



The **Greenhorn Solution**
"Taking you from green to great!"

Marlon's Marketing Minute
March 17, 2012

Special "Greenhorn Solution" Edition

Hello,

Marlon here.

This is a very special "Greenhorn Solution" edition.

On my Greenhorn Solution Training call to be held March 21 at 8 p.m. CST I'll be presenting my full, complete "Greenhorn Solution" training.

Best of all, you don't pay until AFTER the training session is over. That's right, you don't pay me a dime unless you feel the training was worth every penny and then some!

In one evening, I'll take you from Green to Great! You don't pay unless I blow you away!

For more info, go to:

<https://getyourproduct.com/greenhorn.html>

Today I want to present to you step TWO of the Greenhorn Solution.

The reason I'm calling this "Greenhorn" is because that's what you are as a newbie. You're GREEN. You know, you don't have much experience yet, but you have enthusiasm and the desire to learn.

Let's go ahead and dig into Step Two of the Greenhorn Solution.

THE PROBLEM: A lot of newbies are all over the place. They're buying this. Trying that.

Chasing this rabbit and that rabbit. They get all excited about one thing. Then jump and get all excited about another.

There's no focus, tons of wasted effort and not a lot progress.

THE SOLUTION:

There IS a solution. And here it is:

Step Two: Start With The Back End

You don't start at the front. You start at the back.

No joke.

You FIRST have to know where your profits are going to come from. How will money be made?

The back end is the repeat business where people buy from you over and over. Having a membership site, newsletter, cd-of-the-month or that sort of thing would be an example.

You have big ticket recurring billing and small ticket recurring billing. Running a coaching program people pay \$1,000 a month for is an example of big ticket recurring billing.

Charging \$50 a month for a membership site is a small ticket recurring billing model.

Another back end is a big ticket item.

In the info product business, this can be seminars, consulting, training, “done-for-you” packages. Those types of things.

Then you have the low ticket, repeat business model. Some people build a list and send a new affiliate offer every day or every few days to the list. That’s an example of this model.

You can survive that way. You probably don’t do really well. But you can survive and bank a little money. Pay the bills. That sort of thing.

Once you know WHAT your back end is, THEN you can design what we call “the front end.”

The front end is what you initially sell to the customer. Or the initial lead generation funnel. If you don’t know these terms I’m throwing out, refer to Part One of the Greenhorn Solution because I cover and explain all the terms in it.

I’ll give you an example: The business-to-business lead generation and management software market is hot right now.

You have people paying \$1,000 a month and up for Hubspot. Above them you have Eloqua and Marketo. They have plans that are far more pricey than that.

There are some big bucks in that market.

Let’s say you were an affiliate. Hubspot gives partners 20% of all revenue each month. That may not sound like a lot but when customers are paying \$2,000 or \$3,000 a month or more, it adds up.

Let’s say that was your “back end.” Promoting one of those services as an affiliate.

On the front end, you’d develop a line of free reports to use as lead generators.

What types of free reports?

Go to blog.hubspot.com and you can see the free reports they use on their own blog to generate leads. Again, if you don't understand the term "leads" you need to go back and read or re-read lesson one in this Greenhorn series.

Anyway, you'd have your lead generation free reports, videos, case studies, newsletters or other "widgets."

You might even employ a call center in the Philippines to call businesses and generate leads for you.

Next, you'd plan out your funnel CULMINATING in the customer paying monthly for one of the services.

You'd probably hold a weekly webinar. After the webinar, you might even do a free consultation over the phone.

Now, before you jump all over this idea, you should know that while the b2b (business-to-business) market has a lot of big dollars being thrown around, it also tends to be a prolonged sales cycle.

There's not a lot of quick money in that market.

The POINT is not that you should go into that market. The point is you decide WHERE you want your customers to END UP then you create a FUNNEL to take 'em there.

A lot of people never know WHERE they want their customers to end up. They just start out grabbing some PLR or something that sounds easy.

They're building a hobby not a business.

There's no destination, no plan, no system.

This can actually be pretty SIMPLE.

Here was one of my marketing systems early on.

Step One: Give affiliates 60% commissions on Amazing Formula which was more than others offered.

Step Two: Sell Amazing Formula for \$67.00

Step Three: Give all buyers a 50% off coupon for my Big Course that made the net price \$500. That offer expired in 30 days.

That was the whole marketing system

The END GOAL there was to sell *The Big Course* for \$500. And when you drive the volumes I did on the “front end,” it’s very profitable.

I sold 30-50 products a day on the front end and then 5% to 10% of those the back end. Something like that. It was a profitable system.

Some people in the Info Product business run a more sophisticated funnel. The END POINT is selling a \$25,000 a year coaching program.

They get people to a SEMINAR first. And the goal of the seminar is to sell their coaching.

Before the seminar, they sell a continuity, which is a teleconference call of the month,, or a monthly newsletter.

The whole entire business is engineered to get people to pay for coaching. The newsletter or teleconference calls talk a lot about people IN coaching.

That’s how it should be done.

You START with end in mind.

Then you design BACKWARDS from your result or outcome.

This is how Hubspot does it.

They have a lot of free lead gen reports on blog.hubspot.com. The people then go into an autoresponder series that offers webinars and services like a software that grades your website.

The last step is outbound calls by their phone sales team to close the sales. That’s a very advanced and complex marketing model.

You, as a newbie, want to create a very simple marketing model to start with. You want an easy but profitable “destination” to lead people to.

On my Greenhorn Solution Training call to be held March 21 at 8 p.m. CST I'll be presenting more examples of this idea and show you how to engineer from your back end to your front end.

I'll give you a few simple back ends you can create as a newbie.

I'll explain how you make your front-end lead TO the back end. And, in doing so, of course I'll handle all the questions you probably have as a newbie.

Best of all, you don't pay until AFTER the training session is over.

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