

**“\$1.5 Million
In One
Webinar
Doesn't
Seem Fair!”**



Fernando Cruz

[Auto-webinar Service] Hey Supers... Well, it happened. Last night had my biggest webinar ever. So far about \$1.5Million. Soooooooooo...

Hello,

Marlon here with an exciting issue of *Marlon's Marketing Minute* for you.

I'm gonna break down some specifics for you.

First, before I get to that, I have a weekend special for you:

Introducing **Super Affiliate Commissions...** **Secrets Of The Super Affiliate Minds Revealed!**



SUPER AFFILIATE COMMISSIONS is a step-by-step, paint-by-the-numbers digital study course on how you can exhibit and condition your mind for affiliate marketing riches.

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

If you want to get those super affiliate commissions, you'll like this little \$9.99 weekend special, or the resale rights for \$27.

Now, the sales letter is a little too strong in the headline with the claims. When I do these we just use what's provided and don't really have time to edit them. If I did, I would definitely tone that down.

I'll assume that if you read my ezine you're smart enough to know you won't get rich reading or going through one product and spending just a little time each week! That doesn't mean the courses aren't a very good value. It means I don't personally write the copy for them and we just

upload what comes with the product.

If you don't get that, then PLEASE go read all my back ezine issues starting at askmarlon.com/bestofmarlon

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Round Table Conference Call – For you Round Table special offer buyers, I promised a conference call. I'm thinking Thursday night. It will be recorded. I'll have Lorraine set it up Sunday night and will be emailing you.

Affiliates: Tools and resources are updated at <http://www.promotemarlon.com/blog>

Now to the article of the day.

Yesterday in the Internet Marketing Supers Facebook Group, Fernando posted this:



Fernando Cruz

[Auto-webinar Service] Hey Supers... Well, it happened. Last night had my biggest webinar ever. So far about \$1.5Million. Soooooooooo...

I talked to him via email and got some of the scoop. I also hooked him up with J.P. Maroney (a webinar expert) to do a webinar on it if he has time.

Fernando is in Internet Marketing Supers FB group and also JP Maroney's FB webinar group. He ALSO popped into MY Facebook group! He isn't some prima donna you can't give a shout out to.

He's one of us!! I first met him at a Yanik Silver private party. Yanik ALWAYS brings in and attracts the most amazing, coolest people. Congratulations to Fernando for showing us what is POSSIBLE and for breaking the 4 minute mile of webinars!

You might find it strange I'd write about webinars because, in general, I think the way a lot of people do them is trading time for dollars.

But some guys are really cranking some numbers. \$1.5 million for one webinar doesn't seem fair!

Then I talked briefly to another friend last night (Joe) who has done \$400,000 in the past month off of 7 webinars.

Those are some crazy numbers!

I realize that if you are struggling to make a few sales or you have a job and don't have anything going yet, that can be a little intimidating and seem "unreal."

Which is EXACTLY why I want to write today's ezine.

Step One: The inexpensive group to increase your skills

First of all, if you DO have time to go to a lunch time, morning or evening Toastmasters group, I just cannot possibly recommend it too highly.

It is probably the single biggest thing you could do to increase your income this year.

The groups cost very little to attend and are simply fantastic. You not only get actual practice in expressing yourself but you increase your self esteem. And you learn the skills that will allow you to do GREAT webinars yourself.

The actual sales formula you use on the webinar is important but less important than your ability to express yourself with confidence.

The SECOND group you should join is here:

https://www.facebook.com/groups/webinarmarketing/546153895434391/?notif_t=like

That is JP Maroney's Webinar group. I'm hoping that link works. If not in Facebook just search things like "jp maroney webinar marketing".

JP is a webinar pro and Ferdinand is in his group.

Step Two: Take one step at a time

Fernando has been honing and refining his skills doing webinars. This wasn't his first. Just his biggest.

Fernando has spent the last 12 years preparing for this "moment."

If you don't know your target market yet, that is where you START!

Look at Facebook groups you are a member of.

That is a big CLUE to your potential target market. Then ask yourself which of these groups you are passionate about and which of them has people buy the most stuff.

For example, last week one of my customers said he was into Internet marketing, something else I can't remember and GUNS.

Well, GUNS are a fantastically passionate target market and they buy stuff other than guns.

So it was that easy for him to find his target market.

After you find a passionate market that buys stuff, and preferably one you personally have a passion about or strong interest in, then you go to the next step.

