

Marlon's Marketing Minute

December 22, 2012

[Customer Support](#)



5 Steps To Multiple Feeder Systems That Send You Sales & Profits

Hello,

Marlon here.

Let me wish you an early Merry Christmas and happy holidays if you don't celebrate Christmas. For some of you I guess it's the Winter Solstice! If you wanna hear our [35 outrageous versions of Jingle Bells](#) Matt did for me years back, check it out here.

Onward....

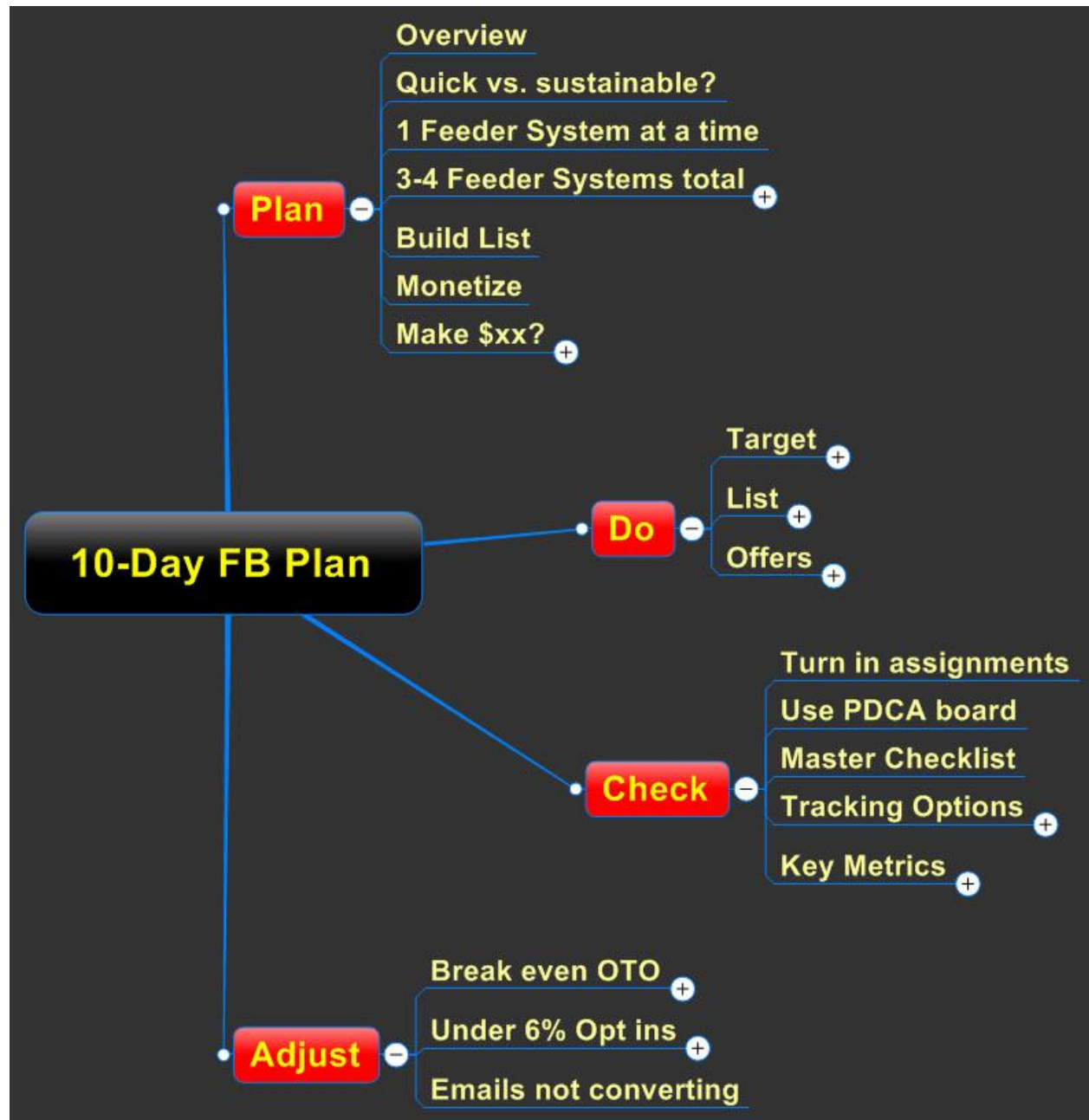
I'm a huge advocate of creating and selling your own products. But for MOST people, you need to start with list building and sending out emails.

