 1 that works out. Most of us have to test 12 product ideas to find 1 that breaks even on the OTO.

But if you hit the 50% squeeze page the first try, a break-even OTO the first try, high-converting emails the first try – money doesn't care.

It usually takes time, effort and work. But it's irrelevant. The ONLY thing that matters is the end result Do you have it or do you not?

You could work your buns off and NEVER have a squeeze page that converts more than 1%.

You could hit everything right within a week. It could take you months. The ONLY thing that matters is the process.

My goal in coaching is to help people get the process working as quickly as possible.

Surveys on the Warrior Forum show the average person who has money coming in is getting \$500 to \$1,000 a month. I can also tell you they don't have a 50% squeeze page, an OTO that breaks even and emails that convert.

Because if they DID, they'd be making a LOT more than that.

Once you have your basic funnel in place:

→ 50% squeeze page

→ Break even OTO

→ Emails that convert

Then you just cram as much "break-even" traffic into the funnel as possible. If you think about it, it's all FREE traffic in that you're breaking even almost immediately.

That's a direct marketer's dream.

How Assemble Your Marketing Process

1. Your freebie offers

Take 1-2 days to do a free report or a few videos. Of course, your FIRST title may not work. You might need to multiple ones. How many? Enough until your squeeze page converts at 50%. That could be one. It could be 12. It could be whatever it takes.

2. Squeeze pages

Use a template someone else has already tested and proven. Or hire a designer from Warrior Forum. It's really ALL about the offer. I've seen a page with NO table and text that ran from one side of the screen to the other convert at 65% because the offer rocked.

This part won't take long to change for different offers after you have it set up.

3. Your OTO

You'll have to use PLR (private label rights) on this if you don't already have something. Either that or you can use a 100% commission offer here from Payspree.com or Rapid Action Profits bank. You can do this in a day or less.

Using PLR can work. I've seen it work. I prefer creating your own product because you have more chance to bond the new customer to YOU.

I've also seen 100% commission affiliate offers work. The goal is to break even on buying your traffic. There is no one right or wrong way to reach that goal. I've seen rebill offers (monthly recurring billing) work. I've seen PLR work. I've seen affiliate offers work. I've seen your own products work.

The bottom line is you gotta get SOMETHING that works.

4. Emails

Write and load up 10 in advance. Short emails definitely work. So keep 'em short. Knock these out in 1 day.

Now, after you're rolling, I'd add in some VALUE emails that don't pitch anything. You don't have to have them to start.

What takes more time is finding and tracking the OFFERS to start with. In 8 hours you should be able to throw up a bunch and see what sticks.

My PREFERENCE longer term is to create high-value emails and more sophisticated sales processes. My PREFERENCE is to also deliver value to your subscribers and not just pitches.

5. Buy traffic

It'll take you a day or two to set up a Youtube Promoted Video campaign or Facebook ad. Or find and buy a solo mailing.

If you already have some Internet marketing skills and knowledge, you could literally do all of this in 1 day. I'll assume you don't have all day to spend on it and that you have a learning curve.

But whether it takes you 7 days or 14 days, you can see this isn't some gigantic mountain that takes years to climb.

Now, your offer may or may not break even. You may or may not get 50% opt ins. Your emails may or may not convert.

There IS testing and time involved to create a profitable process. Some are lucky and get it working fast, usually because they already have some experience and skills under their belt.

Others take longer, usually because they're starting from scratch.

Now, in the Coaching program we'll take 30 days to do this because I add in a whole operations module about processes, since all business is based on processes and planning.

I add in 12-product surveys and a lot of other cool stuff, including some of the latest innovations, how to get as much as \$40 a year per subscriber and so forth.

But the HEART of this on a very simple basis can be accomplished super fast.

How much money will you earn and how fast?

First of all, there's no guarantee you will make ANY money at all. You could lose money trying. If you can't accept that, keep your day job. Seriously. I think the average person on the Warrior Forum says they make \$500 or \$1,000 a month. Of course, they aren't doing my exact plan above. There are many methods they follow. If you're average, that's maybe what you can expect. If you follow MY plan, I would HOPE your results aren't average.

Now, apart from that, it ALL depends on whether or not you get a 50% squeeze page, an offer that breaks even on your traffic buys, how fast and how many people you put onto your list and how your emails convert, i.e. do you make a buck a subscriber per month?

Your Action Points

1. If you're just reading and investigating, I HOPE this is enlightening to you and I encourage you think about taking action.
2. If you've been THINKING and pondering taking action and doing something, THIS is the plan I recommend you follow.
3. If you're ready to start taking action, join my Ateam and get in my Coaching program, although I think we're sold out. You can check with Lisa on that one. I might have an opening because I will release people from the program if I don't see the right match or fit.
4. If you're already in Ateam or Coaching, then you should be ON the track above and in the process of doing it. If you're in Ateam, you'll want to listen to my last 5 webinars, including the one from this past week. I've also posted special reports and stuff for you recently.

Best wishes,

Marlon

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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D. "Services You Can Use"

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Set up your squeeze pages, autoresponders
And email sequences here:
<http://www.promodashboard.com>

PUT UP YOUR WEB SITE? Discover how easy and simple it can

be to do your own graphic design (or at least some of it). Plus, find out the exact resources I recommend to save a bundle. Avoid going down the wrong path.

<http://www.designdashboard.com>

NEED A SALES LETTER? <http://www.pushbuttonletters.com>

Many people have copied my software. But there really and truly is only ONE original.

SEE MORE PRODUCTS: <http://www.marlonsanders.com>

NEED A COPYWRITER? If you have \$5,000 to spend, contact Lisa on the [support desk](#) and give her your details so she can pass your info onto Graeme John.

A few important legal disclaimers

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.

Understand that what I sell is SECRETS to success. Most people never do anything with those secrets just like I never perform most of the tricks I buy at my little local magic shop. I like learning secrets. **THUS**, most people **NEVER** make any money or negligible money in online marketing. Some even lose money. I do **NOT** represent that you will gain **ANYTHING** other than secrets of my success and the success of my friends when you buy my products. I sell secrets. That's the extent of what you buy from me.