

Need customer support? Go to <http://www.getyoursupport.com>  
NEVER Email For Support. Click Here Instead

## Marlon's Marketing Minute

### January 8, 2011

**“How to Get Subscribers  
For .24 Each, Starting With  
Only \$5.00”**

**COPY & PASTE THIS SEARCH STRING INTO  
GOOGLE & INSTANTLY DISCOVER THE  
MOST TESTED, PROVEN, DROP DEAD  
BULLET POINTS GUARANTEED TO WOW  
CRAZY 72 HOUR BONUS**

**Just copy and paste this line into Google and it'll spit back to you the most**

**drop dead, amazing, tested and proven bullet points – ever!**

**If you need to craft a sales letter for your product or service, you know that I created a genre of software called “sales letter generators” or “Push Button Letters” software.**

**It’s designed to be a learning tool to help you follow the 12-step letter formula I used when writing letters for clients that I charged up to and even in excess of \$10,000 for.**

**I have a NEW bonus.**

**It’s a way I stumbled across this weekend for finding tested, proven bullets that are GUARANTEED to grab the attention and interest of your readers. This is an awesome technique. And if you snag Push Button Letters in the next 72 hours, I’ll email this method to you. I’m sending it out to all buyers at the end of 72 hours with the exact technique with examples in a PDF.**

**<http://www.pushbuttonletters.com>**

## **Announcements**

### **1. Ateam’ers I’m behind and apologize**

I’ll get the video posted today. We’re making a strong push to finish Traffic Dashboard so I’m behind. But read today’s article for an idea on using the Push Button Emails software that is included in your Ateam membership.

**2. Customer support issues** – PLEASE post to the support desk at <http://www.getyoursupport.com>

Lisa is back so post any support problems to the support desk. Do NOT email us support issues. We don’t get the emails often.

## **Featured Article**

# **“How to Get Subscribers For .24 Each – Without Google” (And Get Started Today For Only 5 bucks)**

It's fascinating.

Asolutely freaking fascinating.

One of my affiliates and someone I know pretty well in this business gets subscribers for .24 each, give or take a few pennies.

Using ONLY this one method of getting subscribers, he does a business that I know is \$15,000 a month but if I recall from our interview is actually more like \$30,000 or greater.

Anyway, I did this in depth interview with him for the upcoming Traffic Dashboard release (finally coming!)

The shocking thing he has mastered is a way to get subscribers for .25 (more or less) each using a mundane, repetitious system that just keeps pumping subscribers onto to his list at a rate of 750 to 1,000 a month at the time I interviewed him, and maybe greater than that by now.

Imagine a system where:

1. You aren't reliant on ever-changing Google Adwords policies applied retroactively to your account and possible banning – for life! You don't have to worry if they changed a policy, updated a policy or sent you a final notice while you were asleep last night.

NONE of that. Won't be a slightest concern.

2. You know each month how many subscribers will be added to your list and what it will take if you want more of them.

You won't be crossing your toes and fingers praying to the Marketing gods that a super affiliate decides to promote you in exchange for an ad swap. (Not that there's anything wrong with ad swaps.)

3. You can start with \$5.00. Actually, if you don't have that, you can even start right now, today, for FREE! Then you can expand slowly.
4. You don't have to keep buying software, training courses, coaching and endless products to stay up on the latest methods or techniques.
5. The method is very stable and doesn't change much.
6. You don't have to spend time posting in forums unless you want to.
7. You don't have to beg for JV's, suck up to affiliates or do ad swaps.
8. You don't have to email your list for anyone else unless you want to.

### **If That Sounds Good To You, You're In Luck Because This Is What I'm Sharing Today – How to Do This**

You thought I was gonna hold out on you, didn't you?

Now, the bad news. No system is perfect.

What if:

1. You either have to pay money out of your pocket to do this for 6 months, or you have to spend 15-20 hours a week of your own time?
2. It isn't anything particularly new, sexy nor exciting?

It's NOT Facebook or social media, although you can certainly integrate those things in combination with it. It doesn't change a lot, so there isn't a lot of new, fantastic, exciting innovations and announcements coming out all the time about it.

If you already knew about it, it wasn't sexy, it wasn't exciting and it was a tad boring, would you still be interested?

Yes? No?

If no, what if it meant you had an income of \$4,000 to \$6,000 in 12 months?

If no, what if you only had to put in the 15-20 hours a week for 6 months?

After the 6 months, your work load goes WAY down and your income keeps building.

## **Introducing The True Self Perpetuating Traffic Formula That Won't Get Broken, Crushed, Outdated, Banished, Nor Banned – And You Can Start Today**

Yes, here it is.

I won't make you wait until *Traffic Dashboard* to reveal it.

Prepare yourself to be SHOCKED, stunned and possibly pissed off and dismayed. I say the latter because I know you probably want something new you didn't know about, sexy or exciting.

Having said that, here is the FORMULA

**120 articles per month + Bio Box + Email Capture Page + Emails**

That's right.

As shocking and stunning as it sounds, the method is Article Marketing. But here's the catch because I know you were thinking there has to be one – This isn't article marketing the way MOST people do it.

