

# Marlon's Marketing Minute Newsletter

September 11, 2010  
11:35 a.m. CST

Hi,

Marlon here.

Today's article:

## **"Old School Marketing Cheat Sheet From My LAST \$1 Million In Online Sales"**

*If you wanna get PAST the hype, discover the simple BEAUTY of online marketing, STOP chasin' rabbits and START getting' money in the door -- even in a recession – even if you're a newbie, then it's about HIGH TIME you join the building momentum for the REVIVAL of Old School Internet Marketing*

**Notice is served: The revenge of Old School Marketing Began Last Week and Continues TODAY!**

**Write it down. Remember it.**

**Old School is BACK.**

**PLEASE READ:** Do NOT email for customer support. Go here: <http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.

Marlon

PS #1: Other people sell what I give you for free every week or only give you to you during a product launch. I'm here every week teaching and preaching the Gospel of Internet Marketing. Your return participation by commenting on my blog, tweeting my posts and spreading the word is much appreciated.

PS #2: Round Table owners, affiliates, Level One Buyers, Ateam'ers – please read announcements

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**Marlon's Marketing Minute**  
**Electronic Newsletter**  
<http://www.promotemarlon.com>  
**Vol. 5, #33, September 4, 2010**  
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This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: **Old School Marketing Cheat Sheet From My LAST \$1,000,000 In Sales**
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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**A. Sponsor Advertisement**

**New Bonus For Level One Coaching**

<http://www.marlonsanders.com/levelone>

The next 3 DAYS – The first 3 people to join between this second and Tuesday the 14<sup>th</sup> will receive a 1-hour PERSONAL consultation with me on the phone.

Listen, the sales letter needs work. All I can tell you is I'm BRINGING IT during the 30 days, super potent, next level, get it down pat, rock solid, build your foundation, stop screwing around, get with the program Old Freaking School combined with new age Internet Marketing. And there's no one else teaching it at this level of understanding.

Get in NOW because you'll have my extra super power focus since I WANT success stories coming out of this puppy. Stop pissing away \$1,000 on hype, ebooks that won't get you what you want, rabbits that dart down

rabbit holes and endless stuff that doesn't work and get on the REAL PATH to real profits.

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**B. Announcements from Marlon**  
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1. Customer support issues?

Do NOT email us for customer support. We are anxious to serve you at: <http://www.getyoursupport.com>

If you haven't got a refund, have an unresolved problem or didn't get a decent response to a problem you've had with us, please post to the support desk. I am personally looking over these tickets and even responding to some of them.

2. PROPS to these affiliates who went to bat for one of my promotions recently and who have been loyal promoters. These folks get my commendation and thanks.

If I didn't get you recognized here, keep on sellin'! And you'll certainly get my attention.

David Jenyns  
<http://www.davidjenyns.com/>

Kerri Mackenzie  
[Small-Biz-Ideas.com](http://Small-Biz-Ideas.com)

Melanie Mendelson  
<http://www.30minuteartices.com>

Rachel Henke  
<http://www.rachelhenke.com>

Ken Dunn  
<http://www.dunway.com>

Dave Lovelace  
<http://davidlovelace.com/>

Michael Paetzold  
<http://mpaetzold.com>

Brian Terry  
<http://bigsellingwebsitedesign.com/>

Mark Flavin  
<http://www.markflavinblog.com/>

Tracy Repchuk  
<http://www.tracyrepchuck.com/>

Jeremy Gislason  
<http://www.surefirewealth.com/>

Andrea Goodsaid  
<http://www.andreagoodsaid.com/mlm-blog/>

Earl Netwal  
<http://microbusinessspecialist.com/blog/>

Shelby Carr  
<http://www.theprofitshack.com/>

Allen Gardyne  
<http://www.associateprograms.com>

To have YOUR name appear in the list above, join at  
<http://www.getyourprofits.com> then get your tools at  
<http://www.promotemarlon.com>

I WILL be publishing new names and the latest

3. **Level One Buyers** – Next week I'll send you details. The fun starts soon!

