

Marlon's Marketing Minute
November 27, 2010

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Marlon's Marketing Minute

**“How to Make \$100 In
One Hour - Without Working”**

"Finally, Learn How to Tap into the Profitable Offline Website Creation Business For Only \$7 This Weekend!"

You Get to Learn Directly From a Successful Website Builder. This Step by Step 7 Part Video Course Will Show You How You Can Start Your Own Website Development Company, The Right Way. There's No Theory Here!

The price goes up on Monday.

<http://www.TurboProfits.com/tracking/go.php?c=sitecreation>

Announcements

1. Buyers of "How I Outsourced Everything"

I posted the new bonus I promised last Saturday in the download area. It shows an awesome site you can go to and find people to hire on almost any budget. Cool stuff.

2. AFFILIATES: I have a NEW promotion I sent you for a high-converting sales process.

It's a special dollar trial for Promo Dashboard using a tested, proven video AND a hot, new bonus. You should have received this in your email:

Re: Win 1 of 31,325 Kindles

URL: <http://www.resellerupdate5.com>

Hello Marlon ,

Marlon here.

Can you believe it? 31,325 Kindles are up for GRABS!

I figured every one of my affiliates can either use a Kindle themselves, or might want to give one for a Christmas gift so I'm giving away up to 31,325 brand new Kindles.

Get all the details: <http://www.resellerupdate5.com>

We've put together an awesome little **affiliate** promotion for you to offer a \$1 three day fully functional trial of our Promo Dashboard. Plus, anyone who takes the trial will get our special "Facebook Advantage" bonus which normally sells for up to \$37.

You can get all the details here:
<http://www.resellerupdate5.com>

Featured Article

“How to Make \$100 In One Hour - Without Working”

Last Wednesday I was hanging out at Barnes and Noble ordering a cup of tea.

The Holiday White Tea to be exact. Lots of antioxidants, just a little caffeine and not a bad taste.

One of the employees there said, “So what do you do?” I start to explain that I sell products on the Internet. That just got a BLANK look!

I tried another approach:

Let's say that you work and make \$20 an hour. You're trading one hour of your time for \$20.

One hour = \$20

Now, WHAT IF instead of trading one hour of your own personal time for 20 bucks you traded a PRODUCT for that SAME 20 bucks instead?

Or what if you traded a product for \$100?

That would mean you didn't need to work THAT hour because you traded something ELSE for that \$20 or \$100 instead of your own personal time.

This is what I do.

This is what I'm about.

I teach people how to trade products for dollars instead of their own personal time.

That's why I say you can earn \$100 an hour – without working. How? By trading one \$100 product for money or two \$50 products in one hour or four \$25 products in one hour.

There are 7 steps to this “Products For Dollars” Formula:

1. FINISH any product you have almost done, half done or at least STARTED.

Half done and almost done things aren't exchangeable for money.

The secret to finishing it is to set aside 1-3 hours a day where you work ONLY on that.

Just keep doing that until it's DONE.

The main reason you don't finish is you decide in advance it won't work. So why finish it?

How do you know it won't work?

Hey, if you only sell 10, that was 10 hours you did NOT have to work to get that money.

2. Quit being so gosh darned negative, skeptical and pessimistic.

OK, so the U.S. economy sucks. Australia is doing really well! UK and Singapore are good. You can sell to ALL countries.

Maybe you tried one or two things and they didn't immediately pan out for you, so you got all negative and down on Internet marketing, or whatever.

You know, Rome wasn't built overnight. This is a learning curve and a process. You learn as you go and quite often can earn a bit AS you learn.

Anthony Robbins is a very good read if you're in a negative state of mind. My friend Joe Vitale has some great books to shake you out of that mindset and he also has Clearing Audio tapes: <http://www.joevitale.com>

If you have a PLR product on your hard drive you've been intending to market, dig it out. Get it ready to go.

3. Price your product for what you make for one hour of work

I know this isn't scientific pricing. BUT here's the thing – It's motivation. In your brain you can equate THAT product to NOT having to work one hour when it sells.

Think of every sell as a FREE HOUR of your time where you bought yourself an hour since you didn't have to spend that hour working to get the money.

The product did the work for you.

Keep a chart on your wall where you make a tick mark for every sale because that means you saved yourself that hour.

4. Set a goal to make your product pay for your new car, your new vacation, your debt liquidation, or monthly deposits into your retirement program.

