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Marlon's Marketing Method



Get Daily Results With One Formula That's Worked Since 1997

3 reasons to read and share my ezine:

1. This ezine focuses on the implementation of my marketing method that has been working since 1997, and before that on AOL and CompuServe.
2. I'm over age 50 and don't teach methods that work for whiz kids but not adults who have their future or retirement to think about.
3. My formula works if you're promoting a business, group, product, service, idea, organization or cause.

The crafting of a sales letter:

A whole mini education in how to craft and write a sales letter or webinar pitch for your product or service

- How to differentiate**
- How to write your offer**
- How to find out what people want to buy**
- How to handle competition**

Hello,

Marlon here.

I've been working on my sales letter for the upcoming Wordpress product.

I thought I'd take you behind the scenes and show you my thinking. This should give YOU ideas for your OWN product promotions.

Step one: The Survey – This is where you find out what people WANT to buy, so you greatly decrease your chances of a “miss” and increase your chances of hitting the sweet spot, meaning you got a lot bigger probability of making sales and profits

The FIRST THING I did was a survey to you, my customers.

I found the top themes and items that kept coming up over and over. I won't be revealing these until the launch of the Dashboard. But YOU should do the same thing.

You want to go to your buyers or potential buyers and ASK what their PAINS are. What they envision. What they want.

You're going to FEED BACK these items, topics and issues into the product itself and the sales promotion. Again, the idea is we sell our customers what they want to buy because this is how we serve them best.

I found this survey to be valuable BECAUSE I realized there were several items important to YOU that I didn't enough. So I did more research and included extra info on those topics.

Step Two: The Differentiation – Which is where you STOP your product from being viewed as commodity and INERCHANGEABLE with other similar products and make it STAND OUT

Now that you've heard from your potential buyers and you have an idea of what they WANT and what their PROBLEMS are on the topic, it's time you figure out how you'll DIFFERENTIATE your product and offer.

The offer is everything that causes the customer to buy, NOT just the product. So it includes the guarantee and bonuses.

You have to look at those things that came up in step one and see how you can meet those things in a way OTHER PRODUCTS DON'T. Because if you got the same thing as everyone else, your product is a commodity and the only way you compete is on price.

I found the HOT TOPICS my customers had (that would be you!) about blogs, blogging and Wordpress. Then looked at how I could establish a UNIQUENESS on those key items.

Of course, in general the Dashboards are already differentiated just because of what they are.

In the ideal world, you know your differentiation BEFORE you even start creating your product. In the real world, sometimes you create your product and as you're creating it, you find ways to differentiate it.

The good news about differentiation is you can BE YOURSELF because this DIFFERENTIATES you from others. It's like the one time in life your personal WEIRDNESS or eccentricities can be good because they bond others to you and separate you from the pack.

One of the things you try to balance is ADVANCED users vs. beginners.

Do you only appeal to one or the other or both? In this case, when possible, at the END of an icon, I included some extra tips for ADVANCED people.

The biggest cause of refunds is usually the person buying it was too newbie for it or too advanced for it! One says it was "too complicated" (the newbie). The other says they didn't learn anything new (the advanced).

Of course, the reason the advanced people didn't learn anything new is often someone knocked off your content. So what WAS new got copied and regurgitated.

That leads into a whole discussion of differentiation and competition strategies that I won't tackle here. Mostly because people have this incessant need to believe we sell in this vacuum and "there is no competition."

That's what people want to HEAR!

People who are SUCCESSFUL are WILLING to embrace the TRUTH of the markets. People who will never make it are looking for something very easy and simple that will make a lot of money fast!

This is a fact.

So since 1996 I've been teaching and preaching that "easy way out" isn't!

You have to be willing to do things like build a list, think about the long term picture and so forth. One of those is to realize competition DOES exist, like it or not. Which then EMPOWERS you to have a competitive STRATEGY, i.e. a way to WIN.

The object of the Game is NOT to lose!