4. ROUND TABLE

– Module 6 and tons of bonuses are POSTED! The final two Quick Starts are posted to modules 5 and 6.

If you have ANY problems accessing ANY product you have bought from me, please contact us at <http://www.getyoursupport.com>

5. Ateam: Last week's webinar I hope to get posted on Monday. It has 2 awesome fill-in-the-blank sheets that will come WITH it and be posted as PDFs.

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**C. Main Article: Old School Marketing Cheat Sheet  
From My LAST \$1 Million In Online Sales**

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I've stirred up quite a controversy being the Ambassador of Old School Marketing.

My blog lit up with 37 comments, many from very successful online marketers who didn't just pop up a shingle yesterday.



[Ruthan Brodsky](#) Says:

[e](#)

Marlon

The newsletter is sobering. Just completed my 1st course of yours, Higher Response Marketing'. Thought provoking; sorting and incubating those thoughts and your ideas. Have already made some thinking changes.

Your sale letters are among the most compelling I've seen and I spent 8 years as Director of Development for a school. Your talent of combining the soft sell with the slick but without the normal hype and making sure you stamp your own tone is worth studying as much as those old books!

Curious: did you start out with that tone or was it purposefully developed?

Highest regards,  
Ruthan Brodsky

And this came in from none other than Jim Cockrum:



[Jim Cockrum](#) Says:

[e](#)

True words Marlon.

I think there is a bit of an awakening happening...as more online entrepreneurs are realizing that “big and shiny” doesn’t equal noteworthy. The Internet is still “real business” and the rules of the business universe still apply. The basics still work and always will. There really is nothing new under the sun. Your influence has helped me greatly as I’ve avoided “hype” and done my best to learn and teach the foundational basics. The success of those I teach, and my own success can be traced back to that simple idea that you’ve ALWAYS held strongly to. Truth spoken deserves recognition.  
{applause}

[Jim, thanks. And you've done a good job of adjusting to the winds of change while keeping a core intact.]

Rod Cook from <http://www.mlmwatchdog.com> says:



[Rod Cook](#) Says:

[e](#)

Marlon The Magnificent!

Thanks for keeping 1,000’s of people out of the hands of Internet Charltons and crooks. Keep it up Big Boy!

Rod Cook

And the comments go on and on. Here’s just one more you MUST read from Lisa Suttora who was in a 12-week hyper intense coaching program I did years back that Jeanette Cates also was in:



[Lisa Suttora](#) Says:

[e](#)

Marlon,

You were first the mentor I found online when I started my business back in 2001 and I still read faithfully everything you write each week.

I still have notes from that first summer course I took from you in 2004 – and use everything I learned from you back then, today in my business.

I’ve noticed a big change over the past several years in the amount of hand holding people want you to do for them when it comes to their starting a business.

Back in the “old days” I could say “Go to this resource, here’s what to look for.” And they were off and running. People would think things through and work at it before coming back for more questions.

Today classes must be “easy” and all laid out step-by-step, and often that’s not enough – people practically want you to do it for them.

I’ve had new students complain about investing \$100 TOTAL and 10 hours a week to build a business to replace their full time job?!?!

Your report addresses this well!

And then of course there are the “gurus” that advise other gurus “Don’t use the word “work” in your marketing because people don’t want to work.”

Well after almost 9 years of supporting myself and my kids with an online business, I'm here to blow the lid off that one!

For a large percentage of these 3070 days as an entrepreneur, I have been at my desk WORKING my business.

And that's why I have achieved success. My students who are successful... they work.

I love what I do. I wouldn't do anything else. Next to being a mom, it's the most rewarding thing I've ever done.

But I dedicate a lot of time, thought, and effort to my customers and my business. – Consistently -.

I'm thrilled to join the revival of old school marketing with you!

It's time we push the reset button on all this 'fast food riches' stuff and get back to good, solid, marketing basics.

-Lisa

My point is, OLD SCHOOL INTERNET MARKETING is havin' a revival amongst those in the know. People are sick and tired of hype and get-rich-quick overnight. Sick and tired of sales letters that throw up jaw-dropping screen caps.

