

Want To Peek Inside a Million Dollars A MONTH Sales System?

Hello,

Marlon here.

GREAT NEWS!

Book of Secrets owners – your NEW IMPLEMENTATION #2 is NOW POSTED in your members area!! It's a good one and I've very excited about it.

Today we're going to peek inside a million dollars a MONTH sales machine.

This past week someone asked on the support desk if I had updated Amazing Formula. My response was that it hadn't gone out of date so I didn't feel compelled to update it.

The personal couldn't believe that I don't think.

And I understand it.

So it reminded me I haven't done a proper job of educating you about what the Amazing Formula really IS and MEANS.

Most people, even those who own it, don't REALLY get it.

The example I'll use comes from TJ Rohleder who is maybe the most famous business opportunity mailer ever. Not long ago, TJ sent me a "Legendary Marketer" plaque award. I'll show you a better scan on another day. It's a HUGE plaque.



Moving on....

You can analyze and break down ANY BUSINESS very, very quickly using the [Amazing Formula](#) when you really understand it.

Most people don't realize there is a SEQUENCE to the Amazing Formula:

HTM > TM > WSMS > KSL / KSM > HPO > BERC

Step One: The HTM – Hungry Target Market

Step one of Amazing Formula is the Hungry Target Market.

In TJ's case it's very well defined: He sells to business opportunity seekers. These people have their OWN MINDSET and BELIEFS. They are ONLY interested in a specific type of OFFER.

COMPETITORS who don't understand this totally miss out because they hit the WRONG HOT BUTTONS then shake their head in disbelief.

TJ understands the mindset of a business opportunity seeker better than anyone. His point is, he USED to BE ONE so it's easy for him to understand the mindset.

So many people try to sell to an audience they DON'T UNDERSTAND! You can do that. But you have to really learn the mindset, beliefs and attitudes of the audience.

Step Two: TM - Targeted Media

The next step is to choose a TARGETED MEDIA that REACHES your Hungry Target Market.

TJ uses DIRECT MAIL. He sends 30,000 pieces a week, pretty much like clockwork. YOUR media might be Facebook ads, affiliates, banner ads on blogs and forums, or Google search results. The Internet is NOT a media. It's really a collection of different MEDIA.

My new thing is most people should use TWO of them. I had a good discussion about this on the phone last week with Eric Louviere about this. Eric feels you only need to specialize in one media. I used to feel that way about it. But in today's rapidly changing environment, I'm an advocate of having two media. This is a NEW position for me.

Step Three: WSMS – Web Site Marketing System

This is your lead generation PROCESS. This of it as your lead generation machine.

What are YOU offering EVERY DAY that generates leads for your SALES MACHINE?

Traditionally, I've relied on my affiliates for this. Which means keeping something exciting in front of affiliates. Of course, TJ blows away my lead generation because he mails 30,000+ lead generation offers a WEEK!

Another friend of mine knows he has to stuff X number of WEBINAR SIGNUPS into his SALES MACHINE every week to OUTPUT the \$\$\$ he wants.

If you have my Push Button Profit Planner, it runs the numbers for you. Just just punch in 6 numbers, and it'll tell you WHAT you need to stuff into your sales machine this week to output the dollars you need.

MOST PEOPLE AREN'T STUFFING ENOUGH LEADS INTO THEIR SALES MACHINE. Which means theirs WSMS is BROKEN or non-existent!