The object of the Game is to WIN customers, sales, and profits. That means you need a strategy to WIN! There ARE ways to doing this. But it doesn't happen by sticking your head deep in the sand pretending competition doesn't exist.

The approach that works is to ACKNOWLEDGE it and find ways to differentiate the value you create, THEN to respond when you get knocked off or make it difficult to BE knocked off.

My Dashboards are DIFFERENTIATED. That's why I created them. A few have knocked off the format but not many. Here's a TIP if you're doing info products: If you put your videos on Amazon S3 it's possible to protect them so they can't be downloaded. This makes a TON harder for someone to easily put them up on torrents. Not that it can't be done. You just make it harder.

That's one way. Another strategy some people use is to use the torrents as a marketing strategy.

The BOTTOM LINE here is I've spent a lot of time thinking about the NEEDS and wants identified in step one and how I'd DIFFERENTIATE the Dashboard on those items.

The main thing to understand about INFO PRODUCTS is this:

OTHERS, including your competitors, are trying to STEAL YOUR DIFFERENTIATION. They're trying to turn you into a COMMODITY.

This is why jobs suck.

You're a commodity. OK so you can't sling burritos as fast as the next guy or gal? Boom! In a heartbeat you're out of there!

The solution is to get a SPECIALTY where demand exceeds supply. But the problem with that is, as soon as demand exceeds supply, the dollars paid go up as a function of the markets, which then means people will see that and the SUPPLY goes up.

Which is fine except you're selling your personal LABOR and it isn't easy to acquire new SKILLSETS at the drop of a hat, unless you acquire SPEED LEARNING skills which is a darned good idea.

Now on my Dashboard the MAIN thing I did on differentiation was simply tried to EXACTLY match what customers said they wanted on the big topics people shared concerns about in common. I tried to meet those specific issues better than others.

If this were a more expensive product, I'd take the time to create something truly unique on each primary topic.

ONE of my ideas is to take these hot topics and make some BONUS items regarding them. I haven't done that yet but I might...which brings me to....

Step Three: The OFFER – This is what people buy from you

The next thing is the offer. It consists of:

Price & payment terms

Bonuses

Guarantee

You hear people say, "What's your offer?" Some people include the product components in the offer, others don't.

One of the unusual things on the Dashboard sales letters is I put the whole entire OFFER at the TOP of the sales letter stating the promise, the differentiation, the bonuses and the guarantee.

On my Dashboards I have a satisfaction back guarantee and usually a 4x conditional.

On the PRICE I'll keep that roughly in the range of what has worked in the past at \$59.95 and \$79.95 or something like that. HOWEVER, on the OTO's or UPSELLS or product VERSIONS, I'm thinking about the price issue.

OTO's and upsells are VERY important today. The reason is that in say 2001 you could sell a lot more volume of a low priced product than you are likely to sell today in most fields, and especially in the IM field.

That's why you need more revenue per customer in exchange for more value.

So you ask yourself what do your customers really WANT and how can you best provide that? One way to look at this is figure out your expenses for the week and the month for your business. Make ONE OTO purchase pay for a week's expenses or a month's, depending on how high they are and what kind of value you can bring to your customers.

Same thing on bonuses. I'm still locking in what I'll use for bonuses. We have some created but I'm not 100% done yet.

Ideally you want your bonuses or even ONE of them to be worth the price of the ENTIRE product. If you have my Problem Solving Formula, this is a good one to run some of those processes on to come up with ideas.

What's the core conflict of your customers and how could the 40 different methods resolve that?

Any solution you come up with is a possible bonus.

You can also look for a bonus that can be sold ON ITS OWN later. That's how good you would like it to be in the ideal world, given the time and the creative juices.

I don't know if I'll get to that lofty standard or not. Of course, the determinant of VALUE is NOT content but OUTCOME.

For any customer who "gets it" they aren't buying "information" or "content." You can get that free on Youtube or with a Google search.

They're buying OUTCOMES.