But when you get the product you WISH the heck the person who wrote the sales letter (probably Vin Montello, Ray Edwards, Mike Morgan or a small handful of other crackerjack writers) ALSO freaking wrote the product!

People now realize that EVERGREEN is where it's at. And so many of the quick buck systems DO have real screen caps that aren't lies. But what they fail to point out is that when everyone and their dog jumps on the bandwagon, Google changes the rules, the software breaks, the method doesn't scale.

It's a TRAP.

And chances are you've been spending money chasing the rabbit down the rabbit hole. And you're far enough down that it's all dark down there.

But then you pick up *Marlon's Marketing Minute* and see a little flash of light up top. And you realize how far you've gone chasing rabbits.

Now, Old School Internet Marketing has taken some HEAT by people who have a vested interest in selling what's hot today. A VERY prominent blog author who I admire and love published an article about Old School Methods that could HURT your business.

I'm sorry dog.

I love you. Love your blog.


But you, my friend, are either WRONG or don't understand WHAT Old School IM means or is.

Straight up. Anyone who says crap like that doesn't know what Old School is or stands for. Which is why I'm here as one of the last remaining Ambassadors of Old School Marketing.

Now, I'm NOT the only one.

You read from Lisa Suttora above.

Brian Edmondson who does incredible work with Earlytorise.com chimed in on my blog also.



**Brian T. Edmondson**  
[internetprofitalert.com/free-report.html](http://internetprofitalert.com/free-report.html)  
[psubrian2000@gmail.com](mailto:psubrian2000@gmail.com)  
[174.57.2.63](http://174.57.2.63)

[2010/08/07 at 1:30 pm](#)


Marlon,  
Awesome issue!  
Thanks for sharing all those case studies to show us exactly how you're doing  
Hopefully the point is clear: BUILD YOUR LIST!  
Brian

Then Matt Gill hit me up on my email signaling his approval of Old School IM since he's been killing it with it for YEARS.

And more comments poured in on Facebook:

- **Josh Guy** Cool! You can even get some Frederick Winslow Taylor in the public domain. [www.archive.org](http://www.archive.org) Marlon, I like the Old School way of building a foundation. Thanks!

September 4 at 1:26pm · Unlike · [1 person](#) ·



• **Dean Shainin** You da man Marlon! Love your newsletters... Thanks for all your Old School ways of building a business. Cheers ~ Dean

September 4 at 11:57pm · Unlike · [1 person](#) ·



What I'm saying is, Old School Internet Marketing is making a comeback BIG TIME but also ruffling feathers of those who have a vested interest in ONLY selling "the latest stuff."

But they don't get it and let me explain to you WHY, WHAT Old School Internet Marketing Means and an awesome CHEAT SHEET.

=====  
**Old School Internet Marketing**  
**CHEAT SHEET**  
**From My LAST \$1 Million In Online Sales**  
=====

So if Old School Internet was dead or didn't work no more like some of the new way "Quick Buck" artists would have you believe then Splain to me why it KEEPS going and going and selling and selling and working and working for me.

Now, you may not hear that a lot because honestly I hate bragging.

So I'll dispense with that and just get right down to the meat:

**1. Old School Internet Marketing does NOT mean you can't or don't use "The New Stuff."**

I'm NOT anti-web 2.0, anti-Facebook or anti anything else that is ethical and works. I AM anti-junk, anti-spamming and anti-ripping people off.

The BIG PROBLEM with things that are built on mass spamming anything is they get broken fairly easily by the entity getting spammed. Look at Google, look at Myspace, look at Facebook.

They take quick action to STOP spamming or they DIE.

**2. Old School Internet Marketing is about Value Building.**

That's right. Instead of spamming and spewing meaningless crap and just pissing all over anything that works trying to extract a quick buck at the expense of other people, other services and other marketers,

how about THIS for an Old School concept – you build value, give value and create value.

We, my friend, are value creators.

When you create value, lift other people up, solve their problems, help them get what they want, you work WITH the flow instead of AGAINST the flow.

