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# Marlon's Marketing Method



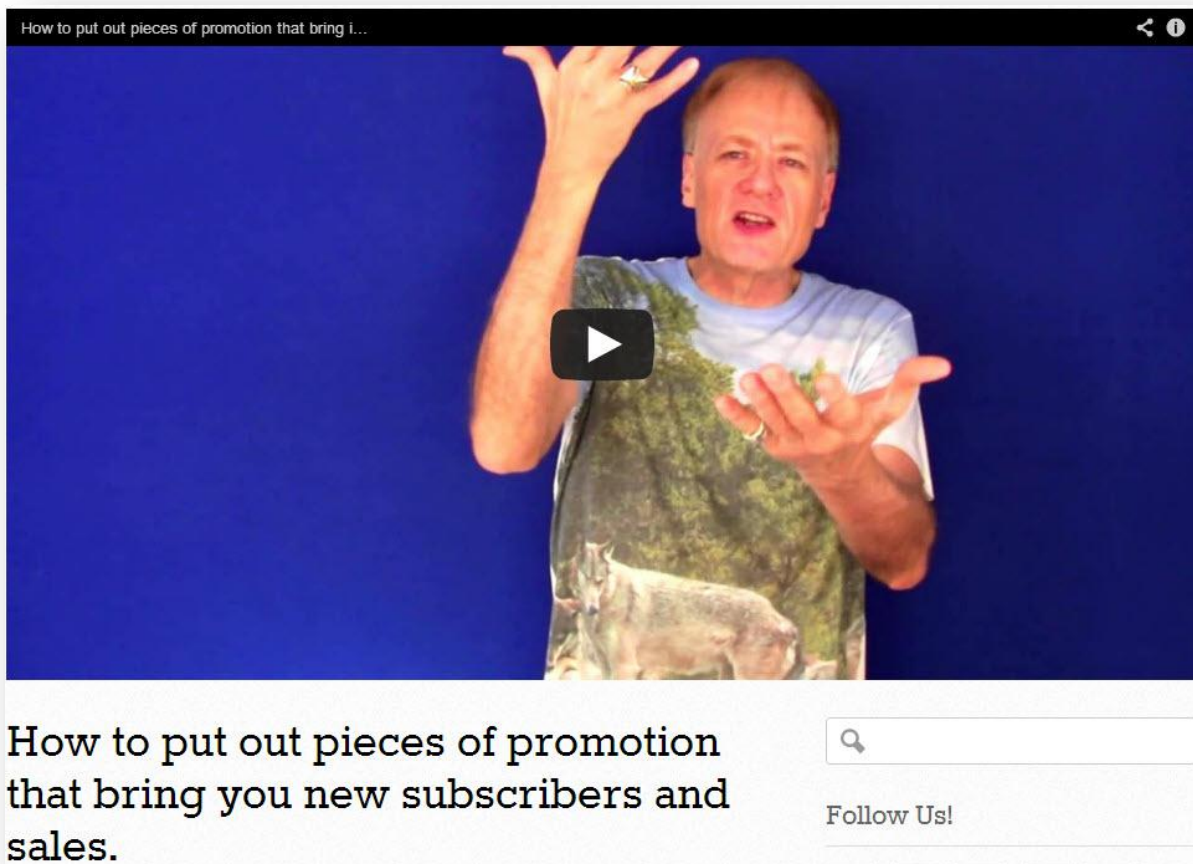
## Get Daily Results With One Formula That's Worked Since 1997

### 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.

## Today's Issue

# How to Make Your Daily Chart The Hub of Your Business and Your Future



February 2, 2013

Hello,

Marlon here.

I have a huge MEGA PRE-BIRTHDAY issue.

I've compiled several of my best RECENT issues ALL laying the foundation of making your DAILY CHART the entire HUB of your business, your future, your dreams, your plans for retirement.

We're getting SUCCESSES reported almost DAILY from people FOCUSING on the numbers in their DAILY CHART and INCREASING THEM!

My video of the week on how to INCREASE YOUR DAILY NUMBERS has already gotten 27 comments!

**<http://marlonsnews.com/putitout/>**

I will select at random 3 posts from the blog on COMMENTS to this issue to win something. Believe it or freaking not, everyone is so busy today that while many people are downloading this issue, unlike my video this past week with 27 comments, we don't have ONE comment today yet!

That means you have a 100% chance of winning if you're the only person who comments. The comment deadline will be Sunday Feb. 3 at midnight CST.

YOUR FEEDBACK, positive or negative, is what DRIVES me to produce GREAT content. By responding, you make sure I'm on track, giving you content that helps you.

Here are just a few of the comments and SUCCESSES, even a Q and A or two. If this is SMALL on your screen, use CTRL OR COMMAND and the + sign to ENLARGE IT or go to VIEW AND ZOOM.



**Luis**

February 2, 2013 at 12:55 am | [Edit](#)



Good stuff Marlon. I'm doing video and only video, laser focused on that. Since I have been tracking daily subscribers like you said I your other video, sure enough I got subscribers off of short 2 minute videos. But the key, they were focused videos with very clear call to action. Thanks. Look forward to more videos.



**marlon**

February 2, 2013 at 2:17 am | [Edit](#)



Luis, that's awesome...have you increased your subscribers yet? If you keep at it you will.

Marlon



**Sunita Pandit**

February 2, 2013 at 6:19 am | [Edit](#)



Hey Marlon,

Nice look but like the hat better – makes you look distinguished!

You are hitting me where it matters... KISS method and all – what matters is actually communicating and producing a simple little piece to present it. These days people do not want complicated intricate systems... they want results fast for their problems.

So I am committed to writing a blog entry about my mother who at 82 is documenting to the best of her memories. My post will be an analysis of how I feel reading the written story of her life which I don't really know anything about! Will keep you posted!

Sunita Pandit

Here's another:



**Malcolm Dayton**

February 1, 2013 at 4:33 pm | [Edit](#)



Marlon, thank you for the key to the kingdom — COMMUNICATION. I'm working to make both my daily mission AND my fall-back position to be "Communicate More Value Today! . . . Period." . . .

For example, when I'm tired, "communicate more value today. . . Period". When I'm bored, "communicate more value today. . . Period". When I'm procrastinating (like now?), "communicate more value today. . . Period".

1 Target each day . . . 1 Goal each day . . . communicate more value today. . . Period.

As I do that, I'm convinced all my goals will follow.

So, back to my follow-up emails it is for me now, because I have more value to communicate today. . . Period.

Thank you for your inspiration,  
Malcolm

And one more:





**Laurie Mills**

February 1, 2013 at 12:24 pm | [Edit](#)



Hey Marlon, wish my bald head only had a spot like yours!!!!!!!

Still waiting for the 10 gal Stetson & the pair of six guns, lol. Wont matter about the shirt cause you will only be able to do a head shot.

My question is "how do you break that stupid thing called Procrastination"?



**marlon**

February 1, 2013 at 1:36 pm | [Edit](#)



Hey,

How are you?

Well, procrastination means one of several things. One, a low expectation of success. Two, you don't have an idea big enough to excite you. Get a bigger idea. Three, you're trying to get things perfect before doing them. I suspect the last one. So you just focus on getting your MESSAGE out there and realize to some degree you're PRACTICING at first. It takes time to learn the skills, how to communicate a message an so forth.

Finally, go here: <http://www.stickk.com/>

Marlon

And you've probably already read this one from the Facebook group:



### Keith Chestnut

Hey Marlon late last year you asked a few questions about how I was able to create breakthrough in my online business from nothing...heres the answers

Marlon:

Is FB the main traffic source?

Keith:

Yes when I got started in May I had a big chart of lead sources that I tried and most failed spectacularly. FB particularly FB ads started working the best to build my list so I put more time into that and got better and better at FB.

Currently I am going deep into Facebook and will diversify my lead sources later this year once I have my FB stuff and systems better dialled in.

How many opt ins AVERAGING a day the last 30 days?

353 per day ave per day for December. Jan is double that so far.

Marlon:

Have you graphed your weekly opt ins and have they been growing or you're just chugging steadily along..I KNOW you had that one big burst.

Keith:

The growth was exponential so it was always increasing but the number of leads just got bigger and bigger fast. The day I read your MMM on charting leads daily I did 7 leads...I set my target as 100 per day, as of Jan my target is 1000 leads per day and I am 60-80% of the way there.

And on my Facebook page I've probably got 100 comments:

<https://www.facebook.com/marlonsandersnews>

Why?

Because what I teach works. My formula works. Flat out works. Period.

OK. Lots happening there. Don't just be a LURKER. Go to blog and POST what YOU are gonna do or have done as far as starting and focusing on YOUR DAILY CHART!

That's where it ALL STARTS.

It's the HUB of your TLO FORMULA, as I'll explain later in the article today.

<http://marlonsnews.com/putitout/>

Post in comments.

This issue is about getting off to a roaring 2013 through PLANNING your year!

Before I get started, if you're an **AFFILIATE**, I have **REVAMPED**

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

PLEASE go there, look over the site, comment, give me your IDEAS and your FEEDBACK.

Am I giving you the tools and info you need to sell my products and get commissions?

Let me hear yeah and nay. I NEED to hear from you. Are you interested in promoting any of the things there. If YES, tell me. If NO, tell me why NOT?

Here is the AFFILIATE URL to promote the blog which is where I'm posting the ezine issue each week:

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

# **One Simple Thing You Can Do This Week to Increase Your Opt Ins, Build Your List and Begin Your Steady Flow Income System**



# **Part DEUX**

Today, I show you how to goose up your opt ins.

Let's say you want to increase your opt ins (# of subscribers to your email list) each week.

How do you do it?

It's very simple. It's ONE basic idea or thing but I'll break it down into 5 steps to explain it. By the way, the basic idea comes from the Dupont Corporation who began charting in roughly 1920. They maintained 350 charts covering the 9 industrial departments of their business with 20 separate operating investment series.

The diagonal trendline idea I got from Ron Martin in his *Success Made Easy* book.