### **1. The article titles don't have to be spectacular**

A lot of people waste a ton of time trying to write drop dead article titles. And in doing so, they lose volume.

### **2. The articles have to be almost 500 words**

You need to be have longer articles in today's environment. In the old days you could do shorter articles. This is the big "new development" in this method.

### **3. The bio box can be nothing special**

There are a lot of tricks you can use on the bio box to get huge CTR rates. But guess what? You don't need to. A plain and boring 10% CTR will work just fine.

#### **4. The squeeze page can be nothing special**

Here's the thing. Someone has to search or browse articles. Then they have to read your title and decide they want to read your article. Then they have to read it. Then they have to decide to click the link in your bio box.

By this time, you have a very qualified prospect. So you don't need a whiz bang email capture. Plain ol' text with a headline and some bullet points without graphics will work just fine.

#### **5. The email follow up can be standard**

You build a lot of credibility upfront, so you don't have to promise the stars and the moon to make a sale.

**Secret #1: The clicks from the bio box absolutely, positively MUST go to a squeeze page**

The MISTAKE people make (and I've made this mistake) is sending the traffic to a blog because you want to boost the rankings of the blog in Google.

**Secret #2: You must crank out the articles like clockwork or hire them out**

You can't be lazy on this. If you write the articles yourself, in the 6-8 month period you should have the income to be able to hire them out, so you don't have to keep writing them.

This means you need a strong commitment to this method for 6-8 months.

**Secret #3: You must adhere to a strict writing format**

I struggled on this one. I like using lots of informal grammar and punctuation. You can't do that with this method. Straight forward, rather plain, vanilla articles work GREAT, believe it or freaking not.

Another thing I had to learn the hard way is you can't promote at all within the articles, only in your resource or bio box.

**Secret #4: If you run the system right, you get subscribers for roughly a quarter (.25), depending, of courses, on your niche and other stuff I don't have time to go into here.**

How do I arrive at that figure?

If you hire out articles and have them written for you, you'll spend \$4-\$6 on average per article, depending on the quality, length, formatting or lack thereof, and whether or not you have someone else submit it for you.

If you have 20 articles, in 6 months at a standard, boring CTR rate you'll have 19 opt ins per article.  $120 \times 19 = 2280$  opt ins. Of course, you have some undeliverables and unsubscribes. But you may also have some viral pass along, depending on how you set things up.

If you pay \$550 to \$650 to have the articles written, you'll come out to roughly .24 to .30 per subscriber. I said .24 in the headline. If I'm a penny to a nickel off up or down – chill!

Now, as a side note, in preparation for the *Traffic Dashboard*, I conducted my own article marketing test of 81 articles that I outsourced. My CTR rate was over 20%, so I crushed the above numbers. I had a lower cost per article too I believe.

Of course, Traffic Dashboard covers a number of other methods other than article marketing. But if ALL you do in the new year is write articles, you can have a GREAT 2011.

**Secret #5: You have to NOT do all the things you'll be tempted to do.**

“Marlon, can I do article spinning.”

“Marlon, can I do this? Can I do that?”

All those CANI's are SHORTCUTS that will short circuit the system.

No, you can't buy traffic to your articles to boost the views.

No you can't spin articles.

You can't submit to other directories with this method.

And that, I think, is one reason it works. Hardly anyone has the focus anymore to do one method for 6-8 months.

## **Why I Call This The Self Perpetuating Traffic Machine**

It's an interesting thing.

When I ran the numbers on list growth, I found that after about 6 months, you should be able to hire out the article writing using the profits you're making.

That means you eliminate 15 hours a week and now have less work to do.

## **Questions And Answers**

### **Question: Do you have any proof this works?**

Answer: I ran my own test of 81 articles. But the system was designed by the most credible ezine article writer in the world and it's backed up with complete A to Z stats in *Traffic Dashboard*. The stats are voluminous and long term. But you can begin using it today with what I give you hear.

### **Question: Why do you say I can get started for 5 bucks?**

Answer: You can outsource articles for \$3-\$5 each. I'm just trying to point out that you don't need to spend huge amounts of money like you do for some "media buys" methods. And you can start on zero budget by writing the articles yourself.

### **Question: What if I don't like to write?**

Answer: Try Dragon Naturally Speaking or the voice recognition software built into Macs or Windows 7. Some people report great success with this and churn out articles faster than they could write them.

### **Question: I thought article marketing didn't work anymore?**

Answer: And who told you that? Someone selling another traffic method, right? Think about it. They had a vested interest in telling you that.

### **Question: I thought it was too hard to outsource articles**



Answer: The articles I outsourced were excellent quality, although we did test several writers and reject a few articles here and there.

**Question: Can I outsource the outsourcing?**

Answer: That's what I did. My Filipina hired the writers for me and did the whole project management. I didn't even know the login for the ezinearticles.com account.

**Question: Do I have to buy submission software or anything else?**

Answer: You need hosting and an autoresponder. You don't need spinning nor submission software. The people who said you needed spinning software are probably SELLING spinning software. Think about it.

