

Marlon's 12-Week System

Class #1 Transcript

Our goal during this 12-week program is to get you up, started and running. Some of you have websites, some of you do not. You're at different levels of sophistication. So whatever your level is, our goal is to get you to the next level.

So far, we have several people on this call that have their own websites, several people without websites, a couple people with hard products, a couple people without hard products.

So fortunately, the same things that are going to sell an e-book are going to sell skin cream or any other type of product or service.

Here's what I want to talk today about. We want to talk today about targeting an audience or your list, how do you find lists, and then how do you capitalize on those.

Now, how many of you are familiar or have ever been to your library to look at the Standard Rates & Data Service, the volume that has direct mail lists on it? Have any of you been to the library or subscribed to that product?

Attendee: I have.

Marlon: Okay. Is this Steven?

Attendee: Yes.

Marlon: You have a current subscription or you have one that's within a year or 2 old?

Attendee: No, I've been to the library.

Marlon: Been to the library and seen it at the library. Did you find any lists related to skincare, skin cream, or that sort of thing?

Attendee: At the time I did that, I found a company and I bought a list from them. I did the research and eventually I bought a list from a list company.

Marlon: Okay, great. So you did find some lists.

Here is assignment #1, because this is about getting up and running, so it's not a passive listening call like most calls.

Our goal is I've got 12 weeks to get you up, running and making money, or taking what you're currently doing and make it make more money.

So #1 assignment is to go to your library. Sometimes, you can call your librarian and the librarian can tell you if they have the product or not. If you're in a big city, they do. If you're in a small city, they may not. Probably won't.

Hopefully, you have a big city nearby you can go to. Because what I want you to find is called the Standard Rates & Data Service. The volume is Direct Mail Rates & Data. Standard Rates & Data Service produces a number of volumes on different advertising media. So one's about say newspaper advertising, magazines advertising, a volume on magazines you can buy advertising in.

And then they have 2 volumes on direct mail.

So it is published by the Standard Rates and Data Service, but the specific 2-volume series is called Direct Mail Rates & Data.

So when you go to your library, you simply ask the librarian or you call your librarian and say, "Do you have the Standard Rates & Data Service Volume?" Call them up. They should have those volumes. And then look there yourself and you'll see the different volumes. Look for the one labeled Direct Mail Rates & Data.

When you find the volumes, I want you to go through there and look at the lists that are available.

So several of you want to produce e-books or info products, but you do not have a list or maybe you don't have a target market yet. If you have a target market, great. If you don't have a target market, then what you want to do is look through the Standard Rates & Data, at the different topics that are available and the lists that are available, and find one that relates to your background. And this is where almost everyone screws up. Let me explain this.

A doctor on the call today that is selling skin cream is doing the right thing. He's a doctor, he has some credentials, he has exposure to this arena and understands it, and he's selling something related to that.

Now, as an example, this last week I did a call where we had a gentleman there wanting to sell some sort of marketing training or whatever. He wanted to help small businesses get up with their websites.

It was interesting, because he's trying to compete against all of these really big companies. And I said, "So, what is your background? What do you have experience in?" He said, "Well, I've been an accountant."

So my advice to him was very simple: sell web hosting – that's what he wants to sell is web hosting, although that's a really low margin business – to CPA's, to accountants, because that makes sense.

Every one of you has experience. Every one of you has some background. So you need to sell a product or service related to that. And if you go and check out the Direct Mail Rates & Data this next week, before next week's call, you're going to get a lot of ideas.

So I'm going to come back online. Hopefully, the background noise won't be too bad. And I want you to tell us about the area that you have experience in.

Bill, what is your background? What profession do you have experience in?

Attendee: Well, I'm not sure that's very marketable. My background is with mini-computers.

Marlon: With mini-computers. And what did you do with mini-computers?

Attendee: I was an operations analyst.

Marlon: You were an operations analyst for mini-computers?

Attendee: Right. That's a very specialized thing.

Marlon: You have background experience in computers. Do you have any hobbies or interests or passions that you've done in the past, Bill?

Attendee: Writing.

Marlon: What kind of writing have you done, Bill?

Attendee: I've done what's called creative writing, short-story writing.

Marlon: Did you sell those?

Attendee: No, I haven't.

Marlon: So you've just done some casual writing, but you haven't sold it?

Attendee: That's correct.

Marlon: Do you have any other hobbies or interest?

Attendee: Gosh, that makes me sound like such a zero.

Marlon: That's okay. What do you do with your spare time? Do you just surf the internet and read e-books? Do you do anything else with your spare time?

Attendee: Gee, that sounds really bad, but yeah, I guess that's what I do.

Marlon: Alright. If that's what you do, that's fine. Other than surfing e-books on the internet, do you have any other interests, something that you're interested in, excited about, even if you're not good at it?

Attendee: I like to read history.

Marlon: You like to read history? Okay. Is there an area that you would be excited about selling a product or service in?

Now, for those of you listening in, what I'm trying to do is show you a process that you go through yourself and ask yourself the very same questions that I'm asking Bill.

Do you have a specific area that you would like to sell products in or e-books in or info products in that interest you?

Attendee: I would like to sell materials to other writers.

Marlon: To other writers? Okay. And what would you like to sell to other writers?

Attendee: Well, I've thought about e-books. Now you've put me on the spot. I've taken various copywriting courses. And what I'd like to be able to do is offer products to other would-be writers, to guide them into more commercial venues.

Marlon: Okay. Here's what you've got to do. You've not been selling commercially, so you can't sell how to do what you personally do because you aren't doing it.

Here's what you do.

You go into the writer's forums online, you look at magazines, at published authors, and you try to find somebody who's prolific and extremely good at getting published, but has not written anything on doing it, and you JV a product with them.

In addition to that, you do what I'm going to teach everyone on this call to do, which is a 12-product survey. But first, you've got to understand your target market and your list before you can do that.

So you want to sell to writers, great. You've got to JV with somebody else who has got something to say and some credibility. You see what I'm saying?

Attendee: Absolutely.

Marlon: So that's my direction for this 12-weeks for you. Let me make a note here.

So Bill, your assignment for this next week is not only to get Standard Rates & Data at your library, you look through it at lists of writers and see what has been sold, what have writers bought.

See, all of you going to look at Standard Rates & Data, you're looking for a list of what other people in your area have actually purchased. And I know you want to do web marketing. And in just a moment, I'm going to explain how all of this ties together.