**step one: set your target goal for the month.**

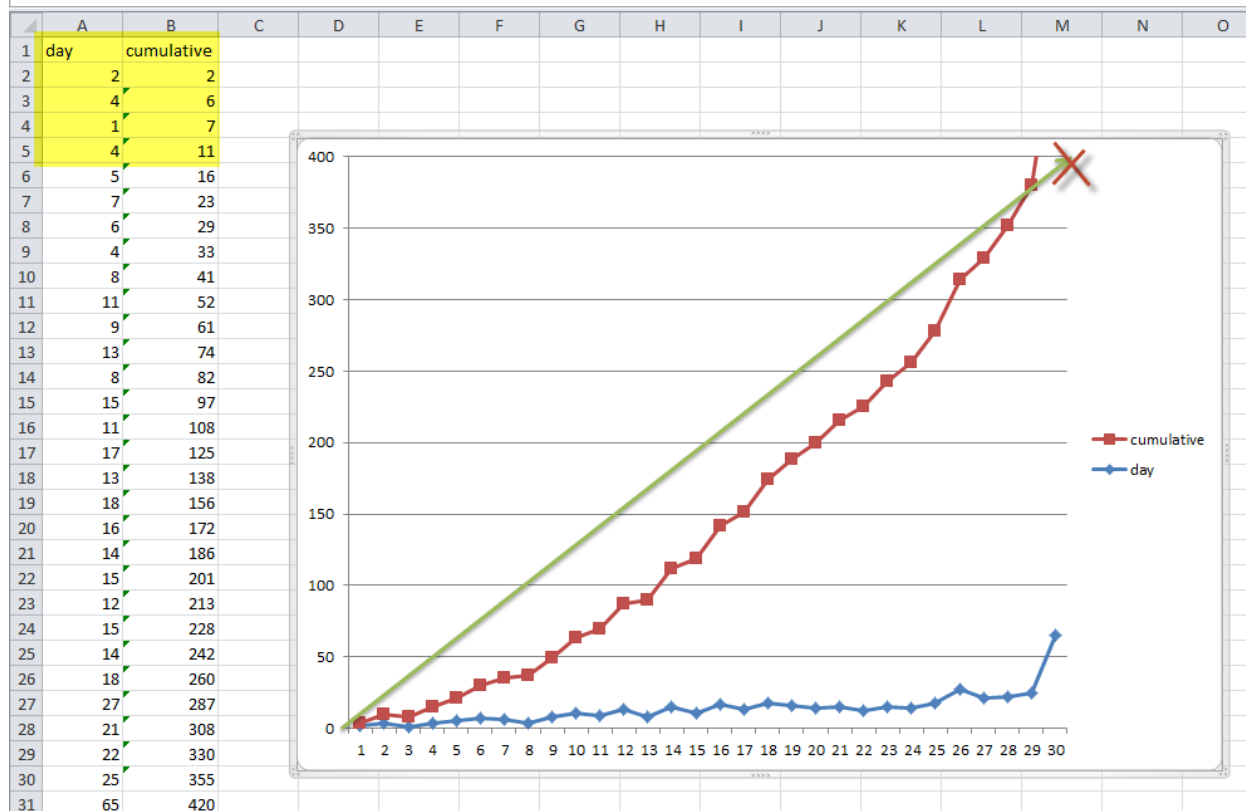
In this example, we'll say that the goal is 400 opt ins for the month.

**step two: break that down into a weekly goal.**

If the month has 4 weeks, that's 100 subscribers per week.

**step three: create a monthly chart with the goal at the top and a diagonal line connecting to the goal and plot your numbers each day**

Here's an example:



***The goal is 400 opt ins for the month. The red X at the top of the chart marks the spot. The green diagonal line is your daily goal.***

You can do that on a sheet of graph paper, in Open Office, in Excel or on a piece of paper. Whatever works for you.

Of course, this example shows a chart that's already filled with numbers.

Column A has the daily number of subscribers. Column B is cumulative. So if we add the 2 on row 2 + 4 + 1 = 7, you can see that number is entered on row 4.

Now, to keep the dates straight you can add another column with the date in it since row 1 used for the labels.

The whole POINT here is in a VISUAL way you can SEE how close you are to the diagonal goal line each day and where you're at on the MONTH.

So How Do You INCREASE Your Opt Ins?

**OK, so NOW you're tracking your numbers.**

Big deal, right?

What you FOCUS on INCREASES.

That's a fact.

If you just mark down your number every day and graph it, that FORCES you to focus on it and keep it in your awareness.

Now, you can track ONLY a monthly graph. But it might be more useful for you to track a weekly graph with a weekly goal. That seems more doable than a lofty monthly goal.

But you have the monthly chart also.

## **step four: act on ideas you get to increase your opt ins**

Since you're NOW aware of your numbers and focusing on it, your reticular activating system will be in full action and bring to your awareness things you can DO to get more opt ins.

All you have to do is ACT ON the ideas you get.

Maybe you notice that when you post in forums your signature line doesn't have a link to the free report on your squeeze page. So you add a link.

Or maybe you realize that if you created a Facebook Fan Page with your opt in on it and let people on Facebook know about it, that would get you some opt ins.

And then you think, "Hmmmfffff, maybe I should try that promoted post thing I read about."

Or you run a Facebook ad.

Or you create a little report that sells for \$1.00 and announce it in a skype group, on your Facebook, in a Facebook ad, on your blog, to your email list or buy a solo ad and let affiliates know they can make commissions on it.

Or maybe you just email a few buddies you've met and let 'em know it's a 100% commission.

Or maybe you go back to Traffic Dashboard to the banner advertising row, to the epiphany icon or to row 5 on solo ads and do something with those ideas.

Maybe you announce your squeeze page to social media using [posterous](#) or [Seesmic](#).

Or maybe you create some videos that you upload to youtube and put the link to your squeeze page in the description or a link to your blog.

Or maybe you do 1 of a million other ideas that you get here and there.

The point is, if you FOCUS on it daily and EVERY DAY do something, you WILL increase your opt ins.

It's a universal law.

What you focus on increases.

## **step five: break it down**

To take things one step further, you can break it down.

What I mean is you look at the things that get people to opt in to your list:

a. The TOPIC of your freebie

You can try out different hot topics that come to your mind.

b. The TYPE of freebie

Maybe you try a report vs. a video. Or goodness knows what else your infinite creativity dreams up.

c. The look of the opt in page

You try it with and without a video. You try collecting email only or make the opt in box a rollover that changes colors when you mouse over it. Maybe you try different pictures of the freebie you're offering.

d. The SOURCE of visitors

You track your results from different sources like Facebook, seo, your blog, affiliates, solo mailings, banner ads, etc.

In general, your BIG LEVERS are the source of traffic and the HEADLINE on the opt in page. Those are the 2 biggest levers.

That's all there is to it.

The GOOD NEWS is that IF you do this, you'll be one in a million because no one does it!

NONE of your competitors are doing this.

They just aren't.

### **But Marlon, I Ain't Got NO Traffic To Start With**

Yeah Marlon, that's all a nice thought and everything but what you don't understand is I got NO visitors and NO squeeze page and NO freebie.

What do I do?

How do you eat an elephant?

A bite at a time.

Get yourself a squeeze page and some cheapo hosting for 3 or 4 bucks a month.

Then start charting your ZEROS.

That's right.

Graph your zeros.



Pretty soon you'll say, "OK it isn't much but I know how I can get ONE opt in a day so I don't ZERO out again!

So you do that.

Then a few days later you get this brilliant idea that might get you 2 or 3 opt ins a day so you do that.

You find out that for every 10 videos you put up on youtube, you get 10 opt ins a day.

So if you put up 100 videos, you don't zero out no more!

Or whatever it is.

Maybe you find out that everytime you post a graphic on Pinterest you get 50 visitors to your squeeze page and 5 opt ins.

Or whatever.

Here's the principle: A BUNCH OF THINGS will absolutely NOT work or NOT be worth it.

A FEW things WILL absolutely work.

Those are the ones you keep doing.

Just today on our Facebook group, Rusty Moore posted a BLOCKBUSTER idea. Keep in mind he got over 4 million visitors last year to his blog so he does know his stuff.

Just this ONE IDEA could be huge for you. And all you had to do to get it was bother to participate in a Facebook group a bit.

By the way, as I mentioned last week, Jimmy is killing it on Facebook ads and also using Youtube videos doing what others won't.

He has 600+ videos on Youtube. How do you get that many videos?

One at a time.



### Jimmy Smith Train

I think this is an interesting topic. Given all of Google recent changes v SEO and have it's harder to get blog posts ranked, what would you dc get 5,000 plus visitors a day. I'm working on some SEO stuff now that share but I want to hear from the group

Like · Comment · Unfollow Post · 14 hours ago via mobile



**Darren Letourneau** Maybe some ads on high traffic sites, ramp up the facebook. It's kind of costly without SEO.

14 hours ago · Like



**Conor Doherty** I'm finding it extremely difficult to get traffic without paying up for it. I don't have the funds for that so I need some SEO tips.

13 hours ago via mobile · Like · 1



**Rusty Moore** Conor...do Google Searches for 3-4 word phrases that you think get traffic. Find out what sites come up often. Can you post on those sites? 5 years ago it was Ezinearticles, Blogger, WordPress, Squidoo. Today it is Amazon Kindle titles, Facebook page titles, etc.

12 hours ago via mobile · Like · 3



**Rusty Moore** Want free SEO traffic? Find a term you want to dominate...write a short Amazon Kindle Book, with that as the exact title. So "lose stubborn lower body fat". Make a dedicated fan page with that same title on FB. make a twitter account with that same title. stream news about Stubborn lower body fat on Twitter and FB. have links to your Kindle book there.

12 hours ago via mobile · Like · 3



**Rusty Moore** In your amazon Kindle book link to an opt in for more advanced info. Email stubborn lower body fat tips, but mix in affiliate offers. In this example you would become the stubborn lower body fat authority in 30-60 days. You would be found in Google for dozens of related terms.

12 hours ago via mobile · Like · 4



**Rusty Moore** Do that 10 more times for related specific keywords...it is a lot of work, but free. Become the go-to guy for small sub niches first.

12 hours ago via mobile · Like · 6



**Jimmy Smith Train** Rusty=machine

12 hours ago via mobile · Like · 3



**Keith Chestnut** Rusty Moore thats gold..I am going to run with that how many pages do you think is enough...is price point important at all

10 hours ago · Like · 1



**Aitor Astobieta Basterretxea** Rusty: that was fantastic. Thanks for the great tips.

8 hours ago · Like · 1



**Carl Davison** Damn. Nice blueprint!

8 hours ago · Like · 1



**Marlon Sanders** Rusty, GREAT ideas. Jimmy, GREAT question! For many years I did 100,000+ visitors a month off of the affiliate program alone. Since we moved from Web Trends to G Analytics I don... [See More](#)

3 hours ago · Like

I'll give you another example.

Mukul Verma does what others don't.

Most people will try posting a classified ad to Backpage or one or two other sites, get little results and stop.

Mukul will take a new promotion and post it to 100 classified sites. Then he'll track specifically which ones get results. And then he'll outsource the posting to those sites and go on to test the next thing.

Most people might try Yahoo answers a few times and only get 1 opt in a day or something and quit.

Mukul will post to 50 such sites and observe the results.

Then he'll take the sites that work and auto pilot them by having outsourcers post to them daily or weekly.

It's the law of numbers.

He does what most don't or won't.

That's his competitive advantage in the Game.

What I CAN definitely tell you is virtually no one will go to the trouble to track their opt ins daily. And focus daily on increasing them.

So what's the one simple thing you can do this next week to increase your opt ins?

Focus on 'em daily. Your TOOL for doing that is a graph or chart.

**Think About This: If You Don't Do The TLO Formula, Then What? You're Gonna Follow The Latest, Greatest Thing a Whiz Kid With All His Hair And No Wrinkles At All Emails You About How YOU Can Make Money In 10 Days With No Effort?**

**Who In Their Right Mind Would Bet Their Future On THAT?**

**But Marlon, I Don't Know WHAT Market To Target Or What List To Build!**

Next, I'm going to throw open the doors to more profit opportunities than you can shake a stick at. I hope you read ALL of this issue and share it with your friends, pass it around on Facebook and Twitter, even email it to your list.

Here is why....