In my own case, I have many interests as I've discussed in other ezine issues. For example, I love juicing. Great target market.

Then there is Fung Shei which I find interesting. And magic (as in magician stuff).

Even my lawn which has a perpetual weeds problem and I'm convinced could be the fodder for a profitable info product business.

Great target markets are around you everywhere and all over Facebook. There are so MANY Facebook groups and tons of those are viable niches for info products.

If you don't sell info products but you sell an idea, product or service, it's the SAME THING.

First you find your market.

Next, you learn how to create a squeeze or email capture page. [This can help](#). Promo Dashboard does a pretty good job teaching this too.

If you have [WP Leads and Sales Dashboard](#) as I recall it's row 6, the 4th or 5th icon where I cover doing a squeeze page.

After that, THEN you learn how to put up OTO pages, which you can do with Wordpress or html.

To START, you should probably just buy some good PLR, private label rights, and use those for your OTO's or one time offers.

Then you learn how to create little bonuses to offer when people buy via your affiliate links you send via email.

Camtasia or other screen capture video software works for this.

You can sell affiliate products and plr products via your daily emails you send to your subscribers.

Do the ABOVE and you're off to a fast start.

Then after you get the basics down, you can start learning how to do webinars. If you're a really good verbal sales person, you could start there and just start selling big tickets right off if you know how to verbally sell people.

What I'm saying is, focus on learning SKILLS.

Would you please LISTEN to what I just said. Focus on learning the basic SKILLS.

People are STRANGE. They don't have a target market, can't create a good squeeze page, don't know how to do any graphics at all, don't know where to find an inexpensive but good graphic designer, can't write an email, don't know where to buy plr, can't do a screen capture video.

Then they are SHOCKED and dismayed that they don't make anything online!

I mean, come on now!

It's about skills.

Yeah, I know. There are people who will TELL YOU you don't need skills and just use what they give you.

There are also people who will burn in hell their next life.

It's your choice who you listen to. Will you listen to someone who tells you what you want to hear?

The GOOD NEWS is honest to goodness. It's not that big a thang to go thorough the Facebook groups you're a member of and find one where people buy lots of stuff!

Then learn how to put up a squeeze page...it's a HEADLINE + copy and paste code from Getresponse, Aweber or automatyourwebsite.com.

NOT that hard to learn!

The OTO's or one time offers can be resale rights products or PLR to start. You DO need some inexpensive hosting for this and an autoresponder account. VERY minimal expenses.

Mostly it's about your BRAIN and learning the basic skills.

You need to learn to write some good copy and headlines. But you can start by using PLR sales letters.

Ditto on emails. You can sell affiliate offers to START with and PLR or resale rights products.

YOU, yes little ol' YOU, can DO this if you get busy and focus on it DAILY.

Create a checklist on a poster on your wall of SKILLS:

- Target market
- Create squeeze pages
- Edit psd files
- Write headlines
- Create One time offers using PLR
- Buy plr
- Write and send emails
- Create bonuses download page

- Create screen capture video for bonuses
- Write a basic sales letter
- Put a product on JV Zoo
- Hire an inexpensive graphic designer
- Put Google Analytics on a page
- FTP using Filezilla
- Put up Wordpress blog
- Create a Facebook Fan Page

Now, every day focus on one of the above....

THIS is the road not taken

But Marlon, tell me what I can do in 20 minutes a day EXACTLY to make money and replace my job!

That isn't the right perspective in my opinion.

Here is why: That attitude shows you don't want to LEARN anything. You want something already "done for you" you can just DO.

You're going to be a lot better off in my opinion if you spend that 30 minutes a day learning how to target a market, create a squeeze page, sell a plr product as an oto, and send out emails with bonuses.

THOSE are the SKILLS you need to learn.

Not some b.s. business opportunity "done for you."

YOU are your own Easter Bunny and Fairy Godmother meaning YOU create your OWN business opportunity when you know how to:

1. Target a market
2. Get people on a list
3. Send out emails asking people to buy

The BEST thing is what I wrote about in last week's ezine by publishing Jonathan Teng's article.

You do BONUSES that people get if they buy from your affiliate link. And to start with at least those can be private label rights bonuses. Then you want to learn to create your OWN.

Step three: Learn the numbers of a million dollar webinar

Here are the numbers that made Fernando's webinar possible:

Almost 20,000 registrants, 8500 attendees, 6100 people were on by the time the sales pitch began, 411 buyers, \$3000 price point with a \$5500 option.