So you need to find a list of writers who have bought "how to make money commercially."

Now, here's the interesting thing. When you go through Standard Rates & Data and you start looking at the lists that are available, you're going to find there's data on each list. And you're going to find a certain list broker listed there.

Let me just give you an example to make this specific.

Small office/home office category. Here's a list called Home Office Entrepreneurs. Jeanette, this would be a good list for you. It's marketed by Response Media.

Under List Manager, the very first listing says, "List manager: Response Media Products, phone 770-451-5478." Here's this list, developed from 40% space ad advertising, 60% direct mail; 46% females, average age 40. Average unit is \$30. 826,000 people on the list in the last 12 months; 75,000 people available monthly.

So Jeanette, a good list for you; 75,000 people possible available monthly. So you want to go through this and do the same thing, in terms of writers and see what have writers bought and who's the list manager. You'll typically see the same list manager on a lot of lists related to one area.

Same thing on skin cream. You want to go and hunt down the list of people that have bought something as close as possible related to not really info products, in this case skincare. As close to skincare, taking care of your skin as possible.

Now, maybe they bought a book on it.

Attendee: If I can interrupt you for a second, I'm trying to concentrate directly on people with diabetic skin problems.

Marlon: Okay. Then you've got to find a list of diabetics. Preferably diabetics who have bought something. Like they bought a book, info, or they show some desire for improvement. Because realize this: even if someone's a diabetic, that doesn't necessarily mean they have any desire to improve or change their situation. There's only a certain segment of people who will take any action to improve their situation.

That's why you want response lists, where people have responded and at least they've subscribed to the diabetics magazine. I assume there's a magazine for diabetics. Is that correct?

Attendee: Yes, uh huh.

Marlon: Okay. One thing you could do is rent that list of subscribers to the magazine, send them out a postcard that then drives them to your skin cream website. This is where we're headed for everyone. You rent the list and you send them a postcard that drives them to your website.

But you have to have a unit of sale to support direct mail. So I'm assuming that with skin cream, this is something you're going to have a good reorder rate on. Do you know your reorder rate yet?

Attendee: Not yet, in the sense that I really haven't looked at that. But I do have quite a few customers that reorder.

Marlon: One thing you need to do is set up recurring billing, so you auto-ship skin cream to them every month. Right?

Attendee: Okay.

Marlon: And you set up recurring billing. Every month, you ship them a tube or a couple tubes of skin cream, right? Probably a tube every month and it's \$X a month.

Now, the AutomateYourWebsite.com software can set up recurring billing for you, assuming that you have a merchant account that can support it. Do you have your own merchant account?

Attendee: Yes, I do.

Marlon: Okay. I would try the AutomateYourWebsite.com software. Or, if you have another service set up, like Revecom.com, I believe, can do recurring billing. Paypal can actually do recurring billing.

You need to be able to set up recurring billing. So then you have a lot higher dollar value per customer. Once they get on that auto-ship, they're probably not getting off of it. They may have 12

tubes sitting around the house, but they keep letting the auto-ship go, right? So that's what you need for your backend.

You have that going on your backend, and then you're going to be able to set up the postcard mailings and you're also going to be able to follow-up with additional products or services for diabetics, both skincare as well as products in general for diabetics.

Attendee: Yes.

Marlon: That's what my recommendation would be. It could be the whole range. It could be info products, hard products, and so forth.

Attendee: There's a book I'm looking at on the glycemic index of foods that I think is an excellent resource.

Marlon: Alright, good. I want you to check out the Standard Rates & Data and see what lists you can find. Also, find out just how much it is to rent the names of the subscribers of the diabetics magazine, whatever magazine there is for diabetics.

Is there anyone else who's come on this call while we've been talking here? Unmute yourself and tell me what your name is and what your city is. Anyone else come on the call? Do we have anyone else who has just come on the call recently?

Attendee: Hello?

Marlon: Hi, how are you?

Attendee: Okay. My name's Charles. I just came on a little while ago. I had trouble with the code there.

Marlon: Yeah, a bunch of people had problems. Charles, do you have a product or service you're selling yet?

Attendee: Yeah, they're e-books.

Marlon: What's the URL?

Attendee: I have a website for them.

Marlon: What's the URL, the address of your website?

Attendee: Well, it's called (*URL removed*)

Marlon: Is this from More Publications?

Attendee: Yes.

Marlon: Thank you, Charles. Do we have anybody else who's come on the call?

Attendee: Yes, good morning. My name is Lisa.

Marlon: Alright, Lisa. Do you have any products you're selling, Lisa?

Attendee: At this point, I don't. I'm working on a website. It's in the Ebay step-by-step website with information, templates and e-books related to becoming a power seller on Ebay.

Marlon: Alright, Lisa. Do you sell much on Ebay yourself, Lisa?

Attendee: Yes, I'm a power seller.

Marlon: Okay. What category do you specialize in?

Attendee: Right now, I'm a general store. We sell everything from clothing to electronics to home gifts. So, at this point, we do not have a specialty category, although we're working towards that.

Marlon: Alright, but you do not have a website yet?

Attendee: No, I'm working on it. It should be ready next Monday.

Marlon: No website yet, okay. Very good. No website yet. Who else do we have on the call who's come on recently? Anyone? Okay, great. That gives us a good example. And what I say is what applies to one person will pretty much apply to the other.

I'm going to walk you all through a step-by-step system, so not all days are going to be sucked up like we are today. I'm just trying to get us a general introduction to people today.

I have a 12-step system and I also have some software I'm going to be giving you access to, that you don't know about, that allows you to step by step, go through. I believe we're calling it my Pushbutton Cash Software. You can actually go through it step by step, as close as possible, to fill in the blanks and create your marketing system for you.

That's an aggressive goal. There's actually no such thing as Pushbutton Cash. It always takes brain work, it always takes effort and so forth.

Having said that, it's going to help you out a lot and it's going to be a guide. I'm hoping we can get that to you next week and we'll be walking through that next week.

This week, what we're really talking about is the most important part – in some ways – of the 12 weeks, which is your list and what it is that you're selling. That's probably the most important thing, where you're going to get the traffic from, and what it is that you're selling.

Now, I've given an assignment. Every one of you needs to do this if you can possibly do it this next week. Go to your library, ask for the Standard Rates & Data volume. And then go through there and find a category that is related to a profession that you've had in the past or your product or service that you have to sell.

