
Marlon's Marketing Minute
Vol. 6, #18, May 14, 2011

TRIPLE YOUR SALES!

**“Do You Know This One Simple Secret
That Triples Sales & Profits?”
(And It's NOT Split Testing)**

Sent Broadcasts

| Sent Date | Subject | Segment | Type | Spam? | Sent | Bounces | Complaints | Opens | Clicks |
|-------------------|--|-----------------|-----------|-------|-------|-----------|------------|-------------|------------|
| 04/05/11 10:54 PM | Required Message For {firstna... | All Subscribers | Text/HTML | 0 | 3,194 | 13 (0.4%) | 0.00 % | 431 (13.5%) | 2 (0.1%) |
| 04/02/11 10:44 PM | New PDF Download Is Ready [# 2] | All Subscribers | Text/HTML | 0 | 3,215 | 6 (0.2%) | 0.06 % | 437 (13.6%) | - |
| 03/31/11 10:10 PM | PASSIVE \$20-\$100+ Every Mont... | All Subscribers | Text/HTML | 0 | 3,238 | 4 (0.1%) | 0.15 % | 362 (11.2%) | 223 (6.9%) |
| 03/30/11 08:44 PM | PDF Download Ready | All Subscribers | Text/HTML | 0 | 3,251 | 9 (0.3%) | 0.06 % | 448 (13.7%) | - |
| 03/29/11 12:29 PM | Watch This Brief Visitor-Getting... | All Subscribers | Text/HTML | 2,5 | 3,271 | 9 (0.3%) | 0.12 % | 356 (10.9%) | - |
| 03/27/11 05:00 PM | [New Freebie] -- Billy Jean Ain't... | All Subscribers | Text/HTML | 0 | 3,060 | 7 (0.2%) | 0.16 % | 364 (11.9%) | 253 (8.3%) |
| 03/26/11 12:40 PM | MMM: How I Got 2,945 Email Su... | All Subscribers | Text/HTML | 0 | 2,800 | 12 (0.4%) | 0.25 % | 345 (12.3%) | - |
| 03/25/11 03:48 PM | Who else wants 3,000 opt ins p... | All Subscribers | Text/HTML | 0 | 2,480 | 5 (0.2%) | 0.08 % | 278 (11.2%) | - |
| 03/24/11 06:14 AM | Secret Backdoor To Hidden Trea... | All Subscribers | Text/HTML | 0 | 2,268 | 6 (0.3%) | 0.09 % | 281 (12.4%) | 217 (9.6%) |

Hello,

Marlon here.

In this issue:

Do you want 6% opens or 13.5% opens (like in the above screen cap?)

Apply for my coaching program while there are spot left.

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

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

[illegible]

One: How To ACCESS Your Traffic Dashboard

<http://www.getyourproduct.com>

<http://www.getyourproduct.com/yourproduct>

<http://www.productlogin.com>

Two: How to Get Support

<http://www.getyoursupport.com>

C. Today's Article:

[illegible]

Compare that to THIS picture:

| Bounces | Complaints | Opens | Clicks |
|---------------|------------|-----------------|-----------------|
| 271 (0.6%) | 0.04 % | 0 | 399 (0.9%) |
| 317 (0.7%) | 0.02 % | 1,818 (4.0%) | 422 (0.9%) |
| 338 (0.8%) | 0.03 % | 2,325 (5.2%) | 21 |
| 312 (0.7%) | 0.01 % | 2,700 (6.0%) | 1,543 (3.4%) |
| 431 (1.0%) | 0.01 % | 2,675 (5.9%) | 851 (1.9%) |
| 510 (1.1%) | 0.02 % | 2,757 (6.2%) | 961 (2.1%) |

The first screen cap shows open rates of 13.5%.

The second one shows open rates of 5.2% to 6.2%.

What's the DIFFERENCE?

13.5% VS. 6%?