In this issue, I'll be talking about 5 steps to multiple feeder systems.

First, though, at 3 p.m. CST, 4 p.m. EST, 1 p.m. West Coast TODAY 12/22, I'm holding a special Feeder System training for you.

This one is on how to use Facebook ads as your Feeder System.

I've discovered some cool tricks for you. And, of course, combine it with the must know things, including the scoop on the Facebook timeline.



That's the mindmap for today's session. **If you haven't seen my video that explains the concept, [GO HERE for video one.](#)**

Then I made a second video yesterday for you that goes through the content in a bit more specific way.

- * Do you know who your target market is?
- * Do you know how to reach them?
- * Do you get 35% success rate on your squeeze page?
- * Do you convert 3% to sales?

You'll find the video #2 breakdown here:

<http://marlonsanders.com/sololist/>

If you have ALREADY SIGNED UP and DO NOT HAVE YOUR GOTOWEBINAR SIGN UP LINK, then:

1. Log into your account at <http://www.yourloginlink.com>

You should see the Steady Flow link on the right. Click it and you'll see the sign up link for Gotowebinar.

2. I WILL be re-emailing the link today to everyone who has signed up.

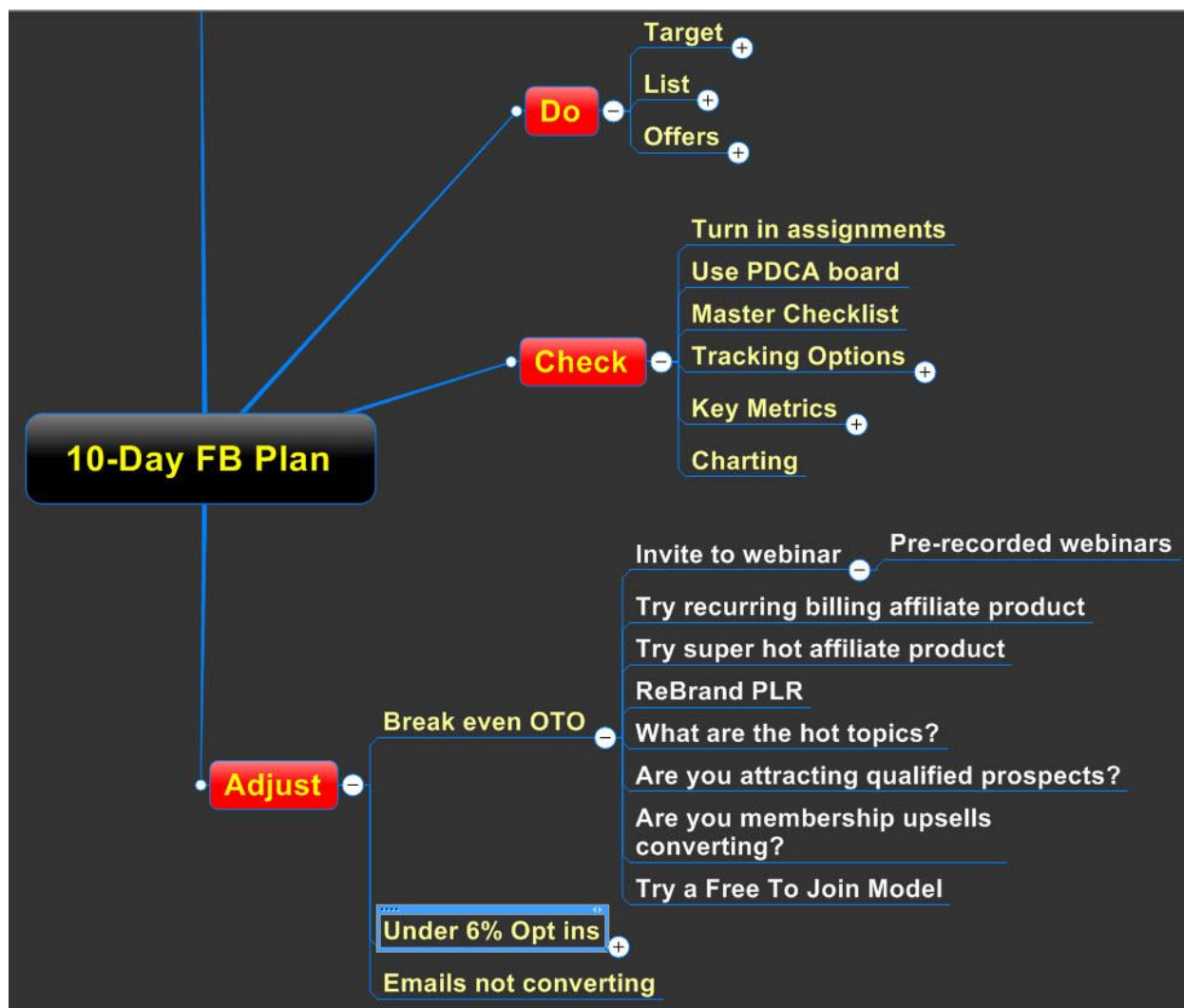
3. If you don't receive that link by 2 p.m. CST, 3 p.m. EST then go to <http://www.getyoursupport.com> and post a ticket

