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Marlon's Marketing Minute February 26, 2011

Easy Way To Triple Your Facebook Comments – Even If You Have No Facebook Friends Like Joe Lavery



Marlon Sanders

I'm working on our launch for Traffic Dashboard today. What are YOU working on and is it going smooth as silk or rough as sandpaper?

February 22 at 4:57pm · · Like · Comment

Marusja Harasymiw, Pat O'Bryan, Novie Widyani and 9 others like this.

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Write a comment...

Marlon's Profile · Marlon's Wall

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Ken McArthur Hey Marlon, working on recovering from jvAlert Live,

Hello,

Marlon here.

You'll notice that in your email box last week you didn't receive the *Marlon's Marketing Minute*.

Why?

Because I was frolicking about at Ken's JV Alert that really was an awesome success. Hung out with so many people I can't even name them all or I'll leave people out. GOOD TIMES. But there was no way I could get a newsletter out.

NEVER email us for support. We often don't get emails!

If you ever need support from us, you get it by going to

<http://www.getyoursupport.com>. Most days, except when she's out sick or on a very major project, Lisa is on live chat. And we have a support desk. We also have a phone. But the best way to reach us is live chat or the support desk.

PRODUCT ACCESS ISSUES?

We've moved over to Infusionsoft which changed paths and stuff on products and images. We've done the best job we can spotting goofs, images that don't work and so forth. But if we've messed up on a product you're accessing or you click something and you can't access it, then please tell us at:

<http://www.getyoursupport.com>

I appreciate your patience. We're not Microsoft. We don't have support on weekends. I have a small staff. Thank you for bearing with us a bit. I think we have just about all issues resolved.

Great News! We've Upgraded Our Affiliate Program!

here's what you need to know about the new program:

1) The new affiliate program has killer tracking available for you, with 3 methods of tracking your clicks and sales.

2) All your existing links redirect to the new system.

EXAMPLE: <http://getyourprofits.com/z/179/CD4> now redirects through to the new system.

If you check your links you'll see they also redirect in the same way.

3) At the point of redirect, a new 10 year cookie is set.

You don't need to change a thing. **All your sales are tracked.**

All you do is **check the stats in the new location**, which is here:

CHECK YOUR STATS HERE

<http://marlon.infusionsoft.com/affiliate>

You need to enter the email address associated with your old account to retrieve your NEW login!

2. **My bonus for Yanik's Underground event.** [Click here to get the scoop.](#)

3. ***The Traffic Dashboard*** is coming very shortly. More than you can FATHOM. You should know a competitor copied the Traffic Dashboard concept. Let it be known here there is and will only be one *Traffic Dashboard by Marlon Sanders* and, furthermore, I invented and created the whole genre of Dashboard products. Before me, this didn't exit.

PUSH BUTTON LETTER OWNERS: I got everything fixed to work with new php upgrade. So you can use your software again. I never KNEW how many people who bought the software 5 years ago and longer STILL

used it until we were down for a week. Anyway, fortunately I found a programmer who was able to fix the issue the upgrade caused.

**GET THE EXACT SYSTEM THAT
GOT WINTER 800 SUBSCRIBERS MONTH
ONE AND 9,000 MONTH TWO AND PUT
\$15,000 IN HIS POCKET**

<http://marlonsand.wincore.hop.clickbank.net/>

You can read about Winter in this issue. This is good stuff. I also have a whole icon in Traffic Dashboard where I cover a number of Winter's ideas but obviously not in the depth he does in his product. One thing, if you buy this, get the upsells that include the videos AND the webinars. I'm not just saying that. You really need the whole kit to get the value out of it imho.

Ateam'ers - The last recording didn't turn out. I'm going to do some kind of a make up session. I also rescheduled last week's meeting for this Thursday due to working on the product launch for Traffic Dashboard.

Featured Article

Easy Way To Triple Your Facebook Comments – Even If You Have No

Facebook Friends Like Joe Lavery

Hey,

Marlon here.

In case you don't, know, Joe Lavery is a friend and a very bright, creative and talented marketer.

I had the good fortune to hang out with Joe some at Ken's JV Alert last weekend. Yesterday, we followed up by phone and I said, "Joe, are you using Facebook much."