And just as an example here, Charles is selling e-books. So Charles would go through Standard Rates & Data and look for what are called lists of business opportunity seekers. Charles would go through there and find lists of business opportunity seekers that he could then send a postcard to about his offer or a postcard to drive them to his website.

Really, Charles is selling business opportunity. So while you would initially that he might want to go to books, and he could do that and sell to book buyers, since he's selling e-books he really would probably be better off getting lists of business opportunity people.

Now, one of the things in doing that, Charles, is you've kind of got to look at the list and see since you're getting your websites from More, and More already mails the postcard that they gave you to mail, they're already mailing the offer or the postcard to that list. Because if they are, you are, in essence, competing with them. And that tends to be one of the problems with biz ops in general. Oftentimes, you're competing with the operators of the program, to some extent.

That may not be the case with More. I don't know in specific what they do or don't do.

But I think I would go look at the lists that are available for rent. In your case, Charles, I believe they also make some lists available that you can rent directly from them, and they'll mail a postcard to.

Alright, Jeanette, let's just talk for a second about (*URL removed*). Do you have a source of traffic for this site yet, Jeanette?

Attendee: I've sent it to my list, I've done some pay-per-click advertising. Those have been the 2 things that I've tried so far.

Marlon: Alright. Any of you have a chance to go to (*URL removed*), I recommend you do it. A very nice design on the website at (*URL removed*). If you go there, you will notice it's a nice, clean design. It has what's called an opt-in box on the left-hand side, where it says "Free Course." Real nice site.

A couple recommendations I can make to you on this, Jeanette. There's no person here. So people would rather do business with a person than they would an anonymous corporation. So I would rather see a picture of somebody that looks like a real person here.

Attendee: Like up at the header? In the sales letter itself or up in the header area?

Marlon: That becomes an issue of how you design it. Finding that right place for a photo, I like the clock, the picture of the watch up there. Got to find space there somewhere, and I'm almost thinking you might try putting a picture of a human on there, and then you hand-draw in a little arrow and you circle the headline or you write in a note. "My friends say I'm crazy for selling this." And you put that in there in a handwritten font with a photo, and it personalizes it. Does that make sense?

How to do it in terms of graphic design, I'm not a designer. I always rely on designers.

Attendee: Should I put just a clipart person in there, or should I try to put me?

Marlon: I would probably put you. And if you're not photogenic, then you go with a model person, somebody that looks real.

The problem with model pictures is they look like models. They don't look like a real person. Photos of yourself can be tricky, because it needs to be a really good photo. It can't be a crappy photo. You've got to have a professional photographer do it.

Attendee: Yeah, that's always a toss-up. Do you run down to get another picture?

Marlon: Yeah, and then they also put restrictions on whether or not you can use photos on the web and that kind of stuff. But you need some photos, like I had one sitting with a photographer, paid him \$300 or \$500, and he took like 100 photos. Then he gave me the rights to use them on the web. He's in Dallas, if you want to fly down to Dallas.

Attendee: Not a problem.

Marlon: For the \$500 or something, he's great. He's a drop-dead, killer photographer. And you get all of those photos you see on all of my websites. I took all of those in one session.

This is really a comment to all of you. People prefer doing business with a person than they do doing business with an inanimate corporation. They want to see a human being.

You also find that if you hand-write some things on your website, where it's handwritten, like I have this comment about the Steven's Cream website. There's great testimonials lower down, except they need audio – and we'll talk about the audio. But I don't see a picture of a human being here on this website. It's Steven's Cream, but where the hell is Steven? Steven isn't here anywhere.

Attendee: If you look at the bottom of the sales letter, you're going to see some pictures.

Marlon: Yeah, I do see the pictures of people, but they're not Steven.

Attendee: Oh, I see.

Marlon: This is Steven's Cream, I want to see the picture of Steven's nice, friendly, warm, smiling face.

Attendee: Okay.

Marlon: The other thing about this website is this is not a sales letter on here, and you really want a letter that's from you to them. You don't want an impersonal kind of thing. It's, "Hi, my name is Steven. I'm a doctor in Largo, FL. And every day, I deal with people who have skin problems. I'm a doctor, and I specialize in working with people with diabetes who have skin problems."

You have a little headline up there, instead of dry skin solutions for cracked skin, hands and feet, you're specializing in diabetics. At least you create a special site for them that says, "If you're diabetic, here's crucially important information about protecting your skin." You see? You aim it right at diabetics. "Hi, I'm Steven. Every day, I work with diabetics, and diabetics have special skin problems. And I found out that most of the creams just weren't what diabetics needed because they were too thin and blah, blah. So I actually created my own skin cream. If you're diabetic, taking care of your skin is extremely important, and here's why. Blah, blah, blah. A lot of people don't use skin creams, and this causes the following problems, blah, blah, blah. So what I did was develop my own skin cream, and here's what it will do for you if you use it every day. What I decided to do is make the first bottle available to you just so you can try it out at 70% off. I just want you to try it out. I just want you to get a bottle and try it out."

That's really what I would do on that. It needs to be a personal letter from you to them, and it needs to have your photo in it. "Hi, I'm Steven." It's a very personal letter, just like you're sitting down in the office or sitting down over a cup of coffee or tea, having a chat with a diabetic about their skin.

You follow that?

Attendee: Yes, I do.

Marlon: Jeanette, do you do web design for people?

Attendee: I have some web designers that I work with.

Marlon: You have some designers that you work with? I believe Steven needs a redesign of that website.

Attendee: Okay.

Marlon: Steven, your website's okay, but I just think it can be an awful lot better. You might talk to Jeanette about getting that site redesigned. I think that it could benefit from a redesign, getting an opt-in on there for a little free diabetic skincare course, an opt-in box. Jeanette, he also needs audio testimonials on there. The testimonials don't have any audio.

Attendee: Okay.

Marlon: So Jeanette, give him either your phone or your email.

Attendee: Actually, we've had a chance to talk in the past. The email is (*email address removed*).

Marlon: The sites we're looking at, for those of you who are lost, is (*URL removed*).

Attendee: Can I just jump in for a second?

Marlon: Yeah, sure.

Attendee: I was just looking at the site, and the one thing I know is that most people who are clicking don't really like the intro. It kind of takes a little bit of time. And 5 seconds on a click is quite a bit of time. That would probably be one thing I would do, is maybe he could lose the intro.