I'm going through a learning curve on this and working to find the BEST way to teach these events. On my "Greatest Marketing Secrets" event, I did the story telling method.

I think that's good in some ways but some people need a more structured process.

In the last one on problem solving, I used Power Point slides. A few people found those a bit hard to read.

I've ALWAYS had good success with mindmaps like the above because the content is very linear. You click the plus sign and the content expands out to the right like this:



As you can SEE I have some totally awesome content planned for you.

My goal is to keep this to 2 to 2 1/2 hours long since it is the holiday season. By the same token, I know that at this time of the year it's good to start planning for 2013 and end 2012 on a positive note and go INTO 2013 on a roll!

That's my goal by helping you set up a FB Feeder System.

By the way, if you haven't downloaded my 63-page PDF that is a compilation of multiple back issues of this ezine, you can snag it here.

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

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.

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...

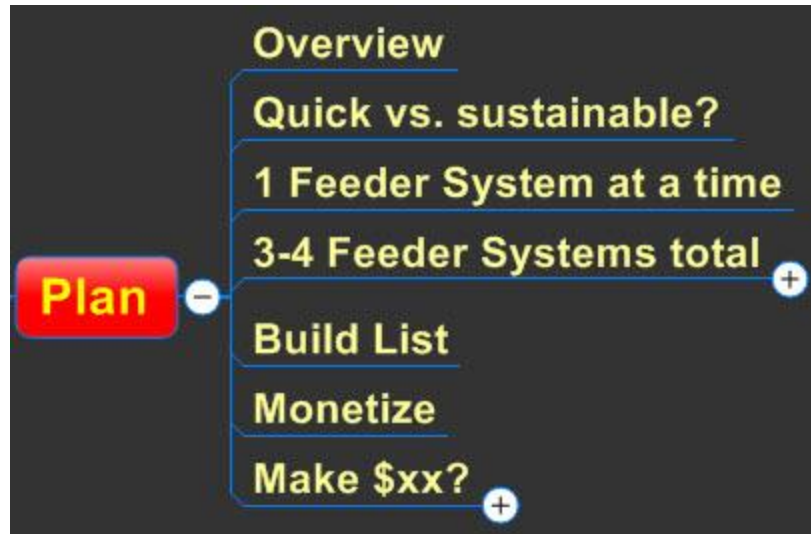
You need to go DEEP ENOUGH into a feeder system to be better at it than most others. I believe that.

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."