In other words, if I have a solution for you that creates you \$100 a day and I can write it on one page, do you care? In fact, to me that's better! It saves me the time of reading a whole ebook. So the mindset on bonuses is what OUTCOME could you create for your customers that would at least equal the price of the product they're buying if not 10 X it.

Your ULTIMATE GOAL is to be able to provide MINIMUM 10x the price of your product in value.

That means my Dashboards need to be able to make you \$800, since they are \$79.95 usually. When you think about it, \$800 isn't really that much money.

That's what? Eight \$100 sales.

That's 1 sale a WEEK for 8 weeks. Or 1 a day for 8 days.

To get that you need 80 people on a webinar with a standard 8% close rate.

To get 80 people on a webinar, you need 250 sign ups, since 30% show up.

Of course, that's to get all 8 sales.

To make 1 sale a day at \$100, you need 10 people on a webinar which means 30 sign ups. That's roughly 60 to 100 visitors a day.

You can get those on Facebook for .03 to .04 a click if you have my [Facebook training](#). That's as LITTLE as a \$4 ad budget a day.

But let's say you're paying .35 a click. That's a \$35 a day Facebook ad budget.

I might even do the MATH in my sales letter on the price justification part. I don't know. I'll have to think about that.

Now, there are several issues to consider on this:

One, since in IM so many people make outrageous claims, showing an \$800 gain seems very small compared to the enormous earnings so many marketers claim.

Two, credibility and believability – While other marketers make enormous claims, do people believe them and specifically do my customers believe them?

This is what I think about and ponder.

If you can make \$800 from a Dashboard, will you spend \$80 for it?

Then, do you BELIEVE you WILL make the \$800? That's the other question. Which is why products that sound really SIMPLE sound better because you figure you'll implement it. Like if all you had to do was push a button on computer and a check would show up you figure no matter how jacked up your day, how much your spouse, kids or boss yells at you, you can somehow get it together enough to push a button!

But let's say there are 7 steps each day.

And you have a 36 day investment.

Now, you may go, "It isn't worth these 36 days to make \$800."

Maybe \$800 a MONTH. And gosh, with the bloated promises and expectations of the Internet, honest to goodness, if I asked I'd have a FEW customers write and say, "More like per DAY!"

Which is perfectly reasonable. But not from one, \$80 product. Earning substantial amounts of money in ANY business involves setting up numerous processes and systems to generate potential buyers then sell them.

I don't want to use \$800 a month as a figure in the sales letter because of legal considerations. In the U.S. the FTC doesn't look kindly at such things overall.

So the OTHER WAY to do the price justification is to COMPARE the value to ALTERNATIVES. This is where the comparison favors me. To get quality Wordpress training beyond what you get in cheap PLR videos isn't ... well..... cheap.

Step Four: The Bullet Points – These are the little spiffy things that build value, create curiosity and compel people to pull out their credit cards and get that little 3 digit number on the back for you

There's a lot more to the sales letter.

And I'm out of time this issue.

What I CAN tell you is I put a lot of attention into the bullet points. I wanted ENOUGH to justify buying but NOT so many that it makes the letter longer than necessary.

I debated whether to break them down icon by icon, row by row or just stick them in one big long column. So far, I've done a bit of both.

My considerations on bullet points are specificity....how specific are they Meeting “felt needs” ... do they meet what I know you my customer FEEL you need ... and UNIQUENESS -- how unique is the bullet point?

Over time, competitors will steal your bullet points, so you have to write new ones. Not a big deal. You go to Starbucks, grab a cappuccino, and write some bullets. Well, NOWADAYS my Cappuccino has soy milk, but STILL...good enough to write bullet points!

If it's nice weather you can sit outside at a table and scribble some out.

If your competitors took time to have a cappuccino they wouldn't need to rip off YOUR bullet points! This is what I'm saying: **The world would be a better place if more people chilled out and had cappuccino's and wrote bullet points INSTEAD OF firing them.**

That's a marketer's peace plan for the world!

Best wishes,

Marlon

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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.designdashbooard.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.

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/>

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 summarizes everything I am, everything I believe about marketing and life.

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

