Need customer support? Go to http://www.getyoursupport.com
NEVER Email For Support. Click Here Instead

Marlon's Marketing Minute
Facebook Special Edition
2011

600 Visitors Daily From 1 Squidoo Lens

Hello,

Marlon here.

Welcome to Facebook readers....

You're reading this special PDF report because you "liked" me on Facebook. Let me give you a quick synopsis here.

Every Saturday I publish a very in-depth PDF newsletter just like the one you're reading right now. I call it *Marlon's Marketing Minute* since my first name is Marlon and it's about my Internet marketing strategies that I've been using to earn a full-time income online since 1997.

You'll receive notice of each new issue on Saturday's via my status updates, so watch for them. Every issues is jam-packed just like the one you're about to read.

If there are ANY problems, post to the SUPPORT DESK at:

http://www.getyoursupport.com

Please, do NOT email us. Use live chat or the support desk.

Here's how my issues work:

1. I have announcements for my customers at the beginning.
2. I usually have ads for my products at the end.
3. I usually run one special offer in a colored box at the beginning.

Best wishes,

"Get 39 Top Notch Wordpress Training Videos For ONLY .22 Each"

TIME LIMITED SPECIAL OFFER

FOR MY FACEBOOK FRIENDS

Wordpress rocks. I love it. But there are so many little tricks and secrets to it that aren't easy to learn by reading random web sites. It's so much faster, simpler and easier when you can look over someone's shoulder as they show you.

http://www.marlonsanders.com/fb

NOTE: PLEASE contact me at getyoursupport.com if you have any problems ordering, which I don't anticipate...Just sayin'.

Announcements + FREEBIE Downloads

1. Best of Marlon Sanders Free Download

I assembled some of my best articles from over the years into a nifty little ebook. http://www.bestofmarlonsanders.com

2. Podcast N Video archive – Free Access

It's loaded up with some videos and a bunch of PDF's for you.

3. Customer support issues – PLEASE post to the support desk at http://www.getyoursupport.com

Do NOT email us support issues. We don't get the emails often. Go to the support desk and post your ticket or live chat Lisa.

Featured Article

How To Suck Cash Out Of Squidoo (Squidoo Is Back!)

I thought Squidoo was DEAD. Really. Google slapped them hard and I thought they were toast. But, they made changes. And they're back stronger than ever

In fact, they're ranking like a champ.

I'm gonna lay it out to you this MMM edition for FREE. Who else hits you up with killer FREE stuff like this week after week even when there IS no product launch goin' on?

That's right baby. I do. Anyway....

What's cool is this...

8 Reasons You Might Fall In Love With Squidoo

1. They are FREE to put up.

2. They are BUILT for keyword targeting.

3. Google currently loves them.

4. They provide good, strong backlinks to your money sites.

5. You can monetize them.

6. With the right hacks, you can get RID of the over-abundance of ads on them that almost destroys their power and get a page that looks pretty darned good.

7. You can get INTERNAL traffic from Squidoo. This is very important.

8. Most importantly, you can put them up FAST without knowing html or buying expensive software.

. It may seem out of character for me to talk about seo, Squidoo, backlinks and stuff.

But here's the deal.

When I do a product, I just don't throw out a bunch of crap I think sounds good. I realize for some of you hard core skeptics that may be a tad hard to believe. But it's true.

I really put my heart and soul into products. They may not be perfect. But at least they offer the best insights I have at any moment in time.

Now, to DO a *Traffic Dashboard* I had to research stuff I've never paid much attention to. We've always gotten massive traffic from affiliates, partially because I've spoken at a lot of seminars. Partially because I worked hard to build a good reputation. Partially because of the good fortune of having Allan Gardyne, Ewen Chia, Kevin Wilke and Matt Gill, Russ Brunson, Keith Wellman, Dave Jenyns and other stars and super stars promote my products heavily over the years.

The thing is, you may or may not want to operate an affiliate program at the level I have over the years. I produced affiliatedashboard.com explaining best I could how to replicate my success with getting affiliates to promote our products.

It's never been a big seller. Sold ok. But not big. So I realized you probably needed other options like organic seo, media buying, article marketing, content distribution, social media and so forth.

But since those were things I didn't normally do over the years, I had a HUGE, gigantic learning curve to go through. And my goal in doing that is to prevent YOU from having to do the same thing.

Organic seo itself is fairly simple when you figure it out. But to figure it out is really tough. There are so many conflicting ideas and theories, plus Google mucks it up as much as they can, then there are a billion software programs and keyword research tools.

And that's JUST organic seo. Then you have article marketing and banner buying. Whew!

So I've been knee deep in research on this puppy for 6 months or a year.

But I RAN ACROSS something that literally SHOCKED me:

In doing research I ran across this dude I'll call Mr. R who had a blog getting 5 million visitors a year.

And on top of his blog, the dude used Squidoo!

I'm like, "What the heck? You use Squidoo?"

Fortunately, he's a customer from way back and has followed my body of work over the years. I did a DROP DEAD amazing 2 hour interview with him and I'm NOT making this up – somehow I screwed up Pamela for Skype and the recording didn't save.

