

# Marlon's Marketing Minute

By The King Of Step-By-Step Internet Marketing -- Marlon Sanders

## Blog Viral Url Spreader Exposed How I Got 112 Facebook and Twitter Viral URL Comments In The Last 24 Hours

A screenshot of the "Edit Button" configuration interface. At the top, it says "Edit Button" and "Create A Button". Below that is the heading "Tell Your Friends and Get the 'Best of Marlon Sanders' Free". Under "Reward Button Options", there are fields for "Message that will be shared" (66 chars left), "Money URL" (http://budut.com/sbckvideo), "Reward URL" (http://marlonsvideos.com/mmm/1ksubs.pdf), "Button and title color" (Red), and "Button Text" (Get Your Reward). A shortcode "[rewardbutton id='1663']" is shown at the bottom.

Share Mr. Stickman and Get 32-page PDF  
— FREE!

Posted on July 22, 2011 by admin

Just click the link below to tell your friends on Twitter or Facebook about the Mr. Stickman video and you get immediate access to a 32-page meaty PDF:

How one sharp marketer built a list of 1,306 subscribers in 30 days and pocketed \$532?



Tell Your Friends and Get the 32-page PDF FREE

Click a button below to connect with Facebook or Twitter, post or tweet, and we'll redirect you to your reward instantly.



This is a one-time post. We will never auto-post on your account.

Hello,

Marlon here.

Since yesterday, 112 people have gone onto their Facebook or Twitter accounts and told their friends about my new Mr. Stickman video promo.

Would you like to have people spread YOUR content, videos, articles or blog posts in a similar fashion without spending hardly anything to do it?

Today's *Marlon's Marketing Minute* shows you the hot, new blog plugin that made this super easy for me.

Others are CHARGING \$10 a month for their content or ezine. Nothin' wrong with it. In fact, it's a good idea. You appreciate most what you pay for. Still, I'm here for ya every week and have been for YEARS. A stable, reliable voice of reason in a sea of online marketing hype and, at times, insanity.

I have had a clear message since 1997. Find out what people want. Create products. Sell 'em and sell 'em again. While providing great value, of course.

Best wishes,

Marlon

PS: AFFILIATES – please read the Announcements below.

**This issue contains:**

**A. Who Else Wants 60% Front End and 50% Back End?**





You install it on your blog.

The PAYOFF is this little gem right here:



When people spread the word about whatever you WANT them to spread the word about, they INSTANTLY and automatically get your freebie reward!

How awesome is that?

No affiliate sign ups.

No commissions.

Just a nice little innocuous incentive.

The GREAT thing is it takes almost no time at all to set this bad boy up. It's a plugin, so you upload, activate and you're ready to rock and roll.

In these complex times, it doesn't get much cheaper or easier than that. There is a very modest fee for Reward Button.

Here's the interface in Wordpress:



Edit Button

Create A Button

## Tell Your Friends and Get the "Best of Marlon Sanders" Free

### Reward Button Options

#### Message that will be shared

66 chars left

Marlon Sanders' Mr. Stickman Video Shows You The Secret To Getting Traffic

Enter the twitter/facebook message that you want to send (max 140 chars).

#### "Money" URL:

<http://budurl.com/stickvideo>

This is the URL that you are promoting. It will be appended to the end of the Message.

#### Reward URL:

<http://marlonsvideos.com/mmm/1ksubs.pdf>

This is the URL of your download or gift that they will receive once they share your link.

#### Button and title color:

Red



#### Button Text:

Get Your Reward

The text that will display on your button. Default is "Reward Button".

*If you select an image to use as your button, this text does not appear.*

Your shortcode for this button is: `[rewardbutton id="1863"]`

If you're not sure what to put WHERE, don't worry.

There are several videos that show you how to install, configure and use Reward Button.