He said, "Yeah, but I don't have a lot of people comment like you do."

I then revealed to Joe the secret of tripling your comments.

I'm assuming you HAVE friends of which Joe Lavery has NONE. Oh, wait, I'm his friend. My bad.

I'm teasing Joe, case you don't know. Anyway, I'm fixing to reveal to you the same little secret I discovered last week that will triple your Facebook comments AND also your comments on your BLOG, Daily Booth or other places.

If I had known this little trick two weeks back when I wrote the Daily Booth "Ask Marlon" issue, I probably would have doubled or tripled those questions also.

It's a good secret that is oh so SIMPLE.

But before we get to that, a few other things you'll want to know. Like...

How Winter Got 800 Subscribers His FIRST Month In Internet Marketing Blew It Up To A 9,000 Person List In Month Two – AND Sucked Out \$15,000 CASH

See, Joe and I left the JV Alert event for a few hours to go hang out with Lee McIntyre who had flown in from London and was being a snob by hanging out at ANOTHER Internet marketing event (which was obviously 1000X inferior to the JV Alert event since I was attending THERE).

Now, in spite of Lee's poor taste in not hanging out with us 20 minutes away at the JV Alert event, I decided to go say hi since I'd never met Lee in person.

We had a great time. Mostly I kicked back and let others grill Lee for his most considered words of wisdom. Lee is gracious and thanked me for some help I gave him long ago. But that's the kind of person Lee is. Most would have the big head by now...but not Lee.

We're sitting there at a Starbucks at the "other" hotel, which I was incredibly jealous of, since OUR hotel didn't have one and charged like one million dollars for one cup of coffee that was inferior to Starbucks imho.

ALSO at our table was a friend of Joe's.

His name was Winter. Now Winter is NOT the most positive, upbeat name in the world. Let's be honest here. But he was Joe's friend and seemed pretty....errrrrr.....CHILL. So we hung out a bit.

The next thing I found out SHOCKED me.

So Winter has only been in "The Game" only two months over a year.

Go back to last January. He had NO list. NOTHING. Nada. Zip.

But he did have a friend named Corey Lewis. Now Corey taught Winter how to build a list using one particular method I'll reveal shortly.

So Winter applied "that method" a year ago January and got 800 subscribers to his list. Not bad for month one for a newb.

Next thing though is he shocked everyone by adding 9,000 people total in month TWO and sucking out a payday of \$15,000.

Now his list is 100,000+ and he and Corey did 6 figure launch in January this year.

What was his “secret method?”

All he did was ad swaps. Crazy but true. The common thinking is you’re just getting freebie seekers who don’t buy anything much or spend much.

But get this, in their product launch this year, they spent only 10 minutes on a follow up video doing a short pitch and sold over 20 spots at \$1,000 each to an upsell!

Some of those were from their own list. And some were from the joint venture partners, which, of course they never would have had if they didn’t do ad swaps.

Winter and I spent I think 4 or 5 hours on the phone yesterday talking about this. Literally, his phone died and he had to switch to a fresh phone.

The long and short of it is I sucked Winter’s brain dry and I’ve distilled that killer info into an icon on *Traffic Dashboard* that by itself is a barn burner.

Lisa has to re-do some icons Monday or Tuesday because I changed stuff on her and then she has to finish the affiliate contest and THEN finally after about 3 years in the making we can launch.

I totally dumped the FIRST version of Traffic Dashboard we did 2 or 3 years ago because I felt it wasn’t good enough. I spent I guess a year doing research for it so I could remove ALL the noise and boil it all down to the tightest action steps you’ve ever seen in your freaking life.

I hope it will be a candidate for the product of the year in the under \$100 category.

I don’t want to tease you about Ad Swaps before getting into Facebook so let me give you the short version:

1. You have to build up a seed list of 100 people.

You can also do this via ad swaps if you know what you're doing. I think that's what Winter did but I forgot to ask.

For his students he just recommends Viral List Builders like List Joe to get the first 100 to 500 people. You can also use JV Giveaways because they're easy.