The FIRST screen cap shows a 9.6% CTR's (click through rates) on emails vs. the second one with 1.9% or lower.

What's the DIFFERENCE?

I've found that all the great marketing secrets are simple once you know them. Really simple.

I did ONE promotion and it brought in \$7,000 in sales roughly.

I did the SAME promotion and brought in roughly \$19,000 in sales.

\$7,000 vs. \$19,000. That's the difference.

Let me ask you a question. Do you want \$7,000 or do you want \$19,000?

Do you want 6% opens or 13.5% opens?

There's ONE SECRET to this.

I have a lot of friends who, like me, have been in this business a long time. They have lists of customers and prospects.

It's not particularly uncommon to hear people complain about their open rates, clicks or sales conversions – particularly last year during the height of the recession in the U.S.

I hear marketers say, “Boy, the open rate on my emails is only 6.5%. That sucks.” They USED to be 11%! What happened?

Or I USED to send an email and get \$5,000 in sales. Now I only get \$1,500, if that. What happened?

The ANSWER is one simple secret.

Fresh freaking blood is the secret!

That’s right.

The first screen cap with the 13.5% open rates consists of NEW SUBSCRIBERS.

The second one is from some of my OLD lists!

Guess what?

If you’re getting 6% or 7% open rates, it’s probably because your list is long in the tooth. Conversely, if you want high open rates and high click through rates, the SECRET is fresh blood.

That is, putting NEW subscribers on your list.

How? Here’s the formula:

Traffic + Juicy Freebie + Squeeze Page = New subscriber

Not so complicated, is it?

How about the difference between \$7,000 in sales and \$19,000?

The DIFFERENCE is the \$19,000 was the same basic promotion with fresh new blood on my list. Now, the \$19,000 is my sales [for my current coaching offer](#).

We planned to sell only \$15,000 but I’ve had to turn down a few people who I didn’t feel would be well-served or well-matched by the program vs. their goals. I’ll probably sell a few more seats this weekend then cut it off.

I plan to do a launch via our affiliates but it will be at a higher price I'm sure and I'm debating totally changing the bonus or removing it. But I need something for urgency. I'll figure that out as we go.

If you have not received a VIP invitation for my coaching program AND you're a customer, it may be sold out by the time you get this. But you can post to <http://www.getyoursupport.com> and ask Lisa if we have any seats remaining.

You know, our goal in the coaching program during 30 days is to break even. That is, for the training to pay for itself. That's a tall order for those coming into the program that are raw newbies and have never set up an autoresponder, made a blog post or wrote an article.

Making your first \$1 or \$100 under that scenario is more realistic, although it's certainly POSSIBLE to blow by that.

Anyway, the economy IS better now vs. when I first sold the program. And we made a minor tweak or two to the sales letter.

But the BIG difference in my opinion is that we made the offer FOLLOWING the Traffic Dashboard launch AND my very aggressive pursuit of traffic to put new subscribers into my marketing funnel.

Here's one more example going back to open rates:

Sent Broadcasts

| Sent Date | Subject | Segment | Type | Spam? | Sent | Resources | Complaints | Opens |
|-------------------|----------------------------------|-----------------|-----------|-------|-------|--------------|------------|----------------|
| 03/31/11 12:10 AM | Easy WordPress Theme For ifra... | All Subscribers | Text/HTML | 0 | 1,340 | 12 (0.9%) | 0.00 % | 199 (14.9%) |

This is another list. This is the only broadcast I've done to it but it also has fresh blood, that is new subscribers. The open rate is 14.9%.

But now check this out:

In the first screen cap above the complaint rates are marked in yellow because they are over .10%.

On THIS email the complaint rate is 0%. And THAT is what double opt in will do for you. The first list I showed is single opt in meaning the subscribers didn't have to check their email or click any link.

The list above is double opt-in which is why you see 0 complaints. And the open rate is 1.5% higher. 14.9% vs. 13.5%.

