

# YOUR MONEY PLAN FOR 2019

## USING THE 3-MONTH TRAIL

You are cordially invited to join us on [Point and Click Coaching](#)! Enjoy this report.

[Here is a link](#) to your VIDEO WALK THROUGH of WP Affiliate Rush

And [here is a very short update video](#) that gives 1 detail that is very important I didn't have on the above video.

Ready or not, 2019 is almost here!

For most of us, I think it's a relief, although I do have some friends who hand incredible 2018's.

Plain and simple. How good or bad your 2018 was depended largely to whether or not you got products out and whether or not they caught on and sold.

Here's your plan in a nutshell for 2019:

- 1. Use the “money trail” to your advantage**
- 2. Get comfortable with the act of producing**
- 3. Produce simple products or affiliate promotions FIRST!**
- 4. Focus for goodness sakes**
- 5. Set dedicated daily time to the act of producing. (That's what the focus is for)**
- 6. Build your list and sell stuff (you expected something else?)**

## **7. Send me more money! What did you think I was gonna say? I mean, seriously.**

I did an analysis of my good, mediocre and bad months in the business since 2001 (as far back as most of my records go on an easily accessible basis).

What I found is that:

1. We prosper when we put out a new product at least every 3 months
2. That product MUST be one that has at least a 3 month trail

What I mean by a 3-month trail is that the sales keep coming in for at least 3 months heavily. Of course, month 1 is the heaviest, followed by month two, followed by month 3.

If you don't keep producing new products, the money trail tapers off and you end up in a cash flow crunch.

The BEST products have a really long trail and bring in money monthly for months if not years to come.

Now, if you have a proactive marketing method, you can beat the above system. If you have a product you sell via webinars and every month you solicit new webinars, you can beat those odds.

There are a lot of ways to beat the system. But if you just want to do the basics, get out at least 4 new products in 2019.

If you do video products using mindmaps or whatever method, you can do new products monthly.

If you write short \$7 reports, you can do those in 1-2 days and give affiliates 100% commissions.

There are really many ways to do products.

I DO advocate that you extend your ebooks to include multiple components if you have time because these extend "The Long Trail" (a money trail vs. the Long Tail which is a buying habit).

I've personally found that webinars are great for quick chunks of cash as back-end products. But unless you get others to promote them to their list, the cash is strictly short term and seems to not continue.

Theoretically, you pop the sales letter in your autoresponder and they keep selling. So far, my own research doesn't show this. But I haven't tried popping a webinar pitch for the bigger ticket in the sequence yet. I need to.

Ideally, you promote a membership site or continuity program that sustains your monthly income. But you gotta feed that beast with a steady flow of new customers because people only stay 3 months on average.

You do have some customers stay in forever and some stay 6 months or a year. But to sustain the system, you need a lot of new customers. Which means an aggressive affiliate program and conversion system.

### **How Do You Get At Least 4 Products Out & Promoted? (And isn't that going to be a lot of work?)**

The question is how do you get at least 4 products out? And isn't it going to be a lot of work?

Listen, you know, I probably hype things a little bit. Sell the sizzle more than the steak. But gosh darnit, I just can't pitch unreality.

I don't know of ANY money systems that really and truly work that don't take work, either by yourself or someone else.

I'd have to work a lot more than I do if I didn't employ Lisa and Lorraine. And in the past others.

Either you work or someone does. FREEDOM 100% does exist, after you get sales going, after you get systems in place.

But to start, someone has to get the product out. Someone has to get it promoted. There's nothing wrong with the affiliate method where you promote products of other people and just concentrate on list building.

At first, you still have to test systems, develop systems, document what works. Later, once you know how much money the methods are bringing in, you can outsource.

So if they bring in \$3,000 in a month, you can spend 10% of that on an outsourcer, or \$300 a month to bring in the \$3,000 a month. You can spend up to 25%. I don't recommend more than that.

I recommend you spend 10% of your net affiliate commissions on an outsourcer if you so desire. At that point, you can LITERALLY (not figuratively) live something that at least resembles the four hour work week.

I call it the 30-minute workday. And yes, once you're on a roll and have all cylinders firing, you CAN actually do it. You do NOT start with that though.

My point is, whether you create products or do affiliate marketing, someone has to get things done.

The FREEDOM comes AFTER you get things selling and a system for selling them. At that point, you document systems and employ outsourcers, part timers or full timers to "do the work."

That's when the freedom payoff hits.

Here's HOW you get the products out:

**1. Spend X chunk of time per day DEDICATED to doing it.**

One of my friends says dedicate 3 hours a day if you're full time.

If you're part time, I say dedicate SOMETHING, whether it's 30 minutes, an hour or two hours.

**2. Get comfortable with the act of producing -- FIRST**

I want you to get comfortable with the ACT of producing.

At first, you want to get comfortable with just producing. It doesn't matter if it makes a profit. I'd almost say forget about the profit at first. Learn how to produce something.

Learn how to produce audio recordings with Audacity and save them as mp3.

Learn how to produce video recordings with Camtasia or Camstudio

Learn how to deliver a product, take orders and plug in an affiliate program.

It's not all peaches and cream, fluffy clouds and blue sky. But learning to CREATE is fun to me. And once you get comfortable with the ACT or producing then you start producing.

### **3. Produce simple products and promotions first**

Start out with simple, fast and easy-to-create products. Later, you work your way up to more aggressive endeavors.

Start off with \$7, \$10 or \$17 things or the equivalent of a cheap, easy-to-sell product for whatever market you're in.