I'm still pretty upset over that. He showed me exactly how to get a blog to 100 visitors a day in only 30 days and how to get it up to 1,000 visitors a day within 5 months.

Anyway, just last night we spent probably an hour on Skype discussing stuff. Really cool guy. I had put up a Squidoo lens to show you and was having problems getting it spidered fast by Google so he showed me a little trick.

So now, being all excited about what he's teaching, I'm dumping the Google Adwords row and adding blogging based on what I learned from Rusty. Ummmm, I can't teach Google Adwords when I'm banned for life!

And nearly everyone else I know.

Anyway, back to Squidoo!

This is freaking COOL. And I honestly think Squidoo is going to last and won't get zapped again by Google anytime soon. I mean, anything can happen but they're really solidified the platform.

And Mr. R is getting 600 visitors a DAY from just ONE Squidoo lens. How awesome is that?

And that's just not the only one.

He has other ones sending hundreds of visitors daily – 'cause in total he gets 6,000 – 7,000 and more visitors a DAY.

I'll tell you what I can this issue and there is much more good stuff headed your way about him.

My Totally Off The WALL Example
That's a Bit Out There But Very Instructive

So I could know exactly what I'm doing I created a new blog based on a term I found in Google Insights.

Now, I realize 70% of my customers are age 40 on up. So you aren't gonna be real keen on this lens because it's about a rap star named 50 Cent. I just did it on a whim. Still, it's a good example.

Here's an UN-TWEAKED "Before" squidoo lens.

http://www.squidoo.com/saleletter

Hopefully, in the near future, I'll get around to fixin' that one up to so it won't look like that. But, ss you can see, the un-tweaked Squidoo lens has SO much advertising on it and stuff that it really just kills it as far as wanting to use it for traffic.

Here's a sample "AFTER" tweaked Squidoo lens:

Pretty MASSIVE difference between the two?

What this means TO YOU is that by just spending a little time to tweak up a Squidoo lens, you can not only get links to your other web sites that boost their rank in Google but you can actually make money from your lens.

I don't have room here to show you the full tweaking process. But you can START by donating all the proceeds from the lens to charity. This lowers the advertising on your lens.

Now, here's what I wanted to show you. Notice the title at the top:

Twitter-Fifty-Cent

Here's the analysis of that:

	Searches	PBR	SEOC
50 cent on twitter	27,100	3%	13,200
twitter fifty cent	27,100	0%	273
news on 50 cent	6,600	4%	5,300
100 twitter followers free	720	8%	15,600
english 50 cent twitter	260	35%	1,080
1000 free twitter followers	210	22%	18,900
buy twitter followers without following	73	79%	3,400
50 cent g unit wallpapers	28	79%	3,240
find targeted twitter followers	22	55%	18,100

Now, I called the lens 50-cents-on-twitter, which I MUST have done late at night because the term at the top that gets 27,100 searches is "50 cent on Twitter".

NOT 50 CENTS plural. Geez.

Not only that, SEOC is how much competition you got for the keyword. And 50 cent on Twitter has a ton more than "twitter 50 cent". I might SHOULD have called the lens "Twitter Fifty Cent", except that for the exact match of that exact phrase, not that many people type it in each month.

Whatever. You know, trying to get all our 32,000 affiliates and 500+ product variations to the cloud AND to Infusion was probably a bit too big an undertaking WHILST also trying to research and create Traffic Dashboard.

What can I say? I'm an optimist.

Anyway, I got a sample lens for the Dashboard and, as you can see, just SIMPLE tweaks in the lens make a big difference AND also, just doing basic keyword research means a LOT.

What Mr. R that I mentioned likes to do is to find a phrase on Google Insights, Google Trends or Yahoo Buzz that's hot and do a lens on it.

Here's what that looks like. One of my Level One guys has a product related to horses. Pop horses in Google Insights and BAM!

Rising searches

1.	undead nightmare	Breakout
2.	undead nightmare horses	Breakout
3.	melbourne cup 2010	+3,550%
4.	melbourne cup	+3,300%
5.	melbourne cup horses	+3,200%
6.	red dead horses	+110%
7.	red dead redemption	+80%
8.	breyer	+70%
9.	breyer horses	+60%
10.	war horses	+50%

Take Melbourne cup horses and do a lens on it or do the 4-word phrase.

Let's see how competitive it is. Most keyword tools let you set up your OWN search profile just the way you want it.

I think the next Ateam session I'm going to spend the whole thing just on Keyword Research – it's so important if you're doing ANY kind of seo or helping your affiliates do it.

