

Marlon's Marketing Minute

[Customer Support](#)

September 29, 2012

**One Simple Thing
You Can Do This
Week to Increase
Your Opt Ins, Build
Your List and Begin
Your Steady Flow
Income System**

Hello,

Marlon here.

Today I talk about one simple thing you can do THIS WEEK to get your opt ins.

But first, a few housekeeping things.

One, we have an ongoing issue with our server losing time on the weekend that causes S3 Flowshield to not allow videos to play. We've been working on this steadily to find a solution.

I think we have it fixed but I'm not 100% sure about that yet. Thanks for your patience in this issue.

For those of you who bought the Squeeze Page special offer this past week, you made a very good purchase. Those squeeze pages will give you a great STARTING point and benchmark to work from. [You can still get 'em](#) although the price has now gone up since the special is over.

Today, I show you how to goose up your opt ins.

Let's say you want to increase your opt ins (# of subscribers to your email list) each week.

How do you do it?

It's very simple. It's ONE basic idea or thing but I'll break it down into 5 steps to explain it. By the way, the basic idea comes from the Dupont Corporation who began charting in roughly 1920. They maintained 350 charts covering the 9 industrial departments of their business with 20 separate operating investment series.

The diagonal trendline idea I got from Ron Martin in his *Success Made Easy* book.

step one: set your target goal for the month.

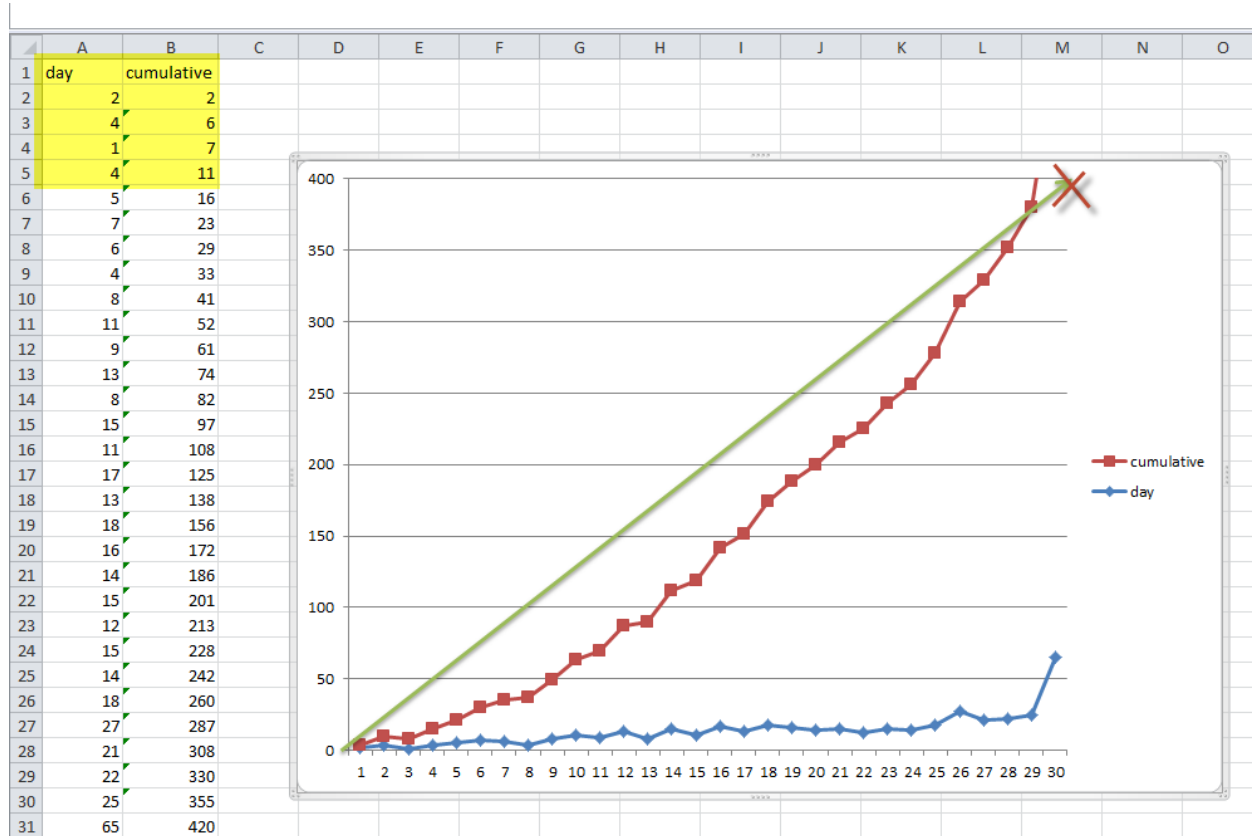
In this example, we'll say that the goal is 400 opt ins for the month.