5 Steps To Building Multiple Feeder Systems

Here's the part of the mindmap I want to zoom in on in this issue:



Your 5 steps are:

1. Decide if you want to build quick vs. sustainable
2. Decide to build 1 feeder system at a time
3. Aim for 3-4 total
4. Build your list
5. Monetize

Let's jump right into it.

1. Decide if you want to build quick vs. sustainable

Here's the thing: The biggest obstacle TODAY in online marketing is LACK OF FOCUS.

I believe that.

Everyone I talk to is all over the board trying too many things and not getting ANY of them rolling. This leads to the search for FAST RESULTS.

And to some degree I AGREE.

That's why I advocate strongly you plan for something you can get a REAL RESULT with in 10 days.

HOWEVER, what I see a TON of affiliates emailing and I see widely promoted in Warrior Special Offers are methods that are built on QUICKSAND.

What the person does is figures out a new way to create MASS something or the other.

- * Mass blogs
- * Mass submissions
- * Mass Facebook Fan Pages.
- * Mass Youtube videos
- * Mass links
- * Mass spinning
- * Mass classified ad submission
- * Mass PLR spinning'
- * Mass invites to FB groups
- * Mass ebooks to Amazon
- * Mass submission to content networks
- * Mass whatever

Then they figure out a way to get traffic to them by hiring people on Fiverr to do MASS bookmarking, MASS articles, MASS submissions, MASS whatever the heck.

Or they create a MASS something or the other SOFTWARE that sounds like it's really whizbang.

Then they publish EYE POPPING screen caps of traffic and sometimes sales.

So who cares?

Why NOT jump on the bandwagon?

Well, go BACK on those offers, or in those forums that promote these things....

Go back just SIX MONTHS and see how many of those are STILL WORKING!

I bet NONE.

Ditto for the widely promoted affiliate offers.

MOST of these things are built on QUICKSAND.

So you're wasting your time.

It's an ILLUSION of results but nothing that will last.

It's alluring.

It sounds like your wildest freaking fantasy.

I just buy this Fiverr gig for 5 bucks and I just push the button on the software and BOOM! Overnight all this MASS stuff is done and traffic shows up and money gets deposited.

Hallelujah!!

Or not.

In the end you end up:

* BANNED on Youtube

* BANNED on Facebook

* BANNED on Amazon

* BANNED on Linked In

* BANNED on Adwords

Here's the TRUTH:

Most of these people are too new to realize what will happen. Or they know and just don't care. They're after the quick buck.

They use a proxy to set up some fake accounts using blackhat methods.

The results they show may NOT have even been from that method. They likely did OTHER blackhat stuff. You can go to blackhatworld.com and read all that junk for free. That's where they GET their methods.

But do NOT do that stuff.

It's an illusion.

So decide you want to build something that lasts for your future.

Decide to build with good old-fashioned direct response lead generation and conversion.

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.

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. Decide to build 1 feeder system at a time

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.

There IS a bit of an art here.

For example, a friend of mine would take 10 different methods that he had personally developed and refined like social bookmarking (without the "mass" thing), Youtube videos (hand submitted, not software submitted), classified ad submission (done by hand so as not to be banned).

He personally figured out each one.

THEN he created a System for it and hired an outsourcer and trained them. For this kind of thing, he pays as little as \$125 to \$150 a month since it's repetitious. The more a person has to THINK or make judgments or use creativity, the more you have to pay.

What he does with NEW BUSINESSES is has the outsourcer run a test of all 10 methods. So they do a basic minimum run of all 10 methods he has developed over time and checklisted.

Then he takes the ones that work and INCREASES them. The ones that show promise he EXPANDS.

You can do this with something very SIMPLE like your referrers from Google Analytics or Stats Counter.

If you see a website or person referring some traffic to you, see if you can buy banner ads on the site.

The MAIN thing here though is to get ONE WORKING before you try to build 2 or 3 at a time.

There's a learning curve to ANY method. You will NOT start with 10 Feeder Systems you can test. My recommendation is you start with one. Learn the ropes.

Figure it out.

Checklist it.