I read articles talking about how much higher and better ctr rates and opens are on double opt-in lists. They are SLIGHTLY better at 14.9% open rate.

However, this is greatly offset by the fact that the double opt in confirmation rate on this list is only 1/2 meaning that 1/2 of the people who opt in check their email and click the confirmation link.

So HOW Do You Stuff Your Marketing Funnel With New Subscribers On Semi Auto Pilot?

We've just determined that the ONE secret to high open rates and tripled conversions is FRESH BLOOD, that is NEW SUBSCRIBERS.

So how do you get them?

And how do you do it on semi auto pilot so you don't work yourself to the bone doing it? I'll call these the "fresh blood" secrets.

Remember this:

Fresh blood = new subscribers to your list + new customers in your funnel

Fresh Blood Secret 1: You must have multiple fresh blood sources

Source 1: Solo mailings

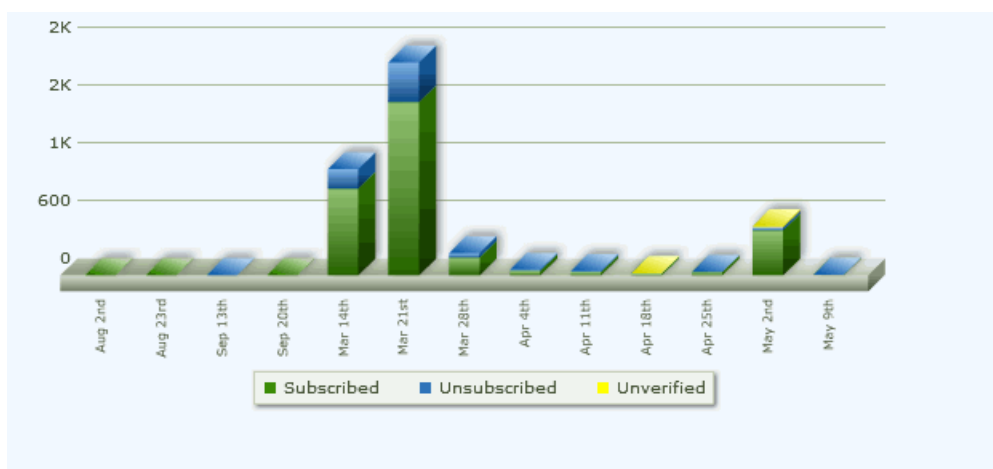
I patterned row 1 of Traffic Dashboard after the article marketing method Sean Mize uses. Sean is the #1 author on ezinearticles.com.

Sean has built his whole mini-empire off of article marketing, although after reading Traffic Dashboard and having a few skypes with me, he's branching out into solo mailing and also loving it.

The solo mailings are covered in row 5 of Traffic Dashboard. They are freaking addictive, which is why Sean loves them.