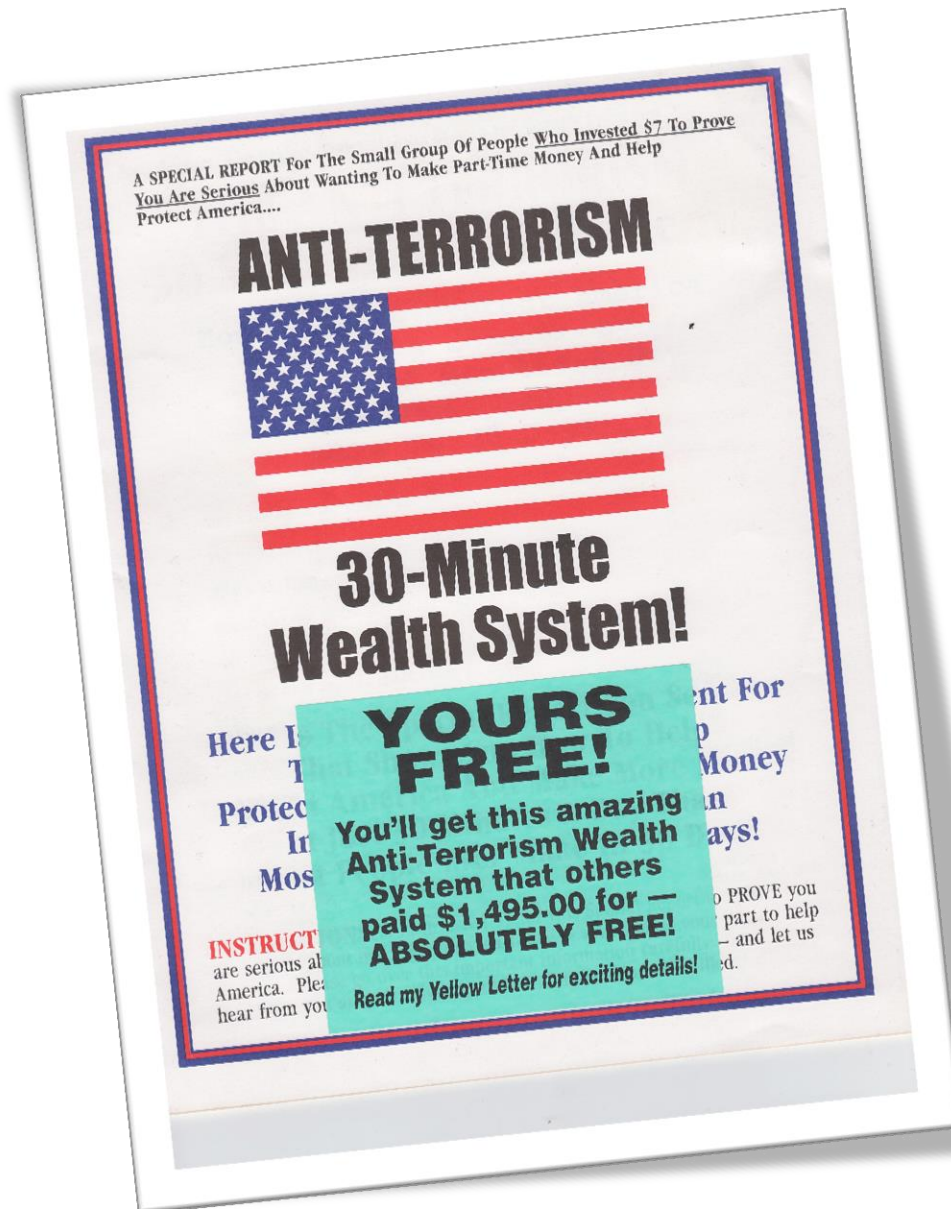
The VAST MAJORITY of Internet marketing businesses have **absolutely no consistent lead generation.**

They work on feast or famine, hit or miss, spray and pray marketing.
IT SUCKS! Flat out sucks.

At least start with a teeny tiny process for generating consistent leads. Get THAT running then expand and grow it or add another one.

Do SOMETHING CONSISTENT.

Your business MUST have LEADS! In TJ's case, he usually mails out a FREE OFFER or an inexpensive offer. Often, TJ sends a direct mail letter offering something absolutely IRRESISTIBLE like a FREE \$200 moneymaking kit. Or he might send you something like this:



If you want to make money, who can turn down a kit. Sometimes he charges postage and handling, sometimes not. His front end offer varies often, although in the last few years, I think he's stuck mostly with one offer.

TJ considers what we call the "front end" a necessary evil.

Different businesses have different WSMS.

For example, I have an old offer from Bottom Line Personal OFFERING a 3 free issue subscription to Bottom Line Personal. No money was required upfront. The TM (Targeted Media) was a full page ad in a magazine.

I have an OLD ONE from Life Study Fellowship ran by this old time marketing pro who also started Troybuilt Motors, as I recall.

His front end was a "Personal Analysis Form" that asked you to check off the troubles you needed prayer for. These went into a database where they then sent you letters selling custom prayers for specific troubles!

