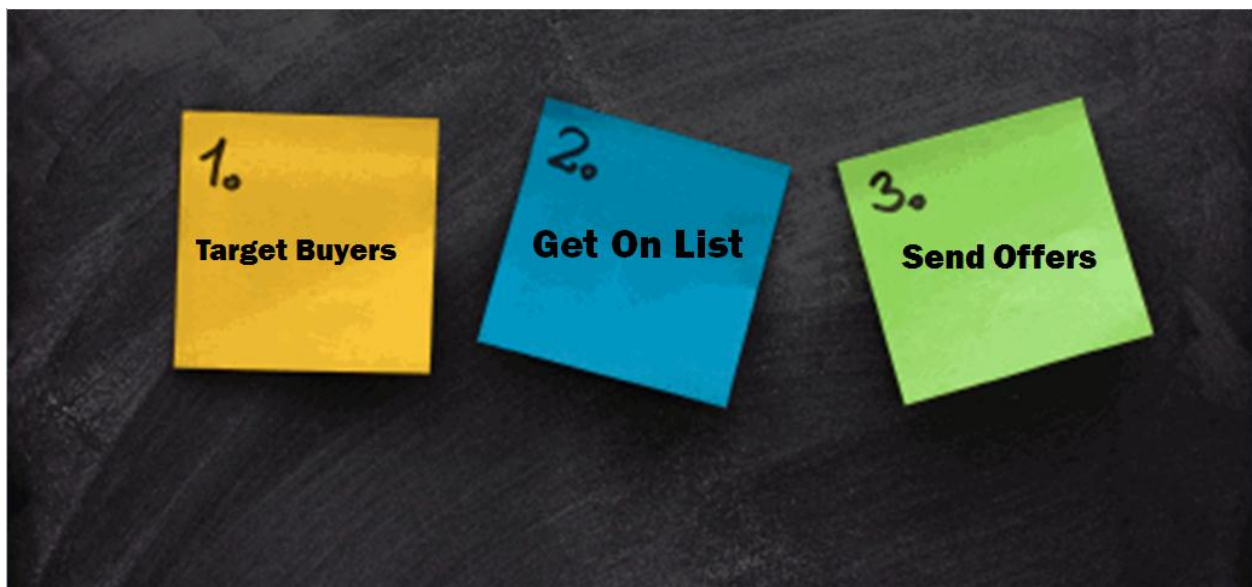


August 18, 2012

Support M-F 9 a.m. to 4 p.m. CST.

17 Ways To Get People To Buy From You



Today we focus on STEP 3 above

Hello,

Marlon here.

There are ONLY 3 steps you really GOTTA KNOW.

That is, target people who buy lots of stuff.

Get ‘em on a list.

Send ‘em offers.

Now, people have been posting like MAD on my Facebook group about where they are at on these 3 steps. That inspired me to write this issue today to help you move from whatever step you're CURRENTLY on to the NEXT STEP.

If you need [support, go here](#). I do *not* have support on weekends but Lisa will be in on Monday to serve your needs.

Finally, I'd like to especially thank SEAN MIZE for the affiliate sales he has sent my way. Thank you Sean for all your support. And after I dig into your new Content Marketing Methods, I'll gbe sharing them with my readers.

You ARE the kind of content marketing, no doubt.

Affiliates – Ultimate Cliffhanger Puts 50 Smakers In Your Hip Pocket

[Watch The Video Here](#)

New Affiliate Promo BANGS IN \$50 commissions – This is a STRONG promotion with a GREAT product to back it up.

How to Get Support

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



[Start a discussion](#)



[Browse disc](#)

On WEEKENDS, we don't typically have support. Now, to today's content....

17 Follow Up Methods For More Cash Flow

I ended last week's ezine by saying something like this:

I get it all the time, “Marlon, I’m so confused. How do I FINALLY make money online?”

Or: “Marlon, can you just tell me what to do?”

Yeah, I’m TELLING YOU right now!

Here it is:

- 1. Find people who buy stuff a lot**
- 2. Get ‘em on a list**
- 3. Send ‘em offers with reasons to buy from you.**

Now which part of that is confusing? The part where you get people on a list who are known buyers? Or the part where you send them offers giving them reasons to buy from YOU?

Do you sell art?