Maybe it won't work with the CURRENT product you're trying to market. OK. You can either:

1. Run another product through it
2. Make sure you have it all documented and checklisted properly so you can easily return to it and then move onto another feeder system for that product.
3. If you try 2 or 3 Feeder Systems for a product, you might want to move onto another product.

One of my friends has an enormously lucrative investing info product business. But Facebook ads just didn't not convert for him. They signed up for his list but they didn't convert.

He moved on to Pay Per View (PPV) and that worked. Solo ads worked. Bing worked. But Facebook didn't.

If he QUIT after Facebook, he would have missed out on an enormous amount of money. But if you keep beating a dead horse,, you also lose out.

It's an art to know when to test another Feeder System, when to work on your conversion process or sales pitch or presentation and when to move on to another product idea.

Now move on...

3. Aim for 3-4 Feeder Systems Total

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.

There are an enormous amount of Feeder Systems you can choose from.

Just yesterday I talked to a friend.

He's buying banner ads for a product but losing money hand over fist.

He COULD add more promos to his autoresponder, increase conversions by adding a webinar or whatever.

Or he could try another Feeder System.

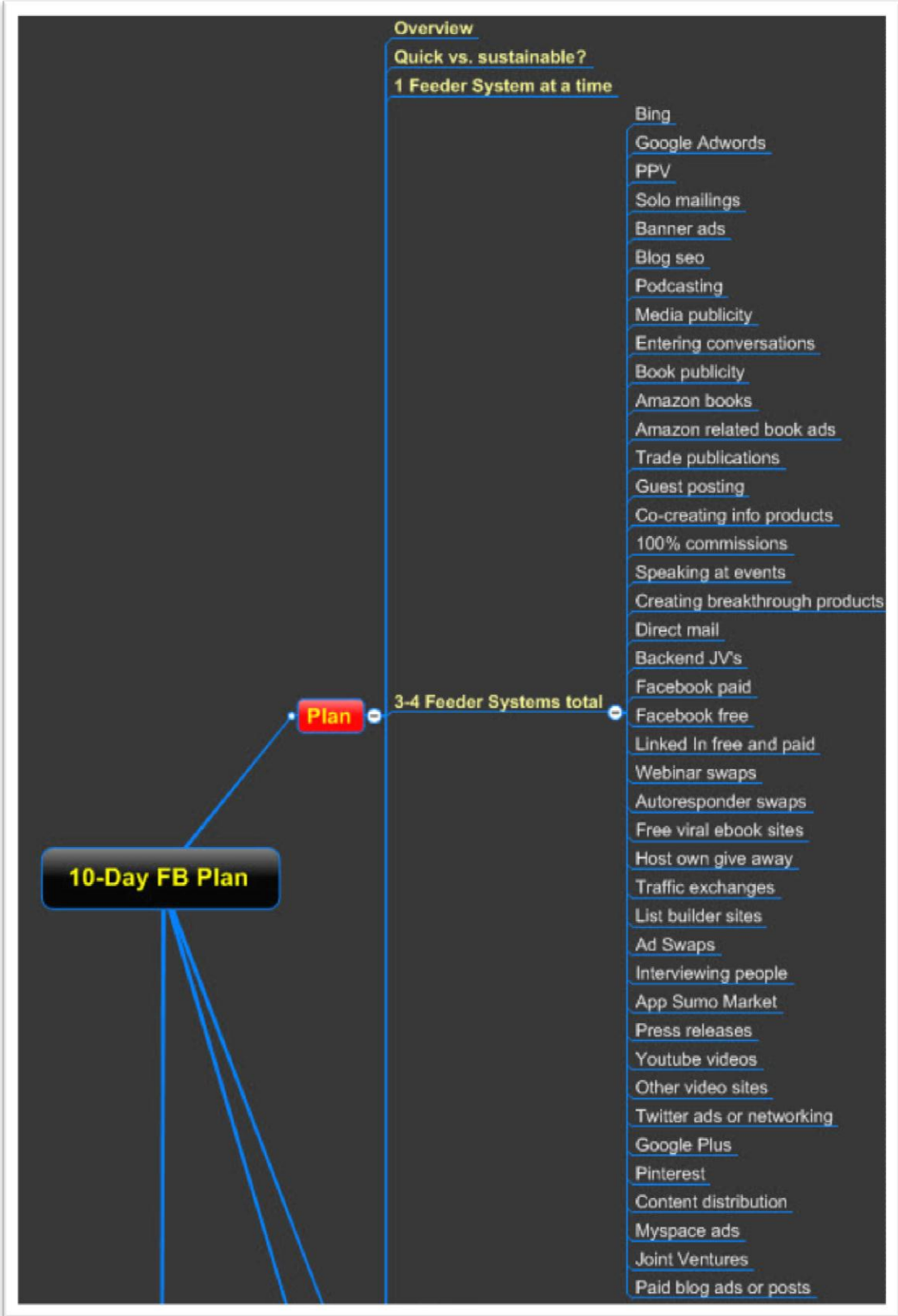
Since his current Feeder System isn't working, this might be his best choice.

