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Marlon's Marketing Minute

March 5, 2011

The 10 Commandments Of Always Having Money

Hello,

Marlon here.

Today's issue contains a really awesome article about the 10 commandments of always having money.

READ this article. It WILL make you money. It WILL save you many troubles over the years.

This is a veritable checklist you'll want to save and refer to often.

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

If you ever need support from us, you get it by going to <http://www.getyoursupport.com>. Most days, except when she's out sick or on a very major project, Lisa is on live chat. And we have a support desk. We also have a phone. But the best way to reach us is live chat or the support desk. Last week for a day or two Lisa had to shut down chat to get the product out. It's out and she is back on chat on Monday.

TRAFFIC DASHBOARD NOTES

Day 1 I had a few icons messed up. Lorraine got them fixed that night. We have NO known issues or problems at this time.

If you have a problem with access or anything, it's unique to you so please post to our support desk or live chat Lisa on Monday

<http://www.getyoursupport.com>

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

ACCOUNT MERGING – [The Traffic Dashboard](#) is on a NEW system (Infusion). I tried like heck for 4 months to get everything all in one system. I just couldn't. So The Traffic Dash won't be merged into your old account. It's a new user/pass.

AFFILIATES – We emailed you a copy paste email for Traffic Dashboard. Search through your email. You need a NEW PASSWORD for the new system. You can retrieve it by going to <http://www.getyourprofits.com> but the easiest way is to find the email I sent Friday.

PUSH BUTTON LETTER OWNERS: It's fixed. No known issues now.

ANNOUNCING THE TRAFFIC DASHBOARD

<http://www.thetrafficdashboard.com>

WARNING: If it doesn't say Marlon Sanders on it, it's NOT the REAL Marlon Sanders Traffic Dashboard. This Dashboard is current to the nanosecond with techniques and enormously researched and fact based. It is my best Dashboard to date by a 10X factor.

Marlon, I've bought it all, read it all, know it all. Is this regurgitated or new info? There is a TON of new info in here. If you read closely even the most experienced marketers will find gems. I guarantee it.

You NEED to go through the Facebook icon BEFORE March 12 or you'll regret it. There is also a Quick Start BONUS you get if you act NOW! As in today.

Ateam'ers – We're going to have a make up session soon for the recording that didn't turn out. Last week's session goes up today.

Featured Article

The 10 Commandments Of Always Having Money

In assembling Traffic Dashboard, I've spoken to many of my friends and fringe acquaintances to gather intelligence for the product, and also, of course, to gain a few affiliate relationships.

The thing that struck me is that in the U.S. very, very good and talented marketers took a hit in their income last year (recuperating this year, of course). But last year was a tough year.

Here's what's almost universally true:

1. It's easy to get lazy about lead generation

Michael Masterson in the book you've heard me talk about 40 million times says that the hardest part of a business is the front end. The lead generation. I agree.

To a person, anyone who struggles with their income will tell you they "were stupid" and let their lead generation get lax even though they knew better.

If you're new to the Game and don't know what lead generation is, it's someone who expresses active interest in the introductory action or actions in your sales funnel.

The formula for a lead in a product or affiliate business is:

Traffic + intro buyer = lead

Traffic + freebie offer = lead

Traffic + initial expression of interest = lead

2. Not having a strong conversion process in place

Listen, most Internet marketers are A.D.D. Creating is a lot more fun than doing. It's fun to brainstorm out a whole sales funnel on a note pad. Creating that sucker can be quite a different story.

So let's talk now about YOU!

Well, Marlon, you know, I've been readin' your ezine long time. But I don't CARE about other marketers. I care about ME 'cause I got bills DUE buddy. I got car payment, house payment, my significant other wants stuff for Valentines, the house needs repairs. Geez. Show me the freaking money!

Let's Turn This Formula Around And Create Money Now & Forever

Law One: Thou Shalt Not Forsake Thy Lead Generation Systems

People die because their body stops regenerating new cells at the rate that cells die. Your money stream dies for the same reason. New blood is everything. It's atrophy.

Money starts with lead generation.

I don't care if you do cpa, affiliate sales, product sales or Adsense. The money starts with lead generation. For an Adsense seller selling clicks to Google, the lead generation is the new click. The smart marketer recycles those clickers over and over, which is the back end of an Adsense driven business.