Find people who BUY ART and get ‘em on a list.

Do you sell CAR PARTS?

Find people who buy lots of car parts, get ‘em on a list and send ‘em offers.

Do you sell WIDGETS?

Find people who buy lots of widgets. Get ‘em on your list. Send ‘em offers to buy widgets from YOU.

See how simple this formula is?

I know you have questions like:

- ➔ Where do I FIND buyers to get ‘em ON my list?
- ➔ HOW do I get ‘em on my list?
- ➔ What types of emails do I send?
- ➔ How often do I send emails?

I want to break down this formula this week:

1. Find people who buy stuff a lot

Step one is to find people who buy stuff – LOTS of stuff.

Some people have products they want to sell BUT to people who don't have a habit of buying similar products.

That's a hard sell.

What you WANT to find are people who are very passionate about a product, idea, concept, hobby or interest and spend LOTS of money on it over and over.

It doesn't really matter if these are physical items or digital. You can have physical things drop shipped, or ship them yourself. However, that's overall a more complex business to run than a digital one if you have no business experience.

Tell you an odd story.

When my dad's brother passed away, on the way to the funeral I rode with a relative in his car. Come to find out he ran an Internet business selling gardening supplies that were ALL dropshipped! In other words, he didn't have to inventory anything.

The history of the info product business goes back pre-dating Jerry Buchanan. But his Writer's Utopia Formula Report, affectionately known as WUFR, brought a lot of old-timers into the mail order business in those days.

Jerry started out by selling a report on how to get rid of gophers in your yard. He sold it for \$3.00 from classified ads and made \$12,000 on it.

If you are really just stuck on this step and can't decide, just pick SOMETHING to start with where people buy a lot of it, preferably something that can be digitally delivered.

2. Get 'em on a list

The next step is to get people on a LIST.

This consists of:

$$\text{Visitors} + \text{Email Capture Page} = \text{List}$$

That's the formula.

In the biz, we call visitors to your website traffic.

Now, here is a rule of thumb:

30%+ of the visitors to your squeeze or email capture page should subscribe.

If you aren't getting 30%, then you need to keep working hard and testing to reach that benchmark.

Now, for TRAFFIC, run the numbers.

100 visitors x 30% = 30 subscribers for every 100 visitors.

That brings us to step 3....

3. Send 'em offers with reasons to buy from you.

Here is the benchmark or rule of thumb:

3% of your UNIQUE VISITORS should buy your immediate offer.

We call this the OTO or one time offer in the business.

So when someone subscribes to your email list, the thank you page is an offer for a product.

The benchmark is to have 3% of the CLICKS buy. In other words, you had 100 clicks or visitors to your web page. You will NOT do that when you

start out. That is the goal or the benchmark. It takes experimentation and testing to reach that mark. So you want 3 sales out of those 100 visitors.

As an example:

$$3 \text{ sales} \times \$25 = \$75.00$$

If you spend .30 a click to GET visitors to your email capture page, you SPENT \$30.00.

$$\$75.00 - \$30.00 = \$45.00$$

Send 1,000 clicks to that page per day and what does that translate into?

You're getting \$45 for every 100 visitors.

$$1000 \text{ VISITORS} = \$45 \times 10 = \$450.$$

In other words, I just showed you how you COULD build a \$450 a day income. You won't do that at first.

1. Your email capture page will NOT likely convert at 30%
2. You won't convert 3% of clicks to sales
3. You'll spend MORE than .30 a click to get visitors

Is all lost?

Heck no!

All you MUST do is break even on the cost of your paid traffic. So if all you do is get BACK .30 a click, you broke even and your subscribers were free.

after that, it's all gravy train!

Which brings us to the LAST step:

3. Send Offers

There are many approaches and theories to this.

a. The send 2-emails a day John Alanis theory.

John is the brains behind womenapproachme.com. He sends 1 extremely engaging story email in the morning and a short pitch email at night.

I KNOW in the past you might have said, “Well, I don’t LIKE to get emails every day.”

But bucko, you AIN’T met JOHN’s subscribers!

The LOVE John and his emails. What a RABID group of people! Holy smokes.

See if people are PASSIONATE about a topic and you engage them with content and stories that bond to them, it’s very powerful.