Taking the \$5500 cancels the original \$3000 since it's included.

363 bought at the \$3000 product, 48 bought at the \$5500.

As you can see, those are some pretty big numbers.

But last night I ALSO talked to Joe who has done \$400,000 in the past 30 days off of 7 webinars on a \$697 ticket.

That's good!

You work your way UP to doing that. Joe didn't do that overnight. He's been in the business selling things for years.

FIRST you should learn how to sell a \$50 or \$100 product on a webinar. Then go up to \$200. Then \$500.

Remember, you can sell AFFILIATE or PLR products on a webinar or by email.

You work your way UP to grand slams.

FIRST, you gotta learn to hit a single and get on base.

You gotta learn to even show UP at the Game, even if it's on the bench.

In general, webinars are a high skill you tackle AFTER the basics. But you know, let's say you've done a lot of sales in your life or are naturally good at it.

Then just do this:

Get people on a list.

Send webinar invite

Get on webinar.

Pitch!

Do THAT. Whatever YOUR skills are, use them. If you can WRITE, then write.

If you can talk, then talk.

If you can sell, then sell.

You PARLAY one thing, one success, to the NEXT. Start with SMALL successes...things you can accomplish in 10 days or less.

BIG KEY.

Focus on things you can get DONE in 10 days or less.

That gives you MOMENTUM you can build on.

What can you do in the next 10 days to be better off down the learning curve and the MONEY CURVE than you are today?

Which of the following can you learn?

- Target market
- Create squeeze pages
- Edit psd files
- Write headlines
- Create One time offers using PLR
- Buy plr
- Write and send emails
- Create bonuses download page
- Create screen capture video for bonuses
- Write a basic sales letter

- Put a product on JV Zoo
- Hire an inexpensive graphic designer
- Put Google Analytics on a page
- FTP using Filezilla
- Put up Wordpress blog
- Create a Facebook Fan Page

Best wishes,

Marlon Sanders

PS: One more time, the special of the weekend is at:

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

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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://thewritersecret.com/

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RESOURCES

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If you want to learn SOME of what I know, I have links below to a few of my best products.

If you're a serious newbie and want my equivalent of the \$500 package that I started with, go to <http://www.thebigcourse.com/>

If you haven't taken any action or haven't done much yet and just need to "jump" the learning curve, get that.

If you're a raw beginner or newbie, just [START HERE](#).

And if you don't have that much trust in me yet, then try out one of my individual products below.

If you're an AFFILIATE and/or you have a LIST, I need your help to spread the word about what I call the TRUE GOSPEL of Internet marketing. Internet marketing that isn't B.S. and really works, Internet marketing that is ONE FORMULA that has been working since 1997.

<http://www.promotemarlon.com/blog>

You can get tools and post your ideas, comments and feedback to me THERE.

Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get my Facebook Training. This is powerful training on how to use paid Facebook advertising to generate leads but then get the cost per click down to pennies even in the most competitive markets imaginable. MOST people I know who are BUYING ads and succeeding today are doing it on Facebook. The volume there will make your head SPIN! You can build a whole 1,000 lead a day empire off of Facebook if you want and are in a high demand niche with the volume.

<http://www.marlonsanders.com/steadyflow>

<http://www.productdashboard.com>

The POINT of Product Dashboard is to get you to create QUICK audio-based info products to TEST MARKET your ideas as fast as possible to find the 1 or 2 out of 7 that is a winner!

THAT is why I created Product Dashboard. Now, it's really the APPLICATION of the product creation part of Gimme My Money Now, which is the action plan for Amazing Formula. In Gimme, I teach to do a 12-product survey, create a FAST audio product, TEST it with a KSL and roll it out via affiliate traffic. That model applies TODAY every bit as much as when I originally created the model.

What I FOUND was Gimme presented the IDEAS but not enough of the mechanics on HOW to DO the fast audio products for some people to be

able to implement it. So I said, “Hey, let me REALLY help people by putting this into a step-by-step how to.” Again, I KNOW you want to know, “Marlon, is it out of date?” The answer is again, I teach EVERGREEN stuff. It’s basic. Find your target audience. Do a survey. Find out what they want. Create a FAST audio product and see if it SELLS. That’s the whole concept. A few SMALL details may have changed...like the VERSION of Audacity you use I’m sure has changed. It doesn’t matter. It’s the BASICS that matter. THAT is the concept behind Product Dashboard. Survey > Create audio > TEST FAST. If it sells, roll with it and roll out an affiliate program. If it doesn’t, do the NEXT ONE.

