

Marlon's Marketing Minute

By The King Of Step-By-Step Internet Marketing -- Marlon Sanders

Twitter.com/marlonsanders

Facebook.com/marlonsanders

Blog: <http://www.marlonsnews.com>

Intro site: <http://www.marlonsanders.com>

Marketing Funnel Planner **Step-By-Step Planner For Creating Your Marketing Funnel**



This is what call "The Marketing Funnel."

It's going to help you plan out your Marketing Funnel for sales and profits.

Before I tell you about it, let me share this: Each week on Saturday morning I publish my newsletter that is sent to you via email. I call it an ezine because it's sort of a cross between a magazine article and email.

The thing that makes me DIFFERENT from other online marketers is I show you how to promote a product, service, business, idea or cause via Internet marketing.

Most marketers only focus on "make money now" or "get rich." But I realize many people have a vision, a cause, a purpose. They want to HELP PEOPLE and it's not all just about making a bunch of money fast with no work.

The process I'm going to show you below works for marketing a product, service, idea, group or cause BECAUSE the one thing you do is get them on a LIST.

Are you a non profit? You need to get your potential donors on a list. This is nothing new to you since you've probably done direct mail in the past.

Are you selling a SERVICE? Your customers and potential customers need to be on lists so you can send them emails about your new services and offerings.

Are you marketing a GROUP? The ability to communicate with members and potential members is absolutely critical. This is how you get participation, interaction, attendance and involvement. It's how you make group functions known.

The reason is that new people come into your marketing funnel via the **squeeze page**. That's the first page on the above graphic that says "Free Gift" at the top.

They enter their email address and possibly their name.

Then they go to your **thank you page**. This can be a video that delivers the information promised as the free gift THEN makes a pitch. Or it can be a page like you see above that has an offer on it.

This offer is CRITICAL to your marketing because it's the tool you use to break even on your ad buys, or at least liquidate as much of the costs as possible.

The next thing you see is the **confirmation message**. This is sent via email and requests the potential buyer to click the link to confirm their subscription to your email.

In marketing terms, we call this "double opt in." People enter their email address THEN confirm their desire to receive email. This is to prevent someone from getting subscribed to your list by someone else with ill intent.

Next comes the **download page**. This is where the new subscriber downloads their free report or video. The download page is a great place to feature a few banners for other offers of your own, affiliate offers or banners from JV partners you've done banner swaps with.

At this point the subscriber gets your PDF or video and watches or reads it. You'll likely refer to a few of your other offers in it.

Finally, you have your follow up messages.

Let's assemble YOUR marketing funnel now.



free gift
(For Special V.I.P. Guests ONLY...)
From Marlon Sanders

"Billy Jean Ain't Seen No Marketing Machine Like This"
15 Steps To Make Your Marketing Machine Rock and Roll

- ✓ Sample Squeeze page that converts at 40%
- ✓ 15 things you must do & how to make it fun and easy
- ✓ The easy program for split testing that costs zilch
- ✓ Are you using "Johnson boxes"?
- ✓ Is your confirmation page serving it's real purpose?
- ✓ Is your thank you page up to speed?
- ✓ PROOF my strategies work
- ✓ Are you missing any of theses 15 steps? Fix it now!
- ✓ Are you testing price points on your "money page?"
- ✓ What is the effectiveness of your "upsell 1?"
- ✓ The autopilot bank deposits system revisited

Just enter your Name and Email and I'll send you this exclusive Cheat Sheet absolutely FREE!

Name

Email

 **SUBSCRIBE**

This exclusive Cheat Sheet has a **\$17-value** but it's yours for free for a limited time only.

PLEASE NOTE: You're receiving this special invitation as a V.I.P. Guest... Please do NOT share this page with anyone else!

NOTE: We will NOT rent, trade, or release your information to any third party for any reason - ever. Your privacy is very important to us.

[Privacy Policy](#) | [Affiliates](#) | [Contact](#)

© 2011 by Higher Response Marketing, Inc. All Rights Reserved

Squeeze Page

1. What freebie can you OFFER your potential buyers that will draw them into your marketing funnel?
2. What headline will you use to announce this freebie offer?
3. Will you have bullet points on the page or just a headline?
4. Will you use an illustration of the freebie?
5. Will you put video on this page?
6. What will your subscribe button say?
7. What colors will you use on the page to best communicate your value?
8. Will you use a logo on the page?
9. Will you link to a privacy policy? Affiliates?
10. Will there be an exit popup for people who don't opt in? If so, what will that be about?
11. Will your page be single or double opt-in?
12. Will you use blinking arrows or animation?

**NOTE: Your Report Is Being Emailed and Will Arrive In 10 Minutes.
In The Meantime, Check Out This Totally Awesome Limited Time Special Offer!**

The screenshot shows the 'Traffic Dashboard' interface. At the top, it says 'THE Traffic MARLON SANDERS Dashboard'. Below that, a large headline reads: 'New "Traffic Dashboard" Lets You Point 'N Click Your Way To Big Traffic -- Step-By-Step From A-to-Z --'. The main content area is a grid of icons under the heading 'CLICK FOR BONUSES'. A red dashed arrow points from the top note to the dashboard. A red arrow points to a play button icon with the text 'click to play'. Another red arrow points to a yellow 'Add To Cart' button with the text 'ALSO WORKS FOR ANY TYPE OF BLOG, LANDING PAGE OR AFFILIATE PAGE'. Below the button are logos for Discover, Visa, and Mastercard.

