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Secrets of How Tanner is Crushing Facebook

Hello,

Marlon here.

2014 is just around the corner.

What are YOU going to do in 2014 to make more money, sales, and profits than 2013? Or maybe just get STARTED!

I hope you're looking back at 2013 and what WORKED or what DIDN'T and making new plans!

Here's what hasn't change and won't change:

1. You have the COST to acquire a customer.

Some people call it COCA – cost of customer acquisition

Others call it every acronym and name under the sun. The name doesn't matter. How much does it cost you to GET a customer?

2. How much do you MAKE from the customer?

What's the value of the customer or customers over a period like 30, 60 or 90 days.

I've noticed that in MY market 60 to 90 days is a good time frame.

But I have many customers purchase for years. For advertising purposes, though, you have to look at a reasonably short payoff.

Just yesterday I had the best time going through several products from my friend and affiliate Tanner Larsson.

Tanner is crushing it on Facebook building Facebook Fan Page audiences.

But what's really interesting is that as I looked at the things he's doing, 80% are the SAME things that have always worked. And about 20% are things specific to Facebook or Amazon.

Getting traffic and opt ins from Facebook

This is where Tanner shines.

He's adding 500-1,000 opt ins a day from Facebook.

How?

Simple. He runs ads. The good news is that in his niche or niches the clicks are very low cost.

But that's FAR less important than how much REVENUE you get from your customers.

In his case, he runs what are called Facebook LIKE campaigns to get people to like his fan page.

Then he posts lots of pictures with comments that get people to like and comment them.

That is part of the 20% new stuff.

I don't know how long the party will last on this FB Fan Page method. I'm guessing maybe 6 more months. But who knows?

It really makes no difference.

In another niche, I know someone paying 5x to 10x MORE for clicks and still growing by LEAPS AND BOUNDS.

How?

Well, they simply make more money per customer because they sell more expensive products and have a more expensive coaching program.

Money Out.

Money In.

That's all you REALLY have to know.

I ADMIRE the amazing PITCHES in the Internet marketing space. It truly boggles my mind the number of spins that can be put on:

Spend less to get a customer or

Make a customer worth more

'Cause those are the only two variables.

Even cost per action marketers who get paid when people do something free like subscribe or sign up are on the money in, money out formula.

They pay .50 to GET a sign up and GET paid \$1.00 FOR the sign up.

I saw a video about a guy in the 19 to 21 age range who is doing really large numbers on Facebook Fan Pages using a different system from Tanner.

Tanner GETS money by [selling Tshirts on Teespring](#) and Amazon.

He GETS money by selling a DVD course with a book.

He GETS money by selling physical products.

This young guy JUST sells CPA offers. So he gets paid when people sign up for something free.

But basically, they BOTH are on the SAME model:

Money In, Money Out

Tanner spends 2-5 cents to get a like on his Facebook fan page. Then he posts 14x a day things that build his list, go direct to offers or get comments and likes. He has 10 FB pages with a budget of \$10 a day on each one for ads.

Then he also runs ads direct to his squeeze page or offers.

He has several bread-and-butter list building posts he uses. One is simply the good ol' fashioned free report. Another is a "join the club" post. A new one he's testing he learned from Ryan Deiss and it's a free + shipping offer. So it does involve a *little* money. Then he has a clever drawing / give away method.

STILL, ALL he's doing is getting people onto a fan page they ENGAGE on then he's getting them on a list. And selling them stuff like shirts or info products highly targeted for the niche.

Now, Tanner did the old "offline marketing" thing for awhile and did pretty good with it. But I think he's found a better niche with what he's doing now because the participants are more passionate.

The young gun spends \$X per month on his FB ads from what I hear AND gets OUT \$100,000 or so. The bad news is he isn't building his list, so the Facebook side of his business is subject to risk.

However, he does build his list in another side of his business. Just about anyone who "gets" marketing builds lists. They just do. Why? Because you OWN the list.

That's why.

You don't OWN a fan page.

What HAS changed is that this is EASIER with Facebook.