To - LIFE-STUDY FELLOWSHIP
Noroton, Conn. 06820

Dear Friends:
Yes, I do have PERSONAL PROBLEMS and I want to learn how to meet these PROBLEMS triumphantly and successfully, and ask That God will Bless me with more "Good Fortune" in Life through your Life-Study Fellowship Way of Prayer.
So please study my answers to the questions below very carefully, and send me as fast as you can the PRAYERS for "Good Fortune" that will fit my case!

PLEASE MARK ANY QUESTION THAT TROUBLES YOU WITH AN "X" Please Mark Here

1. Do you seek "Good Fortune" to overcome your **Money Problems**? ☐
2. Would you like to have the "Good Fortune" of **Better Health**? ☐
3. Do you want God to Bless You with "Good Fortune" in **raising your children**? ☐
4. Are you in need of "Good Fortune" to get a **better job**? ☐
5. Do you seek "Good Fortune" to **remove obstacles** in your way? ☐
6. Would you like to be Blessed with the "Good Fortune" of more **Happiness and Harmony** in your Home? ☐
7. Do you have a **Secret Wish** you hope God's "Good Fortune" will make come true for you? ☐
8. Would you like to be **Fortunately Blessed** with **Stronger Faith** in God's Power to help you? ☐
9. Do you want God to give you the "Good Fortune" of finding someone nice who will **love you and take care of you**? ☐
10. Do you Pray God will grant "Good Fortune" to your **Dear Ones**? ☐
11. Are you longing for the "Good Fortune" of **Greater Prosperity**? ☐
12. Would you like to be **Fortunately Blessed** with more **Peace of Mind**? To be less tense and nervous? ☐
13. Are you in need of "Good Fortune" to move to a **New Home**? ☐
14. Do you want to be Blessed with the "Good Fortune" of having God as your **Guiding Friend** always? ☐

☐ Please use this space to add anything you wish:

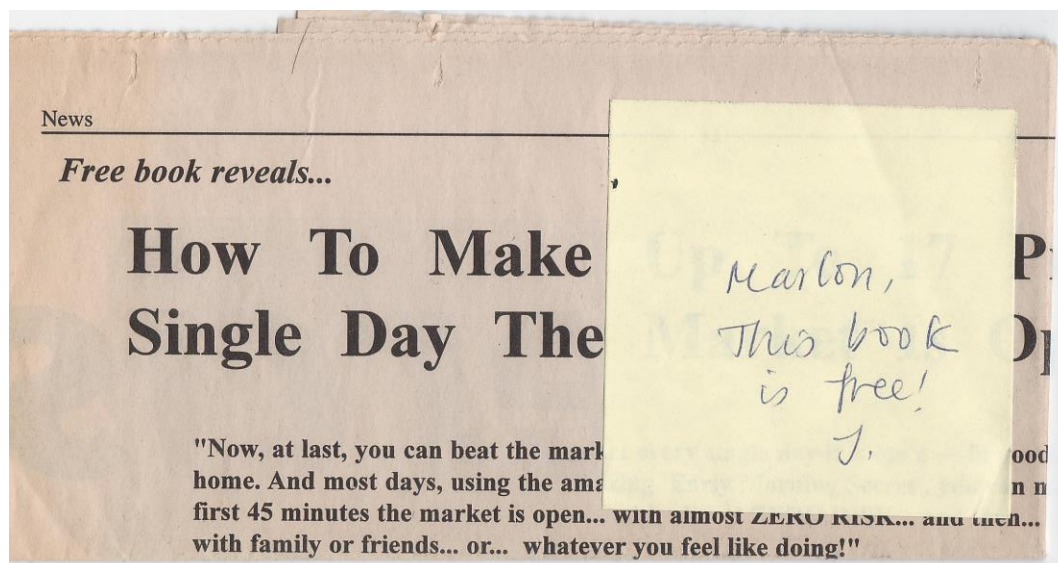
I enclose \$ _____ (be it \$2.00, \$3.00, \$5.00, \$10.00 or whatever you can afford) to help support Life-Study Fellowship. I understand that if for any reason I ask it you will return my money instantly without questions.

As soon as you have finished marking your answers to the above questions Fill in your Name & Address clearly and Mail this FORM as soon as possible!

Mr. ☐
Mrs. ☐
Miss ☐ NAME _____
Address _____
City _____ State _____ Zip _____

PAF/dm PLEASE USE THE ENCLOSED ENVELOPE AND MAIL TODAY!