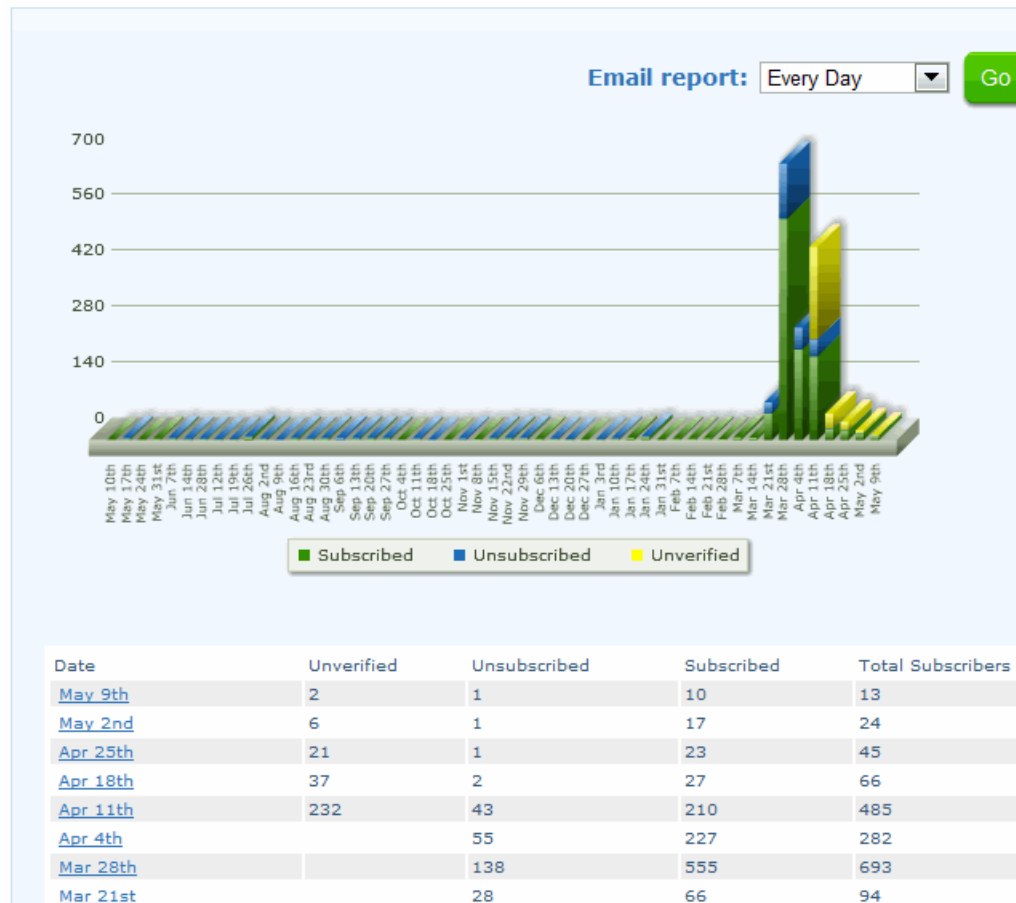
Overnight you can put 100, 300, 500 or 1,000 people on your list.

I put over 42400 on my list in 30 days or so this way:



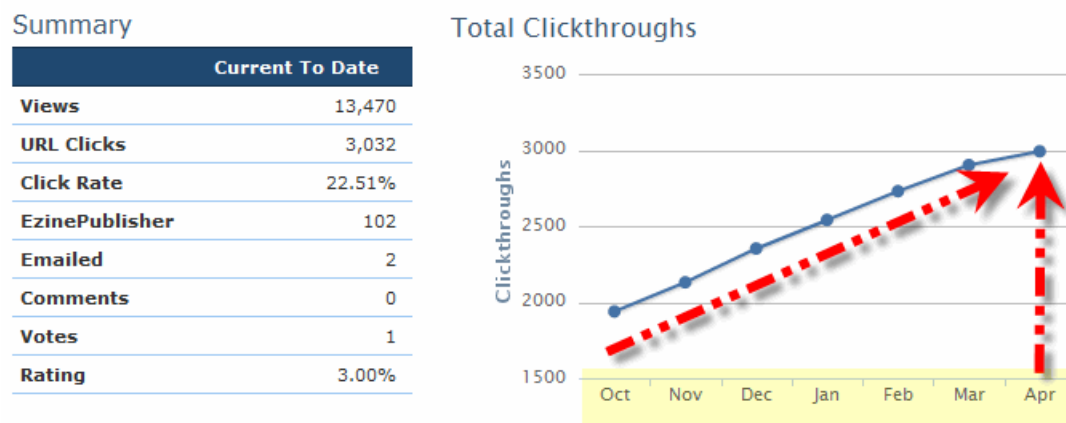
| Date | Unverified | Unsubscribed | Subscribed | Total Subscribers |
|-------------------------------|------------|--------------|--------------|-------------------|
| May 9th | | 1 | 5 | 6 |
| May 2nd | 14 | 32 | 466 | 512 |
| Apr 25th | | 2 | 32 | 34 |
| Apr 18th | 1 | 2 | 21 | 24 |
| Apr 11th | | 10 | 34 | 44 |
| Apr 4th | | 11 | 46 | 57 |
| Mar 28th | | 48 | 186 | 234 |
| Mar 21st | | 415 | 1,803 | 2,218 |
| Mar 14th | | 202 | 904 | 1,106 |
| Sep 20th 2010 | | | 1 | 1 |
| Sep 13th 2010 | | 2 | | 2 |
| Aug 23rd 2010 | | | 1 | 1 |
| Aug 2nd 2010 | | | 1 | 1 |
| Totals | 15 | 725 | 3,500 | 4,240 |