step two: break that down into a weekly goal.

If the month has 4 weeks, that's 100 subscribers per week.

step three: create a monthly chart with the goal at the top and a diagonal line connecting to the goal and plot your numbers each day

Here's an example:



The goal is 400 opt ins for the month. The red X at the top of the chart marks the spot. The green diagonal line is your daily goal.

You can do that on a sheet of graph paper, in Open Office, in Excel or on a piece of paper. Whatever works for you.

Of course, this example shows a chart that's already filled with numbers.

Column A has the daily number of subscribers. Column B is cumulative. So if we add the 2 on row 2 + 4 + 1 = 7, you can see that number is entered on row 4.

Now, to keep the dates straight you can add another column with the date in it since row 1 used for the labels.

The whole POINT here is in a VISUAL way you can SEE how close you are to the diagonal goal line each day and where you're at on the MONTH.

So How Do You INCREASE Your Opt Ins?

OK, so NOW you're tracking your numbers.

Big deal, right?

What you FOCUS on INCREASES.

That's a fact.

If you just mark down your number every day and graph it, that FORCES you to focus on it and keep it in your awareness.

Now, you can track ONLY a monthly graph. But it might be more useful for you to track a weekly graph with a weekly goal. That seems more doable than a lofty monthly goal.

But you have the monthly chart also.

**step four: act on ideas you get to increase
your opt ins**

Since you're NOW aware of your numbers and focusing on it, your reticular activating system will be in full action and bring to your awareness things you can DO to get more opt ins.

All you have to do is ACT ON the ideas you get.

Maybe you notice that when you post in forums your signature line doesn't have a link to the free report on your squeeze page. So you add a link.

Or maybe you realize that if you created a Facebook Fan Page with your opt in on it and let people on Facebook know about it, that would get you some opt ins.

And then you think, "Hmmmfffff, maybe I should try that promoted post thing I read about."

Or you run a Facebook ad.

Or you create a little report that sells for \$1.00 and announce it in a skype group, on your Facebook, in a Facebook ad, on your blog, to your email list or buy a solo ad and let affiliates know they can make commissions on it.

Or maybe you just email a few buddies you've met and let 'em know it's a 100% commission.

Or maybe you go back to Traffic Dashboard to the banner advertising row, to the epiphany icon or to row 5 on solo ads and do something with those ideas.

Maybe you announce your squeeze page to social media using [posterous](#) or [Seesmic](#).

Or maybe you create some videos that you upload to youtube and put the link to your squeeze page in the description or a link to your blog.

Or maybe you do 1 of a million other ideas that you get here and there.

The point is, if you FOCUS on it daily and EVERY DAY do something, you WILL increase your opt ins.

It's a universal law.

What you focus on increases.

step five: break it down

To take things one step further, you can break it down.

What I mean is you look at the things that get people to opt in to your list:

a. The TOPIC of your freebie

You can try out different hot topics that come to your mind.

b. The TYPE of freebie

Maybe you try a report vs. a video. Or goodness knows what else your infinite creativity dreams up.

c. The look of the opt in page

You try it with and without a video. You try collecting email only or make the opt in box a rollover that changes colors when you mouse over it. Maybe you try different pictures of the freebie you're offering.

d. The SOURCE of visitors

You track your results from different sources like Facebook, seo, your blog, affiliates, solo mailings, banner ads, etc.