I'm going to show you:

- \* How to turn about ANY interest, hobby or passion into money
- \* How to start it from scratch

- \* How to build your list
- \* How to make money from it
- \* I'll give you an example from a new niche I'm building for the fun of it
- \* How to use Facebook ads
- \* How to make your money for the day by the time your morning coffee is over

**If you or someone you know....**

- \* Can't seem to find a good idea...
- \* Don't know where or how to get traffic
- \* Have tried to get visitors but failed
- \* Don't know how to make money from your idea, interest, passion or hobby
- \* Just don't quite get HOW to make it happen

Then read all this issue and pass it along to ANYONE struggling with the above. Get the word out. This issue WILL help people who are struggling, who need ideas, who need or want more traffic, who can't figure out HOW to cash in on their passion, hobby, idea or interest.

I had to laugh the other day.

You know, I was skimming the email subject lines in my inbox and I ran across one from Jason Parker who said:



I had an epiphany.

And that epiphany has led me to no longer promoting WSOs as an affiliate (but I will be launching more of my own starting back again in January).

So here's what happened...

Nearly every day I get e-mails from subscribers saying how they're still struggling...

...Even after buying 10 WSOs...

...Even after buying 20 WSOs...

So I got to thinking...

These WSOs are like a broken record.

It's the same stuff over and over...

...And over and over...

...And over and over...

Sure they might put a new twist on something from time to time and it could possibly work OK, but who cares...

It's all a distraction to what REALLY works.

You know what REALLY works?

The same thing that always works...

You drive traffic.

You build a list.

You connect with your list.

You find out what they want and help them get it (your products, services, affiliate products, etc).

That's IT in a nutshell.

I like the way he said that.

I'm a huge advocate of creating and selling your own products. But for MOST people, you need to start with list building and sending out emails.

I go into this in a good deal of depth in my free 63-page compilation of a few key back ezine issues you can [download here](#). And here is a backup download url for it:

<http://marlonsvideos.com/mmm/ResultsIn10Days.pdf>

It contains one or two of the articles in this report and several others.

This model has been working since I got into online marketing back in the AOL / Compuserve days. That's what we did. We ran classified ads for free on AOL, built a list and sent out emails, albeit not easily like today.

Before THAT, I did it offline.

I ran classified ads in magazines offering a free report. You can see one or two of my OLD examples in the above PDF.

Then I sent out sales letters to the people who responded.

The WEIRD, BIZARRE and hard-to-understand thing is why there is an incessant search for a "new model that works" because the old ones don't work anymore.

How many times have you heard THAT in a sales letter or webinar?

It's stupid, dumb and ridiculous.

I guess it isn't sexy or exciting to say "get people on a list and sell 'em stuff." Like there HAS to be some OTHER hidden trick or secret to it!

In a way there IS.

HOW you get people onto a list as inexpensively and quickly as possible DOES change. There are always new methods for it.

The ways you get people ONTO your list change. But the core idea remains the same.

THIS is why in the above PDF I published the graph at the beginning of this issue.

I talked about how focusing on results in 10 days is a NEW BREAKTHROUGH. And you know what? It IS. No doubt about it.

Just by tracking his opt ins daily, Keith Chestnut posted in our Facebook group how he had an income breakthrough.

The question is, “How do you CONSISTENTLY and CONTINUALLY” get people onto your list?

This is where my thinking has changed.

In the past, I felt it was always best to excel at only one method of lead generation. For example, my focus was and still is my affiliate program.

However, the pace of change in society at large has quickened enormously.

In today’s market, it’s risky to do that.

I’ll give you an example:

iJustine is a famous Youtube personality and used to average a million views on her videos BECAUSE Youtube would feature shows on their front page for her Shane Dawson and many other “personalities.”

Guess what?

For whatever reasons, they stopped doing that. Now iJustine’s views per video are in the 60,000 to 150,000 range. Since her income comes from the Youtube partnership program, I’m guessing there’s a BIG difference in paychecks. I don’t know her so I could be wrong. But I’d bet that’s the case.

Or how about people who had million dollar businesses built on Google Adwords as the source of traffic and visitors then got banned?

Overnight their income plummeted.

This even applies to affiliate programs.

The affiliate marketing industry has morphed and unless you want to play a Game with different rules, the nature of the beast has changed.

This ALL leads to ....

## **Marlon's Theory of Multiple Feeder Systems.**

It's not like I can take credit for this, although what the hay. I'll try.

The idea is that to survive and thrive in today's Internet marketing world, you need 3 to 4 sources of leads, traffic and people funneling into your system.

Maybe you speak at events. That would be a feeder system (and affiliates).

Maybe you have an iTunes podcast. That would be a feeder system.

Maybe you do Youtube videos. That would be a feeder system.

Maybe you have a blog. That would be a feeder system.

Maybe you run Facebook ads. That would be a feeder system.

Maybe you have your own affiliate program. That would be a feeder system.

The TRICK here is how you BUILD your feeder systems...

You need to go DEEP ENOUGH into a feeder system to be better at it than most others. I believe that.

Yet, you need to build multiple sources so if one is cut off, you aren't hurt.

I think the good book says that "a three-fold chord is not easily broken."

Here's how you would do this:

### **1. START by testing a few Feeder Systems to find ONE that seems to work for your target audience**

If you already know what's working for your competitors, you can start there. Or, if you see opportunity in another Feeder System, you can pursue it. Sometimes you have to experiment.

For example, I have a friend in a niche you would SWEAR would be very lucrative on Facebook. For some WEIRD and BIZARRE reason that I don't understand, the leads or subscribers to his list and webinars do NOT convert off of Facebook.

I have no explanation as to why.

In contrast, he STARTED out with Google Adwords. That converted like crazy until he got banned.

Then he did Pay Per View (popups) and that worked well while he was honing and refining his webinar for conversions.

Then he started looking around and tried solo mailings. Those worked even faster and better than PPV. Then he went to Bing paid ads and that worked for him.

My point is: What would have happened if he tried Facebook ads first and STOPPED after they didn't work?

He would have labeled the project, the product and maybe himself as a failure.

Instead, he just tried another Feeder System!

Now, if you try 2 or 3 and keep tanking, you have to look around at what competitors are using. If there are competitive products being promoted in the market, then obviously some Feeder System works for them, right?

## **2. Pick ONE Feeder System and build it up**

After you find one Feeder System that shows it will convert, build it up.

Learn the ropes.

Get really good at it.

Get it humming like a well-oiled machine.

Do NOT go on to Feeder System 2 until you have Feeder System 1 rocking.

Get it down to a science.

Get it so you can outsource it or operate it yourself in a minimum of time.

Do the Emyth checklist thing on it.

Now move on...



What I've noticed is a TON of people are spreading themselves too thin trying to do 4 or 5 lead generators.

Do ONE. Build it up. Make it WORK. THEN you can stack one more on it and get it to work. Now, the FIRST ONE you try doesn't always work. You know, you gotta give it a fair shot and trial, and that's largely a matter of judgment.

If you're getting discouraged, either get specialized knowledge and help or move on to the NEXT ONE. But give the first one your FULL ATTENTION and effort.

It HELPS to have a benchmark and compare your method to someone who is cranking it. How do you know? You don't necessarily but usually when you IMMERSE yourself in your target market, you begin to see who is SUCCESSFULLY and who the players are.

I see people discouraged about this or that and when you look at it you CRINGE. I mean, they put so little skill and effort into it. You can't be a hack. You know, you've got to focus on your one method and BE BETTER than most others doing that method.

If you compare what you're doing, the graphics, the look, the COPY, the OFFER, the sales appeal and most OTHERS are better, you aren't gonna win that GAME.

It's a GAME.

Do you win at Chess, Chinese Checkers, Yahtzee or Monopoly by being better or worse at it than the other player or players?

It's a GAME. Have FUN with it. But EXCEL at it. Get really good at your Game, your method of generating leads.

If your OFFER is crap, your graphics look like death warmed over, and your copy doesn't resonate with the HOT BUTTONS, desires and problems of your target audience, you aren't going to get anywhere.

Money isn't made by being dumb, stupid and lazy. It's made by focus, knowing your customers, and being good at the Game you've chosen to play.

This is no big deal. If you've EVER won a Game, you've proven you know how to win. The reason people don't win a lead generation Game is they don't FOCUS on it.

They don't get BETTER each day at it!

That's all.

That's all there is to it. It's about daily focus and improvement. Constant and Never Ending Improvement as Anthony Robbins says.

It's also about the Law of Attraction.

What you FOCUS ON EXPANDS.

Period.

For the fun of it, I'm creating a little Feeder System for the juicing niche.

Here's my initial Facebook Timeline:

facebook                                 Search for people, places and things   Marlon San

You are posting, commenting, and liking as Juicing Get Healthy — Change to Marlon Sanders

 **Juicing Get Healthy** **Timeline** **Now** **Admin Panel**



 **Juicing Get Healthy**  
Be the first person to like this.

Health/Beauty  
How I Used Juicing to Lower My Blood Pressure

About    

Highlights

 **Status**  **Photo / Video**  **Event, Milestone +**

Tell people what you're busy with during the holidays...

 **Juicing Get Healthy**  
12 hours ago

**How I lost weight and lowered my blood pressure via juicing**  
I starte juicing and lost weight, plus lowered my blood pressure. Here's how I did it by juicing veggies.



 **Activity**  
Recent




Juicing Get Healthy joined Facebook.

 **Juicing Get Healthy** updated their cover photo.  
Thursday





That's the Facebook Timeline page.


Then we have the squeeze page I'll drive ad clicks to:

facebook     Search for people, places and things   Marlon Sanders

You are posting, commenting, and liking as Juicing Get Healthy — [Change to Marlon Sanders](#)

 **Juicing Get Healthy** [Free Juicing For Health Report](#) 

# How I Used Juicing To **Lower** My Blood Pressure!



**Enter Your Email Below To Get The Free Report!**

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 We respect your email privacy

[Legal Information](#) | [Privacy Policy](#) | [Support](#)

You can put up something like that QUICKLY once you learn HOW to do it. The new Facebook timeline is funky to use.

It took me 2 days to figure out HOW to set it all up AND I own multiple premium Facebook marketing products. For SOME reason people want to keep parts of it a secret, so they can sell recurring billing “done for you.”

Here is what my ad might look like:

**Your Ad** [Remove](#)

**Headline:** [?]  
Juicing Report

**Text:** [?] 5 characters left  
How I lowered by blood pressure and lost weight by juicing vegetables. See video here

**Image:** [?]  
[Choose File](#)  iStock\_000\_Small.jpg  
or [Choose From Image Library](#)  
 100 px x 72 px  
[Show Advanced Options](#) ▾

**Right Hand Column Preview**

**Juicing Report**  
  
How I lowered by blood pressure and lost weight by juicing vegetables. See video here  
[Use Now](#) • 0 people used Juicing Report.

Here it is a little larger:



Here is the potential audience JUST for the word JUICING: 348,120

And there are many other words I can target.

**Choose Your Audience** [Learn More About Targeting](#)

**Location:** [?] [United States](#) [Australia](#) [Canada](#) [United Kingdom](#)

**Age:** [?] 18 - No max ☐ Require exact age match [?]

**Gender:** [?] ☒ All ☐ Men ☐ Women

**Precise Interests:** [?] [#Juicing](#)

**Audience**  
**348,120** people  
▪ who live in one of the countries: United States, Australia, Canada or United Kingdom  
▪ age 18 and older  
▪ who like #Juicing

The BAD NEWS about Facebook is you wouldn't want to rely on it alone.

Just like Google Adwords and Youtube, Facebook bans people. These things are impersonal, so it's a bit random.