In the past GOOGLE was such a freaking pain to try to advertise with. Everytime you turned around they were banning, slapping and punishing. Or that was my own personal experience (I'm banned).

People DO get banned on Facebook but from what I've seen the rules are clearer and they make it a lot EASIER to run a business. They act like they WANT people to advertise with them!

That's where Facebook wins hands down. Of course, the future is uncertain. The young kids are leaving Facebook for Snapchat, Instagram, messaging apps like Kik and WhatsApp, Pheed, AskFm and Twitter.

In the past, when the young audience leaves a service, the crowds are soon to follow. So the future of Facebook is uncertain. Which is EXACTLY WHY you should be building LISTS!

What's YOUR Plan For 2014?

Tanner expects to do 7 figures next year doing the BASICS :

1. Launching 1 new product every quarter
2. Launching 2 new Tshirts every quarter (or was it month.....I forget)
3. Partnering with a super duper affiliate
4. Expanding his ad buys beyond Facebook
5. Launching more products on Amazon

The HEART of your business is and always will be simple:

1. WHERE are you going to get new customers from?
2. How much will that cost?
3. What can you sell them at a profit?

If you want to explore Tanner's methods in depth, here is an affiliate link to one of his products I have PERSONALLY been through and reviewed:

<http://nanacast.com/vp/116465/201942/>

What's INTERESTING is Tanner uses a few newer methods but still does good ol' basic free report list building. He also knows the value of his customers and using his Facebook Fan Pages sells them things 5 or 6 times a day.

I LIKE that!

And he has 10 Facebook Fan Pages.

Here's his course on [how to create and sell Tshirts on Teespring](#).

The young guy I mentioned has something like 50 or 60 of them!

Knowing that these audiences will buy Tshirts, Amazon books, Kindle Books, info products – it really opens up doors.

When I was promoting my juicing page on Facebook, I never dreamed of selling Tshirts! What a GREAT idea.

Best wishes,

Marlon Sanders

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

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RESOURCES

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

If you're a serious newbie and want my equivalent of the \$500 package that I started with, go to <http://www.thebigcourse.com/>

If you haven't taken any action or haven't done much yet and just need to "jump" the learning curve, get that.

If you're a raw beginner or newbie, just [START HERE](#).

And if you don't have that much trust in me yet, then try out one of my individual products below.

If you're an AFFILIATE and/or you have a LIST, I need your help to spread the word about what I call the TRUE GOSPEL of Internet marketing. Internet marketing that isn't B.S. and really works, Internet marketing that is ONE FORMULA that has been working since 1997.

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

You can get tools and post your ideas, comments and feedback to me THERE.

Services You Can Use

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

Get my Facebook Training. This is powerful training on how to use paid Facebook advertising to generate leads but then get the cost per click down to pennies even in the most competitive markets imaginable. MOST people I know who are BUYING ads and succeeding today are doing it on Facebook. The volume there will make your head SPIN! You can build a whole 1,000 lead a day empire off of Facebook if you want and are in a high demand niche with the volume.

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

<http://www.productdashboard.com>

The POINT of Product Dashboard is to get you to create QUICK audio-based info products to TEST MARKET your ideas as fast as possible to find the 1 or 2 out of 7 that is a winner!

THAT is why I created Product Dashboard. Now, it's really the APPLICATION of the product creation part of Gimme My Money Now,

which is the action plan for Amazing Formula. In Gimme, I teach to do a 12-product survey, create a FAST audio product, TEST it with a KSL and roll it out via affiliate traffic. That model applies TODAY every bit as much as when I originally created the model.

What I FOUND was Gimme presented the IDEAS but not enough of the mechanics on HOW to DO the fast audio products for some people to be able to implement it. So I said, “Hey, let me REALLY help people by putting this into a step-by-step how to.” Again, I KNOW you want to know, “Marlon, is it out of date?” The answer is again, I teach EVERGREEN stuff. It’s basic. Find your target audience. Do a survey. Find out what they want. Create a FAST audio product and see if it SELLS. That’s the whole concept. A few SMALL details may have changed...like the VERSION of Audacity you use I’m sure has changed. It doesn’t matter. It’s the BASICS that matter. THAT is the concept behind Product Dashboard. Survey > Create audio > TEST FAST. If it sells, roll with it and roll out an affiliate program. If it doesn’t, do the NEXT ONE.