For the cost-per-action marketer, lead generation is someone filling out a form. The smart marketer re-cycles form filler outers. Because the hardest part is to get someone to fill out that form once.

All money starts with lead generation. Now, as an info product marketer or affiliate marketer, lead generation = getting people on a list.

Law Two: Thou Shalt Build Thy First Lead Generation System Before The Sun Goes Down

What is acted upon is learned. What is not acted upon is not learned. It's only information. The human brain prioritizes information according to the assumptions and premises that result in action. If you check your doors all the time, you reinforce the need to check doors. The need grows. Soon, you have a door-checking obsession. (chill out about those doors).

What you act upon reinforces the importance of taking action on that premise to the primordial parts of the human brain. Action does things logic can't and never will. If you always "learn" but never act, you haven't learned anything. You've only performed an act of mental masturbation fantasizing about what will never happen because you never take action.

The time to act is today. The time to get started is now not later. Do not let the sun go down on they wrath. Do not let it go down before you build your first lead generation system.

Law Three: Lead Generation Actions Must Be Repeatable

If you can't repeat them, they aren't predictable and reliable and you don't have a stable process, to use Deming terminology. What you have is luck. It takes effort, time and experimentation to find successful actions that are repeatable.

Law Five: Lead Generation Actions Must Be Sustainable

A repeatable action that forces itself on others in an obnoxious fashion isn't likely to be repeatable over a sustained period of time. Thus, the time, money and energy you spend buying or acquiring the learning curve to perform that action will be wasted.

Law Six: Thou Shalt Repeat Successful Actions and Maximize They Learning Curve

A system is a checklist of procedures that is followed.

When used checklists decrease deaths in surgery by shocking percentages, even by the most skilled surgeons in the world. They decrease accidents. Increase success rates. Checklists are the Law. They are the way you ensure you repeat successful actions.

You must perform 10 actions to find 2 or 3 that work. Performing actions costs time and money. The only way to reclaim your time and money is to repeat successful actions. If you can borrow successful actions and checklists from others, you reduce the time and money it takes to output a successful action. That is, to do a, b and c and get result d.

If your lead generation is down and your list suffers, you haven't repeated successful actions in sufficient quantity.

If you don't have repeatable actions for lead generation and gaining new business, you are relying on one-shot wonders to build your business. A

business STARTS with a way to put new blood, new people, fresh leads into your sales funnel. If you don't have that, you aren't on square one.

Law Seven: Thou Shalt Not Let The Strains Of Life Interfere With They Lead Generation

You don't have to personally perform these actions but someone does. You cannot let your lead generation go down. You cannot get lax about it. You can NEVER stop or let it dwindle. You can NEVER get comfortable or satiated. Yet, in a steep or deep recession, you may have to curtail actions and live off your list or prioritize free and easier to repeat lead generation actions.

Thou shalt NEVER allow theyself to be OOB == Out Of Business.

The day you stop generating leads is the day you get closer to OOB.

Law Eight: Thou Shalt Adapt To The Changing Environment

The cockroach survives because it is perhaps the most adaptable creature on the face of earth. Sales processes use the same principles but they change.

New channels such as webinars open up. If you're the first to sell a product in a new sales channel, you can clean up. You must stay current on methods, technology and processes.

In business, you can never stop learning. You can never say that what you know today is good enough. You can never stop adapting, learning and adjusting.

The environment changes. If you don't change with it, you become extinct. Maybe not today but over time. People who adapt are social and absorb new ideas and innovations.

What worked yesterday works today but with new angles and twists. How do you know what's working today? You go to seminars and meet people. Webinars are awesome but they lack the interaction of seminars.

Graphic design changes. If you have dollar bills, and hoaky stuff all over your web designs, if your sites all look so 5 years ago, then it's time to update. No doubt.

Sales processes change. The bar always raises. The bar for what is expected in a product changes. You don't see the same cell phones sold today as were sold 3 years ago, do you? The phones always improve. Likewise with products and sales processes.

Law Nine: Thou Shalt Not Build They Entire Future On Google

Google has an entire history of destroying effective sales processes. I remember when doorway pages worked. Traffic Equalizer worked. Directory submissions were the bomb. Reciprocal links totally rocked. Buying high pr text links was the best. Web 2.0 sites ruled the rankings.

Google = unstable sales process

But Bing + MSN + Yahoo = Close enough to Google

A lead generation process on Bing + MSN + Yahoo is more stable over the long haul than Google.