Now, I won't say I've never hired a \$2 an hour writer to write articles. I WILL say we've spent significantly MORE on \$5 to \$10 per article writers that worked BETTER.

Junk doesn't last. It isn't Evergreen. It doesn't get bookmarked. It doesn't create time on page. It doesn't get passed along in social networks.

This, I believe, is one reason my salesletters.com and designdashboard.com/blog sites are doing well in organic seo. There's some pretty decent content on 'em.

My salesletters.com site is doing GREAT in the search engines. Also, believe it or freaking not, I have problem-solving long form sales letters that are crushing it in Google on the organic side. Who woulda thunk it?

### **3. Old School Internet Marketing is all about relationships and the back end.**

Just recently I've been super inspired studying the WSO's (Warrior Special Offers) of Brian McElroy. Brian does a great job of creating a back end funnel of cheap and free front-end offers.

I'm learning from him.

People think that because I'm accomplished, have spoken around the world, innovated many methods that are commonplace today that somehow I don't buy or read voraciously.

Nothing could be further from the truth. I believe Leaders are Readers. Charlie Tremendous Jones, a REAL throwback motivational speaker, said that for years and years.

I LOVE buying WSO's. I was just watching videos yesterday on how a I guy made a small fortune mailing postcards that drove people to opt-in pages. I plan on sending you an affiliate email on it soon.

It's awesome stuff.

Anyway, in Old School you BRING people in offering a free report, free newsletter, free video, free CD, free DVD. Something of value.

This goes WAY BACK to running classified ads in magazines and small one inch ads which is how my mentor Lew Williams did it years and years ago. Back to the old days of R.A. Torrey, Jerry Buchanan, George Haylings and so forth.

George Haylings made a living IN the army, during the great recession, running classified ads in magazines and selling info products out of his army PUP TENT.

No bull.

He even got special treatment in the army because he could write and even got to hob knob with celebrities.

THAT, my friend, is Old School right there. With or without the Internet. Finding needs and wants. Creating valuable info and selling it.

Do you have a marketing funnel? How deep is it? After people buy 1 thing, what is next?

My current funnel is for <http://www.marlonsanders.com/levelone>

As time goes on, I'll improve the sales letter. It's kind of bare bones. But the price will probably go UP \$500 after I get all the bullet points written, testimonials up, sales webinars and so forth.

#### **4. Map out your back end**

Ok. Here's something you can do TODAY.

Map out a front-end offer and follow up sales. Plan to sell something. You always hear this comment about "What would you do to make money in 30 days if you were broke?"

There are several parts to that. One is to get a part or full time job. Or sell services. In my case, I'm a writer so I'd sell a service. SERVICES are a GREAT way to get in cash while you are working on your front-end and back-end funnel.

#### **5. Old School Internet Marketing emphasizes tracking the value of a customer.**

I learned this from Jay Abraham. Lifetime value of the customer. When I originally sold Amazing Formula for \$67 and paid out a \$60% commission that was hugely innovative back then.

I DID it because inside *Amazing Formula* I promoted <http://www.automateyourwebsite.com> which is a monthly recurring billing software service that is incredible for newbies. Was then and still is. It has only gotten better and better.

Then I ALSO gave buyers a \$500 discount for 30 days off my Big Course which was 100% digitally delivered in a day and time when people didn't even think you could sell an EBOOK because it would get ripped off.

I always protected my intellectual property with password protection mechanisms. But Yanik Silver and tons of others have sold straight PDF's and made millions doing so, in spite of the data ending up on torrents.

That's why you want your back ends to have an element of complexity, forums, personal contact, webinars or other things that can't be uploaded to a torrent.

Here's your take away. Once you know how much a customer is WORTH you know how much you can SPEND to get a customer. My friend Daegan Smith changed his LIFE when he spent \$10,000 for ONE DAY with John Alanis.

I'm thinking about doing the same offer.

My time is worth \$1,000 an hour and I'm thinking about raising that closer to what my friend Joe Vitale is charging -- \$5,000 for a 3-hour Limo ride and dinner. Which is 100% worth it to pick Joe's brain for 3 hours. I'd pay it in a heart beat and plan to in the next year....even though I know Joe would talk to me for free 'cause we've already hung out at his cigar bar, even though I don't smoke. But I like seeing Joe puff on his \$100+ cigars!