Marlon: In this case, what he needs there instead of that intro is a sales letter. He needs the complete letter on here, a personal me-to-you letter. This is an impersonal letter and people aren't going to respond to it like they will respond to a letter that's a me-to-you communication.

There is a misconception there, though, that most people have when they go to write a letter for a website, and it's the fear of writing long copy. It's the fear of writing a long letter.

The thing is the text loads fast. Text does not load particularly slow. If you have heavy graphics, they load slow. Text loads fast. It takes a lot of copy to get people to buy something. For the last 100 years in direct response, people have been saying, "I'll write short letters, people don't read long letters." And for the last 100 years, billions and billions of dollars have been sold every year using really long, direct mail letters.

So what I recommend for all of you is you write personal me-to-you letters and put them on your website. Don't worry about how long they are. Worry about thoroughly and completely explaining every single benefit of your product or service and every single problem that your product or service solves for people.

We're going to talk in-depth about writing your sales letters. But in general, everyone's sales letters are too short. In general, everyone does not give enough features and benefits.

On this skin cream, though, I would try giving people a little trial starter on it. I mean like a big discount, or even a smaller one that they can try out and it doesn't cost much money, like \$2 or \$5, a little trial starter. Or, I would do a big discount, half off first order only. You're just trying to get them to try it. And I'd also give them some bonuses, like 3 free reports for diabetics revealing different secrets that diabetics need to know. And I would try to dig deep for some really hot topics for diabetics and some really great resources for them.

So I would give them a great offer on the first trial, and then some free reports or bonuses for ordering today. That's what I would do. And it's really not hype. You're helping them, you're solving their problems, but you do have to give them an incentive to order today.

Attendee: Okay, that's helpful.

Marlon: That's what I would do. And aim that headline right at diabetics. And I would call it like (*URL removed*) and totally target it at that market.

To advertise it, I would run ads in solo e-zines, if you can find any targeted at diabetics. I would buy banner ads in forums that diabetics go to. I would have an associate program set up for your skin cream, using the AutomateYourWebsite.com software. It allows you to quickly and easily set up your associate program. I would set up an associate program, so that other people can sell your skin cream and get a commission on it.

Attendee: What is an associate program, you said?

Marlon: Yes. If you sign up for the free trial at AutomateYourWebsite.com, it has associate program software built into it, that allows people to refer others to your website and make a commission for the sale. And I would pay like a 20% commission or 25% commission, if you can afford it.

In fact, you could pay 70% commission on the first order. Give them all of the profit of the first order, because you're going to get all of the repeat business. And then I might pay them a little 5% residual commission ongoing. And that makes it very attractive to affiliates.

The reason that I advocate that all of you create or own your own product or service is because it allows you to have your own affiliate program to get traffic, which tends to be real important.

There is one thing I noticed, Jeanette, on your site. You have a recommended site for your friend, don't see a link to an affiliate program on it.

Attendee: Okay.

Marlon: I think I'd have a little link to the affiliate program on there. I also don't see privacy on there. You've got to have your privacy policy on there, and I would have a link to sign up for the affiliate program.

Attendee: Okay.

Marlon: By the way, the site I just referred comments to, for those of you who want to look at it, it is (*URL removed*).

Don't see a link to an affiliate program on it. I would do that also.

Attendee: Can you say that website again?

Marlon: Yes, I will. (*URL removed*). By the way, who just spoke? I don't know your name.

Attendee: My name is Vida.

Marlon: Oh hi, Vida. How are you?

Attendee: Fine, thank you.

Marlon: Vida, do you have a website you're promoting yet, or you're just starting to get yours up?

Attendee: Actually, I have a couple of websites. The other one I've had for quite a while. But it's no good.

My second website that I've just had up for a few weeks is called (*URL removed*).

Marlon: Oh yeah, I remember you from the copywriting call. (*URL removed*). Now, is that the site that you want to work on for this 12 weeks, Vida?

Attendee: Yes.

Marlon: Okay. Vida, what city are you in?

Attendee: In Santa Barbara, CA.

Marlon: Okay. You should have no problem finding a library that has the Standard Rates & Data Service.

Attendee: Actually, I can get it from the website, too.

Marlon: Yeah, if you subscribe. But it's like \$500 to subscribe for 6 months or a year from the website. It's cheaper to go to the library.

You need the personal letter on here that we talked about.

Attendee: I'm working on that.

Marlon: Working on that? Okay, great. And then, what I want you to do is get the Standard Rates & Data and find some self-improvement list. And I believe in Standard Rates & Data, there is a category called self-improvement. I want you to get the self-improvement list, and that's who I would send a postcard to, to drive them to this website.

Attendee: I get a self-improvement list and I purchase it and send out postcards?

Marlon: Yes, that's correct.

Attendee: The postcards can be fairly expensive sent on regular mail.

Marlon: I'll give you some resources for postcards that are a lot cheaper. But it's not about the cost of doing it, it's about the ROI, the return on investment. The thing is a magic word called scalable. Yeah, you can get traffic online, but the problem is it's hard to get a lot of traffic online.

If you have a list that you can send postcards to – and remember, Vida, you're looking for lists of buyers, people who have bought a product – that means they're much more probable to buy your product because they've already bought a product on self-improvement. And you find something that's about the same price point.

Now, you're going to have to have what's called some backend products, also. One product isn't going to cut it.

Attendee: I have several. I started out with books and then I have videos, and then I have some audios.

Marlon: Oh, great. So you have some backend products.

Attendee: Actually, my major product, what I consider to be my main product, my background is a doctor. I've owned a free-standing surgery center as well as I'm board-certified anesthesiologist.

The hardest sale you can ever do to a human being is sell them on a surgery that can save their life but also means that it's going to risk their life.

So I was forced, over the last 15 years, and actually I was lucky, I found something that worked all the time. It's a process that wipes out their fear. One minute they're scared about their cancer and all that. They can't make any sense out of anything.

Right after they go through the process, which I got down to about 5 minutes and then less, they don't have the fear and they kind of take charge. We noticed also that because of that, for some reason, they actually do better, they recover faster and all that. But I'm not making any claims on that.

Anyway, what I discovered was that I could use the same to allay my fears, like when the IRS was invading me and that kind of a thing.