You can also easily use article marketing to do it. It takes 33 articles 30 days to get you 100 subscribers if you know what you're doing based on very low average results.

Moving on. You have 100 people. Now what you do is go to the Warrior Forum JV area and look for other people with 100-person sized lists that you swap with.

After you build up a little more THEN you go to SECRET CHAT ROOMS that no one knows about and you do the ad swaps there because they are closed door things and they weed out people trying to Game the system and scam others.

No one knows about these secret chat rooms.

----- QUICK ASIDE -----

Did you know that savvy teens to 20+ year olds on Daily Booth send other Boothers over to their Tumblr accounts AND to tinychat.com. Tinychat.com are chat rooms mostly used by the same demographic. Free and work REALLY well.

But get this: They have a developer's thing where it's easy and free to use them for your OWN chat rooms. You'll be seeing something from me about this post Traffic Dashboard launch. This is a secret sauce for conversions no one understands or talks about. I'm so glad I researched this stuff for the social media row on Traffic Dash. I never knew some of the possibilities here.

----- END ASIDE -----

Moving on...ad swaps are one of the quickest, fastest, easiest ways to build your list. Even if you're NOT in the "make money" category, I see ad swaps. And you can always just approach people with lists in ANY industry and make the irresistible offer: Send me 100 clicks and I'll send you 100 back.

Let me also ad that some people in the ad swap business use deceptive subject lines like "Your receipt enclosed." This violates the Can Spam law in America. Don't do it.

I'm not saying it's a perfect model. You don't have all the control you get vs. building your list with article marketing or other methods. But you can do it in your spare time, at lunch, in the evening in 20 minutes or an hour.

And the upside is very high. I believe enormously strongly in morals and ethics. I also don't think everything is black and white and there are shades of gray. I live in the real world like you. I think if you do that business in the end you have to look at how you treat customers and how others do. And do your best to follow the golden rule.

You can change subject lines and email copy in ad swaps. And if you don't like the person's business model, you don't gotta swap with 'em.

How To Quickly, Simply And Easily Triple Your Facebook Comments

Remember, this works for BLOGS also, Daily Booth, or ANY social media where people interact and comment, which is the "social" part of social media if you think about it.

The secret is so stupid simple even I can't believe it.

But before I found out this secret, I could hardly get ANY comments on MY Facebook either.

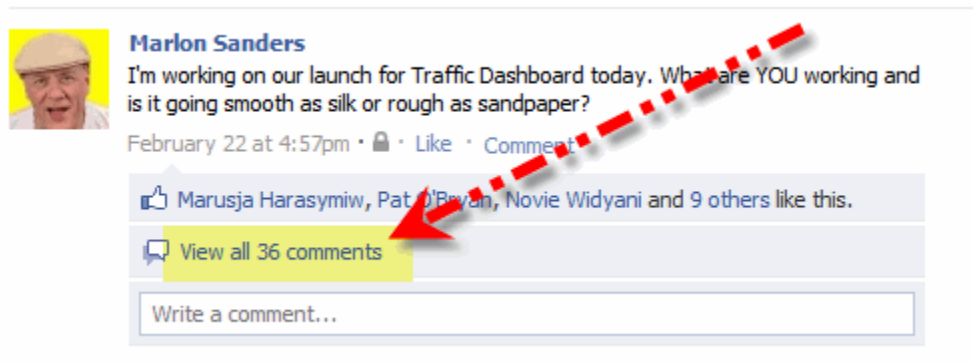
Here's the three-part system:

Step one: Post an INTRIGUING question

Do NOT post boring stuff. Come up with an intriguing question. People post intriguing questions for others to answer.

The SECRET is that when people comment, you MUST comment back TO them the SAME DAY.

For example, here is one of my posts on Facebook that got commented a lot:



First you make a comment about what YOU are doing. This makes it PERSONAL. Don't just ask a question. You need to begin with revealing some info about yourself and what YOU are doing.

Then tie that into a logical question you ask.

So I explained I was working on the TD launch and then asked what they were working on and was is smooth as silk or sandpaper.

Great question, right?

We got 36 comments.

"Yeah but Marlon, my people don't CARE what I'm eating or what they are eating."