Thank You Page

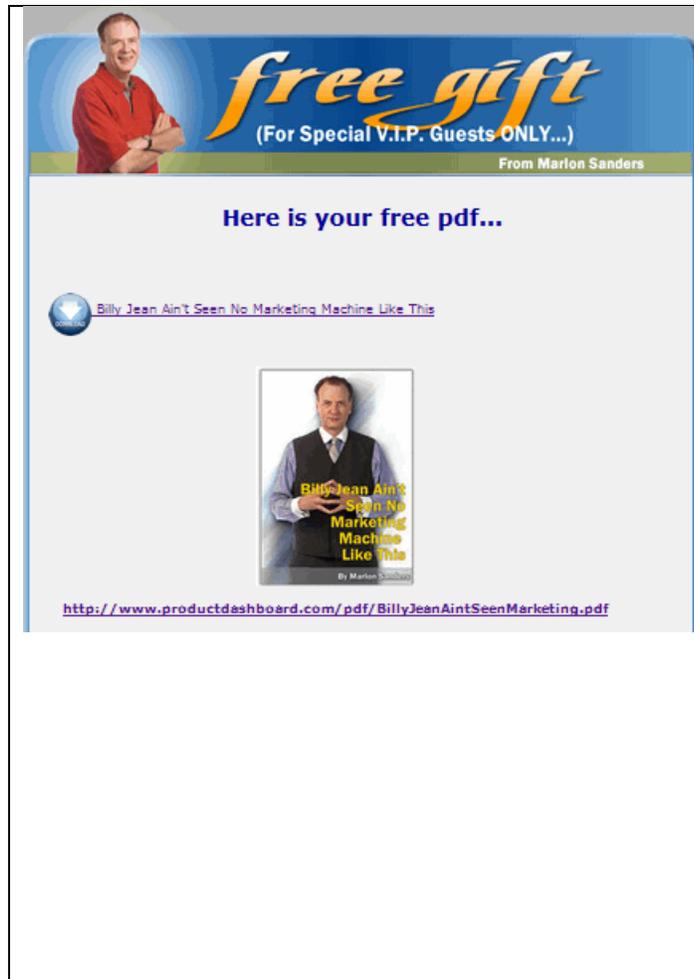
1. Will your thank you page sell a product? Deliver content?
2. If the page makes an offer, for what and at what price?
3. Will the page focus ONLY on getting people to confirm their double opt-in email?
4. Will you pass a name onto this page from the opt in/squeeze/email capture page?
5. Will you have an exit pop when people leave this page? If so, for what?

1 Your Confirmation Message Create your customized confirmation message.

The screenshot shows an email editor interface with three sections: 'EDIT SUBJECT', 'EDIT INTRO', and 'EDIT SIGNATURE'. The subject line is 'Confirm Your Request For The Freebie Report "Billy Jean Marketing Machine"'. The intro text reads: 'Hello, you just requested the Billy Jean Marketing Machine report. Confirm the link below to get it now PLUS receive the famous Marlon's Marketing Minute Saturday ezine and killer emails & tips.' Below this is a dashed line, followed by the text 'CONFIRM BY VISITING THE LINK BELOW:' and a URL: 'http://www.aweber.com/z/c/?xxxxxxx'. Another paragraph explains: 'Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.' This is followed by another dashed line and the text: 'If you do not want to confirm, simply ignore this message.' The signature section contains: 'Thank You, Marlon Sanders, The King of Step By Step Internet Marketing'.