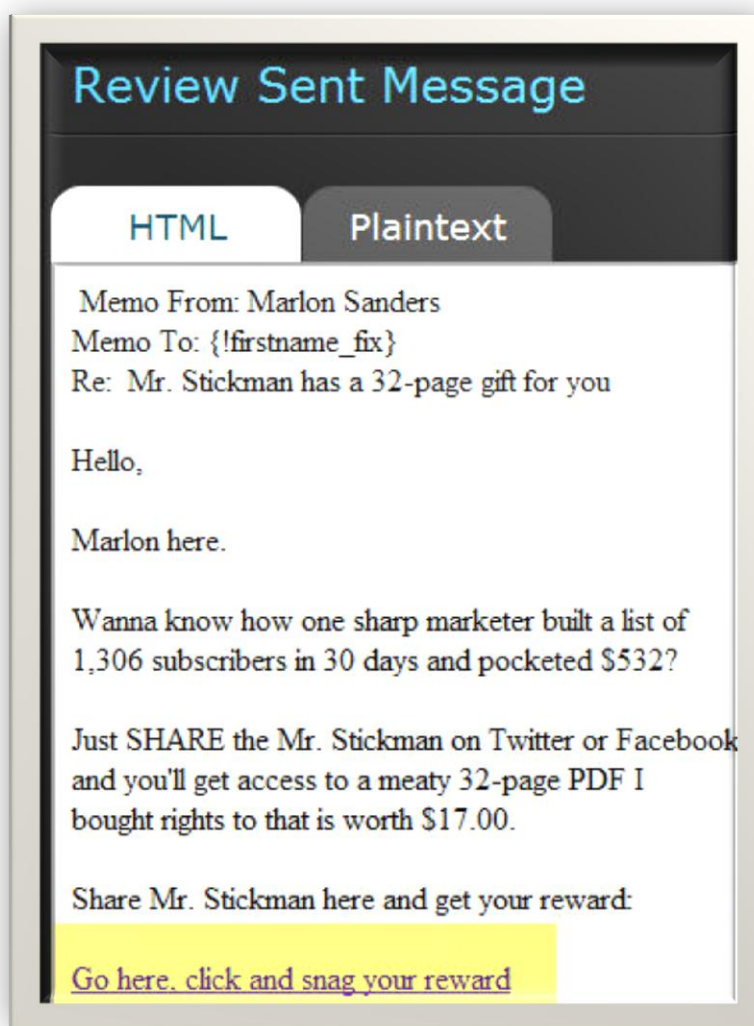
What's awesome about it is it's super fast.

You put in your short message, money url that you want people to refer others to, the reward url and your button color and text. That's about it!

You even get a stat:

Mine was clicked 650 times and 112 people actually shared the money url on Facebook or Twitter. That's good! Of course, I had a list to send this to.

Here is the email I sent:



If you want to click the text links, here's the text version:

=====Beginning of email=====

**Memo From: Marlon Sanders**  
**Memo To: {!firstname\_fix}**  
**Re: New Mr. Stickman Video (#2)**

Hello,

Marlon here.

Wanna know how one sharp marketer built a list of 1,306 subscribers in 30 days and raked in \$532?

Just SHARE the Mr. Stickman on Twitter or Facebook and you'll get access to a meaty 32-page PDF I bought rights to that is worth \$17.00.

Share Mr. Stickman here and get your reward:

<http://marlonsnews.com/?p=1867>

Here is the video you'll be sharing with others:

Video #1: <http://budurl.com/stickvideo>

By the way, wanna snag an IPAD? Mr. Stickman will show you how to that too:

Video #2: <http://budurl.com/stickvideo2>

Best wishes,

Marlon

PS: It just takes a second to share Mr. Stickman:

<http://marlonsnews.com/?p=1867>

=====**End of Email**=====

What if you do NOT have a list?

I'll tell you a little secret.

You know those 3 1/2 hours of Camtasia videos I did for you as a Traffic Dashboard bonus (Yes, if you're a current owner you were "grandfathered



in” and those bonus videos ARE in your Traffic Dashboard on a bonus page).

You can PROMOTE your Reward Button Offer on those traffic exchanges SIMPLY by [posting your blog URL](#) on the traffic exchanges.

If you’re using the VLB and Solo mailings I talk about in row 5 of Traffic Dashboard, you could use those to promote your viral offer also. There are plenty of options.

You can even add it as a signature on your forum posts!

Now, for the FREEBIE I offered as the reward, I didn’t have a good PDF I wanted to use. So I used a really terrific PLR report I bought that showed how a guy built a list of 1,306 subscribers in 30 days and raked in \$532?

It’s a PLR (private label rights) I bought some time back. I checked the terms of service to make sure I was allowed to give it away. I was. Now, it’s loaded with affiliate links so it wasn’t ideal to give it away.

Whatever. It served the purpose and the info in it is really good.

When people [click the link](#) (I goofed up the formatting a big on the link so I’m giving you a screen cap below in case it isn’t working) they go to this page:

# Share Mr. Stickman and Get 32-page PDF — FREE!

Just click the link below to tell your friends on Twitter or Facebook about the Mr. Stickman video and you get immediate access to a 32-page meaty PDF:

**How one sharp marketer built a list of 1,306 subscribers in 30 days and pocketed \$532?**



- \* Get a FREE squeeze page download that is high quality and should work great
- \* Discover hidden secrets no one knows about group ad swaps
- \* Find out how to build your list starting with 0 names
- \* Learn how to put money in your pocket while building your list
- \* This is a meaty, 32-page, no fluff PDF

I really could sell this for \$17.00 and have people HAPPY to buy it at that price.

===== End Blog Post =====

Reward Button comes with a basic button and a few colors. But you can easily upload your own button which is what we did.

What I like BEST is that it automatically delivers the bonus.

Now, a word about technical things. I rolled this out fast. I probably messed up 1 or 2 things. So if there is a weak link in the above chain, it isn't the product creator's fault to my knowledge.