Here's another list I added a bunch to:



Source 2: Article marketing

Then, of course, we have our ongoing clicks from article marketing:



You can see the WHOPPING impact of the “much feared” Google Farmer update. Look at how much click throughs just KEEP going up and up.

So a few people who bought Traffic Dashboard said, “I’m not doing the row 1 article marketing because Google Farmer killed that”

People all over the forums say that stuff.

“Article clicks are down 95%!!!!”

Do you NOT get that they have a vested interest in saying that because they’re trying to sell you something DIFFERENT? Like they want to sell you “paid traffic.”

I love paid traffic. You saw my solo mailing stats above. But it’s largely bull. I don’t deny the impact of Google Farmer. But look at my stats.

My outsourcer outsourced the articles!

That’s about as autopilot as it gets!

I didn’t write the articles.

I didn’t outsource the articles.

My outsourcer outsourced the articles and submitted them to ezinearticles.com.

I wrote the check. That’s all.

OK, so you can see with your OWN EYES the fresh blood those articles brought in, right?

Source 3: Affiliate Sales

Then another source of fresh blood is AFFILIATE SALES

Hi, Marlon S. My Account Log Out

Home People Companies Affiliates Opportunities Orders Reports S

Home Page - May 14, 2011 [Add stuff to your home page...](#) [Change your hon](#)

Here's the latest from Infusionsoft

Your application was updated with a few minor enhancements. [To see the entire list, click here:](#) X

Known Issue: [Are you missing Opportunities from your homepage? Here's the workaround...](#) X

Little Box o' Stats Refresh X

| | |
|-----------|-------------|
| AFF SALES | 1.235 |
| AFF SALES | \$84,625.05 |

That's not a bad chunk of sales from affiliates in a few months.

By the way, if you're an affiliate, all your OLD LINKS still work. You don't have to change jack. But it is good to get the new Infusionsoft links for your future promotions.

You need to DOUBLE OPT IN to our new infusion list to be assured of getting the best emails and promotions.

My biggest source of fresh blood is affiliates. But I'll be ramping up the solo mailings again. We had to back off some to allow me to get better tracking and systems in place.

Source 4: Facebook

facebook 1 57 Search

Marlon Sanders
Edit My Profile

News Feed 246
Messages 23
Events 23

Pages + Create a Page

600 Visitors Daily With Squidoo? · Switch
Notifications
Last updated about 3 months ago

844 Total Likes
6 Weekly Actives? More

I haven't pushed Facebook as much as I need to.

Once we get all your Infusionsoft tracking squared away, I'll be able to crank this up.

I've hired a full-time person to help out with this tracking and stuff on Infusion. Their job will be to pimp out my Infusion and make it totally rock. There's so much you can do with it that is amazing. There's also downsides like their really strict spam complaint policies. But I'm totally jazzed about minimizing the downsides and totally taking advantage of the killer automation it enables.

Fresh Blood Secret #2 – Outsource Your Fresh Blood Generation

Recently I showed how I am outsourcing the implementation of different fresh blood, money-generating systems and methods to test them out.