Anyway, to make a long story short, John showed Daegan how all the numbers worked. How much a customer was worth and how much he could spend in advertising and direct mail to buy a new customer.

Daegan is a sharp cookie and immediately "got it." He applied the same numbers to Google Adwords and crushed it. Then rolled out to the CPA networks and built a \$100,000 a month machine until Google decided to rain on his parade.

I haven't talked to him recently but I'm SURE he's just buying banner ads or other media. Google has gotten to be so strict and enormously difficult to comply with their vague terms of service that THOUSANDS of online marketers are now advertising with Yahoo, and buying banner ads on private web sites as well as via other networks like pulse360.com, marchex.com, Facebook, Plentyoffish.com and others.

## **6. Old School Internet Marketing believes in the power of the sales message, killer offers and good ol' fashioned market research.**

People "pooh-pooh" market research of all types, surveys and so forth. But there are many ways to do market research and learn what people want.

I go WAY back to the Ben Suarez days where he would PAY people to fly in, then give them \$100 they could spend on 1 of 12 products or take the money and run.

Three focus groups. 10 people each. Back in the day when I spoke to their Director of Research, they hadn't had a losing product in SIX months!

Gordon Alexander used to run Ben's NPGS newsletter and even featured me in it once upon a time. Thousands of copies of the *7 Steps to Financial Freedom* book were shipped back in the day with my testimonial right on top on a sheet of paper.

That book changed my life back in 1978 because it taught me the power of direct response marketing, turned me onto Gary Halbert and ultimately Jay Abraham who taught me USP, marginal network of a customer and Lifetime Value.

You gotta find out what's hot TODAY, what the hot buttons today are, what the CURRENT emotions are, what the current trends are. Old School does NOT mean outdated for Pete's sake. Anyone spreading the garbage is clueless.

It MEANS staying in touch, staying current and using every media and weapon at your disposal because you've got your metrics, know the lifetime value of your customers, know how much you can spend to get one and how soon you'll break even on buying the customer and how soon you'll profit.

All that means you better have upsells and downsells or at least a funnel you put people into via email.

And THOSE products don't have to be your own. You CAN sell affiliate products. And you do NOT even have to be able to write.

My friend Stacy Kellums sells an enormous amount JUST using webinars, which are one of the hottest media going right now for selling. And yeah, Old School Marketers use stuff like teleseminars and webinars.

Why?

- a. It's cost effective. Think of it as almost free media.
- b. It works
- c. It allows you to sell bigger tickets.

Enough said.

Are you beginning to SEE how many lies and misunderstandings there are about Old School Internet Marketing?

## **7. Old School Internet Marketers keep it simple stupid.**

Listen, you gotta find people who buy stuff. Find out what they're buying at what price point from what pitch. Then go and do thou likewise, spiffing up your Value Proposition and making a BBD – a bigger, better deal.

That's your short course.

Sell what's selling. But innovate along the line of the *Tipping Point*. You want to be ONE STEP ahead, not two or three. Old School Marketer and Master Michael Masterson wrote eloquently about the Tipping Point in his MUST BUY book *Ready, Fire Aim*. You can snag it on your Kindle.

You got the cost to get a customer on the front end, the initial sale. You got the repeat business on the back end. The VALUE you get by selling stuff on the back end has to be MORE than the cost to bring in the customer on the front end.

The DIFFERENCE is your gross profit margin.

## **8. Old School Internet Marketers TEST, test and test but mostly the “big stuff.”**

It's a TRAP to spend too much time testing the small stuff and not the big stuff like your “Big Idea”, your lead, your headline, your price

point, the components of your product, your guarantee, your payment terms.

The BIG things to test are:

- a. List
- b. Offer
- c. Media

In the area of media, I feel one of the under tapped areas is buying banner ads on individual web sites. It's time intensive and has to be outsourced. But it's your KEY to break reliance on the Google machine that has made it more and more and more difficult imho to give them money.