Get all the basics on how to do graphics the REAL WAY using PSD’s from Photoshop Elements, so later you can graduate to full-blown Photoshop. This is very basic but really, really good training in just the core stuff you need to START OUT with. This is training wheels for graphic design. You won’t become a pro overnight. But this gets you on the RIGHT PATH and that is the PURPOSE. We updated screen caps last year. None of the basics in Photoshop Elements change much. You got a lasso. Paint bucket. Patterns. Gradients. This is what we teach here. BASICS. To me, if you’re really SERIOUS and don’t want to just hire out all graphics, you need this. <http://www.designdashboord.com>

Get “training wheels” to walk you through my famous 12-step formula I taught around the world in 120 seminars Fill in the blanks and click a button.

The ORIGINAL fill-in-the-blanks letter software. This is NOT about magically creating sales letters. It’s like TRAINING WHEELS for my 12-step formula to FORCE you to use it and walk through the process mentally. I found in teaching this in 120 seminars that people would not actually DO the formula I taught. So I decided to create a way to FORCE FEED it. THAT is why I created Push Button Letters that then spawned

the whole entire genre of sales letter creation software, MOST of it sold as a magic pill without understanding the GOAL which is to get you to MENTALLY PROCESS and walk through a precise, step-by-step FORMULA.

<http://www.pushbuttonletters.com>

The exact things I taught a new employee to get him up to speed on all this marketing stuff in 30 days. And will get YOU up to speed on the absolutely critical basic knowledge also. Get up to speed FAST with the in-house training I gave one of my new employees. I love this product. To me it's Evergreen. The stuff I teach here is what I feel is absolutely VITAL for anyone to know, including a new employee, new customer or whoever. That includes you. This is BASIC but powerful training. I find a LOT of people miss the BASICS, so they get no value from other stuff they buy. You HAVE to put in your basics FIRST <http://www.themarketingdiary.com>

Want to know how I got 30,000 affiliates to promote me? I love this product also. It's how I got several million people to my websites. It includes the steps, the documentation, everything. Now, yes, I did this product some years ago. You'll find out the things I do, teach and believe in are EVERGREEN. The answer is NO. It's not outdated. YES, everything in it STILL applies. Do I STILL use everything you'll read about it in it. It's my BLUEPRINT for a highly successful affiliate program.

Check this puppy out:

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

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

If you're struggling to find a target market, I think this can help. It isn't the ONLY thing you need. It isn't like "the answer." But I really think if you delve into the tool it talks about that you can really gain a deeper understanding of what is SELLING in the market. That is the purpose of it.

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

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

List To the “Pizza Cast” and discover some cool secrets of promoting products: I did this when I employed Santos. I think it’s a good discussion of Promo Dashboard and the purpose of it. I like this interview a lot personally! Even though I did it 2 or 3 years ago that’s why I keep it up. I think it ALL still applies. Again, this is another EVERGREEN PRODUCT and concept.

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

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

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

This poem on the next page summarizes everything I am, everything I believe about marketing and life. I usually close out my ezine with it. The reason is that I “teach you to fish” while the vast majority of people in Internet marketing take the easy road, which is “selling you the fish.”

The problem with that is what happens when the “fish dies,” as it more often than not does? The answer is you flushed your money down the toilet and got nothing, leaving you feeling like it was “Done TO You.” That’s why I take the *Road Not Taken* and teach you how to fish for yourself.

If you believe that too many people waste time, money and energy buying “fish” programs and that the road not taken is actually the FASTER road by miles, then help share the word about my ezine by telling your friends on Facebook, Twitter, social networks, forums and groups about the BestOfMarlonSanders.com.



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

Give away the “Best of Marlon Sanders” and get paid. Help me spread the word about “real” Internet Marketing that flat out works!

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