That is coming along SWIMMINGLY well so far.

For example, there is a software program that uses article submissions to generate rock-solid backlinks to your site using targeting keywords.

Well guess what?

I found an outsourcer who is VERY GOOD at using this program and others. So I am paying him \$300 a month to use this software, do keyword research, set up blogs using a killer little plugin that tricks out your on-page optimization for the search engines, and set up drip feed backlink systems.

You know, systems that slowly add backlinks to your site that are high quality “contextual” links. That's seo jargon for “good backlinks”.

If you're a newbie to all this let me translate:

Backlink = a link to your website.

WHY they call 'em backlinks is beyond me. They're links to your site.

ATEAMER's ALERT

Get this – I had this outsourcer who is really good with this program put together about 10 screen caps with written steps on using it to make is SIMPLE to get started fast with.

He put 'em into a PDF and I'm adding that to [ATEAM](#) today! You can log right in. I'll have a link to the software and his PDF. But if you outsource like I'm doing your outsourcer probably already owns the program.

Last week I added the PDF that tells how I'm finding these outsourcers and you can too.

I had another outsourcer find me 5,000 keywords related to "sales letter software" then boil it down to the 18 best. Next, we'll have someone write 1 article for each keyword then submit those articles using the software I told you about above.

By the way, if you own [Traffic Dashboard](#), this is NOT the article method in row 1. It's a new method I'm trying out. I don't know yet if it's evergreen. This is my "experimental lab."

Someone contacted Lisa on support this week and wanted to know how to do this. This is all being researched as we speak to see how it works in reality vs. theory or the results others have told me.

However, if you want to get a jump start, I am putting the PDF on the software program my outsourcer created into Ateam TODAY!

My point here is that I like SYSTEMS where things happen continually. And the best way to operate systems is to find something that is relatively simple and repeatable and OUTSOURCE it.

Now, I have a bit of a disagreement with one of my friends who says 90% of such methods are black hat.

I disagree.

I got a whole bunch of 'em sitting right here on my hard drive that aren't. Like a BRILLIANT blog commenting method where you join a blog comment network and people comment on each other's blogs.

It's very clever.

Just little gems like that I run across that can be outsourced. You PROBABLY have some on your hard drive right now. But even if you don't, just take

TRAFFIC DASHBOARD and find one of the methods there that you want to outsource.

Here's one I read about.

You pay \$5 each to have people do talking head videos about keywords and you submit them those videos to video sites.

Or you use the banner advertising row of Traffic Dashboard and just have someone search out places you can run banners cheap, contact the sites and get the rates, etc. You literally just have them basically DO what's in the banner advertising row.

I'd rather have CONTINUAL traffic than one gigantic spurt of traffic from a product launch. Nothing wrong with product launches at all if you have the systems to pull them off.

But I'd still rather have steady, consistent traffic and systems in place that run click clockwork.

You could take the Video icon where I talk about buying promo ads on Youtube. You could hire someone part time to surf around and find great videos you can buy ads on. They could even do the placement of the ads if you wanted.

You just have to systematize it and create a little checklist.

Fresh Blood Secret #3: Watch THESE 3 numbers like a hawk

It's not enough to do all of this.

You need to watch 3 numbers like a hawk. Michael Masterson is a person I love reading. He has a principle called the [rule of 3](#) that says each person on your team (including YOU!) can only pay attention to 3 numbers.

1. # of new subscribers each week

You gotta know this figure.

2. Cost or profit of each subscriber after they're out of your OTO funnel

So each person opts into your list. Then you're going to present them with an offer to buy something from you. A really great deal. In the biz, we call this the one time offer.

You gotta know if you're losing money on each new subscriber, breaking even or making a profit.

If you pay .50 a click on Facebook ads BUT you BREAK EVEN after the OTO or the offers are done, how much did you really PAY?

You didn't pay jack.

You got FREE SUBSCRIBERS and FREE customers.