I have never worked so hard in my ENTIRE life to give an entity money! Thank GOD there are other places to find customer.

I've had my eyes OPENED bigtime by Mukul Verma who gets 80,000 visitors a month from FREE traffic.

He taught me how to use Docstoc. Check out what I've done in just the past few DAYS:



[The King of Step By Step Internet Marketing Breaks Down The 7 Steps to A Super Fast Start](#)

From: [marlonsand](#) | Date: 9/8/2010 | Rated: 0 (0) | Views: 212





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[Step-By-Step From Scratch Game Plan To Build a True Semi-Auto Piloted Internet Business](#)

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Here's one that isn't doing that good yet!



[Are You Too Busy Earning a Living to Make Any Real Money? The wisest man I ever met told me something I'll never forget](#)

From: [marlonsand](#) | Date: 9/9/2010 | Rated: 0 (0) | Views: 8

: 2

Language: English



## [6-Step Conversion Action Plan How to Get Those Sales In The Door No Matter What You Sell or Who You Sell To](#)

From: [marlonsand](#) | Date: 9/9/2010 | Rated: 0 (0) | Views: 206



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[The King of Step By Step Internet Marketing Breaks Down The 7 Steps to A Super Fast Start](#)

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Views: 212

Language: English



That's over 600 views of just those docs in a few days. And we've uploaded a bunch more. I plan on sharing with you all the awesome methods Mukul has in an upcoming MMM or in an email.

This guy is brilliant. Imagine getting 80,000 visitors off of free traffic – every month. And he outsources a ton of it.

The POINT is that Mukul has the simplest TESTING approach I've ever seen. He has about 12 traffic methods he has for any new product including uploading videos to Youtube, article marketing, document marketing, Google images (yeah it works believe it or not!), affiliates, classified ads that are FREE (think Craigslist competitors) and so forth.

He simply tracks which methods work for a new product. And he really drills down. So if he submits an ad to 100 classified ad sites but only gets significant visitors from 12 of them, he only has his outsourcer submit that product to THOSE 12.

Most people would throw the baby out with the bathwater. Not Mukul because he TRACKS and does MORE of what works and does NOT do anymore of what doesn't work when he tests it.

He also pours over his stats for sites that work. Which is how he found an incredible new powerhouse of traffic called pulse360.com which is your antidote to being too reliant on any one traffic source.

I can't wait to send you an offer for Mukul's brilliant stuff because it's so under priced. I guess lucky for you he hasn't read Brian McElroy yet.

By the way, if you're struggling for money, Brian is the KING of WSO's on Warriorforum.com having made 100 G's in one year via WSO's, with good Old School type back ending.

Brian got out of a dead-end job JUST by selling writing service when he didn't even have experience writing!

I have LOTS and LOTS more to say about Old School Internet marketing. Like I say, I'm one of the last Ambassadors for it and maybe the only one really taking a stand against all the people trashing it and saying, "Hey, you guys or gals do NOT know what you're trashing or talking about."

I even heard one person say, “SOME” of Old School Internet Marketing works.

WHAT is that crap about, please tell.

So which part does NOT work? The part where you know the lifetime value of your customers? The part about where you lead generate to get people into your funnel? Or the part where you sell ‘em over and over again and develop deep relationships that are win/win?

Because I’m REALLY curious which part of that equation people THINK is outdated and doesn’t work anymore.

Next time you hear someone trash Old School you better run not walk the other way.

I’m tellin’ ya.

=====  
**Action Steps**  
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**1. Decide to focus on getting people into your front-end funnel using a highly attractive freebie.**

Again, this goes back to running classified ads where people would write in to get a free report or newsletter or sample. Find SOMETHING that is very attractive that will get people ON your email list, and even giving you their physical mailing address so you can REALLY go “Old School” with good ol’ fashioned direct mail.

**2. Learn the Basics**

Targeting audiences, crafting headlines and offers, putting up blogs and web pages. Emails. Autoresponders. List building. The 3 divisions of a business.