When Daegan originally went to 2x per day emails, he doubled his income. Now, I haven’t talked to John about this. But I would really watch what happens to deliverability rates if you try this method.

I tend to think that with all the sophisticated spam filter algorithms, if you email 2x per day, you’re going to end up in the spam box. But I could be wrong on that. I haven’t tested it.

What I would LIKE to test is doing this with new subscribers for a short period of time.

b. The one email a day method

My friend Daegan used to send 2 emails a day because he was trained by John. More recently he sends one email a day.

Last week Daegan went to a Mastermind in Vegas so he didn’t send out his daily emails. Someone posted this on his Facebook group:



Derrick Strickland

alright whats going on I have not gotten an email from Daegan in like 2 days #whatsupwiththat

Like · Comment · Follow Post · Thursday at 8:31pm



Amber Jones likes this.



Vanessa Duplessie lol.....i know....we notice when he doesn't email right!:-)

Thursday at 9:38pm · Like · 2

See, your BUYERS, your good customers WANT your emails if they are well-written and engaging.

In fact, they missed Daegan's emails so much this past week they're having a welcome back webinar Monday night for him! No joke.

I think people worry WAY too much about how many emails they send and way TOO LITTLE about how they're going to send emails that excite and engage!

People who don't send an email a day to new subscribers really don't know what they're doing, or they're in an atypical business.

There are super strong reasons to send daily emails to people new to your list.

Super affiliate Connie Green is a master of the engaging daily email. You always look forward to reading her emails.

Matt Furey in the fitness market sends amazing stories every day.

c. The hybrid method

This is what I do.

When someone is NEW to my list, I send a 48-day sequence.

But my EXISTING CUSTOMERS are different. Many have been with me 5-12 years, so I don't send daily emails to them.

Now, I SHOULD have a 3rd segment that I don't currently.

After my 48 day sequence, I should migrate to a list that is MORE frequent than my lifer's list.

And lifer's who have been on my list forever should get less frequent emails unless they take an action.

d. The sophisticated action-based list segmentation strategy

This is where email is going in the future.

What you do is CHANGE the email frequency based on the ACTIONS people take.

The more they click links, the more emails they get.

Then if they stop clicking links, their frequency slows down.

e. The launch sequence method

The NEWEST thing happening right now is the use of pre-made launch sequences to new subscribers.

This week I bought Sean Mize's system for doing this. Sean has been a tremendous supporter of my products over the years and is an outstanding marketer. He has developed his own unique follow up system.

Then there are other automated evergreen, pre-launch sequences.

These are way beyond the scope of what I can cover here.

f. The Webinar HAMMER approach

This is what David Wood is doing in the Empower Network. They've done millions of dollars of sales in the past few months. Of course, he's a world class NLP presenter and can give a sales pitch that's maybe the most skilled I've heard in recent history.

Let me put it to you this way: **David says he's closing 45% of low ticket buyers to his \$100/month program.**

That's an astounding statistic.

My friend Daegan recently did THIS and had **27 people spend \$10,000+.**

Want to know how David Wood gets 45% of people to BUY at 100\$ per month and Daegan madae 27 sales @ \$10,000?

There are 11 MORE methods....

If you want to hear them and the REST of f. above, then let's hear your comments on my Facebook group.

Post to my Facebook Group

If I get enough comments, I'll send out part B.

Best wishes,

Marlon Sanders

The King of Step-By-Step Internet Marketing

When Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

ATTENTION: Join me for this life-changing recorded event

↙ Watch this video...



"How I Discovered The 11 Greatest Repeatable Marketing Formulas Of All Time"

One time and one time only I revealed my
11 greatest all-time Formulasin an
incredible 3 1/2 pre-recordedwebinar marathon.

<http://marlonsanders.com/toolate/>

May the road rise to meet you,
May the wind be always at your back.
May the sun shine warm upon your face,
The rains fall soft upon your fields.
And until we meet again,
May God hold you in the palm of his hand.

May God be with you and bless you:
May you see your children's children.
May you be poor in misfortune,
Rich in blessings.
May you know nothing but happiness
From this day forward.

May the road rise up to meet you
May the wind be always at your back
May the warm rays of sun fall upon your home
And may the hand of a friend always be near.

May green be the grass you walk on,
May blue be the skies above you,
May pure be the joys that surround you,
May true be the hearts that love you.