

Marlon's Marketing Minute

May 5, 2012

Customer Support

5 Ideas For Your Squeeze Page

Hello,

Marlon here.

I have some great ideas for your squeeze page.

First, a few things.

1. cPanel Secrets buyers

[I've put up a video for you](#) on how to unzip your files and play the video.

There are three steps.

a. Download zip files

- b. Unzip
- c. Click on the index page inside the folder

[Just click here to play the instructional video.](#)

If you're on Windows Vista or Windows 7, unzipping is already built into your right click menu as "extract all." If you're on XP, I think you might need to download 7 Zip as I show on the video. On a Mac, I believe you just double click the zip file and then directly click on the index page to play it.

2. Winners of Swagbox 7 from last week's blog comment invitation

Gary P
Dr. Bruce
Guy De.

I abbreviated your last names. I've added Swagbox7 to your accounts.

3. If you received an email asking for you to post on my blog

I sent out a highly personalized email to some buyers of Traffic Dashboard suggesting your next purchase and did the same for buyers of Product Dashboard.

I requested you post your thoughts on my blog.

I tried something new which is a private blog post. I'm not entirely sure it worked right in that I see 32 tweets. That sounds messed up.

This was sent out on a small, very personalized basis. If you did or did not post, [let me know here](#). I need to know if the private post thing somehow didn't work, or if you were just busy and didn't post.

4. Your post on my testimonials blog

My testimonials blog is located at:

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

As you can see, I haven't asked you to update testimonials in awhile. If you have a product you LOVE, would you please take a minute to tell others about it?

It would do THEM a great service because they know that whatever I say about a product is skewed. But if YOU say it, they KNOW this is the truth.

Conversely, if you're skeptical about a product or somehow need reassurance, then read that blog.

**5. AFFILIATES – Check out the new, revised
promotemarlon.com/blog**

I don't have all the tools on there but we are rebuilding it...you'll find a very good promo on the front page.

Do you know what your next step is?

We're over 1/3 the way through 2012. Let's look at some of the things that may be your next logical step and how you can accomplish those.



This is a picture from my Marlon's Marketing Minute in the middle of last year.

Where are YOU on this flow chart? If you don't know the meaning of terms, see the definitions at the END of this issue.

The Free Gift Squeeze Page

Do you have yours?

There are a few things that may STOP you from having your freebie page:

a. You don't know your target market

Solution: <http://www.pushbuttontargetmarket.com>

I also talk about this in row 1 of Promo Dashboard.

b. You've been through both resources in "a" and STILL can't DECIDE on your target market.

Solution: Pick one, throw up your squeeze page and go for it.

I'll repeat. If you are new and don't know what a squeeze page is, see the terms at the end of this issue. The MAIN thing you need is a group of people who spend a lot of money.

Now, what I've noticed is most newbies don't put much thought into this. The FIRST thing they think of is "weight loss."

Well, that's a very competitive product area. You can pick a sub-niche of weight loss. But I don't recommend it for newbies.

The better approach is to find a BIG TICKET people are buying but where not many marketers have a FUNNEL or squeeze page ending in the purchase of that big ticket.

There is NO SUBSTITUTE in this business for a brain and research.

c. You don't have your squeeze page created yet

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

I walk step-by-step through creating a freebie.

Having said THAT, you know, you find ONE PROBLEM that your target audience has and solve that ONE problem, not the whole entire topic.

You know, pick one thing you can write about and solve in 3 hours or less.

FOCUS is the key. It's my friend Jason Fladlien who made "one problem, one solution" kinda famous.

d. You are stuck on the GRAPHICS or html

I've had people show me squeeze pages that ... reallythey were bad. Ugly sells to a point. Beyond that point, you need help!

Optimize Press does gorgeous opt-in pages.

Or you can get help from a designer.

Or we teach you the basics in Design Dashboard, enough that you SHOULD be able to do a decent squeeze page.

**Post On My Blog Where YOU Are At,
For Good, For Bad, For Ugly – Or
Ask Me Your Question About Squeeze Pages**

Do you have a squeeze page?

If you DO, post the URL on my blog here.

If you don't, what's STOPPING you from having one? Post it on my blog.