Here's the results of what I call my "Basic 1" that I start with:

e: Broad Period: Analyze Keyword

	Searches	PBR	SEOC	AWCPC
2010 melbourne cup	165,000	9%	64,800	$0.05
melb cup 2010	165,000	1%	18,100	$0.05
horses melbourne cup	22,200	2%	24,400	$0.37
melbourne cup tickets	4,400	66%	6,860	$1.06
melbourne cup winners	18,100	45%	7,030	$0.25
melbourne cup packages	2,400	54%	32,800	$1.02
melbourne cup date	5,400	30%	704	$0.40
horse racing melbourne	1,600	24%	11,500	$0.78
horses in melbourne cup	22,200	4%	5,840	$0.05
horses in the melbourne cu	22,200	3%	98,200	$0.05
melb cup horses	22,200	0%	9	$0.05
field for melbourne cup	18,100	0%	132	$0.05
melb cup field	18,100	1%	4,520	$0.05
melbourne cup fields	18,100	1%	16,200	$0.05
melbourne cup races	14,800	4%	93,000	$0.05
2010 melbourne cup field	9,900	13%	2,570	$0.05

You have 22,200 broad match searchs with NINE competitors. I'm gonna bet a Squidoo Lens or Hub Page will beat 'em out. The adwords clicks are only a NICKEL.

Do the MATH. The #1 spot gets ½ the clicks. 22,000/2 = 11,000. That ends up being a lot of daily clicks. Now, that is a broad match term so unless you ranked #1 for a number of those terms, you wouldn't get that much traffic. All I can tell you is Mr. R likes broad matches in that range.

You can crush it. "Melbourne cup date" also looks good with 704 SEOC which means you got 704 competitors in Google.

How to PROFIT From Those Keywords Using Squidoo

Now you got your Keywords.

Step 1: Register a lens with the phrase:

Melb-cup-horses

Melbcuphorses

If those are taken, go to the 4-word phrases is what I'd probably do and maybe do lenses on several.

Melb-cup-horses-info

Step 2: Put your banners on the page that lead to your SQUEEZE page.

Have some freebie on there for 'em. Maybe just compile some articles you wrote or an excerpt from your book.

That's right – even though they aren't searching for your EXACT term, they have an interest in what? HORSES?

You aren't paying for a SINGLE click so however many clicks you get to your squeeze page are great and will be qualified.

Once they are in your autoresponder, sell 'em affiliate products, your own products, and do the rows 5 and 6 Promo Dashboard treatment.

You wonder if these Squidoo lenses will RANK?

Look at this:

Keyword	Broad Position G	Ranking Page	BL	PR
house facing feng shui	1	D: http://www.squidoo.com/house_facing	18	1
feng shui your apartment	2	D: http://hubpages.com/hub/feng-shui-apartment	524	2
how to feng shui your apartment	2	D: http://hubpages.com/hub/feng-shui-apartment	524	2
26 feng shui secrets	3	D: http://www.squidoo.com/feng-shui-home-decorating-secrets	15	2
feng shui house facing	4	D: http://www.squidoo.com/house_facing	18	1

Here are some of the top Google ranked Feng Shui terms, which is just an example term with a lot of good long tail 4 and 5-word phrases.

As you can see, a Squidoo is #1, 4 and 5. You can look at those lenses to see what others are doing that works. The number 4 Squidoo lens is a PR2.

Mr. R has a lens that is a PR 5 because he spent $19 and got USA Today online to link to his site.

Who knew there were all these secrets JUST about Squidoo lenses?

My point is, that if you get a nice 4 or 5-word long tail phrase, your lens can probably rank for it.

Here are YOUR action steps to APPLY THIS NOW!

Step 1: Go to Google Insights and search your topic.

Find some keywords that are hot within the past 30 days.

Step 2: Use Google External Keyword Tool (just search Google for it), or any other keyword tool to find yourself some 4 word phrases based on that hot phrase from Google Insights.

Do it just like I did in the horse example.

Step 3: Put up a 4-word Squidoo lens.

The words I showed in today's issue WERE available but someone posted on the blog that they just snagged them. There are plenty of words out there.

Step 4: Put 5 modules on your lens and exclude ones with advertising. Articles, Youtube videos, RSS from your blog. Those sorts of things.

Step 5: Stick yourself a big ol' banner there in your lens.

Step 6: Donate proceeds to charity to dump some of the advertising

Step 7: Get some links to your lens using blog commenting, forum posts, web 2.0 or whatever you know how to do.

Step 8: Create a Hub Page and link it to your Squidoo lens

Step 9: Post your comment on this issue on my blog and you might win a free product. And while you're there, Twitter it out or Faebook Status it if you feel this issue will help others you k now.

Best wishes,

Marlon

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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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http://www.marlonsanders.com/levelone

1. Simple Guide To Making Money Blogging

Harris Fellman dropped me a note that he's releasing this. Looks like a really wonderful product to help people make cash blogging:

http://www.yourinstantsite.com/go.php?offer=marlonsand&pid=3

2. I am BANNED now from Google Adwords so I recommend this even more:

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

Forget Google. Forget ppc. Forget content. Forget writing. Here's How To Put Up Small Sites In 30 Days Or Less That Make Sales -- Hands Freaking Off! Click here.

++++++++++++++++++++++++++++++++++++
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.

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http://www.ateamsuccess.com

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

http://www.poemhunter.com/