Or try another product.

That's where the DECISION comes in.

Do you try another product or another Feeder System?

Here's a chart of many of the choices you have:



All of those Feeder Systems work. I know people using most of them successfully.

But you can't do ALL of them, unless you really build an unbelievable business over time.

To START with, you need to get one working.

I've decided to TEACH the Facebook Feeder System in my first Feeder System training since it can work for about everyone.

After you get ONE FEEDER SYSTEM working, get it solid, get it in place, outsource it or get it down to a science where you can operate it in a minimum of time then move on to the next one.

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.

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.

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

3. Build Your List

The GOAL of the Feeder System is to build your list so you can send out offers.

You can build an email list.

You can build Skype rooms and lists.

You can build a Facebook Group.

You can build Retargeting lists.

You can build voice broadcast lists (with permission)

You can build SMS lists

There are MANY types of lists. I think SMS lists are the wave of the future.

Here's the thing: BEFORE the World Wide Web existed, BEFORE AOK existed, I was building lists in direct mail via 2-step classified ads in the old days.

List building and profiting has been working since before World War I.
It won't break anytime soon.

Some of the METHODS of list building and methods of getting a MESSAGE out to your list change. Like in the U.S. we can't fax blast anymore.

In some countries you can.

Right now we have Skype lists. In the future we may not.

5. Monetize

The last step is to monetize by sending offers TO your list.

There are all kinds of offers, affiliate offers, cost per action CPA offers, all kinds of stuff.

You can set up deals where someone pays you when you refer a client to them.

You can sell info products, services, training.

Services are GREAT to raise cash with.

The secret of monetizing is:

1. Know what people are ALREADY BUYING
2. Know what they WANT
3. Give them what they WANT
4. Give them a UNIQUE reason to buy from you

You can even create your own little bonuses for affiliate products.

This absolutely works.

Find people ALREADY spending money.

Lots of money.

Give them reasons to buy FROM YOU.

This is the proven path.

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.

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

Best wishes,

Marlon Sanders
marlonsanders.com

PS: It ALL STARTS by taking ONE FEEDER SYSTEM and creating a 10-day program or short term program to get it up and running.

Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashbooard.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>

FACEBOOK Marketing Extreme:
<http://www.marlonsanders.com/facebook/>

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

WEBINAR Pitch Secrets Revealed:
<http://www.marlonsanders.com/webinarpitch/2.html>

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now! <http://www.marlonsanders.com/writerssecret/>

6 figures in 90 days as an affiliate?: Discover the simple to follow, no b.s. techniques that made this affiliate 6 figures in 90 days. These results aren't average or typical but it IS a very good training product for you if you wanna be an affiliate.
<http://www.marlonsanders.com/cowboy/>

Top Google Rankings In 9 Minutes On Hyper Competitive Keywords? See the webinar replay:
<http://www.budurl.com/topgoogle2>

List To the "Pizza Cast" and discover some cool secrets of promoting products:
<http://www.promodashboard.com/pizzacast/>

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

Tinu's Famous Evergreen Traffic System:

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

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

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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.

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