Yet, Google can be very good to your business. But if you rely on it alone, you are likely to wake up one morning without a business. No lead generation = no business.

Law Ten: Thou Shalt Have a Sales Funnel and a Sales Process

Most businesses live launch-to-launch. All post launch activities are to reciprocate the mailings from the launch. This is inherently an unstable business process because one failed launch wiped out by fickle jv partners or a sales process that flops = out of business.

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===== END 10 COMMANDMENTS
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Note that there is nothing in the 10 commandments that say you have to do any of the above by YOURSELF.

“Wow Marlon, that sounds like a lot of work.”

You can put up a lead generation system in one hour

- a. You post for someone to create videos for you for \$5 each
- b. You find someone to submit them for you
- c. You find someone who does the keyword research for them
... or you produce the list of keywords yourself.
- d. You set up a domain that redirects through a tracking URL so you know what works or what doesn't.

Most places like GoDaddy or Namecheap allow you to use a framed URL.

- e. Your url is put in the description, the video watermark and a secret place revealed in Traffic Dashboard and not for public consumption.

Video created > Submitted to video sites > link goes to squeeze page

Video created > Submitted to video sites > link goes to webinar sign up

Now, whether you outsource that or do it yourself, it's a little mini lead generation system.

You can outsource 5 articles a day. Those 5 articles give you 95 people on your list in 6 months. FACT. People who say article marketing is dead, ezinearticles.com is dead – they're wrong. But even if they weren't, you suck the article into Power Point, do a video, submit that, etc. You get multi-duty out of an article. Submit it to document sharing sites.

You do NOT have to do the work.

But the work has to be done.

Your job is to make sure the work gets done. If it doesn't, you failed in your job.

Now, if you're a product creator, your total lead generation process might simply be one that recruits and communicates to affiliates who do the above

activities. Fair enough. But if you let down on your affiliate recruiting, communication and management or you don't come out with products often enough, you can screw up your process.

In Traffic Dashboard, I have an icon on a system that only takes 5 minutes a DAY to generate leads. It takes almost no time. It's the VLB icon where I talk about what Winter and Corey did. That system does take some money upfront. What I'm saying is, it doesn't have to take a lot of time or money. But it's EITHER going to take time OR money – one of the two.

Your process might be that every day you buy one banner ad that costs \$25 or less. That's a very basic process but if you do that daily, every week you'll find ONE banner that makes a profit. That's 24 in a month. And you'll be able to scale up to spending more money as your list builds and you insert your people into your back end sales funnel.

But Marlon, I don't have a back end sales funnel and don't have time.

You do NOT have to have your own products IN your back end sales funnel. They can be affiliate products.

But Marlon, I email my list daily already. So there is no other funnel going on.

The FUNNEL can be higher conversion activities you ADD to the P.S. in your emails. Send people to a video you do or someone else did that gets higher conversions. Or have people opt into a 7 email sequence that sells something. So now they get your DAILY emails + the 7 day sequence selling a bigger ticket item.

Or add a p.s. and start putting people once a week on a webinar or someone else's webinar if you can't put enough people on your own. Hey, 50% of a \$1,000 or \$500 ticket selling just 1 a week probably gives you the money you need to buy solo ads.

Notice that ALL of the above objections are just one thing:

The LACK of problem solving.

I often think that what Internet marketers NEED but don't WANT is problem solving training because I see people lacking the ability to solve obstacles and problems, as though there should be none in business.

Step one: Write out what you WANT to do.

Step two: Write out all the reasons the it won't work for you.

Step three: Take each reason and ask how someone else solved that problem.

Step four: If you don't know, then brainstorm ways you COULD solve it.

Step five: If steps 1-4 don't work for you, you need to go to your bookstore or library and buy It's Not Luck by Goldratt. It will change your LIFE. And is the single most important marketing investment you could possibly make in the next 12 months, next to [Traffic Dashboard](#), OBVIOUSLY.

Hopefully, none of my loyal readers and doers, BUT I do hear people on forums whine and complain all the time about how this, that or the other won't work for them for the LAMEST reasons.

If what's in The Traffic Dashboard doesn't work for you, you need Goldratt. Plain and simple. Because everything in there is tested and proven by myself and people doing extremely well.