The GOOD NEWS is I think I can rock this on Bing. Of course, my time investment in this isn't going to be big.

I'm mostly doing it for fun and to have an example to demonstrate that, yeah, these things DO work for something OTHER than Internet marketing. The ironic thing about THAT is if it's work for Internet marketing, it'll work for nearly ANYTHING because I believe Internet marketing is possibly or probably the most competitive niche in the world.

Another Feeder System for this niche can EASILY be Youtube videos. There's lots of competition THERE as tons of people have made juicing videos. Like any other Feeder System, if you're better at it than most others and have more Specialized Knowledge about it than others (just like Think and Grow Rich says), then you can make it work for you.

Same thing on the banning issues. Most people get banned because they don't have enough Specialized Knowledge about the medium. I've made it a point to study the rules concerning Facebook ads prior to beginning this campaign.

### **3. Replicate the Feeder System with other niches you want to enter**

Once you get a Feeder System working for you, and have gone through the learning curve which is the part that sucks, it's no big thang to duplicate it for other niches.

For example, I'm an ex-magician.

I could do Facebook ads and build a list for that small but passionate niche and send out little magic trick reviews with affiliate links.

I'm an ex chess player.

I could build a chess list and send out chess book and course reviews. I could have a little blog that reviews new products and training courses as well as events in that market.

Not a big deal. I'm guessing that with good content, the blog would do well in Google without all the seo tricks.

If I could find a sweet spot in that market, I could do a little Amazon book and rock the lead gen off of it. Then duplicate that method in a few other niches.

Now, MOST people who succeed focus on one niche. So I don't think you want to spread yourself too thin. But simply replicating a process once you've been through a learning curve makes sense.

It only takes a day to throw up a timeline and a squeeze page once you know how. Actually, maybe a few hours.

It takes maybe an hour to do a freebie report or PDF for the squeeze page.

Then you need a few hours a week running your Facebook ads and tweaking them, assuming you can get cheap clicks where it isn't hard to make money from the list. If the clicks are expensive, then it's not as easy because you need a back end (the offers you send via email) to convert.

But if you've been through the learning curve on WEBINARS that convert, then that too isn't a big thang.

See, it's all about the learning curve and Specialized Knowledge. That's why I BUY Specialized Knowledge so I reduce the time I spend in the learning curve. No matter what you buy, you'll spend SOME time in the learning curve.

You just will.

Here's an interesting take on a niche.

I like **Japanese Anime** like Cowboy Bebop and Gungrave. If the clicks were cheap on Facebook, you could build a list and send out anime reviews, driving your email list clicks to your blog.

On the BLOG, you would simply monetize it with Adsense. If the clicks from Google or Facebook or Bing are cheap enough, you can keep driving the clicks with your list over and over. Plus, if the content quality is good, you at least got a shot at some Google rankings.

I really enjoy making videos with Sony Vegas even though it's barely even a hobby. But I wonder how much those clicks .

It looks like I can get clicks for .50 to .87 on some Sony Vegas words and terms. And probably much cheaper with some experimenting.

Now THAT is a high value term BECAUSE you know that THOSE folks are into what? VIDEO, right?

And what do they buy?

**Video equipment**, software plugins and the sort.

Could you do webinars pitching a high priced plugin or equipment you get commissions on? You sure could. Could you automate that and stick it in your autoresponder sequence? You sure could.

Could you do a video showing how to set up a pimp in-house recording studio, lights, microphones and other stuff and maybe get commissions as an Amazon affiliate?

You sure could.

If this doesn't make your brain light up like a Christmas tree with profit ideas, I'm not sure what will!

Here's another one:

**Fung Shui**.

I KNOW it's a funky Eastern something or the other. But actually, it's pretty cool and interesting. Ain't a lot of people on Facebook interested in it. But you COULD find people interested in interior decorating and sell 'em a story and cross 'em over.

But the easier way would be to do Youtube videos on it.

**If you are stuck for a target**

**market, read the above and below paragraphs 5 times! I'm literally laying out exactly how you can find a target market today.**



### Feng Shui: Living In Harmony (Full Program)

by **jansonmedia** • 3 years ago • 73,339 views

www.janson.com **Feng shui**, literally translated from the Chinese, means "wind, water" and traditionally symbolizes "space" ...



### Top Ten Feng Shui Tips from Elizabeth Chamberlain

by **luckychi** • 5 years ago • 340,977 views

Visit [www.space-lift.com](http://www.space-lift.com) for more **Feng Shui** tips and a Free 5 Day Mini-course "The Five Essential Steps to Good **Feng Shui** ...



### An Introduction to Feng Shui

by **GoldstoneMedia** • 5 years ago • 169,351 views

An introduction to **Feng Shui** by Lynn Huffman from Elemental Dreams **Feng Shui** Design. She provides **Feng Shui** Consulting for ...

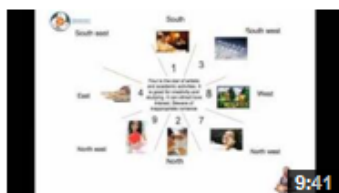


### Space Lift: Feng Shui Your Home

by **spacelift** • 20 videos

Hosted by designer Elizabeth Chamberlain, "Space Lift: **Feng Shui** Your Home" reveals stylish secrets to redecorate your rooms ...

CHANNEL  1,172



### Feng Shui tips 2012

by **MasterGeorgeFeng Shui** • 10 months ago • 10,852 views

[www.thefengshuiadvantage.com](http://www.thefengshuiadvantage.com) Watch in Full Screen Master George explains the **feng shui** influence for the Year of the Dragon ...



### Feng Shui your Entrance: Health, Peace and Prosperity

by **morrisfengshui** • 7 months ago • 2,647 views

Laura creates three different entryways to bring in peace, prosperity or health. Learn how to create a specific **Feng Shui** ...

HD



### Feng Shui Designs for Wealth : Feng Shui Entryway Tips

by **expertvillage** • 4 years ago • 20,813 views

When you enter your home, you want all clutter to be removed for a clearing energy flow. Learn **Feng Shui** design tips for the ...

CC



### Feng Shui Design Tips : How to Arrange Furniture for Feng Shui

by **expertvillage** • 4 years ago • 84,782 views

Learn about the importance of orienting furniture to face the door from our

I see some videos there with decent views, although not great. This tells me I'd need to do video reviews for affiliate products with larger commissions. I'd need to research the market to find out if those exist or don't exist.

How about **gardening**? Or landscaping? Or even coffee! You can get commissions reviewing different coffee products, if you have the right Specialized Knowledge about affiliate marketing.

I've had these issues with **high blood pressure and angina pain**.

Those are TWO SEPARATE possible niches for Facebook ads, Youtube videos, answer sites, Amazon books, Bing ads, blog commenting, guest posting.

All those ways BUILD A LIST.

Once you got the list, you sign up for affiliate programs, and send product reviews you post on a blog. Articles people can pass along on Facebook, Twitter and whatever.

You hold Google hangouts and chat with people and drop an affiliate link here and there. You do Youtube videos and send 'em to a squeeze page.

You can review and recommend Amazon books, courses, and things like higher end blood pressure checking and monitoring equipment you make a commission on, higher end nutritional training and courses you conduct yourself or sell as an affiliate.

For example, Drfurmann.com has some courses I really like. I could promote his as an affiliate or, if he doesn't have any affiliate program, THERE is my opportunity to sell consulting or strike an EXCLUSIVE JV arrangement!

Maybe even get a cut of everything for setting it up and managing it. How about getting a slice of the pay for sending people to his workshops?

How about selling a \$97 webinar event with him too the list?

How about doing that with others in the niche?

How about interviewing the big names in the niche and creating an info product they ALL have the rights to sell which gives them a reason to participate. And you build up your own name and list by participating in it.

Using Bing and Facebook ads, maybe a little PPV thrown in, you could fairly easily build up a list of either angina pain people or **high blood pressure** people or both.

Then your hard “work” each day consists of going to the coffee shop, typing up an email for an affiliate offer and sending it to da list!

Is that REALLY such a hard day’s work?

Here’s another interest I have: **Photography**

I really enjoy taking pictures and learning how to take good ones. I’m not good at it but I find it fascinating when I have time to muck around with it.

There’s a whole business to be had built around building a list about photography, reviewing products, **cameras**, training courses, lenses – and sending affiliate links to them.

There’s a whole business built around reviewing products on how to take good photos, make money as a photographer full or part time, sell products you create using photos, and so on.

My brother is REALLY into hard core **study Bibles and tools**. The people in that niche are ARE REALLY passionate. There’s a whole business to be had building a list of hard core Bible studyers and all the huge assortment of rather pricey tools you use to do so.

People who are **aspiring actors and actresses** are a great niche and highly passionate. **Aspiring models** are highly passionate. I see a whole niche there you could target via Youtube videos, a book or two on Amazon and probably Facebook ads, not to mention Bing, PPV and answer sites.

I love coffee. All I need to build a list are ...

**All I Need Are LINKS AND CLICKS**

That's all "traffic" and list building amounts to: Links and clicks.

You have links on sites. People click them. They opt in to be on your list.

Here are some opportunities to create Feeder Systems and make money:

- \* I could get people on a list and send coffee reviews on exotic coffees that give me commissions.

- \* I could post these on a blog

- \* I could post reviews on Youtube videos.

- \* I could do an Amazon book reviewing exotic coffees.

- \* I could look to see if there are any solo ads to coffee mailing lists for my book.

- \* I could do a coffee review podcast.

- \* I could buy Facebook ads on coffee terms

- \* I could buy Bing ads on coffee terms

- \* I could look for Myspace opportunities (lots of people still use it)

- \* I could post pix on Pinterest and siphon traffic or build a community

- \* I could see if you can lead generate somehow via Google Plus

- \* I could look to buy BANNER ADS on individual websites

- \* I could put out press releases for an Amazon book about coffee and get leads from that

- \* I could try sponsored ads on Twitter

- \* I could try sponsored blog posts

- \* I could try guest posting on other blogs

- \* I could answer questions on sites like answers.yahoo.com and drive clicks that way



- \* I could buy ads on mobile devices and drive clicks to an opt in
- \* I could post great content in forums and get clicks on the links in my signature
- \* I could create and distribute content to slide , article and document sharing sites

Check this out:

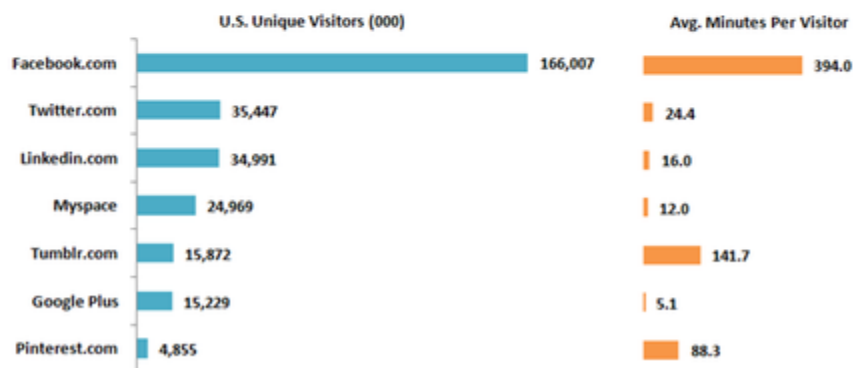
## Is MySpace Really Dead? It Still Gets More Traffic Than Tumblr & Google+ [CHART]



Most musicians gave up on **MySpace** long ago. And efforts by new owners to reinvigorate the brand have been recieved with a healthy dose of skepticism. But while MySpace clearly had declined dramatically, rumors of its death may be, as they say, greatly exaggerated. Here are the latest ComScore social media stats:

COMSCORE

Selected Leading Social Networking Sites



It's a little old but it shows believe it or freaking not people **STILL** use Myspace!