There's also tear sheet mailings like this:



That little piece of mail there brings in around \$150,000 to \$200,000 a month when the sales machine is running properly.

What I find out is many very successful direct response marketers GET BORED with their WSMS and KSM. So they quit running it, TINKER with it, change it.

STUPIDITY.

But anyone who is an entrepreneur has probably done it multiple times.

A totally MODERNIZED WSMS uses voice broadcast, SMS and SKYPE. I'm working on updating those aspects of my WSMS.

Step Four: KSM – Killer Sales Machine

You have the KILLER SALES LETTER OR KILLER SALES MACHINE or KSP -- Killer Sales Process.

In other words, you have to CONVERT those LEADS into BUYERS. It's your SALES MACHINE!

Once you have your NUMBERS DOWN, you KNOW that each week you need to STUFF X number of LEADS into your SALES MACHINE to output the dollars you want.

Now, if your sales machine is BROKEN or NON-EXISTENT, there is a VERY GOOD GOAL to work on.

Basically, either your lead generation machine isn't stuffing enough leads into your sales machine or your sales machine isn't doing the job of SELLING THEM and you need to FIX IT.

Do you have a Sales Machines that dependably and predictably cranks out sales. If not, why not?

What's STOPPING YOU?

There's ONLY 1 of 2 things:

1. You don't know HOW TO do it.

I can solve that.

2. You are stuck on WHETHER TO do THIS or THAT.

If THAT is your problem, you need the [Overwhelm Cure](#). It's the ONLY PRODUCT I know of specifically designed to give you a thinking process to solve the WHETHER TO questions.

In TJ's case, his SALES MACHINE consists of traditional long form direct mail letters and also an inbound sales call staff.

Step Five: HPO – Hot Product/Service Offer or Opportunity

Obviously your SALES MACHINE has to SELL SOMETHING!

But WHAT?

It's the role of your HPO to DECIDE THAT. It can be a product OR a service!

It can be an AFFILIATE OFFER or your OWN OFFER.

Here's what MOST PEOPLE FLAT OUT DON'T get.

This is INTRICACETLY tied to your HTM.

Example:

When I wrote for Walter Hailey and Steve Anderson and got paid up to \$10,000 for writing a sales letter, we KNEW our Hungry Target Market.

Dentists.

But we knew MORE than JUST that. We knew the EXACT TYPE of dentist and the MINDSET they had. We knew them better than they knew themselves.

This meant we could create an EXACT OFFER THAT TOTALLY ZEROED IN PRECISELY ON THEIR HOT BUTTONS AND INTERESTS.

I call this HTI's – Hot Topics of Interest

The response goes THROUGH THE ROOF when you DESIGN ENGINEER your OFFERS.

Daegan Smith does this and sells tickets \$5000 and above with EASE.

I already showed you HOW to do this ABOVE in the SURVEY LETTER!

Do you realize that if YOU filled out that letter and checked off your troubles, I could send you a LETTER NO COMPETITOR COULD!!

Because I have a leg up.

I KNOW with 100% certainty your HTI's and your competitors do NOT!

MY ADVANTAGE IS MESSAGE TO MARKET MATCH!

Are you making offers that have a virtual 100% message to market match?

What I mean is, do you know SO EXACTLY for THIS group of people EXACTLY what they want that you can give it to them PRECISELY?

THAT is the power of running a TRUE HPO!

When I say HIGHER RESPONSE, I MEAN IT and get it.

When TJ makes HPO offers to his list, he knows EXACTLY their Hot Topics of Interest, their psychology, and EXACTLY what they want.

His competitors do NOT. NOT like he does.

THAT is his advantage. Precision of messaging.

Step Six: BERC – Back End Repeat Cycle

The final step is your Back End Repeat Cycle.

TJ sells over and over and over to his best customers.

You get a CYCLE THAT WORKS.

You repeat it OVER AND OVER until it stops working.

The FRONT END is the WSMS – the INITIAL thing you offer that gets a response and the initial sale.

The BERC is the BACK END or the REPEAT and REFERRAL business.

So think of this as your REPEAT AND REFERRAL MACHINE!

Do you have a repeat and referral machine?

If not, you know another thing to put on your top 10 list for the month in your Profit Planner.

Best wishes,

Marlon Sanders

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>





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