If you're stuck on overwhelm or just twiddling your thumbs, get busy and produce something. Produce the WRONG thing. Just do something. Get simple stuff OUT the door!

Do some kind of promotion for it.

Just do something.

This gets you over the learning curve and is the whole point of it.

I'll draw a very simple analogy.

You don't get married until you have dates.

You don't have dates until you TALK to someone!

So the first step is TALKING! If you can't comfortably talk to someone, to other people, then you aren't getting very far.

Same thing with products. You start by just doing simple stuff.

Same thing with AFFILIATE promotions. Get comfortable with doing video bonuses or 7-page report bonuses.

Get comfortable writing, formatting and sending emails.

Get comfortable with whatever methods you're using to drive traffic, whether that's youtube videos, articles, organic seo, web 2.0 conversations or whatever your method is.

#### **4. Work the affiliate angle**

Try paying out 80% to 100% commissions on your inexpensive products. Do NOT make buying the product a condition of getting the commissions. I'd avoid even bringing up the commissions in the sales letter for the product until after the purchase. It's OK to advertise the commissions separately.

Requiring a PURCHASE to earn commissions isn't something I recommend for legal and other reasons.

Your goal should be to turn every buyer into a PROMOTER. Have free viral reports people can give away on their Facebook status updates.

Have an article on your blog people can refer others to via Twitter.

Have articles they can re-publish on their blog.

#### **Create Products Vs. Affiliate Marketing**

The popular thing to do here is to talk about how affiliate marketing is all blue skies, and so easy, and only takes 20 minutes a day.

It takes more than 20-minutes a day. But it is a doable thing.

I have friends who do VERY well with affiliate marketing.

##### **1. Drive traffic**

##### **2. Offer a freebie to get people on a list**

##### **3. Send emails for affiliate offers**

#### **4. Offer unique bonuses for buying from you**

That's the AFFILIATE PLAN in a nutshell.

You can't skip step 4. It's the KEY to doing it right.

I have talked at length in products, newsletters and reports about how to create a KILLER freebie that gets you traffic.

I have an opt-in page at <https://marlonsanders.com>

Most affiliates focus on organic seo, viral marketing, article marketing, video traffic and other FREE methods since you only get 50% of the commissions, typically.

However, I'm a massive advocate of at least building slowly up to the point where you DO create your own products to sell.

You can and should START with \$7 to \$17 products if you're doing info products.

If you're doing software or some other type of product or service, start with the equivalent. Something you can produce quickly, simply and easily and offer 100% commissions to affiliates on.

And that is WHY you want to do your own products.

Banners are great traffic. There are other great traffic methods. All major methods work if you work them.

But in my opinion, the single best source of traffic comes from affiliates.

And this is why you want to create your own products.

Not to mention, it makes buying banner ads easier since you keep 100% of the money instead of 50%.

It makes buying ads on Facebook easier.

It makes everything easier.

Plus you can then BRAND yourself in the product and PROMOTE affiliate links and your other products.

## **How To Handle The Mechanics**

Here are a few quick suggestions on mechanics:

1. [Wishlist Member](#) (aff link) makes putting up your product delivery a breeze using wordpress. But Digital Access Pass, Kajabi, Memberpress, Membermouse, Memberium, Imember360 and many others all work fantastic.
2. I like Thrive Architect for Wordpress themes. But there are many free ones and tons of awesome paid ones available.
3. You can write PDF's in Open Office which is free and save as a PDF. Word works great also. I believe Google Docs also does PDF's now.
4. For a quick start, [automateyourwebsite.com](#) is still hard to beat. It includes autoresponders, shopping cart, ad tracking and more. You can digitally deliver products using it and interface with Wishlist. It's all-in-one and that's very hard to beat when you're starting out. Free 30-day trial.

But you have your choice of Clickfunnels, Aweber, Getresponse, Sendlane, Convertkit and a million others.

5. A cheapo Siteground account will take care of your hosting needs.

## **Summary of Your Plan For 2019**

Let's summarize what I've said:

1. If you're doing the product creation route, plan on a new product every 3 months minimum, more if you're doing easier-to-create products.
2. Get comfortable with the act of producing products or promotions
3. Do SIMPLE things first. Keep your timeline under 30 days and preferably under a week to have a completed something or the other.

4. At least consider the product creation route, so that you can recruit affiliates to promote your initial (front-end) offer for you.

## **My 2019**

### **Marketing Message**

In a day and age where things move at the speed of the Internet, when even the permanent things and institutions seem to be in flux, when everything you know seems to be different the next month, and today's software is yesterday's hard drive space taker upper, when the only thing permanent is change, a guy or a gal can kinda lose their way, in marketing, and even in the universe.

And yet, when I look up at the sky, the stars are still there.

Love still exists.

There is a fundamental sameness about a few, simple things. An ice cream on a hot summer day.

A cup of hot chocolate on a cold winter night.

The warm smile of a good friend.

It's comforting to have those things.

You'll wake up tomorrow, look in the mirror, and you'll be a tad older. A wrinkle will be there that wasn't before. A gray hair appears.

Life happens in the meantime. And you need to make a buck or two to pass along to your kids, to buy you time, to fund your tomorrows, to help you enjoy a few things before you walk out the door and never come back.

There are a few things in marketing that are based on human nature.

These things don't change. And these are things we can build a business on and rely on.

Marlon Sanders

=====  
Marlon Sanders helps people with hopes and dreams figure  
out how to turn those into reality by selling stuff on  
the Internet. <https://pointclickcoaching.com>

### **The Road Not Taken**

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.

Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.

**Robert Frost**

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