Now, once you've got Feeder System 1 rolling and have set up one or more of your ideas on it, you move on....

## 4. Layer on Feeder System #2

The MISTAKE is to try to build up ALL those Feeder Systems at once!

You don't build #2 until you have #1 built up and on full or semi auto pilot.  
At least honed, refined, checklisted and operating like a machine.

You do NOT stop at Feeder System #1.

You move onto another Feeder System.

Why?

Because what if Facebook bans your azz because they change their rules, you don't notice (violating our rule of having Specialized Knowledge on your Feeder System), and you get banned?

Or what if Youtube zaps you because of whatever reason?

Now, if you stay up on the Specialized Knowledge concerning your Feeder System, this should NOT happen.

Get on the alerts. Get on their blog. Get on their forum. Stay UP on your Feeder System. It's your BABY!

I told you about one of my friends.

His Feeder Systems went like this:

**Google Adwords > Banned**

**Facebook ads > Flopped**

**PPV > Worked Good**

**Solo mailings > Worked great**

**Bing > Worked good but low volume**

**Banner ads > incredible**

Last I talked to him he was buying banner ads in huge volumes and making 8X his money back!

The point is, he went from Feeder System to Feeder System.

But he didn't STOP one Feeder System to do another.

He currently has MULTIPLE Feeder Systems in place.

I like what Pat Flynn at [smartpassiveincome.com](http://smartpassiveincome.com) has done.

**Blog seo > Worked gangbusters**

**Podcasting > Worked gangbusters**

**Media Publicity > Working gangbusters**

As a result of having his top 10 podcast in his category on iTunes, he has gotten contacted for articles and quotes in major media like the New York Times, taking him to a whole new level.

In my business, I spoke at major events. That got me affiliates. Then I co-created products with Jonathan and Declan that we all promoted. That got me more.

Here is a breakdown of my business:

**Speaking at events > Blockbuster**

**Affiliate program > Blockbuster**

**Co-creating products > Blockbuster**

**Paid ads > Worked some**

**Blogs > Worked when I stuck with it**

**Seo > Worked fantastic on salesletters.com until Panda**

**Creating Breakthrough Products > Blockbuster**

## **5. Build up to at least 3 Feeder Systems**

You don't want to just have 1 Feeder System.

You want at least 3 so if one peters out, you aren't living only off of your list. You CAN live off of your list for years, literally.

However, some of my friends how have done this and haven't kept up their list building EVENTUALLY paid the price.

It caught up to them.

## **6. Ultimately, you want to build a brand**

On top of the above, it's a good move to build a brand.

That's a topic beyond the scope of this ezine. But if you look at [smartpassiveincome.com](http://smartpassiveincome.com), his Youtube channel, his iTunes channel, you'll see the nice graphics (although not over the top) and a nice consistency.

When you create a brand, you attract speaking opportunities, media, publicity and other doors that open.

You more easily attract affiliates.

There's a lot of different ways to do this deal as you can see from the above. And I don't think you HAVE to build a brand.

But you're likely gonna have GRAPHICS anyway.

You're likely gonna have a BLOG anyway.

You're likely gonna have a YOUTUBE channel anyway.

Why not spend a few bucks and create yourself a nice brand?

One of the mistakes that is common is people build a blog that looks like a piece of crap and has really really lousy, poor content on it.

Money is value translated into a physical equivalent. It's the Law of Exchange. If you've ever seen the anime Full Metal Alchemist, you'll get that!

The point is, you don't get there by being incredibly bad, sloppy and lousy at what you do nor by offering little, if any, value. That's what "spam" really means. Sending out stuff with little or no perceived value to people who don't want it.

You're building a brand. You put your energy into it and creativity. You don't have to do the "work," although you do initially.

But after you get your Feeder System ironed out and humming, you can outsource part, most or all of it. Thoughtful reviews and emails. Good to great graphics. Creating value.

This is the road not taken and the reason for my poem at the bottom of most every ezine issue.

The people who rise to the top care about it, put energy into it, put love into it, put passion into it.

## **Finally, ALL Of The Above CULMINATE In My Master TLO Formula**

I've said ALL of the above to lead UP TO the one driving force I've used in my business since 1997 to sell millions of dollars online.

There have been variations of it but the CORE FORMULA remains the same. Here's why this is SO IMPORTANT....

If your inbox is anything like mine, you have no shortage of people offering you the latest, greatest "make easy money" or "get rich in 5 clicks" plan.

Some of them sound incredibly easy and awfully enticing.

Yet, somehow they never seem to quite pan out. It can be frustrating and make a person just wanna give up.

I remember way back when I GOT FASCINATED with the direct response marketing business. I'd bought a book from one of those ads in a magazine

that showed how this dude made \$72,000 filling out simple forms in his RV while travelling.

It sounded so exciting and intriguing to me. You'd run these ads, people would respond and, in the end, you had a whole bunch of money! How awesome.

That book introduced me to what I call direct response marketing business. However, it was a LONG ROAD for me to actually learn HOW to do the business.

Oh boy.

Let's see, about 5,000 books later, maybe \$100,000 or more invested in my personal education, literally years learning to write sales letters, running ads that flopped horribly, buying really crappy products with almost no redeeming value -- it was a long road to where I am today.

That book gave me his vision. This desire.

So I bought one of those big cardboard squares and wrote my goals on it, so I could read them daily like the book *Think and Grow Rich* told me I needed to.

I wrote that I wanted to publish my own newsletter, have my own book, do writing, speaking and consulting.

I'd stare at those goals and visualize them.

Problem was, even in those days, the information you could buy was pretty pathetic. Trying to learn HOW to do those things was tough. The ad would sound so good, so enticing.

Then I'd get the little manual or whatever it was only to find whole massive chunks were left out of it! How disappointing.

I started buying these little ads and trying to sell little info products I cooked up.

I was absolutely entranced with this idea of trading PRODUCTS for dollars instead of TIME. You don't have to be a rocket scientist to figure out that you only can work so many hours in a day, even if you're a workaholic.

You only have so many hours you can trade for dollars. You gotta eat and shower some time. Even if you make big bucks per hour, you're STILL in the time trap, swapping hours for dollars.

The ONLY WAY to escape the time for dollars trap is to trade products for dollars. When a person learns how to do that, it's like you REMOVE the lid off your income and how high you go depends on you, nothing else. And that is what I was determined to learn how to do.

One of my first ones was called "How to Avoid TV Repair Ripoff." Here was the ad I ran for it:



JULY 8, 1981

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

#### 4 5 60 REAL PEOPLE

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

#### 6 MacNEIL/LEHRER REPORT

#### 7 11 MOVIE—Drama

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

#### Supporting Cast

Jordana .....Anne Archer  
Samir .....Christopher Lee  
Dick Carriage .....James Franciscus  
Leila .....Olivia Hussey  
Rashid .....Ian McShane  
Yasfir .....Michael Constantine  
Hamid .....Armand Assante  
Ben Ezra .....Eli Wallach

#### 8 NATIONAL GEOGRAPHIC

Special: See 8 P.M. (60 min.)

#### 8 9 13 CHARLIE'S ANGELS

#### —Crime Drama

An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Ju-

## Wednesday

5 PM to 8 PM

lie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

#### Guest Cast

John Thornwood .....David Hedison  
Monica .....Beegie Barkett  
Joe Fenell .....Harold J. Gould  
Barbara Stone .....Eloise Hardt

#### (HBO) (E) MOVIE—Drama

"The Human Factor." (R) See 10 P.M.

for details. (1 hr., 55 min.)

#### 7:30 6 SEASON TICKET—Magazine

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

#### (HBO) (W) BEST OF CONSUMER REPORTS

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

#### 8 PM 4 5 60 DIFF'RENT STROKES (CC)

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

#### 6 NATIONAL GEOGRAPHIC

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING  
30 PAGE REPORT

## TELEVISION REPAIR REPORT

### CAN YOU AFFORD THE COST \* \* \* \*

WHAT CAN YOU DO IF YOU PAY \$200.00 AND YOUR SET DOES NOT WORK?  
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —  
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP.



EDD SANDERS  
TOP AUTHORITY  
ON TV REPAIR  
IN THE MIDWEST

- \* FIND OUT HOW TO CHECK YOUR PICTURE TUBE.
- \* FIND OUT IF YOU ARE BEING OVER CHARGED.
- \* FIND OUT IF YOUR TELEVISION IS REPAIRED PROPERLY.
- \* FIND OUT WHO IS THE BEST REPAIRMAN FOR YOU TO CALL.
- \* IS MY SET TOO OLD TO REPAIR?
- \* WHERE DO I BUY A NEW T.V.?
- \* WHAT KIND SHOULD I BUY?
- \* SHOULD I RENT, THEN PURCHASE THE SAME SET?
- \* IS MY TELEVISION REALLY A NEW ONE?

IF THESE  
QUESTIONS  
FIT YOU, PLEASE  
ORDER MY NEW  
INTRIGUING 30  
PAGE REPORT

EDD SANDERS  
P.O. Box 467  
Oklahoma City, OK 73101

ALL THIS AND  
MORE ONLY  
\$5.00

SEND FOR YOUR 30 PAGE REPORT TODAY!  
ENCLOSED IS \$5.00 SATISFACTION GUARANTEED!