The seo row is based on a friend who got 4 million visitors to his blog LAST YEAR using those simple method. The banner row is based on my own tests and my friend who does that method basically full time.

The email row is built on a few people.

One did \$30,000 LAST MONTH just by buying solo mailings to other people's email lists.

Another started with NOTHING in January 2010, got 800 people on his list that every first month then 9,000 in February of 2010 and sold \$15,000 month two. That whole system is laid out.

The affiliate row is my specialty and contains my best secrets.

The article marketing row is based on Sean Mize who is the #1 ezine articles author and marketer in the WORLD.

This is NOT a bunch of crap I threw on a Dashboard. I literally trashed the first one we built 3 years ago because it wasn't good enough. I've spent 2 years or longer researching it.

It's 100% current including iJustine, the Google Farmer update, tinychat and daily booth. It's very, very current and was almost an exhaustive understaking, which is why we have no freaking upsells on there....Lisa and I didn't have any energy left for the upsells! HA!

Bad marketing. Don't do that.

Traffic + Freebie offer = person on your email list

Person on your email list = lead

Same thing.

[Promo Dashboard](#) teaches you in depth how to do the freebie offers and set up your email and conversion sequences. There's also SOME info on that in Traffic Dashboard but not as in depth.

You can put together a simple, little traffic system today!

Like uummm.....find someone who will write 5 articles a day or a week, submit them for you and then put the URL to your squeeze page in the resource box.

**5 articles a week = 20 a month = 380 subscribers
in 6 months from MONTH one.**

If you do that EVERY week for 6 months, you have 24 weeks x 5 articles = 120 articles x 19 opt ins per article over 6 months = 2,280 people on your LIST....after each article seasons a full 6 months. That is based on a low 10% ctr and 40% opt in rate.

My personal ctr on 81 outsourced articles is double that. I show HOW and why and how to do ever BETTER than 20% in you know where, not to pimp it. OK, I'm pimping it.

But still, THAT right there is a simple, easy traffic generation system you can assemble in freaking no time at all if you outsource the articles.

The VAST MAJORITY of people on Aweber don't have 500 people on their email list as horribly sad as that is.

That means they don't even have the confidence, self discipline or systems in place to have 120 articles with good titles and a solid resource box up on ezinearticles.com.

Yeah, I KNOW about Google Farmer dude. I ain't no idiot. And no, EzineArticles.com is NOT a joke and RUN from anyone who tells you it is. They're wrong. Period. Plus, you can leverage those articles into other lead generation systems in no time flat.

But you do NOT have to do ezine articles. You can do a 100% commission \$7 to \$10 video series or ebook.

Did you know that you can NOW have a 100% commission affiliate program ready and running in 60 seconds with a new blog plugin?

Yeah, THAT's in you know where to.

Dude, I'm telling you. I pimped this sucker out with state-of-the-art, current to the nano second information, systems and tools from some of the best and brightest minds in the business.

You've been reading my ezine forever. You may or may not own one of my Dashboards.

I will stake my reputation on how great and awesome Traffic Dashboard is. Personally, I can't fathom even one refund from anyone other than someone who ripped the content off and THEN asks for a refund. But the info is so awesome, you cannot be without it.

Now, we also have an affiliate program and you'll get 60% commissions from sale one if you buy it. You get commissions beginning with sale 3 if you don't buy it. That is a sales requirement not a purchase requirement.

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

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

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

2. Thailand training workshop

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

Enter the word Marlon for the discount code.

3. My friend Joe Lavery has a wicked, sick marketing system that will blow you away

<http://www.responsedynamite.com>

Joe is one of the brightest minds in our business and comes up with very creative, ingenious marketing systems. Fun guy to know also, which is why I teased him in last week's issue.

4. **Confused by Internet marketing?** This unravels the big picture and makes it all crystal. Thousands around the world have been helped:
<http://www.amazingformula.com>

5. **Are You Paying Over \$10.00 For Hosting?**

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.
<http://www.designdashboard.com>

6. **How To Promote YOUR Products Step-By-Step THIS is where you start.**

You have a product you want to promote or want to learn HOW to promote? Start here.

7. **Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....**

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

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

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E. Get the Evergreen Traffic System
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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.



<http://www.ateamsuccess.com>

This poem summarizes everything I am, everything I believe about marketing and life.

The Road Not Taken

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

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,

Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

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

Robert Frost

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