Again, people who are saying JUNK like this to you to discount social media just don't get it. Really, they don't.

Did I ask a question about what I was eating? NO! You ask a question about something your people care about and that's INTRIGUING to them.

The best questions are about their OPINIONS and what they THINK.

You CAN on rare occasion post questions about what they're doing, eating or drinking to pull in people who are really shy or reticent to comment. But that isn't the bread and butter of this.

Do you get that?

Yes, it's work to engage people. And it does take time to comment. I'm NOT saying to spend your LIFE on Facebook.

Realistically, it takes maybe 15 minutes in a day to post back a bit to people's comments. That's HARDLY a massive, time-sucking arduous task. No, it's an excuse from people who are resisting change.

Get this: Things change.

Sorry. They change. I love old school marketing. I'm old school. But that doesn't mean you don't adapt to new media. If you don't, you die.

Dead.

Gone.

C'ya later gator.

Here's the point: When you ENGAGE and INTERACT with your audience, what do you think happens to conversions, to joint ventures, to your visibility?

They ALL go up.

Step Two: Post back intelligent comments in response to THEIR comments

But now notice THIS: I commented back to people:

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Ken McArthur Hey Marlon, working on recovering from jvAlert Live,

Do you see the comments with my photo with the yellow background? Those are the ones where I posted comments back.

I know this is SIMPLE.

But it makes ALL the difference in the world. This is a two-way CONVERSATION, not a 1-way.

“Yeah, Marlon, that’s all well and good but how much money have you made from this social media crap?”

That is, more or less, what someone asked me at the JV Alert event. People over age say 30 don’t really “get” social media. But it’s the wave of the future.

And notice that ALL the people commenting on my Facebook just about ARE over the age of 30. So they WILL embrace it when done properly.

Step three: Make your photo stand out

On mine I have the yellow background. If all of a sudden everyone has yellow backgrounds, will that stand out?

No.

But you want to do SOMETHING that will stand out when your photo appears in other people’s pages, news feeds, and so forth.

This is the FUN part. Mucking around in Photoshop is fun to me. But get this. There is a FREE online photo editor that will KNOCK your socks off.

On Daily Booth I saw someone with most drop dead photo that just stood out because the red color was saturated.

They used a free online service called <http://www.picnik.com/> to do it.

That service is so freaking cool. It’s free and NO opt in is required!



That's ME with my dad...ummmmm.... A few years back! My dad is in the autumn now. Soon Winter will come. Yesterday I was the little boy above. Winter will come for me too some day. My dad carried TV's up many flights of stairs at hotels in his younger days. The other day he fell carrying the dog to the bedroom. Enjoy what you have while it's here. Because no man has a lease on life.

This service is FREE and very cool. If you click the Exposure and Colors you can do some cool stuff.

I'm coming out with Traffic Dashboard.

My sales letter isn't NEARLY as hypey as Clickbank letters. What I can say is I've put an enormous amount of work into the research behind it. I hope you buy and support the product and tell all your friends about it.

I hope you promote it as an affiliate and support me, the things I teach and believe in, the value system I advocate in the business.

Most importantly, I hope you use it because ANY row in it will change your business and your life. I've made sure to include many things most people don't know including an amazing icon called "The Epiphany" that even advanced marketers will learn from.

Anyway, it's coming out soon.

Best wishes,

Marlon

PS: I was kidding about Joe not having any friends on Facebook. I'm his friend so he has at LEAST one...☺ But seriously, Joe's "Dynamite" line including Response Dynamite which I own are very cool.

=====
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
=====

1. [Doug Champigny](#) does Twitter the right way and has 16,000 on his Twitter list and is on over 1100 Twitter lists.

His Twitter ID is SuperAffil and I recommend you follow him.

2. Thailand training workshop

My friend David is doing an amazing Thailand workshop:
<http://thailandinternetworkshop.eventbrite.com/>

Enter the word Marlon for the discount code.

3. Edwin Ryan is an up and coming superstar who lives in the Philippines. Check out his Facebook.

<https://www.facebook.com/with.EdwinRyan>

4. **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>

5. 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>

6. 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.

7. 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
++++

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>

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

<http://www.poemhunter.com/>