Or, do you know that you NEED one? Do you WANT one?

Have you tried to create one yet?

Let's hear from YOU!

Here Are A Few Ideas For Your Freebie

Freebie Idea One: The free book

Take a look at: <http://www.moneyfromanywhere.com>

Dear Friend,

This just released book will teach you one of the most powerful secrets I've ever learned: how to make money from anywhere.

I want to give it to you.

It contains valuable insider secrets from the top experts in mastering the new economy like **Dr. Joe Vitale**, **Marlon Sanders**, **Connie Ragen Green**, and many more, and you can have it for free.

In **Money From Anywhere** you'll learn how to...

- Attract \$175,000 today
- Step by Step Plan to Build An Empire
- How To Create Information Products
- How To Get People To Buy Anything
- Secrets of Social Networking For Profit
- How To Get Unlimited Free Content You Can Sell Now
- Everything You Need To Know To Start Your Online Business Today

And much, much more!

This book will be available on Amazon.com soon, and I'm charging for it there. Why am I giving it away to you here for free?

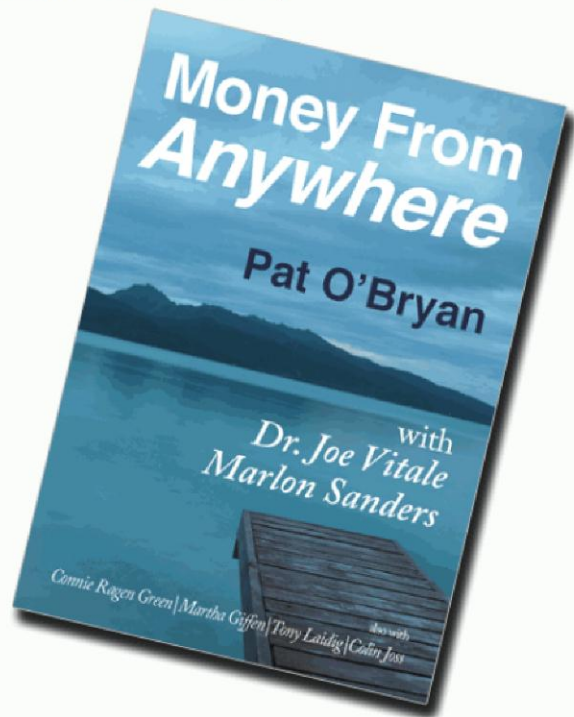
For years I was broke. I know how poverty feels. I've searched in the cushions of my sofa for quarters to buy food. And, it wasn't that long ago. I don't want anybody to ever feel that way again.

Now, I've discovered how to make money from anywhere I can access the internet. It's easy. It's fun. And I want to share this secret with you. It's my way of giving back. Read this book. Do what it says. Then, you can make money from anywhere, too.

To get your FREE copy of **Money From Anywhere** sign up below. I'll send you an email with your private link to get your own personal copy of **Money From Anywhere**.

With Gratitude,

Pat



That is a freebie squeeze page my friend Pat O'Bryan did.

The free book makes a GREAT squeeze page. Of course, this is the PDF version, NOT a print version!

Freebie Idea Two: The Viral Story

[Paul Myer's Wombat Report](#) is a classic example:

The Wombat Report

Marketing Lessons From the Unlikeliest Places

This report explains the unlikely connection between Grammar Cops, yuppie reporters, wombats and marketing. It also shows that you can find powerful marketing lessons almost everywhere. In the process, it's good for a few good laughs and a moment or two of, "Hmmmmmm...."

By the way... If you've ever wondered what a wombat looks like, that's him over there on the right.

I've gotten more comments on this piece from subscribers than any article I've ever done. I'm not entirely sure if that's because of the humor or the lessons it contains. Hopefully you'll enjoy both.

To download the report, just [click here](#). It's a zip file containing a PDF. Once you unzip the file, you should be able to read it on any computer.

Feel free to give this away, pass this URL on to friends, use the report as a bonus or to get people to sign up for your lists... whatever you like. Just don't change the report. *(There's nothing in it for sale anyway. Just a link to my newsletter at the end.)*

If you'd like to get the newsletter this report is from, you can sign up through the link at the end, after reading it. Or, just go to [TalkBiz News](#).