Name \_\_\_\_\_ Zip \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

TV GUIDE A-53

The booklet I wrote was a thing of beauty. I spent 6 months on it:



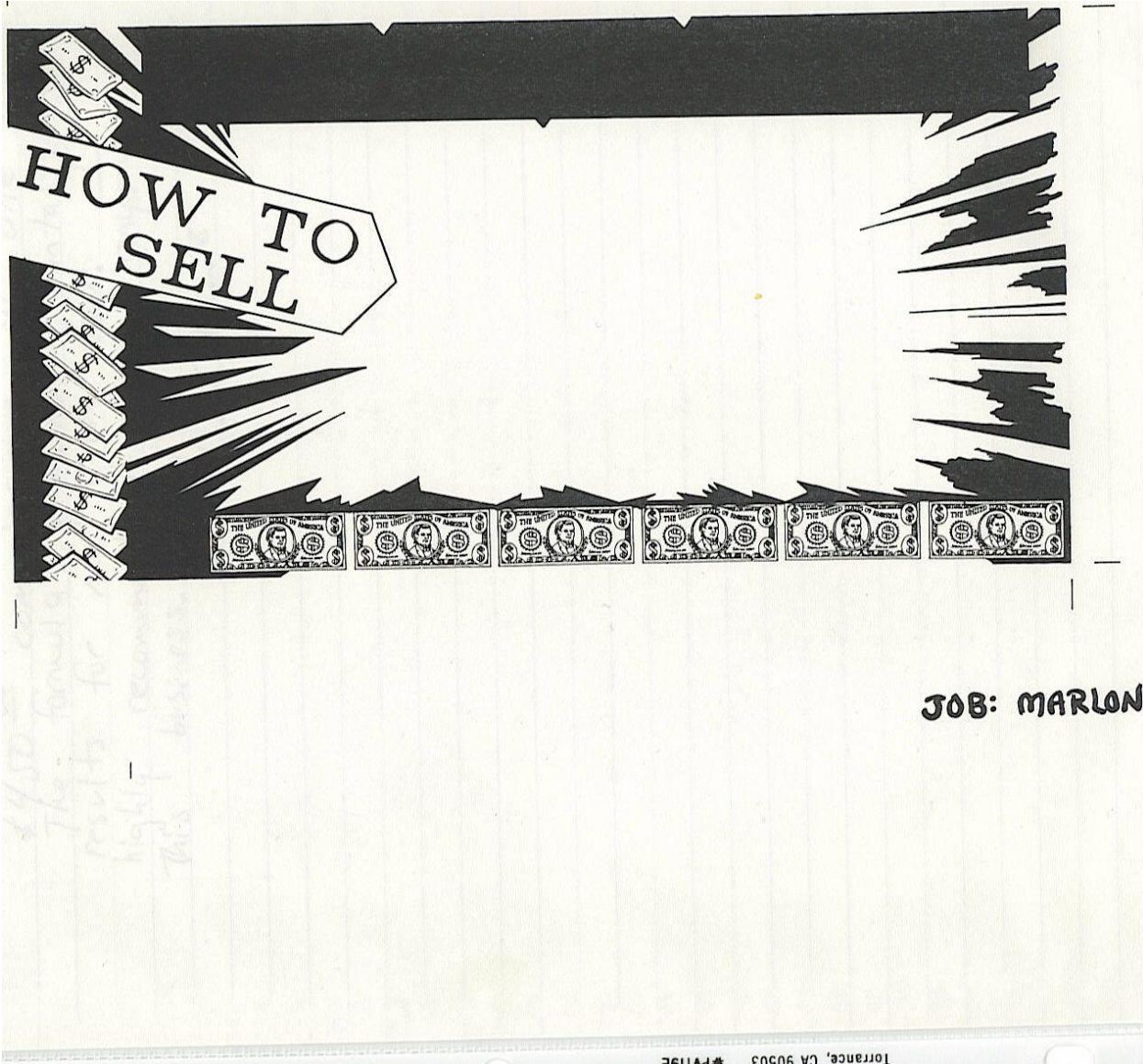
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Here was another ad I came up with. As you can SEE I never FINISHED it!





That one I was doing with my friend Robert. He'd allowed me to hang out at his apartment in Dallas when I escaped Oklahoma City when the oil market crashed. There were at least some jobs in Dallas. In OKC there were none. People were laying off right and left.

Later when AOL and Compuserve came long, I'd run my classified ads on there! That was so exciting BECAUSE you didn't have to wait 2 or 3 months for your ad to come out!

You could run it and have responses that DAY. Boy, did THAT ever speed up the learning curve.

But man, it was frustrating. I could get people to respond. And I KNEW they had interest.

But somehow, I could only get an order here or there.

There was NO FLOOD to be found!

And worse than that, even in those days I'd read about people like Sheila Danzig and Michael Enlow who were raking it in! And there I was just eaking out an order or two.

I don't know if you've ever wanted something so bad you could taste it. But that's how I was.

I wasn't the kind to easily give up. I was determined. I spent everything I could on books and courses to educate myself about direct response. Because I realized even then that the path to success HAD to be learning HOW to do direct response, write ad copy and sales letters – and having the SKILLS.

Now I did buy several of those distributorships and things where it was all “done for you” and you just had to do a few things yourself.

I remember I bought one of those on 900 numbers from this dude at a hotel. I think I still have those manuals I bought down in the garage. I even bought one of those nothing down real estate things.

I realized pretty quickly the person making all the money there was the dude selling the stuff.

I wanted the REAL DEAL. The REAL learning, the real information, the real skills.

I didn't want to chase some fake pipe dream.

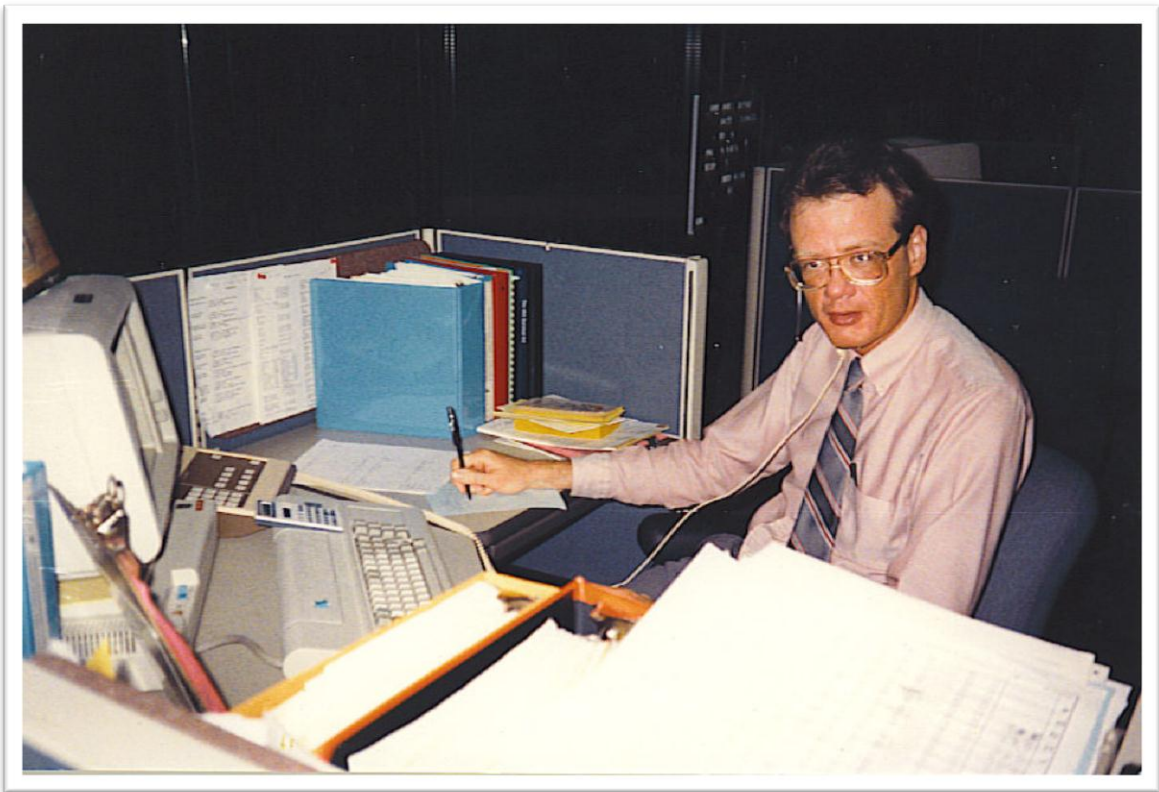
The thing is, I did NOT see it as “Well, I haven't made any money yet. This must not work.”

I saw direct response as a learning curve. I knew it worked for others and would work for me if I just got it right. Got all the pieces in place.

I found it really exciting to run ads, even though they didn't work that well. And yeah, it did get frustrating at times. But I just kept DOING things.

To make ends meet I had this job working deep nights placing stock trades at an investment firm. I could look at my desk and see hair on it. MY HAIR literally falling out from the stress of the job.

Here I was slumped over my desk taking calls. You can see it looked kinda dark. That's because it WAS. 2 a.m. 3 a.m. Whew. Deep nights.



There I was CHAINED to that desk by that WIRE you see going out of my ear to the computer.

I was like a SLAVE to that DESK and the phone. Every second I was OFF the phone was counted by the computer and watched like a hawk by my manager (nice guy by the way).

Every job chains you or binds you down in some way.

I'd look at the clock to see if I was off work yet. ONE HOUR had passed! It seemed like a freaking eternity.

But from that job, I had some money.

At the time \$5,000 seemed like all the money in the world to me. All I knew was that things weren't working. And I HAD to upgrade my knowledge from someone credible. And this was the one guy I felt had the real deal and not just b.s. stuff.

I'd first ordered his \$500 course from the mailer below several years before. I was SO freaking broke when I bought that thing.

Good grief. At that time, I was making \$18,000 as a writer for an mlm company in Arlington, Texas. I had a girlfriend with a broken out headlight in her car and she couldn't afford to fix it!

Jeannie. Yeah, she worked at a beauty salon.

I think my lack of money caused that to be a short lived relationship! But I ordered the \$500 thingy. If you really, really want and need it, you'll find a way to get the money. That's what I've found out.

People normally find a way to get the money they need.



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# "I PAID THIS MARKETING GENIUS \$600,000 LAST YEAR, BECAUSE HE MADE ME \$2,000,000."

Now You Can Hire Him For \$9.52 A Week"

Howard J. Ruff

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**Dear Friend:**

Yes, that is absolutely true! I paid Jay Abraham \$600,000 because he was worth every penny of it. He made me much more than that. The money I used to pay him came from the profits he produced for me with no cost to me.

AND YES, IT'S ALSO TRUE THAT YOU CAN HIRE HIM FOR \$9.52 A WEEK.

This offer is not for everyone. In fact, it will probably be a waste of ten minutes for you to read the rest of this letter unless you meet one of the following criteria:

- You are a small businessperson—in any business—not getting as much business as you would like.
- You have a terrific idea you think is saleable, and you'd like to sell the idea to your boss and share in the profits, but you don't know how to market it or make the deal. Or your idea has been turned down by your company, and you want to know how to market it to someone else.
- You have come up with an invention, an idea, or a concept and want to start a business of your own, but you don't know how to get the capital to start up without giving away most of your company, and you are afraid to quit your job until you can find out if your idea is any good.
- You have a product or service you are trying to sell, or would like to sell.
- You're frustrated with advertising agencies to whom you give a fortune and get little or no business in return.
- You are retired or semi-retired and you want to profit from your past business experience.
- You have a "dead" customer list or lots of prospects you're not converting.
- You are a manager working for a corporation, responsible for spending some of the marketing or advertising budget and generating sales—and you're not doing as well as you'd like—or your boss would like.
- You own a reasonably successful business, but you have stagnated. Competitors are catching up with you and it's getting harder and harder to make a buck.
- You have just seen a 20-year veteran of your company fired and you are beginning to wonder about your own future.
- You could make a lot more money if you had a marketing genius working for you.

If any of the above statements are true, you simply must read this no-risk offer to at least find out whether Jay Abraham can help you.

That course made me know he had some really good info. It wasn't everything I needed. For \$500 I didn't expect that. I didn't figure a world class marketer would give me everything for \$500.

He wouldn't exactly be world class if he did. But it was a really great education that proved he was "for real."

I knew that direct response worked.

I knew I wasn't making money at it.

I knew what I was doing wasn't working.

I wanted it so bad I could taste it.

I didn't have \$5,000 laying around. I lived in a 650 square foot apartment with cheap furniture my dad had bought for me, so I didn't have an empty apartment.

But one day, I got a mailing from this marketer for the FULL DEAL – his \$5000 big course. And I jumped at it. Because I knew I had to learn. And that was the only way out.

Now, it wasn't organized at all.

It was a bunch of things, manuals, tapes – all in a big box. But I ate it up like it was candy. I'd come home from work at 7 a.m. or 7:30 a.m. and listen to tapes or read. And do the same thing before going to work at 11 p.m.