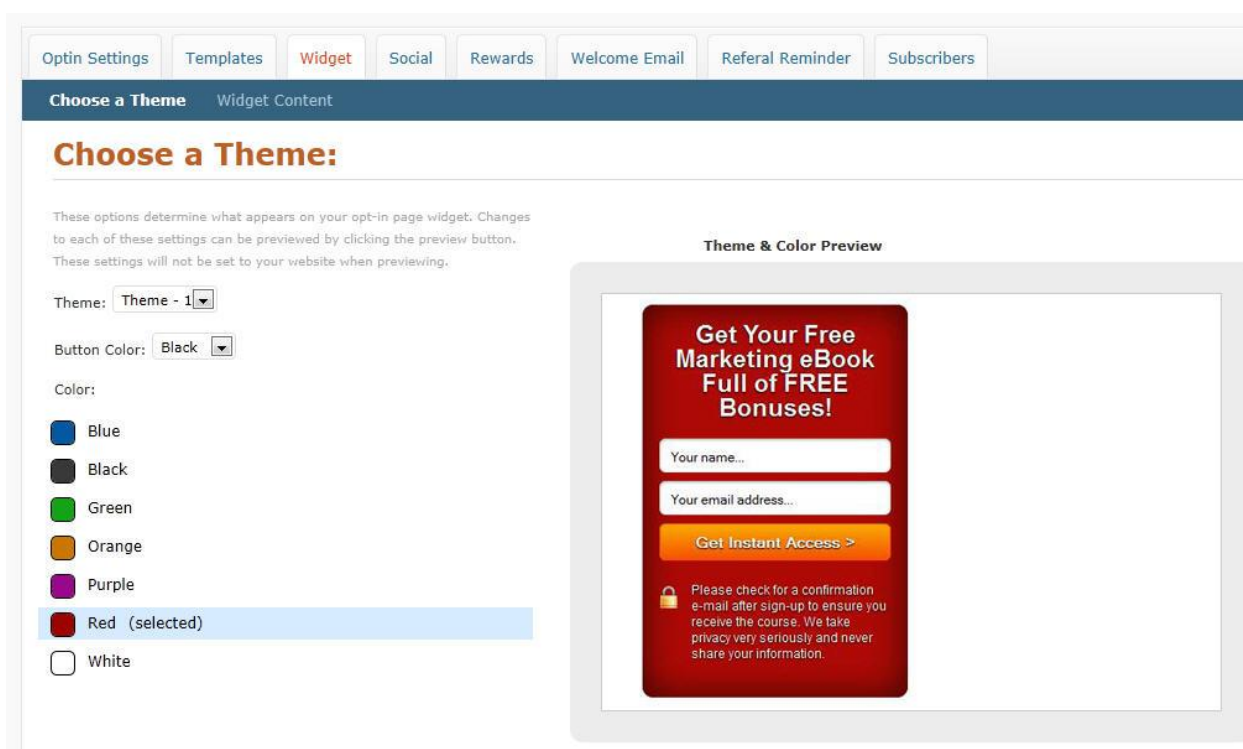
It's called human error and being in a rush. But from what I can see, everything has worked great, other than the fact that had I had the WRONG freaking title in the page for my gift.

But it was correct everywhere else so I'm hoping there was a minimum of confusion.

## The NEW Breed Of Viral Blog Tools

I used Reward Button because it's fast and easy.

There are other even more advanced and loaded options. Here is one:



I'll be covering THAT tool hopefully in Thursday's ATeam Webinar. I have to get it all set up first. The set up takes a bit longer but you can have LEVELS of rewards!

So they earn points and can unlock more than 1 piece of content or more than 1 reward. That is VERY powerful I believe.

It has spiffy built-in graphics as you can see above, a referral reminder, welcome email, templates and so forth. VERY cool.

### **How To Turn YOUR Blog Into a Viral Machine as Trite As That May Sound**

This works.

You do NOT have to be a guru.

You just need a nice, juicy piece of plr you can buy cheap, cheap, cheap on Warriors or tradebit.com.

Here are a few quick suggestions for implementing your Reward Button

#### **1. Grab yourself some plr**

As I mentioned, try tradebit.com, Warrior Forum or any PLR you like.

#### **2. Buy the multi-site license**

[The WSO lists it currently for \\$24](#). That price may change. It's cheap. You can also go to rewardbutton.com

#### **3. Upload the plugin**

The videos show how. This is standard stuff.

#### **4. Set up the “money” url you want spread**

Just type it in there.

#### **5. Insert the url for your reward.**

I just linked to the PDF but you could put it on a blog page to expose your articles and other banners.

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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. If you like my ezine, try Paul Myers also**

<http://www.talkbiz.com>

**2. Need Traffic? Traffic Dashboard is your A to Z solution:**

<http://www.thetrafficdashboard.com>

**3. Great Info From Sean Mize**

**My friend Sean put up some awesome info:**

<http://secrets-of-internet-success.com/>

Enter the word Marlon for the discount code.

**3. My friend James Jones does wicked, sick weekly webinars that will blow you away**

<http://micronicheblog.com/?tag=james-jones>

James is brilliant. Get on his list.

**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. Learn the basics of designing your own website**

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. If you don't know how to edit a PSD, you NEED this product NOW!

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

**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](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.

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<http://www.ateamsuccess.com>

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

### **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/>