And then, I started making it available to some executives that are really stressed out and so forth. And eventually, I put it on a video because I found that it helps. What I have actually is the beginning of what you call humanizing technology; something that would actually get rid of people's fears/worries immediately and get them out of the stress that then allows them to make better choices and to move forward and things.

So it has been very integral for me to actually say, "Okay, this is my niche market, this is the specific area that this has to be in. People have used it to lose weight, people have used it to patch up things. People have used it to actually go out and get the nerve up to knock on doors and sell things.

So the reason I'm joining your cause is to kind of get a little better focus on where I really, really want to go with it that would be most effective in actually marketing the whole thing.

I'm wanting to find ways – for instance, what I was experimenting with last night – is I was using your sales letter, which is excellent, and I was thinking, "How can I use my stuff to motivate me to actually go gung-ho on this?" It worked fantastic. And I said, "Oh my God, I could sell a ton of just this software, your software with this."

Marlon: Let me make a recommendation for you to think about. I want you to go get the Standard Rates & Data this week, look at it, look at the self-improvement list where they've bought a product related. If it's fears, then look at the lists available on getting rid of fears or they bought something on getting rid of their fears. Look where people have spent money, not just asked about it but actually purchased a product from direct mail. You don't want a list where they bought from TV. You don't want a list where they bought half the time from radio. It will tell you if it's 50% TV, 50% direct mail or 100% direct mail. All of you want 100% direct mail buyers of a product or service similar to what you're selling.

Attendee: How do I find out who has bought it? This list seller will have to tell me that?

Marlon: In Standard Rates & Data, it will have numerous lists of people who have bought self-improvement products.

Attendee: Okay, who have bought?

Marlon: Who have bought. Yes. Now, there's also lists of inquiries in there. So it will say, "Inquiries, seekers, opportunity seekers, health seekers." Those aren't buyers.

When it's buyers, it will say "buyers." And it will say, "Source: 100% direct mail." That's what you're looking for.

For the gentleman selling e-books, his best thing is buyers of an e-book.

Attendee: I have e-books, too.

Marlon: Yeah. And then the other element you're looking for is what's called the "hotline name." Hotline are their most recent names. And when we actually get into the list rentals, you're going to rent a list of people who have bought the product, and they bought it within the last 30 or 60 or 90 days. These are hotline names.

So you want to try to find a list with a nice chunk of hotline names available. Like that one list that I told Jeanette about, about the home business people, 75,000 people a month. That's what you're looking for: 20,000 buyers a month, 50,000 buyers a month, because that gives you the ability to scale, to get your postcard out to a large number of people. Does that make sense?

Attendee: Yeah. Did you say you're going to cover postcards?

Marlon: Yes, we're going to cover the data on that, yes. We'll talk about who to use, how to do it, how to get them printed up, what to put on them, and so forth.

Attendee: Yeah, can you hear me?

Marlon: Yes, I can. You've got the medical PDA software and hardware, no website yet, you're looking at keywords.

What I would recommend for you is to see, in Standard Rates & Data, just to see what you can dig up. Look under computers. Try the category computers, like PDA's, and see what's available there.

But probably under PDA's, you wouldn't find a list of doctors. So I think you're going to have to try to find a list of doctors who have bought something related to computers or bought something related to PDA's, or bought something related to software. So that's really what you want to find is a list of doctors.

Now, for you, your best bet may be advertising in medical magazines with some small ads that drive them to a website, with classified ads or one-inch ads.

So what you also want to do is you know what the medical magazines are, call their advertising department and see if they offer one-inch ads that are one-column wide, one-inch deep, or classified ads.

Same thing medical newsletters. You may be able to purchase advertising in medical newsletters. And the best scenario is actually to find medical newsletters that you can put an insert in with the newsletter, a one-page or a 4-page letter folded into one 8½ by 11, and have them insert that into their newsletter when they mail it out, selling your product. So those are really your advertising options.

Try to find a list of doctors who have bought something and proved an interest in computers, PDA's, software, etc., so they're technological doctors, they're not a doctor that's a technophobe.

Attendee: Right. At the moment, I don't have the software up. I'm still researching a blueprint for that.

Marlon: What's available?

Attendee: The software that's available out there.

Marlon: We have to go forward with planning your marketing, as though you have a product. We don't have a choice.

Attendee: What I want to do initially is just affiliate with the other software developers.

Marlon: That's fine, but you've still got to do it as though you're going to have your own product. And you've got to go find a list, you've got to price the ads in magazines, get your ads created, get your postcards created and so forth.

It may or may not be profitable with affiliate programs, because they may not be paying you enough commission to advertise. But I don't know what to tell you about that.

Pretty much, you need to own your own product or service. All of you, pretty much, need to have your own product or service to be able to afford to advertise.

Attendee: Marlon? On the affiliate program, I've sent in on the AutomateYourWebsite. You were talking a little while ago about actually putting in a place for people to register on your home page. Does this come with a program, or this is something I have to hire somebody to do for my website?

Marlon: What the software does is they have a sign-up page that's in the software. And all you do is you have a link called affiliates. Just a link. That goes to a web page that you create, that simply says, "We pay out \$X commission at this time of the month, and we also give you banner ads or whatever to promote with," and so forth, "and sign up here."

And then the sign-up link is just the link that the software gives you for people to sign up.

Attendee: Okay. So then, like on the front page of my website, I could add...

Marlon: It's just a link. It's just a link that just says, "Affiliates," that's all, or "Affiliate Program."

Attendee: If I wanted to offer people free information...

Marlon: The AutomateYourWebsite software also allows people to sign up, to request free information or a free report, and it goes into the autoresponder. It has build-in sequential autoresponders. Very simple to set up the autoresponders in there.

Attendee: Okay, great.

Marlon: It also has a shopping cart. So those of you who have multiple products, you can use the shopping cart so that when they click "order," you can have a page that also says, "Please add the following to my order." And you can list different products that they can add to their cart. You can actually pick up additional sales when they're going through the ordering process.

Attendee: That's another thing. I have a shopping cart now that I don't like at all. I do have my own merchant account. I'd like to use the shopping cart that you have on AutomateYourWebsite. Can I swap them?

Marlon: Yeah, it should be compatible. There shouldn't be any problem with your merchant account. It depends on what gateway you're using. When you sign up for the free trial, there's a support option available, where you can just call. I think when you sign up for the free trial, you can just post to the bulletin board support. But after you're a paid member, you have a phone number you can call for support.