**3. Run don’t walk from anyone who trashes out “Old School” marketing.**



As perhaps the last remaining Ambassador of Old School marketing I feel it's my job, duty and right to suggest that to you.

**4. Avoid acting like a crack addict and jumping like a horn frog on anyone who promises you instant deposits in your bank account that are automated with almost no brains or effort.**

Hey, I got an automation product. Gotta update it soon. But yeah, I believe in automation. But it's the icing on the cake. NOT the cake. I said this last week but I'm repeating it here.

**5. Test "List-Offer-Copy"**

Your list is where you're getting your traffic from. So track the value of customers who come from Youtube videos vs. free classified ads vs. Docstoc vs. affiliates vs. banner ads on private web sites vs. Yahoo vs. Google content network (if they'll take your money).

**6. I said it last week but I'll say it again:** STOP complainin' about upsells, complainin' about people pitchin' at seminars and START subscribin' to lists with gmails and yahoos, collecting oto's and upsells and downsells and pitches, CHOOSE to go to seminars where they pitch instead of ones put on by people afraid to sell but gonna teach you HOW to sell – and get a CLUE about the business we ARE in.

Pitchin' and a sellin'.

THAT, my friend, is the true gospel of marketin'. And I'm maybe the only one got the guts to tell ya. Straight up. You heard it here.

**7. Track what works and do more of it. Don't do what doesn't work.**

This is the Mukul Verma formula in a nutshell and like I say. 80,000+ visitors a month using FREE MEDIA. Even an Old Schooler like me REALLY loves that.

It's so freaking simple.

He's tested a whole slew of methods. Found about 12 of 'em that work. And runs every new product through all 12. Some work. Some don't. Do the ones that work and repeat THOSE.

- a. Try stuff
- b. Track what works
- c. Do more of what works
- d. Don't do what doesn't work

That is sound marketing. That is old school. That is simple brilliance. THAT is Mukul Verma, an up and rising star.

### **9. For cash flow, sell services**

That's one of the GREAT messages from Brian McElroy. You know, if you're down on your luck, go sell a service on Warriorforum.com, Digital Point or Elance.

How do you think I got IN the biz to begin with? I slung words down on paper for money. But when you're getting \$4-\$5 bucks a word, ain't such a bad thing, tradin' a little time for money.

### **10. K – I – S – S**

You got your front end initial freebie. A tasty little something or the other that will 100% make people want to join your list. Then you got your initial SALE that is risk reversed (guaranteed), has bonuses, great copy, great offer, great headline, great lead and opening.

Then you got your back end repeat business coming from your emails, webinars, teleseminars, whatever you can COOK UP.

FINALLY ....

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### **The Revenge Of Old School Internet Marketing Begins Today**

“You think you're pimp, you think you're tough, you're young, you're cool n hip. You think you don't need old school no more. Well, dog, we'll see whose in business 10 years from now and who ain't. We'll see who stands and who doesn't. We'll see whose customers survive, thrive, rock and roll, and whose don't.

I am perhaps the last remaining Ambassador of Old School Internet Marketing and the Revenge of the Old School begins TODAY.

I cordially invite any other "Old School" gurus and marketers with lists to join me in the Revival of Old School Internet Marketing by contacting my support desk at <http://www.getyoursupport.com> and tell me you want to be in on "The Revival".

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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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**D. Resources you can use**  
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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.getyourprofits.com>)

1. The Marketing Dashboard: Amazing Formula and Gimme boiled down to icons and step-by-step. Doesn't replace AF and Gimme but useful. Basically, it spoon feeds all the things in AF and Gimme. <http://www.getitgoing.com>

2. The Marketing Diary: Me teaching Matt daily all the details of the Amazing Formula and Gimme system. This contains additional insights into The Amazing Formula and Gimme that you won't find in those products. 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. 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. Promote your own products made easy

Grab the brilliant video by Adeel Chowdhry on how to mash together stock video, stock sounds and stock music to create an attention-grabbing, compelling video you can put on your sales page, Facebook, Squidoo lenses, Hub Pages, or even Twitter out to your list.

<http://www.PromoDashboard.com>

6. Your Own Products?

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 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](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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