**Question: I thought article marketing was just pocket change. So HOW is this going to make me real money?**

Answer: The people who told you it was pocket change had what? Another method to sell to you, right? So they had a vested interest in saying that. Every article you write should net you 19 opt ins in 6 months. But that number can vary up and down depending on your niche, topic, titles, bio box and squeeze page.

**Question: How much do I need to spend for the autoresponder and hosting account?**

Answer: The hosting is \$8 at hostgator, although I prefer their \$25 reseller account. But you can start with the \$8 one. The autoresponder you can get a free 30-day trial of at <http://www.automateyourwebsite.com> (affiliate link). It's \$25 a month or something like that. You can also compare with Aweber and Getresponse.

## **How You Can Start Using This Method Today**

**Step one: Your first 10 articles must PERFECTLY comply with all rules at ezinearticles.com. Your #1 priority is to make Platinum status.**

Your first 10 articles need to be on a topic you know the best and non-promotional in nature. Do NOT promote anything in those articles.

**Step two: After you make Platinum status, you're home free. Now just start cranking out 4 articles every hour. You can do a 500-word article in 15 minutes.**

If you have my Push Button Emails Software (included in Ateam membership), just use those formats to write articles instead of emails. They translate into articles perfectly.

**Step three: Do 5 articles a day. That should take you one hour and 15 minutes.**

“But Marlon, that is below that 15-20 hours a week you said I needed.”

Well, it'll take time to get your writing skills up to the point where you can do an article in 15 minutes. Plus, you'll have some extra time in writing and sending emails to your list.

If you get your articles done in 1 ¼ hours per day, 6 days per week, then that is about 10-12 articles per week.

If you do 10 articles a day and 300 per month, you can really crank. But that's a lot of articles.

It's a numbers game. Ten of my articles on my test got 0 clicks. Another ten got I think only 1 or 2 clicks. A few articles did extremely well. If you only do 10-20 articles, you don't have enough of a baseline to make any judgment.

**Step four: Link your bio or resource box to your squeeze page**

There are lots of fancy methods that claim to get extremely high CTR's. They may work. But just a nice “Click here for your free video and PDF on how to XYZ without ABC – quickly and simply.”

And you hyperlink “click here.”

**Step five: Send emails**

You use what I taught you in Promo Dashboard about sending emails. If you have a BLOG, you can send people there to read articles or watch videos. You can even send people to content you post on your Facebook

Fan Page. You can invite people to join your Facebook and do Status Updates and groups.

### **Step six: Promote products and make sales**

By promoting affiliate products, you should be making .25 to .50 per subscriber you get from article marketing. Once you graduate to your own products, your income DOUBLES because you get to keep 100% of the money, plus you can pick up affiliates which is always a multiplier.

### **15 Year Old Writes 13 Articles And Hogs Up 150,784 Views**

If you think for some bizarre reason I've exaggerated anything in this MMM, then consider these two writers.

[http://ezinearticles.com/?expert=Maksud\\_Rahman](http://ezinearticles.com/?expert=Maksud_Rahman)  
13 articles 150,784 views and 15 years old

That's 11,598 views per article. On his web site, he said he used social media to drive traffic to his articles. So those numbers don't come just from Ezine Articles and Google. I think he does a lot on Facebook.

[http://ezinearticles.com/?expert=Tommy\\_Engan](http://ezinearticles.com/?expert=Tommy_Engan)  
49 articles with 834,252 views

That's 17,025 views per article.

There are many other examples of people with articles averaging 300 views and much more.

The numbers I gave in my formula are based on an average of 80-100 views which is very average. The articles I outsourced using my Filipina did much better than that.

Ezine Articles has open numbers. You can see the number of views for ANY article in the system. You can see the number of articles and views for ANY author in the system.

If you look at those numbers, and especially at the top ezine article authors, you'll quickly realize you've been fed a load of GARBAGE.

Article marketing HAS been working since I first wrote about it in Amazing Formula in 1997 or whenever that was.

Not a lot has changed about it.

Believe it or not, the number of clicks on articles may have gone up instead of down.

The next time someone totally trashes out article marketing, you might want to ask yourself what they're selling, what their vested interest is and what type of article marketing system they're using.

Who are you listening to and why?

Quit letting your eyes glaze over when someone pitches you on that sexy, exciting almost-no-work method that's going to make you veritably rich overnight.

It's a new year baby. If what you tried last year didn't work, you might possibly think about doing some things that have been working since 1997 or something like that. Article marketing has been working since the old AOL and Compuserve days. That much I can tell you.

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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. Simple Guide To Making Money Blogging**

**Harris Fellman dropped me a note that he's releasing this. Looks like a really wonderful product to help people make cash blogging:**

<http://www.yourinstantstite.com/go.php?offer=marlonsand&pid=3>

**2. I am BANNED now from Google Adwords so I recommend this even more:**

<http://budurl.com/marlonsrevenge>

**3. 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>

## **4. 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>

## **5. 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.

## **6. 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 you more than the Dashboard to have custom created! <http://www.productsdashboard.com>

### COOL FREEBIE ON HOW TO SHOOT WHITE SCREEN VIDEO

I found this awesome video by Brad Gosse on how to shoot white screen video. Very nice tutorial.

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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>

### **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/>