I dug and dug. I realized not everything would be given to me on a silver platter. But I wanted to learn the REAL SECRETS and not just have someone spoon feed me some crap they cobbled together into an alluring sounding but illusionary business opportunity that would never pan out in the real world.

Out of that box, the pieces came together.

I assembled slowly but surely a formula I later called *The Amazing Formula* because it was. In retrospect, it all looks so obvious.

But when your puzzle is missing a gigantic piece, you can't see it. You know a piece is missing but you don't know what the piece is.

After that I had my first big breakthrough.

I wrote a mailer for a seminar that sold 47 seats @ \$200 each. That was my first successful mailer.

Then I sold a kit of hypnosis tapes through an ad in a bowler's magazine to bowlers. We only sold one for \$495 but the ad cost a lot less than that.

Another win.

Those were my first tastes of turning failure into success.

And boy were they SWEET!

Later, using the Amazing Formula, I'd start selling \$5,000, \$10,000, even \$25,000 in one day.

And it happened over and over.

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Bank

022 HIGHER RESPONSE MARKETING, INC.  
5636 SPRING VALLEY #18-B  
DALLAS TX 75240-3170

IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT  
972-238-8600 OR 1-800-293-1017.

INTEREST CHECKING HIGHER RESPONSE MARKETING, INC.

Interest Paid YTD 73.24

Deposit Account Recap

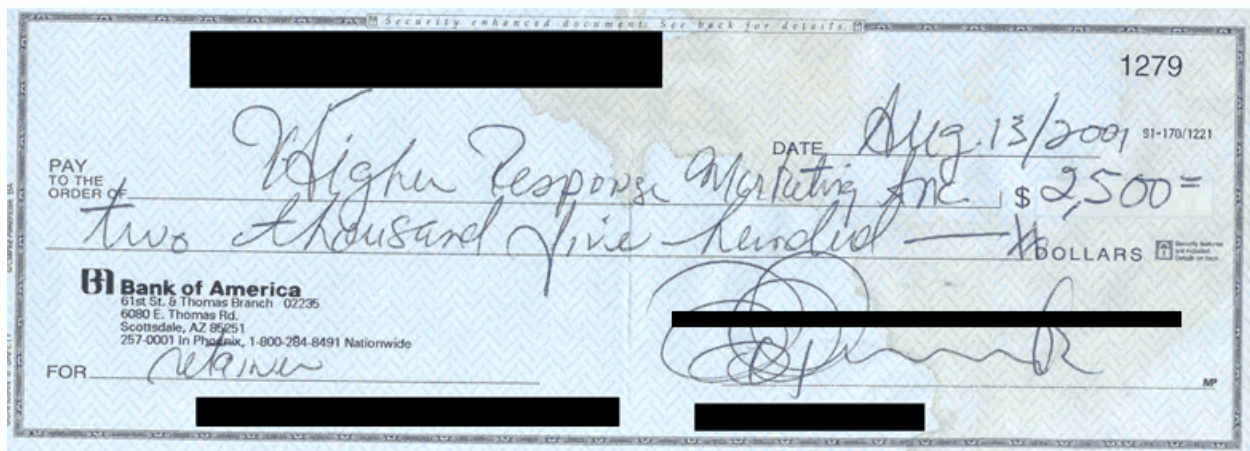
Beginning Balance as of June 30, 2001	(Plus)	26,139.55
71 Deposits		
Interest Paid	(Plus)	9.09
Ending Balance as of July 31, 2001		

Day after day.



Interest Paid YTD		4.11
Interest Paid Previous Year		91.29
Deposit Account Recap		
Beginning Balance as of January 01, 2002	(Plus)	53,049.96
63 Deposits	(Minus)	
Interest Paid	(Plus)	
Ending Balance as of January 31, 2002		

I'd sell my consulting for \$1,000 an hour. Like this check:



But there was one fly in the ointment.

While I taught my formulas to students in 120 seminars around the world, my Formulas were a bit too many steps for some students. You can see two of my speeches at [marlonsanders.com](http://marlonsanders.com)

Over the years, I've worked hard to refine them down.

And I've finally come up with the simplest, most-streamlined, most doable formula EVER.

### **How My Friend Became a Source of My Motivation**

Earlier, I mentioned to you my friend Robert.

Well, Robert's parents weren't that well off.

He didn't have the advantages in life that some have. He struggled working as an appliance manager.

I think he felt his future was bleak with no hope.

That, of course, was before I discovered the real secrets to success in Internet marketing.

Anyway, the last I talked to him, he'd tried to commit suicide by hanging himself but the rope broke.

I haven't seen or heard from him since.

I'm not God. I'm not a savior. I don't have all the answers to life. But I am a pretty darned good marketer.

And if there's just one person out there like my friend Robert who I can reach out a hand to, and say, "Hey, the path to success is this way," – and if in that way I can make a contribution to a few lives, then it has made all the difference in the world to me.

Part of my mission is to reach out to the Robert's of the world, people with amazing abilities and futures and say "Hey, there IS another path. There is another way. There is a bright future over here if you're willing to study your tail off, work really hard at it to learn the ropes – then you CAN break through to the other side, the side your dreams are on."

I did things the normal human being would never do to learn this business.

I knocked on doors at 12 and 1 a.m. trying to sell stuff.

I banged the phones in smoke-drenched telemarketing rooms.

I lived on \$9500 in one year trying to make a success of a retail business.

I bought, studied and read thousands of books and courses spending as much as \$30,000 or \$35,000 in a year just learning.

All to extract the secrets and boil down the ESSENCE of what really works. All so I can reach out to the Robert's of the world and lend a helping hand.

Yes I make money doing what I do. Yes, the money is good. And yes, there IS a mission that drives me far beyond those things. Money never has been my primary motivation. It's much deeper and more complex than that.

See, most people get into this business because they see money in it or quick money. They don't LOVE marketing. They aren't passionate about it.

I'm NOT that way. Marketing is my life.

## **How To Reverse Engineer The Income You Want**

I call it the TLO Formula. And using it, you can REVERSE ENGINEER the income you want to make.

Let's say you want to make \$100,000 in 12 months.

That's roughly \$10,000 a month.

You need \$2500 a week.

You figure 5% will buy your bigger ticket of a \$500 something or the other. Which means you need 100 sales or opt ins per week.

That could be 100 people on a webinar where you sell 5% your \$500 kit. Or it could be 100 who buy a \$37 product.

Now you have your weekly target.

But how do you MEET that target?

And how do you get the \$500?

That's where the TLO formula makes it all so much simpler to understand.

What's more, what I've found is as incredibly simple as this formula is, SO MANY TEACHERS IN OUR MARKET TEACH IT WRONG.

They lead people on a goose chase after the hottest, newest thing that sounds exciting EVEN THOUGH they know darned well it's a dead end and won't really produce much.

I can give you a whole bunch of steps. But what you NEED are these 3 steps and that's all you need.

**T = TARGET people who are already BUYING**

You need buyers not Looky Loos.

You don't want to have to promise the moon to get people to buy. You want people who see and understand almost INSTANTLY the value you're offering and will APPRECIATE it and show that appreciation by buying multiple products from you, attending your webinars, reading your emails, and participating in your Facebook group or other activities.

So you target buyers. People with MONEY and the willingness to spend it on something they are passionate about or have an intense interest in.

This is REALLY, really important.

And the reason is that you can deliver the absolute most powerful sales message in the world to NON buyers and you're going to starve. You'll be eating minute 30 second microwave corndogs like I did.

Not to mention the 2:30 second burritos and the \$1.97 burger drive through.

There are a few common mistakes you absolutely want to STOP doing if you're doing them now. Or avoid doing them if you aren't.

If you avoid these mistakes, you can get on the RIGHT track and speed up your progress and success many times over!

What I've found is THIS is the step almost everyone stumbles on. They don't know WHERE there buyers are, how to REACH them with a message -- OR they make one of the following mistakes....

### **Mistake 1: Targeting people who are serial refunders**

There are some markets where people are so oversold they see the products being sold as a commodity. They don't value the people selling them. They refund like crazy.

Just avoid those marketers. You want appreciative customers who will make your business a delight.

### **Mistake 2: Targeting people who penny pinch and save every penny humanly possible**

Again, you can't pay your bills selling to broke people. Actually, I know people who DO. But it's not a business I want to be in.

Just find people who are already spending money without making an enormous fuss about it.

### **Mistake 3: Targeting people who only buy ONCE**

Normally, you spend about all your initial profit making the first sale. The money is in the repeat business.

If you have a "one-and-done" market, unless you have can buy traffic really cheap or have a really big ticket sale, you don't have a business.

Remember my "how to avoid TV repair ripoff" report? What was I going to sell them AFTER they fixed their TV?

I didn't think about that!

Also, avoidance is a tricky thing to sell. People want instant gratification. There ARE some types of avoidance you can sell. But I can consider it a game for advanced marketers.

### **Mistake 4: Targeting people you can't easily reach with your sales message**

I've heard it a million times: I can't target my market!

Well, if you can't TARGET them, you don't have a TARGET market. You have a market without the ability to target them with sales messages or ads.

So you HAVE to avoid those 4 extremely costly mistakes. If you DO, then you can be on the right track a LOT faster.

If you don't, you could cost yourself months or years of wasted effort. Very important.

I see a lot of people teaching TRAFFIC just as I do in Traffic Dashboard. However, the problem is that is often MISunderstood as people to your website.

What you want are BUYERS or potential BUYERS. Don't get that wrong. If people aren't buying from you, it's likely because they aren't buyers to START with.

**If things aren't working for you, you're NOT getting your MESSAGE to your actual TARGET MARKET MEMBERS, or you're delivering a message to solve problems they don't care about or results they don't want. Or they simply don't believe you. It's not any more complicated than THAT!**

### **Take This Quick Self Test**

- a. Do you know WHERE your buyers are right now?
- b. Do you know HOW to get your sales message to them?
- c. Do you have a way to get them to CLICK that is predictable?
- d. Do you know what their hot topics are that excite them?
- e. Do you have a SYSTEM for reaching your buyers on Youtube? Facebook? In their email box? Via paid solo ads?

These are things you DO in targeting.

You find out where your BUYERS are. Then you get an attractive message right in front of their nose where they can't miss it!

**LIST –YOU GOTTA GETT'EM GET ON A LIST**

I think I was probably the first one to teach “the money is in the list” way back in the Amazing Formula ebook.

I see people teaching all kinds of methods that do NOT involve getting people on a list. I really caution you to think twice about those methods.

Your list is your cash cow.

Suppose Google, Facebook or whoever shuts down your ads. You STILL have your list.

Say that you have to go into the hospital.

If you have a laptop, you can STILL send an email to your list in 5 or 10 minutes and bring in money.

Say you have an EMERGENCY bill due. You can STLL send an email to your list.

Your list is so valuable I know people who CARRY around their list on a thumb drive on their keychain.

When you HAVE a list, life gets a lot EASIER. When you don't have a list, you're at the whim of things that happen to you that you have no control over.

Oh boy.

The thing is. I have Formulas. I've bought and read literally thousands of books, thousands and thousands of dollars of courses and spent years and years testing, trying and tweaking things to find the few that work.

You do NOT have to do it my way....if you don't mind wasting years of your life chasing rabbits.