How many subscribers can you afford to get if they are all FREE?

Think about that. People get all freaked out over the cost of buying solo mailings or running Facebook ads (which I still love).

3. The lifetime value of those customers.

Basically, you're looking at how much you make from 'em over say 6 months and how much you paid or didn't pay to get 'em on your list.

And the ultimate is to break even or make a profit putting new customers on your list because then you can afford an UNLIMITED NUMBER of new customers.

So people joining my coaching program want to know how much money they can make and how fast.

I am very conservative and hate to promise any amount of money for legal reasons. And also because every person learns at a different rate and every market is different.

But think about it: EVERYTHING hinges on whether or not you can break even or better acquiring new customers.

Because if you can acquire an UNLIMITED number of new customers at break even or better, how much money can you make?

I don't know. How many new customers are available at break even? And how much will they buy from you over 6 months?

If you do webinars, create videos, talk to people on the phone, interact with blog posts and on Facebook, and sell some big tickets, your value per customer will be HUGE!

My CURRENT value per customer for affiliates is \$20 per opt in and I think we calculated it yesterday at \$200 per customer. This is way above my normal figures because we've added the [coaching program](#).

It's REALLY freaking simple.

How many people can you stuff in your funnel, how much does it cost and how much do you make?

And if you aren't FOCUSING on acquiring new subscribers at break even or better, then I don't know WHAT to tell you.

Because the front-end of your funnel is the Archimedes point. It's the point of leverage. The point that has the biggest impact on your income.

Acquire subscribers at break even + \$\$\$ Lifetime Value = Money In Da Bank

Is that rocket science?

"Well Marlon, how much can I make and how fast?"

How do I know?

That depends on how fast you develop a formula to acquire new subscribers at break even, and how effective you are at boosting the lifetime value of each subscriber.

I'll repeat it:

If you can acquire NEW SUBSCRIBERS at break even or better, how many new subscribers can you AFFORD to put on your list?

And if you can do that, do you have ANY LIMIT on how much money you can SPEND to get new subscribers?

NO!

If you can spend \$100 per click and break even after your OTO's, do you CARE?

People say, "Oh, I can't afford 70 cent clicks on Facebook!"

That tells ME they ain't convertin' on their OTO's.

Because if your One Time Offers CONVERT and you break even, you can afford ANY DOLLAR amount on clicks!

Granted, there's a practical limit on that for most of us.

Most people are doing one time offers of \$10 or \$27.00.

Let's say you have a \$10 OTO that converts at 20%.

So every 100 buyers gives you 20 who take the OTO x \$10 each or \$200.

That means you can spend \$200 to get the 100 subscribers. You can spend \$2 per subscriber. I've shown in the past that my squeeze pages convert as high as 65%. But let's take 50%.

At a 50% conversion, and a \$2 OTO value, you can spend \$1 a click.

But if you present another OTO to the 20 buyers and you get 10% conversion, you have 2 more sales x say \$50 each or another \$100.

Now you can spend \$3 to get a subscriber.

Do you see how this works?

You got MONEY IN.

MONEY OUT.

The money OUT better be the same or greater than money in.

And your MONEY OUT throttles your money in. That is, how much you make on your OTOS or your one time offers tells you how much you can spend per CLICK or for your banner ad buy that you know on average will get you X clicks.

The BIG SECRET of Crushing This Formula To SHREDS!

Alright. There IS a big secret of crushing this formula to shreds.

It's called Free To Join.

I'll write about it in another issue. But I'll put a BLOG POST up about it today in Ateam in a special EDITION of this ezine that INCLUDES the tutorial on using the article linking software that my outsourcer did.

And I'll tell you how to blow to shreds the above figures on what you can spend to get a new subscriber and a NEW WAY to break even and profit ASAP apart from OTOs.

Killer stuff.

It'll be in [Ateam today!](#)

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>

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.



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