But it will list on the website all of the payment gateways. Most all the big payment gateways, like Verisign, AuthorizeNet and so forth are accepted. So the chances are about 95% that it will work with your existing merchant account. That's what I'm saying. Chances are there will be no problem.

Attendee: Okay. Great. Can I ask one more question?

Marlon: I've got a couple more people I've got to get onto, but go ahead. I can answer one more question.

Attendee: Never mind. Go ahead.

Marlon: Okay. Are you there, Ron?

Attendee: Yes, I am.

Marlon: Okay. Let's look at your URL and just see where you're at and where we need to get you to.

(URL removed). This is a sports fan's store, so I'm assuming this is affiliate program stuff? Or do you own this?

Attendee: I own it. I own it, Marlon. The reason I purchased it was to learn how to run a web-based business. Actually, I'm trying to find info products to sell. I'm an airline pilot, and I was wondering what your opinion was, how I could go.

Marlon: Do you know anything that airline pilots would be interested in buying?

Attendee: Well, the problem is it's kind of a limited market. There's only like 50,000 or 60,000.

Marlon: You can live off of a market of 50,000 or 60,000, because pilots have a lot of money. But you've got to be selling them something that's expensive. You can't be selling them something cheap. You've got to find something for \$1,000 or \$2,000 they want to buy. Do you know anything airline pilots would want to buy for a \$1,000 or \$2,000?

Attendee: Not really. That's the problem I've been working with.

Marlon: Well, let me just give you an example. You could try taking sports fan memorabilia or investment-type coins, collectibles on sports stuff, put it on a postcard and mail it to pilots, or a one-page letter or a 2-page letter. "Hi, I'm a pilot also, and when I'm off of flights I love to invest in sports stuff. The other day, I was talking to some of my friends and they were like, 'Gosh, how can I get some of that stuff?' And I said, 'I've got some I can sell you.' So they bought it from me. And then I realized, gosh, there's a lot of pilots that might be interested in this stuff. It's really great."

And you try to appeal to them. "It's really great. I carry my stuff with me, and before a flight I get to look at it." You really play up the pilot aspects, right?

Attendee: Yeah, okay.

Marlon: I would also pay attention to what pilots buy. I know pilots have a good discretionary income, and I'm sure that there's some common things that pilots spend quite a bit of money on, whether it's particular types of I don't know what, computer accessories.

Attendee: I haven't been to that Standard Rates yet.

Marlon: Standard Rates & Data.

Attendee: Standard Rates & Data. Does it break it down into actual...

Marlon: Every single way. You've got to understand, these are huge, gigantic, enormous, massive volumes, like about 1,300, 1,400 pages each. They're enormous. So there's every kind of index possible, every kind of index and cross-reference possible.

You can go in there under pilot gear and stuff, and see what pilots buy, what kind of lists of pilots are available.

Attendee: So it's just actually spending the time.

Marlon: It's going down there and doing it, you bet you.

Attendee: And just finding the time and doing it.

Marlon: Yeah. And most people just never take the time to do it, right? There's also tons of stuff in here, lists available on travel. And since you're a pilot, you've kind of got an angle there on travel, also. Tons of travel stuff. Business traveler's lists, frequent flyer corporate executives, Hawaii visitors. You can do the travel secrets. "Pilot reveals little-known travel secrets." You could do all kinds of stuff.

But can you find stuff specifically on pilots? Yeah, you bet. There's like 15,000 lists in this thing. It's just absolutely amazing, everything that's in here.

Attendee: On the 12-product survey, and you maybe are going to cover this, if I've got one good idea and I'm trying to integrate it, how do I find the 11 others? I can only think of one. But I guess you'll cover that in the future.

Marlon: Well, first of all, you look in Standard Rates & Data and see what they've been buying. By the way, let me tell all of you this because here's a really great secret no one knows.

In the Standard Rates & Data, in volume one, they have a section that is called the High-Ticket Mail Order Buyer's Index. This is in volume one.

These are people who have bought high-ticket items, thousands of them, on different products. Listen to this. Under the topic of aviation, there is the Aviation Consumer Newsletter, there is the Boy's Pilot Shop Buyers. How about that? Average ticket sale is \$95. The Wright Brothers' Collection, Zenith Aviation Book, right in the Mail Order High-Ticket Buyer's section.

Now, this thing is beautiful. Whether you're interested in automotive, boat and yachting, brides, business leaders, collectible, here's all the high-ticket lists available for you. Thousands of them. Crafts and hobbies lists. These are all high-ticket buyers that are so easy to find, they're just there in volume one. And they're high-ticket mail order buyers.

Whatever your topic is, it's in here. Like we have the skin cream. There are tons of lists under the topic of health. Lots of lists under the topic of health.

This is a great resource to go in here and find people that have not only bought something but that have spent a lot of money. Like I was going to look here, under PDA's, because we have the gentleman selling PDA stuff.

Here's a bunch of home computers and software. He wants to sell to physicians or doctors, so I'm going to look here, under home computers. A lot of lists here related to home computers.

Anyway, opportunity seekers, for the gentleman selling e-books, tons and tons of high-ticket opportunity seekers' lists. Photography professionals. Here's a list of millionaires that you can access. That's interesting. Business and legal report buyers. Oh, sports. Here's tons of lists of people who are into sports, that you can sell sports merchandise to. Skiing, golfing, pretty much everything under the sun.

So that's a really good resource for all of you.

We have room for one more, and I needed to speak to Lisa. How are you doing? Lisa?

Attendee: Yes, good morning, Marlon.

Marlon: Alright, Lisa, you want to sell to Ebay buyers. Now, you have a lot of competitors, so my recommendation to you is that you first do a survey, a 12-product survey. Do you have my Cash Like Clockwork program or Give Me My Money Now?

Attendee: I have Give Me My Money Now, and I just ordered Cash Like Clockwork.

Marlon: Okay, great. All of you who ordered Cash Like Clockwork, you will also be receiving a printed quick start guide, which I'm working on this week. So all of you will be receiving a quick start guide imprint mailed to you.

Give Me My Money Now has an example 12-product survey. The reason I say that is I'm not really sold on your product idea. It kind of depends on how much money you need to make. The issue is there's already a lot of stuff done on how to sell on Ebay. But I've got one website for you to go to that's making really good money. Selling how to make money on Ebay on Ebay isn't going to make you much money, I don't think.