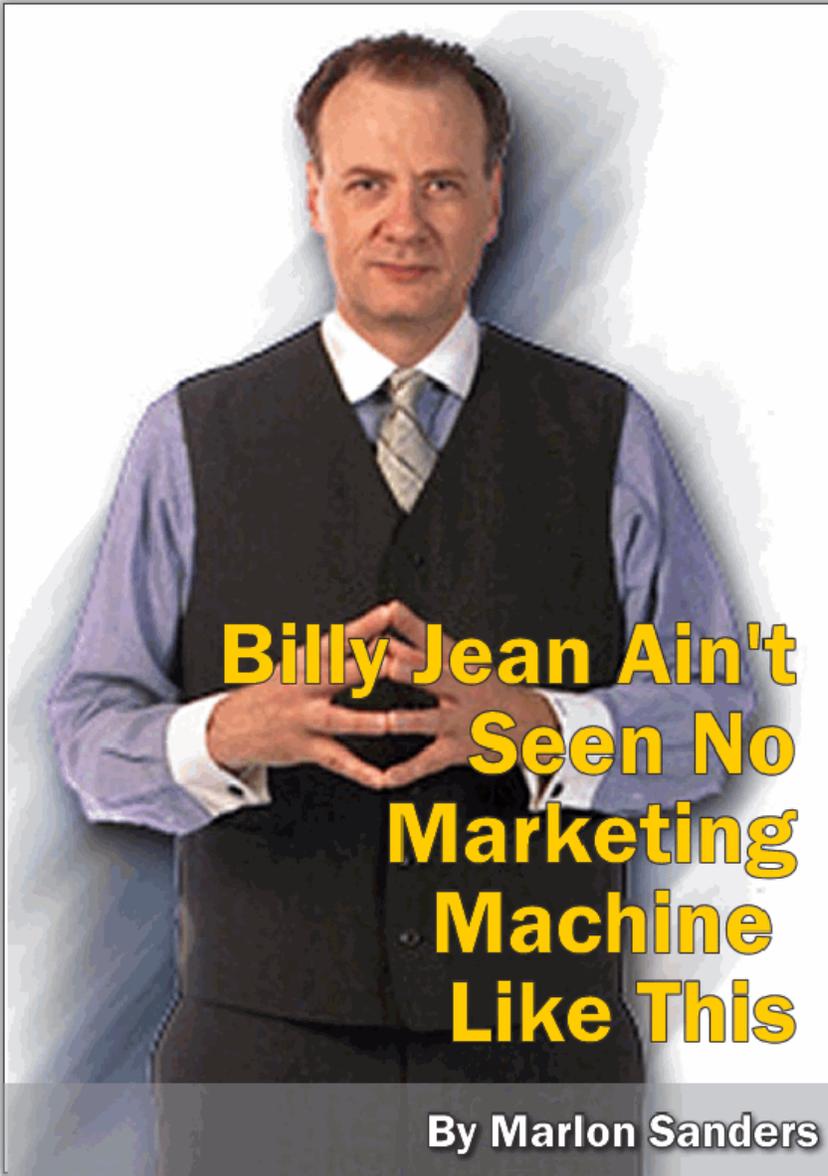
Confirmation Email

1. What will the subject line of the email be?
2. Will you merge any variables into the subject line?
3. What will the body text say to entice people to click the link?
4. Will you mention only your freebie offer or will you mention follow up emails?



Download Page

1. What will the subject line of your download page say?
2. Will you include an ecover or graphic for the download?
3. Will you have links to other products on the page? And if so, your own products? Affiliate products? JV partners?
4. If you have other offers, how many will you have?
5. If you have banners for your own offers, who will do the graphics?
6. Will you have a video upsell on this page?



PDF Report

1. If you deliver a PDF, will you do the cover or will you have a designer do it?
2. Will you use your photo or a cover for the report?
3. How will you set up your “back end” inside the report?

Follow Up Messages Drag and drop your Follow Up messages t

Mesg	Interval	Type	Modified	Click Tracking	Subject
1	0	Text	03/28/11	On	Here is: "Billy Jean Ain't Seen No...

Follow Up Emails

1. How many emails will you plan in the follow up sequence?
2. What will be the title of your first email?
3. What will be the sequence for your first 10 emails?
4. Will you send an email that tells your story?
5. Will you include emails about your credentials?
6. Will you include articles you've written?
7. Will you send long or short emails? Link to video? Html? Text?
8. Will you first make a high-priced offer or a low-priced one?
9. Will you use a "free-to-join" follow up system?
10. Will the follow up products be your own?

How To Use The Above Marketing Funnel Planner To Create Your Funnel

You now have all the key steps in your Marketing Funnel planned out.

You can refer to my prior report on creating your “Marketing Bricks” to understand how this fits into my overall “Big Picture.”

The best way to use this planner is just to take it step-by-step beginning with your freebie offer and your squeeze page.

Here are a few quick suggestions for implementing your Marketing Funnel:

1. Learn to create squeeze pages fast – You’re gonna need to do a number of them. Get this down to a “cookie cutter” process.

I had to split test 12 squeeze pages before I got one that converted above 50% on cold ppc traffic.

2. On the thank you page I recommend you make an immediate offer.

You need to offset the cost of your marketing activities, lead generation or paid advertising as quickly as possible. As you’ll see in the “Marketing Bricks” PDF, our goal here is to break even on any ad buys.

That isn’t something you’ll likely achieve right out of the gate. It takes time and experimentation.

3. The MAIN thing is to get a funnel UP! You can always tweak, test and improve it later.

4. The confirmation email is an extremely important step.

Because if they don’t confirm, they aren’t on your email list.

5. Some people go with single opt-in email.

Boy, I’ve found it’s hard to keep complaints under .10%. And if you go over that, most autoresponder companies will sooner or later zap your account.

I found a method that gets EXTREMELY high confirmation rates of 80% and above. But this is something that took a lot of testing to figure out. I’ll

be adding that method to the email module I'm working on for the coaching program.

6. Track the 30-day value of subscribers

I was just talking to Sean Mize yesterday about his tracking on this. It's a very useful number to know. It's not easy to get out of software so you probably have to hand tabulate it.

If you read my back ezine about "Tagging" this will show you how to do it. Don't ask me where the issue is. I don't think it's up "free" anymore. I believe it's in Ateam though.

=====
Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/>

////////////////////////////////////

REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

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

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