In general, your BIG LEVERS are the source of traffic and the HEADLINE on the opt in page. Those are the 2 biggest levers.

That's all there is to it.

The GOOD NEWS is that IF you do this, you'll be one in a million because no one does it!

NONE of your competitors are doing this.

They just aren't.

But Marlon, I Ain't Got NO Traffic To Start With

Yeah Marlon, that's all a nice thought and everything but what you don't understand is I got NO visitors and NO squeeze page and NO freebie.

What do I do?

How do you eat an elephant?

A bite at a time.

Get yourself a squeeze page and some cheapo hosting for 3 or 4 bucks a month.

Then start charting your ZEROS.

That's right.

Graph your zeros.

Pretty soon you'll say, "OK it isn't much but I know how I can get ONE opt in a day so I don't ZERO out again!

So you do that.

Then a few days later you get this brilliant idea that might get you 2 or 3 opt ins a day so you do that.

You find out that for every 10 videos you put up on youtube, you get 10 opt ins a day.

So if you put up 100 videos, you don't zero out no more!

Or whatever it is.

Maybe you find out that everytime you post a graphic on Pinterest you get 50 visitors to your squeeze page and 5 opt ins.

Or whatever.

Here's the principle: A BUNCH OF THINGS will absolutely NOT work or NOT be worth it.

A FEW things WILL absolutely work.

Those are the ones you keep doing.

Just today on our Facebook group, Rusty Moore posted a BLOCKBUSTER idea. Keep in mind he got over 4 million visitors last year to his blog so he does know his stuff.

Just this ONE IDEA could be huge for you. And all you had to do to get it was bother to participate in a Facebook group a bit.

By the way, as I mentioned last week, Jimmy is killing it on Facebook ads and also using Youtube videos doing what others won't.

He has 600+ videos on Youtube. How do you get that many videos?

One at a time.



Jimmy Smith Train

I think this is an interesting topic. Given all of Google recent changes v SEO and have it's harder to get blog posts ranked, what would you dc get 5,000 plus visitors a day. I'm working on some SEO stuff now that share but I want to hear from the group

Like · Comment · Unfollow Post · 14 hours ago via mobile



Darren Letourneau Maybe some ads on high traffic sites, ramp up the facebook. It's kind of costly without SEO.

14 hours ago · Like



Conor Doherty I'm finding it extremely difficult to get traffic without paying up for it. I don't have the funds for that so I need some SEO tips.

13 hours ago via mobile · Like · 1



Rusty Moore Conor...do Google Searches for 3-4 word phrases that you think get traffic. Find out what sites come up often. Can you post on those sites? 5 years ago it was Ezinearticles, Blogger, WordPress, Squidoo. Today it is Amazon Kindle titles, Facebook page titles, etc.

12 hours ago via mobile · Like · 3



Rusty Moore Want free SEO traffic? Find a term you want to dominate...write a short Amazon Kindle Book, with that as the exact title. So "lose stubborn lower body fat". Make a dedicated fan page with that same title on FB. make a twitter account with that same title. stream news about Stubborn lower body fat on Twitter and FB. have links to your Kindle book there.

12 hours ago via mobile · Like · 3



Rusty Moore In your amazon Kindle book link to an opt in for more advanced info. Email stubborn lower body fat tips, but mix in affiliate offers. In this example you would become the stubborn lower body fat authority in 30-60 days. You would be found in Google for dozens of related terms.

12 hours ago via mobile · Like · 4



Rusty Moore Do that 10 more times for related specific keywords...it is a lot of work, but free. Become the go-to guy for small sub niches first.

12 hours ago via mobile · Like · 6



Jimmy Smith Train Rusty=machine

12 hours ago via mobile · Like · 3



Keith Chestnut Rusty Moore thats gold..I am going to run with that how many pages do you think is enough...is price point important at all

10 hours ago · Like · 1



Aitor Astobieta Basterretxea Rusty: that was fantastic. Thanks for the great tips.

8 hours ago · Like · 1



Carl Davison Damn. Nice blueprint!