Attendee: Okay.

Marlon: Everybody does it, \$20, \$10, \$7 for the e-books. They just don't sell for much.

Now, there's one great, killer website that will show you how to really make serious money doing this. And that website is AuctionTrainer.com. And what he does is he does Web-X conferences. And you can go there and he has a prerecorded Web-X conference that sells his whole package for about

\$2,000. But you've got to understand, he isn't doing this on Ebay. He does probably a lot of different types of lead generation, and maybe even including postcards.

Now, in Direct Mail Rates & Data, you may be able to find people who have purchased how to make money on Ebay books or products, or biz op seekers. If you go to that high-ticket section under business opportunities and look at the high-ticket buyers lists of business opportunity buyers who have spent quite a bit of money, then that's your ticket right there.

Then, what you do is you mail them a postcard sending them to your website or a postcard that sends them to a prerecorded hotline audio message, where you give them more information about why they should go to your website – and not just go to your website, but sign up for their free web demo.

If you really want to sell this deal, price it higher and do web demos, like they do at AuctionTrainer.com.

Attendee: What I was thinking, I was trying to figure out what could set me apart from all the other hundreds and thousands of Ebay websites. I know a lot of them just have kind of a jumble of information, so I'm working on putting together a system that would simplify the steps.

Marlon: All of that's great, but the problem is you can't sell it on Ebay. You aren't going to make any money selling it on Ebay. You've got to sell it offline, which means you've got to do offline lead generation or at least other online lead sources of general biz op seekers. You might make money on PPC traffic for that, if you had a really great sales pitch for it. But we'll go into pay-per-click stuff later on and who I recommend on that and everything.

But go study and go sit through an AuctionTrainer class. See how they do their marketing. Get on their mailing list. Study their follow-up emails. And then, go check out your Standard Rates & Data and just look at what's available to you in business opportunity lists, and see if any of them have anything to do with Ebay.

Attendee: Alright.

Marlon: Do we have anyone else who's come on the call recently and you have not introduced yourself? If you're on the call and have not introduced yourself, please do so now. Do we have anyone?

Attendee: Hello, Marlon. Larry over here in Pennsylvania.

Marlon: Hey Larry, how long have you been on the call?

Attendee: Since about 10 until 1:00 my time.

Marlon: Okay, so you got in late. No problem. Larry, do you have a product yet?

Attendee: No. I have purchased some resale rights for some various stuff, and I have your Cash Like Clockwork course. And I'm looking to put the hosting and use your autoresponder program.

Marlon: Larry, what's your profession or what background do you have?

Attendee: I'm a real estate investor, but I spent 20 years in the oil industry.

Marlon: 20 years in the oil industry doing what?

Attendee: As a jobber, a reseller.

Marlon: As a jobber or reseller?

Attendee: Yes.

Marlon: What does a jobber or reseller in the industry do?

Attendee: I sell diesel fuel to commercial accounts and trucking companies. I sell gasoline to service stations, motor oil to end-users.

Marlon: Stop. You did that for 20 years?

Attendee: Yes.

Marlon: Do you think there are other people that might be interested in selling to gas stations?

Attendee: It's actually a shrinking market.

Marlon: I'm not saying it isn't a shrinking market, but are there people that are interested?

Attendee: I think there probably are, yes.

Marlon: There are things that gas stations sell.

Attendee: Correct.

Marlon: And then who else did you sell to?

Attendee: I would sell diesel fuel and motor oil to trucking companies.

Marlon: To trucking companies. So, are there other products and services or are there other people that would like to sell to trucking companies?

Attendee: I'm sure of it.

Marlon: That actually sounds really great. And I think a whole course and maybe a boot camp on how to sell to trucking companies, gas stations, and whoever else you've sold to. And you create an upfront, \$500 or \$600 course, and coaching and boot camps.

Attendee: That's a great idea. I tried to avoid it. I hate the industry.

Marlon: That's why people don't sell to the industry they've been in, because they've wanted out of it. But hell, you've got 20 years in it and now you want to go sell something you don't know anything about, to people you don't know?

Attendee: I guess.

Marlon: You see what I'm saying? It doesn't make any sense. So you don't have to be in the business. You've got to sell to people that want to sell to the trucking companies.

Attendee: Absolutely.

Marlon: That's a new business, because you're selling marketing. And you're going to show them how to approach them, what to say, how to get through the ropes, what products and services work. That's what I would do, because you're teaching them how to access a distribution pipeline.

Now, you've got to figure out who is it that wants to sell to trucking companies and find out who those people are. You've got to go through and think who has products and services that trucking companies buy – already buy – but they don't know that they can sell it to the trucking companies. And can you teach them how to do it?

Who could sell to gas stations? Gas stations already buy from these people, but there's a whole lot of other people out there that don't know that and don't know how to do it. See?

Attendee: Right.

Marlon: That's where I think you need to be thinking.

Attendee: Real estate's a lot more fun. I've been doing that for a couple of years and know a little bit about that. But that's a big market, also.

Marlon: Yes, it is. Go ahead and spend this next week thinking about what do you want to pursue, as long as you've got experience and background in it. I kind of like the trucking company thing because you did it for 20 years, but you sold real estate software?

Attendee: No, no. I'm a creative real estate guy full-time.

Marlon: Oh, also you do creative real estate?

Attendee: Yes.

Marlon: There's so many people in that business, though, and there is a market for it but it's highly competitive. There isn't anybody doing anything on how to sell to trucking companies. See what I'm saying? Nobody. You haven't got any competitors.

Attendee: That's right. It's a very, very limited market for sellers.

Marlon: Yeah, but there's probably people willing to pay at least \$2,000 or \$3,000 to figure out how to do it. That's an infinitesimal part of their potential profits if they learn how to tap into the distribution channels. You follow me?

Attendee: Okay. I have knowledge on different levels of that.

Marlon: There you go. That's what I recommend for you. We'll be talking to you more during these calls, Larry. Who else has come on the call and has not gotten to introduce themselves yet? Anyone?

Attendee: Hello, my name is Jan. I'm calling from London.

Marlon: Hi, how are you, Jan?

Attendee: I'm fine, how are you, Marlon?

Marlon: Doing good. I apologize for the confusion on getting on the call today. Jan, what do you sell and who do you sell it to, or do you have a product yet?