Now, I DO consider selling a really low-priced product with virtually no price resistance the same as getting them on your list.

A little \$7 or \$10 report you sell with a 100% commission to affiliates is a great little way to build a list. As is the more traditional squeeze page.

Every day you should wake up. Check your stats. And SEE that overnight you had a number of people join your email list.

If you don't have that, you do NOT have what I call STEADY FLOW marketing.

Many people teach the launch method. There's nothing wrong with it and it does work.

However, I can't STAND things happening in big spurts with nothing in between. It's very stressful and hard to build a business that way.

I developed what I call the "Steady Flow System" where everything happens daily like clockwork.

People come to your sites.

People join your list.

People get emails.

People buy.

All like clockwork.

Once you HAVE people on your list, you can send them offers. This is how you make money.

To make bigger money, you come out with a \$100/month program or a \$500 or \$1,000 something or the other, or more.

And a way to SELL it to them.

I can't STAND the feast or famine cycle. Boom or bust. I hate it. What is HEAVENLY is when you have your systems in place to target your buyers, get 'em on your list and like clockwork your offers go out.

This is STEADY FLOW.

This is Cash Like Clockwork.



This is the way to run a successful, prosperous business that stands the test of time. I've been doing this since 1997 and it absolutely works.

There are DEVICES and mechanisms you use on your blog, on Facebook, on Youtube videos to FUNNEL PEOPLE onto your list.

Get people on your list regularly and consistently, and you'll escape the feast or famine cycle. And you'll pave the way for where the real money is via sending offers to your list.

### **OFFERS – MAKE OFFERS TO YOUR LIST**

So far you've avoided the big mistakes and found your buyers.

You've put systems in place, devices and mechanisms to GET THEM on your list on a daily, steady flow basis that escapes the feast or famine cycle, and voids the dangers of product launch addiction.

Step three is to extract the cash.

That sounds kind of crass to say.

So I call this make offers to your list.

If you know how to make effective offers to your list, you'll ALWAYS be able to make income on demand, no matter what happens in the world economy.

If you don't learn how to do this, you'll ALWAYS struggle, even if you have a list.

The ability to make potent offers that people RESPOND to and buy from is the one ability that separates the successes from the failures in a BIG way. It's the difference between a small or average income online and exceptional income.

There are 3 secrets:

**Secret one: Making offers for things that are perceived as valuable and unique and, as a result, people are willing to spend more money for.**

It's not that the sales pitch is "harder."

It's that the item is perceived as UNIQUE and VALUABLE.

There are ways to come up with these things. For now know that if you aren't getting the money you want, you're probably being perceived as the SAME as everyone else, as offering the SAME as everyone else, as having no UNIQUE value.

**Secret two: You have to know how to POSITION your offer so people VALUE it**

There's a big difference between offering something valuable and having people PERCEIVE it as valuable.

Positioning can be EVERYTHING.

Without it, you can be sitting on the greatest product in the world and people will treat you and your product like dirt. They'll act like what you have is no better than the next guy or gal.

They won't appreciate or value it.

Why?

All because you didn't have the skill and knowledge to POSITION IT properly. This is a skill you learn.

It's a set of knowledge you must possess or you'll be like a hamster on a treadmill.

**Secret three: The money is in the big tickets**

I didn't STOP at paying my original mentor \$500. I upped the ante to \$5,000 to get the real value. The real deal.

You can sell bigger tickets like that. Or you can have multiple \$500 items where the total a customer spends with you is \$2500 or \$5000 or more.

**Secret four: The key to selling big tickets is the sales message**

It takes a special sales message to get people to see the value in something for \$2500 or \$5,000.

**Secret five: The biggest OBSTACLE to selling big tickets is in between your ears.**

I realized recently that I've done my own customers a disservice. Out of the desire to help as many people as I could, and to make it affordable, I didn't offer many big tickets.

I realized recently I was NOT being a good model of an effective marketer to my own customers by doing this.

I was in fact teaching them that big tickets had no value, which is exactly the opposite of the truth.

I wasn't being a good example to you as one of my original mentors was to me. And that's wrong.

Needless to say, I'm rectifying this mistake. And my customers will benefit because I'll model what THEY should do also. And the right way to profit in business.

It's a LOT harder to get 1,000 people to spend \$100. Than it is to get a few to pay \$2500 or \$5000. Plus, it's more profitable. The customer service on 1,000 items can really eat into your profits.

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

If you want to go to another level with 1-on-1 coaching and access to everything, that costs more. But if you're serious post a note at [getyoursupport.com](http://getyoursupport.com) and ask Lisa to pass your note on to me.

**Secret six: If you don't learn to sell big tickets, you'll STILL be swapping time for dollars because you'll be in product launch mode non stop.**

Here is why: If your income is dependent on small dollar items, you'll be stuck in product launch mode.

You can hire staff and create systems to do most of it for you. Most people won't. Therefore they'll be stuck in product launch mode. Also, it's not easy to get people talented enough and fast enough working to create products for you profitably.

I've done it many years. And I can tell you it's a challenge. Doable. But a challenge.

It's MUCH easier to hang a few big tickets onto the backs of those small tickets and rocket your income in multiples.

### **The Big Summary – Which One Of These Are You Working On Right Now?**

#### **-- What you need to DO in order to HAVE the income you want**

Start with how much you want to make. Work that back to the week. Then figure out how many BACK END products you need to sell to make the income you want.

Your initial, smaller dollar sales, will NOT work because MOST of that money will go to the cost of getting a new customer. The profit comes from the big ticket or "back end" sale.

#### **-- Where to START on your plan**

You START with how much you want to make and work all the way back to how many big tickets you need to sell. Then you figure out how many front end opt ins or sales you need to get that many back end sales.

Depending on your sales process, you'll convert 5% to 10% of front-end people to your back end sales. So if you want 5 sales per week at \$500, you need minimum 100 people to ATTEND your webinar (around 300 sign ups), or 100 buyers of a low ticket.

To get 300 webinar sign ups, you have to experiment with your traffic source. From Facebook clicks you'll get around 6% to sign up from what I've heard (this isn't something I've personally tested yet).

From highly qualified solo ad clicks, you can get 15% sign ups or better.

The bottom line here is you have to just run your tests and keep trying to improve your numbers.

**-- Diagnose which step you're stuck on and how to get on with it**

You have 3 possibilities:

- a. You aren't targeting your market with lead generating ads yet. That is, you're not doing anything in volume to get people onto your list.
- b. You don't have a squeeze page or email capture page or, if you do, if converts LESS than 35% and needs fixing. Again, the percentage depends on the traffic source.
- c. You aren't sending out offers or, if you are, people aren't buying.

**-- Never be confused again about what you need to do NEXT to make the income you want to make**

You're either working on your T, your L or your O.

That's it. That tells you what to work on NOW and what to work on NEXT.

Anything else you're focusing on is a bright, shiny object.

**How Many OTHER People Send You a NEW Formula Every Day, a New System Something Almost Every Day Often COMPLETELY UNRELATED To The Other Offers?**

**And You Wonder Why You Have Problems With Focus?**

**I have ONE FORMULA. Originally, I called it "The Amazing Formula." I have simplified it to the TLO Formula, which is still just a boiled down version of "The Amazing Formula."**

**It ain't broken. It still works. Has been working forever. Gonna keep workin'. Are you going to BET YOUR RETIREMENT and your future on kids who develop whiz bang good sounding non stop crap they SHOVEL at you day and night?**

**Stuff that isn't even proven to work a year, little alone a lifetime? Or are you going to build on a sound, proven structure?**

Here's the thing:

In life you either trade time for dollars or products for dollars.

If you trade time for dollars, you're perpetually stuck because you only have so many hours in a day and regardless of how talented you are, you can only get paid so much per hour.

There's a limit.

However, when you sell products, there IS NO LIMIT on how many you can sell in a day.

It's not like you gotta cut it off because the supply of digital eons for ebooks to display have been eaten up or taken.

It isn't like you'll ship your CD orders to Kunaki and have them say, "We can't fulfill this order because we've run out of CD's and won't have any for 3 months."

You either take the lid off your income or you don't.

You either trade products for dollars or you don't.

If you WANT to trade products for dollars, there are only a few people really doing it and teaching it nowadays.

Most are onto other models like pitching mobile or websites to businesses (STLL trading time for dollars) or have quit teaching IM and are now onto some other easier money niche.

By using the TLO Formula above, avoiding the big mistakes in targeting, setting up a Steady Flow System for list building and extending OFFERS for bigger ticket items that match up the to income you need, you pave the way for a new income and a new future where you are no longer the slave to time, or chained to a desk like I was.

Best wishes,

Marlon Sanders  
marlonsanders.com

### **PS: WHAT'S YOUR NEXT STEP?**

Your FIRST NEXT STEP is to begin your 10 day challenge and your DAILY CHART.

Focus on doing your numbers EVERY DAY for 10 days.

Comment to me on my blog how it's going.

If you're putting out PIECES of COMMUNICATION and NOT getting opt ins, then you probably aren't actually getting your MESSAGE to your AUDIENCE.

That's a proven way to fail.

Traffic does NOT equal money. Are the people coming to your BLOG or Facebook Page or SITE people with the PROBLEMS you can solve.

Do you even know WHAT their problems are and WHAT problems you're solving?

If you DON'T start THERE!

That's step one: TARGET.

TARGET means knowing the desires, wants, results, and problems of a group of people.

Then you have to COMMUNICATE.

Funny that a LOT of Internet marketing comes down to COMMUNICATING, PROBLEM SOLVING, the basics of communication and learning to play a Game and win.

If you can learn to play a Game, get better at the Game daily, until you're better than most others at that Game, then on that particular Game you can win

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 have ALREADY taken some action but failed or ran into obstacles and want to go to another level with 1-on-1 coaching and access to everything, that costs more. But if you're serious post a note at [getyoursupport.com](http://getyoursupport.com) and ask Lisa to pass your note on to me.

If you can't figure out how to get to [getyoursupport.com](http://getyoursupport.com) or post there, you don't qualify! This is ONLY if you're an action taker, not raw newbies.

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

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

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashboord.com>

**NEED A SALES LETTER?** Fill in the blanks and click a button.  
The ORIGINAL fill-in-the-blanks letter software

<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>

**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/>

**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>

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MY SPECIAL THANKS TO THE FOLLOWING PEOPLE  
WHO HAVE SUPPORTED MY PRODUCTS AND CONCEPTS OVER  
THE YEARS:

Allan Gardyne  
David Jenyns  
Dan Cauthron  
Michael Merz  
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Matt Gill  
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Russ Brunson  
Tim Castleman  
James Jones  
Connie Green  
Pat O'Bryan  
Sean Mize  
David Jenyns

Terry Duff  
Yanik Silver  
David Ledoux  
Bill Hibbler  
Jim Edwards  
Sasi Kumar  
Ewen Chia Ti Wah  
Michael Wong  
David Vallieres  
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Sharlene Raven  
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Anil Kumar  
Joel Comm  
Gabor Olah  
Craig Haywood  
Sterling Valentine  
Frederic Patenaude  
Jessica Clark  
Liz Barton  
Roger Hall  
Marc Horne  
Willie Crawford

Thank all of you. You have my gratitude forever.  
Your contributions to my life and my business do  
not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders  
of giants who came before us and who gave us a helpful hand.

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**

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