If you'd like to be notified when I have other free reports available, just enter your name and email address below and click the button. Note that **I don't trade, sell or otherwise share your address with anyone else, for any reason.**

Name:

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TalkBiz, Inc
651 E 24th St
Erie, PA 16503
paul@talkbiz.com



It's a great read. Basically, it's a story Paul tells in a report. Seth Godin would be a person who has mastered the viral story.

Freebie Idea Three: The 94.7% Conversion Method

My super duper affiliate who week in and week out, month in and month out sends me consistent traffic has a method he shares on this [detailed, meaty video](#).



Freebie Idea Four: The Free Ebook

Another incredible affiliate for me over the years is Sean Mize. He just always sends me traffic, whether I mention his name here or not. Whether I recognize him or not.

He's a very famous article marketer and is now expanding beyond that into even more arenas.

Sean uses his articles to link to his squeeze page. Here's an article he just published 4 days ago:

Jumpstart Your Article Marketing - 6 First Steps for Coaches

By [Sean R Mize](#)

Ads by Google

[Reach The Right Customers](#) www.Google.com/AdWords Advertise Your Business Online Try Google Adwords Today

[Submit Your Website Free](#) Manta.com/Submit.Your.Site Advertise Your Business Hassle Free 30 Million Unique Visitors A Month

[Grow Your New Business](#) PRWeb.com 14 Ideas for Promoting Your Small Business - Download Our Guide Now!



You're reading this article because you would like to use article marketing in promoting your coaching business, right? Then, let me help you get started on the right foot. Here are the first 6 steps that you need to take:

1. Learn SEO article writing. If you've been doing business in the online arena for quite some time, I am sure you already know the importance of SEO in internet marketing. When writing your articles, it's crucial that you make them search engine-friendly so your target audience will easily find them online. Learn how to optimize your copies by learning the ropes of SEO article writing. I suggest that you read as many related articles and online resources as possible that were written by SEO experts. If you have the time and the money to spare, I would also recommend that you invest on relevant training programs and seminars. Mastering this endeavor will surely give you an edge over your competitors.
2. Be a good web article writer. It's really not enough that you know how to make your articles show up on relevant listings; it's also important that you have what it takes to give your audience great reading experience. Make sure that you know how to write the kind of articles that online users will love. These people like those copies that are well-written, short, very tight, and easy to understand. They also prefer those that are easy to skim through and to the point.
3. Be willing to share your in-depth knowledge. One of the things that you would like to achieve in doing article marketing is to convince your prospects that you're really an authority in your chosen field; that you have what it takes to help them solve their problems or that you can easily take them to where they would like to be. This will happen if you make each of your articles speak volumes about your expertise. So, always load them up with in-depth information and useful data.

Then in the resource box area, Sean links to his squeeze page:

6. Know how to make your titles attention-grabbing. You cannot afford to use lousy titles. If you want online users to really pay attention, you better learn the ropes of writing titles that are moving, thought-provoking, or benefit-driven.

By the way, do you want to learn more about article marketing? If so, download my proprietary training here: [article marketing guide](#).

Or do you want to learn more about how I teach my clients to build simple coaching programs that create much more revenue than just creating information products?

If so, download free training here: [How to Sell Coaching](#)

Article Source: [http://EzineArticles.com/?expert=Sean R Mize](http://EzineArticles.com/?expert=Sean_R_Mize)

That links to his squeeze page here:

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

<p>Ezinearticles Author and High Ticket Coaching Expert Sean Mize - reveals the secret behind...</p> <p>"Generating \$180,497 Per Year Online Selling High Ticket Coaching and Monthly Coaching Packages"</p> <p>Sean Mize uses a powerful step by step method of teaching you how to easily make subtle adjustments to your coaching offerings so that you can easily increase your prices by 3 times, 5 times, or even 10 times your current level - without increasing your current workload.</p> <ul style="list-style-type: none">• How to Quickly and Easily Tweak Your Existing Coaching to Offer Significantly More Value• Learn how Design a Coaching Program You Can Sell 100% Online• How To Determine Exactly What Your Customers Will Pay the Most For!• Discover the Keys to Raising Your Prices Within the First 30 Days of Implementing My Methods	<div data-bbox="868 1071 1234 1312"></div> <p>My promise to you: "I will show you exactly what to do to create a high ticket class or coaching program and how to sell that coaching program or class online".</p> <p>Sean Mize</p> <div data-bbox="795 1486 1312 1717"><div><div>First Name *</div><input type="text"/></div><div><div>Email *</div><input type="text"/></div><div>Send me the free training</div></div> <div data-bbox="966 1726 1133 1780"></div>
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As you can see, Sean isn't a big believer in graphics!

But he does have great text and gets the job done.

Freebie Idea Four: Podcast Interviews

David Jenyns is another outstanding affiliate of mine who sends traffic day in and day out without me recognizing him or asking.


PodcastInterviews.com is his “attractor.”

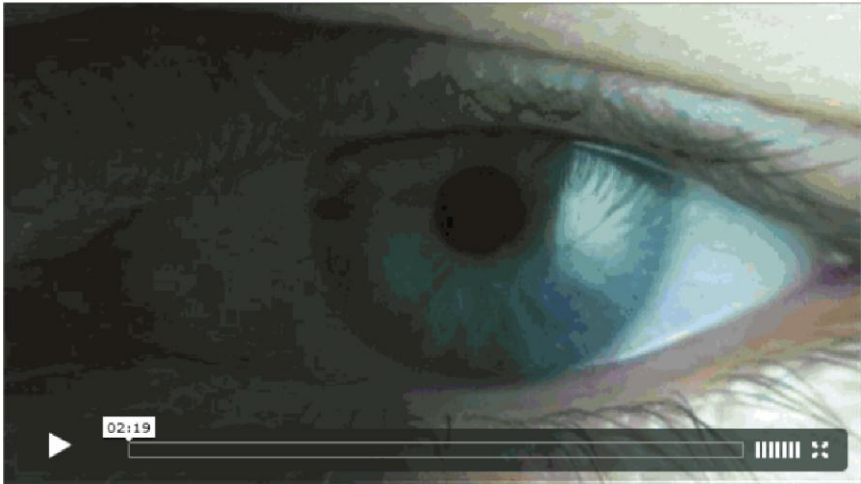


HOME EXPERT A-Z HITLIST ABOUT DAVE CONTACT FREE MARKETING COURSE SUBSCRIBE

“Here’s How To Get Your Favourite Mentor’s Undivided Attention”

by DAVID JENYNS


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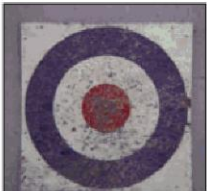
02:19

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Freebie Idea Five: Freebie Teleseminars

Connie features free podcasts on [her blog](#) but also free teleseminars. You've heard me mention Connie many times. She is also a top affiliate.



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My name is Connie Ragen Green and I teach people just like you how to build a profitable online business and use the basic technology needed to get started in this fun and lucrative field. The first year (2006) was difficult for me online, and I ended up spending about 10K and making almost no money. I vowed that my students would not have to struggle like I did.

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<http://www.pushbuttonletters.com>

Newbie? Get up to speed FAST with the in-house training I gave one of my new employees. <http://www.themarketingdiary.com>

Need TRAFFIC to your web site? Check this puppy out:

<http://www.1in102.com>

FACEBOOK Marketing Extreme:

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

Need a target market? <http://www.pushbuttontargetmarket.com>

WEBINAR Pitch Secrets Revealed:

<http://www.marlonsanders.com/webinarpitch/2.html>

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/>

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

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<http://www.budurl.com/topgoogle2>

List To the "Pizza Cast" and discover some cool secrets of promoting products:

<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>

Tinu's Famous Evergreen Traffic System:

<http://trafficreality.com/evergreen/>

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So in the 12th grade, there was a girl named Cindy H. I think the memory fades now. But at the time she was someone special.

This was her favorite poem. And it's been a fav of mine ever since. I thought I'd share it with you. And maybe it'll remind you of a place or time that brings back good memories.

An Irish Blessing

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.

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