Get all the basics on how to do graphics the REAL WAY using PSD’s from Photoshop Elements, so later you can graduate to full-blown Photoshop. This is very basic but really, really good training in just the core stuff you need to START OUT with. This is training wheels for graphic design. You won’t become a pro overnight. But this gets you on the RIGHT PATH and that is the PURPOSE. We updated screen caps last year. None of the basics in Photoshop Elements change much. You got a lasso. Paint bucket. Patterns. Gradients. This is what we teach here. BASICS. To me, if you’re really SERIOUS and don’t want to just hire out all graphics, you need this.
<http://www.designdashboord.com>

Get “training wheels” to walk you through my famous 12-step formula I taught around the world in 120 seminars Fill in the blanks and click a button.

The ORIGINAL fill-in-the-blanks letter software. This is NOT about magically creating sales letters. It’s like TRAINING WHEELS for my 12-step formula to FORCE you to use it and walk through the process mentally. I found in teaching this in 120 seminars that people would not actually DO the formula I taught. So I decided to create a way to FORCE FEED it. THAT is why I created Push Button Letters that then spawned the whole entire genre of sales letter creation software, MOST of it sold as a magic pill without understanding the GOAL which is to get you to MENTALLY PROCESS and walk through a precise, step-by-step FORMULA.
<http://www.pushbuttonletters.com>

The exact things I taught a new employee to get him up to speed on all this marketing stuff in 30 days. And will get YOU up to speed on the absolutely critical basic knowledge also. Get up to speed FAST with the in-house training I gave one of my new employees. I love this product. To me it's Evergreen. The stuff I teach here is what I feel is absolutely VITAL for anyone to know, including a new employee, new customer or whoever. That includes you. This is BASIC but powerful training. I find a LOT of people miss the BASICS, so they get no value from other stuff they buy. You HAVE to put in your basics FIRST <http://www.themarketingdiary.com>

Want to know how I got 30,000 affiliates to promote me? I love this product also. It's how I got several million people to my websites. It includes the steps, the documentation, everything. Now, yes, I did this product some years ago. You'll find out the things I do, teach and believe in are EVERGREEN. The answer is NO. It's not outdated. YES, everything in it STILL applies. Do I STILL use everything you'll read about it in it. It's my BLUEPRINT for a highly successful affiliate program. Check this puppy out: <http://www.1in102.com>

Need a target market? <http://www.pushbuttontargetmarket.com>
If you're struggling to find a target market, I think this can help. It isn't the ONLY thing you need. It isn't like "the answer." But I really think if you delve into the tool it talks about that you can really gain a deeper understanding of what is SELLING in the market. That is the purpose of it.

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now! <http://www.marlonsanders.com/writerssecret/>

List To the "Pizza Cast" and discover some cool secrets of promoting products: I did this when I employed Santos. I think it's a good discussion of Promo Dashboard and the purpose of it. I like this interview a lot personally! Even though I did it 2 or 3 years ago that's why I keep it up. I think it ALL still applies. Again, this is another EVERGREEN PRODUCT and concept.

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

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash...
Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins,
Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A
Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

This poem on the next page summarizes everything I am, everything I believe about marketing and life. I usually close out my ezine with it. The reason is that I “teach you to fish” while the vast majority of people in Internet marketing take the easy road, which is “selling you the fish.”

The problem with that is what happens when the “fish dies,” as it more often than not does? The answer is you flushed your money down the toilet and got nothing, leaving you feeling like it was “Done TO You.” That’s why I take the *Road Not Taken* and teach you how to fish for yourself.

If you believe that too many people waste time, money and energy buying “fish” programs and that the road not taken is actually the FASTER road by miles, then help share the word about my ezine by telling your friends on Facebook, Twitter, social networks, forums and groups about the BestOfMarlonSanders.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

Give away the “Best of Marlon Sanders” and get paid. Help me spread the word about “real” Internet Marketing that flat out works!

[Click here](#)



How To Stop Trading Time For Dollars
(Squeeze Page 1)

<http://www.getyoursales.com?p=YOUR-ID-HERE&w=bestofmarlonsq>

[Click here to get the banner...](#)



How To Stop Trading Time For Dollars
(Squeeze Page 2)

<http://www.getyoursales.com?p=YOUR-ID-HERE&w=bestofmarlonsq2>

[Click here to get the banner...](#)