8 hours ago · Like · 1



Marlon Sanders Rusty, GREAT ideas. Jimmy, GREAT question! For many years I did 100,000+ visitors a month off of the affiliate program alone. Since we moved from Web Trends to G Analytics I don... [See More](#)

3 hours ago · Like

I'll give you another example.

Mukul Verma does what others don't.

Most people will try posting a classified ad to Backpage or one or two other sites, get little results and stop.

Mukul will take a new promotion and post it to 100 classified sites. Then he'll track specifically which ones get results. And then he'll outsource the posting to those sites and go on to test the next thing.

Most people might try Yahoo answers a few times and only get 1 opt in a day or something and quit.

Mukul will post to 50 such sites and observe the results.

Then he'll take the sites that work and auto pilot them by having outsourcers post to them daily or weekly.

It's the law of numbers.

He does what most don't or won't.

That's his competitive advantage in the Game.

What I CAN definitively tell you is virtually no one will go to the trouble to track their opt ins daily. And focus daily on increasing them.

So what's the one simple thing you can do this next week to increase your opt ins?

Focus on 'em daily. Your TOOL for doing that is a graph or chart.

Best wishes,

Marlon

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Monthly Product Marketing Model Resources Specifically

Designed By Me To Help You Implement The Model The Fastest
With The Least Effort, Costs and Mistakes

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When **Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.**

<http://www.talkbiz.com/contentcash/?=7>

[Newbie Crash Course](#) – My basic training I gave a new employee and had him document. VERY good training for newbies.

[How to Build Your Email List and Make Sales](#) – Recently updated. Helps you create your freebie offer, put up a squeeze page to get people on your email list and send out emails that get people to buy. Does NOT cover traffic.

[How to Get Visitors To Your Website or Blog](#) – If you need VISITORS to your website, this is my best help.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

[**http://marlonsanders.com/expert**](http://marlonsanders.com/expert)

OTHER PRODUCTS OF MINE:

1. Create your Monthly Product Promotions in a jiffy using the killer tool I created to help you "Templatize" your sales letters: <http://www.pushbuttonletters.com>

2. The Marketing Diary: Me teaching Matt daily all the details of the Monthly Product Marketing Model. It's literally what I taught to Matt in his first 90 days with me. <http://www.themarketingdiary.com>

This is an EVERGREEN product and if you're new to this business you'll learn tons.

3. After 8 years, thousands of customer emails, thousands of buyers in virtually every major city in the world (and many you haven't heard of), 13 web site designs, 4 product designs, after ebook and CD versions, after endorsements from major marketers the world over, after hundreds of marketers and products have come and gone, after attacks by the world's most notorious criminals, after attempts to put it under, there is ONE product that remains and stands tall. There is one product that is stable.

<http://www.amazingformula.com>

4. Discover how to design web sites to SELL the MonthlyProducts and Offers you create.

Find out how to use patterns, gradients, strokes and all kinds of really cool stuff that EMPOWERS you to create products and promotions.

<http://www.designdashboard.com>

5. Step-By-Step Guide To Promoting Your Monthly Products and Offers

If you're going to have monthly income, you need to bang out promotions, squeeze pages, emails, blogs, podcasts and so forth. This is your PIPELINE to becoming a creator of highly effective online marketing promotions.

<http://www.PromoDashboard.com>

6. Step-By-Step Guide to Creating New Info Products For Your Monthly Product Marketing Plans

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost you more than the Dashboard to have custom created! <http://www.productsdashboard.com>

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May the road rise up to meet you
and the wind be always at your back
and until we meet again
may God hold you softly
in the palm of his hand

-- Irish blessing

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How to Get Support

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

On WEEKENDS, we don't typically have support. Now, to today's content....

Post to my Facebook Group

Join us. The group is growing like crazy. Just last night we added 30 or 40 people. We have many famous people popping in like Rusty Moore, Adam Urbanski, Pat O'Bryan, Brian T. Edmondson, David Frey, Connie Green, Terry Duff, Tia Dobi, Marc Harty, Frank Kern, Ross Goldbert, Martha Giffen and many others! I know I'm leaving important people out.