So many people get all discouraged and down on themselves and their ability because they don't immediately start earning the massive dollars you see in the sales pitches.

You know the ones.

The 19-year old kid who made \$100,000 his first month by blogging, or whatever the pitch is.

There's usually a back story that isn't quite so appealing.

So STOP comparing yourself to some get-rich-quick standard and START looking at what you can realistically do in the next few months.

5. Make a plan to generate traffic

You're going to need traffic. There are a few options:

a. Free methods

-- You can upload videos to Youtube that target keywords

Type "Google External Keyword Tool" in Google. Type in a URL of a web site selling a similar product. See what keywords Google spits out at you.

Target a mix of highly targeted and high search keywords.

-- You can write articles on keywords and submit them to ezinearticles.com.

You can actually write the articles or have them written. Then create a video as you talk through the article. Now you have both an article and a video.

-- Submit the Power Point slides to slideshare.

-- Submit a PDF of the article to docstoc and make sure you target keywords.

-- Create an affiliate program using Clickbank, paydotcom or automateyourwebsite.com (aff link).

This is the course I recommend on using free traffic methods. The sales pitch for it isn't the most compelling. You just kinda have to trust me that the methods are very good.

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

b. Paid methods

Recently I've been talking a lot about buying banner ads. This is a GREAT way to get traffic starting with as little as a buck.

<http://budurl.com/banneradbuys>

Melvin gives you the right settings for cpc vs. cpm, the correct FREQUENCY CAP to use and when to change it, what countries to omit, tracking links and all that jazz.

I'm NOT a fan of Google pay-per-click anymore because they've become quite unreasonable in their dealings with online marketers imho. I recommend avoiding using them almost at all costs.

Banner ad buys make 100X more sense and have a longevity to them you won't get with Google.

6. Get your sales message to convert

You can use a sales letter, a video or webinars. Doesn't matter to me. But you have to create a SALES MESSAGE THAT CONVERTS.

a. Aim at a specific prospective buyer profile

In the old days we did straight up target marketing. But in today's world we go even more specific than that. Find a specific group of people you feel almost certain would buy your widget.

Create your sales message for THEM.

b. Use a proven sales formula

No need to reinvent the wheel here.

c. Talk to 30 potential buyers

You need to talk to at least 30 potential buyers to get an idea of their "Felt Needs" – What THEY feel their needs are.

d. In this recession pitch more to NEEDS than WANTS.

The deeper you go into a recession the more you sell to needs vs. wants.

7. Have a back end

The back end is repeat business. It's what happens AFTER the initial sale. Years ago in [Amazing Formula](#) I taught you to get people on a list and send emails for other offers.

Send emails for follow up affiliate offers.

Send out informative emails and advice.

Develop a relationship with your customers.

Get 'em to post on your blog, which means you need to HAVE a blog.

Get your customers on your Facebook.

The first sale is the START not the END.

Your Action Plan

In life you either trade time for dollars or products for dollars.

Why trade your own personal TIME?

Now, it's true that setting up your business and marketing plan takes some time.

And running a business takes some time. But after you money coming in, you can use OTHER PEOPLE'S time instead of your OWN time.

That's what I do and I highly recommend it.

I've just given you a very practical 7-step plan for trading products for dollars instead of your own time.

This isn't pie-in-the-sky. It really works.

Let's say in a week you only trade four products for \$100. Still, THAT is 1-4 hours you did NOT have to work in order to get that money.

This is not a bad thing.

Once you learn to make \$100 in one hour, then you learn how to do it over and over. Then you scale up.

If you've never made \$100 in one hour without trading your own personal time for that money, I recommend you start now.

Make that your FIRST GOAL.

One hundred dollars, pounds or whatever your currency is. In one hour. Without trading your own personal time for that money.

Ready.

Set.

Go.

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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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Resources you can use
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1. FREE “Money From Anywhere” book download

My friend Pat O’Bryan has a new book that will be sold on Amazon shortly. But you can download it right now for free.

<http://www.moneyfromanywhere.com>

2. I got my final warning from Google..now it's MY turn....

<http://budurl.com/marlonsrevenge>

3. 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>

4. 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>

5. 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.

6. 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>

COOL FREEBIE ON HOW TO SHOOT WHITE SCREEN VIDEO

I found this awesome video by Brad Gosse on how to shoot white screen video. Very nice tutorial.

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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>