Attendee: I'm not actually selling any of my products at the moment. I bought the resale and distribution rights to a set of wealth creation books and courses. As I say, I'm not actually selling them at the moment. Neither do I have a website set up. I'm in the process of doing that.

Marlon: What is your background? What have you done with your life?

Attendee: Well, I'm still working at the moment. I'm currently working as a legal secretary. So really not that grand, it's working in the legal environment.

Marlon: So you're a legal secretary?

Attendee: Yeah, that's right.

Marlon: In the UK?

Attendee: That's right.

Marlon: It's just a thought. What do you think of a product called "How to get a job as a legal secretary?"

Attendee: Yeah, sounds interesting, actually.

Marlon: I kind of think a lot of people would like to be legal secretaries. They don't know how to get the job, they don't know about the training. And I think you could do "How to get a job as a legal secretary" as a backend. You might consider offering resume services, some consulting, even maybe contacts.

Attendee: Yeah, sure. The only thing is I actually have 9 products to sell, so I do have plenty of backend products. That wasn't really the line I wanted to be in.

Marlon: Sometimes, what you need to do is totally different than what you're thinking of. You could do wealth creation to legal secretaries. That would be my choice.

Choice number one is maybe how to get a job as a legal secretary, because there probably isn't much competition on it. There's a hell of a lot of competition on wealth creation. If you want to do wealth creation, I think you try to market wealth creation to legal secretaries. "Hi, my name is Jan, I'm a legal secretary. I've been one for X period of time. Recently, I really got concerned about my future and my retirement, and actually using my job and my hard work to create wealth. And I've done an awful lot of research on it using my skills as a legal secretary, and I put together a whole kit of resources to help you as a legal secretary – not just work, not just slave away, blah, blah, but develop wealth."

I think that would be your choice number 2.

Attendee: That sounds good.

Marlon: What you've got to do is in the UK you don't have Standard Rates & Data Service, but you do probably have something where you could find a list of legal secretaries that you could send them direct mail.

Attendee: Right. Okay.

Marlon: Check with your librarian and see if there's a mailing list of legal secretaries.

Attendee: Right. As far as the products I already have, the products I have would be targeted, I think, to business opportunity seekers as well.

Marlon: I don't like it.

Attendee: You don't?

Marlon: That's what I said. I don't like it because you're competing with a million, gazillion other people. Most people that do that don't make money. The people that make money are the people that own the products, that are selling you the reprint rights. Those are the people that make the money.

Attendee: Right.

Marlon: If you want to be in that market, create your own products and sell reprint rights to other losers. That's what happens. The people that own the reprint rights aren't the ones making the money, it's the people selling the reprint rights.

So if you want to sell to business opportunity seekers, create your own business opportunity you sell to them, whether it's reprint rights or something else. But if you want to make money, then I recommend that you have your own product or service, you create something like we talked about, or you could take the reprint rights you bought and sell them to legal secretaries.

The reason is there isn't a million people trying to sell to them. There's a million people trying to sell to business opportunity seekers.

Now, if you want to give it a shot, go find lists of people that have bought business opportunities and you try to sell them the reprint rights you bought. Without comment on the company or whatever reprint rights, because I don't even know what you bought, in general it's a tough way to make money. In general, you're competing with the people who sold you the reprint rights, because they're selling the reprint rights to the same list that you're trying to sell the reprint rights you bought to. You see?

So if you really want to make money selling to business opportunity seekers, create your own books, products, etc., and sell reprint rights to other people or take the reprint rights you bought and sell them to legal secretaries would be my advice to you.

Attendee: Alright, that sounds good.

Marlon: I also like how to get a job as a legal secretary.

Attendee: That would be a good start.

Marlon: I don't think you're going to have a lot of competition there. Or, alternatively, something for legal secretaries, again, on making money, wealth accumulation, or being more successful as a legal secretary like "The New Legal Secretary's Guide To Job Survival."

Attendee: Yes. Sure. That sounds good.

Marlon: Do we have anyone else who's come on the call and has not introduced themselves yet?

Alright, next week, it's going to be more structured. Today, I was trying to give you all a quick start and give you some individual guidance on what you're going to sell and who you're going to sell it to.

I'll be putting together your quick start guide this week. You all have an assignment, for those of you in the US, to go check out Standard Rates & Data.

Jan, I want you to go ahead and see if you can find lists in the UK of business opportunity buyers or legal secretaries. I want you to find some list that you can market to.

Also, if there's a magazine that legal secretaries read, if there is any newsletter or magazine, find out if you can buy advertising in it and how much it costs.

Attendee: Yes.

Marlon: The same thing would go for a couple of the rest of you, like I discussed with Dr. Berkel. Same thing would go for you, finding a magazine for diabetics, pricing the advertising in it, and Standard Rates & Data.

Next week, we'll try to be more structured. Hopefully, we won't have the same problem getting the call started. I'm going to present teaching content next week, more than today. I wanted to get all of you kind of on a fast start.

Next week, we'll present some more structured information for you.

Attendee: Marlon, I want to ask you a question about going to Standard & Poore.

Marlon: It's Standard Rates & Data, yes.

Attendee: Standard Rates & Data. It's not Standard & Poore?

Marlon: No, Standard Rates & Data, and it's available at your library, libraries in big cities. And there's a specific volume you want called Direct Mail Rates & Data. The Standard Rates & Data Service publishes a number of volumes, magazine advertising, newspaper advertising and so forth.

You want the 2 volumes called Direct Mail Rates & Data. That gives you the rates and data for direct mail lists.

Attendee: Okay.

Marlon: The series of volumes is published by the Standard Rates & Data Service. But they have a lot of volumes other than the Direct Mail Rates & Data. The only ones I want you to look at are the Direct Mail Rates & Data.

Attendee: Okay.

Marlon: Okay guys, that's it for today. I do apologize for the confusion, for those of you who got on the call late. You will be getting a recording of the call today, because I know some of you got in late.

You all have your assignments. I'll be working on your quick start guides and getting those out to you as soon as possible. Those of you who have ordered Cash Like Clockwork will be receiving it in the mail.

We'll be meeting same time next week, and hopefully without the confusion. I do appreciate you being on the call. I do hope you got some good guidance today and some things to work on. Let's see some progress.

Our goal at the end of 12 weeks is to have all of you up running and selling something successfully. We'll see you all next week.