

# **Marlon's Marketing Minute**

New Subscriber Edition

**How I Brought In  
\$68,283.52 And  
Sold 1040  
Products In ONLY  
31 Days With My  
“Product Dollars”  
Method**

Hello,

Marlon here.

Yup. \$68,283.52 and 1000+ products sold in only 31 days using the “Product Dollars” Method.

It’s ALL in today’s ezine issue.

Promo Dashboard is UPDATED for 2012.

Marketing Dashboard is UPDATED for 2012.

Associate Dashboard is UPDATED for 2012.

If you own any of those products, your copy has been updated GRATIS.

Marlon

**This is a SAMPLE of the content I send out every Saturday in Marlon’s Marketing Minute.**

**This issue contains:**

**A. Who else wants 60% front end and 50% back end?**

**B. Announcements from Marlon (Important)**

**C. Main Article: How I brought in \$68,283.52 in 31 days and sold 1500 products using my “product dollars” formula**

**D. Services You Can Use**

Brought to you by: Marlon Sanders - Publisher



# **“Product Dollars” Method**

**See the full training here:**

**<http://budurl.com/6c9w>**

Hello,

Marlon here.

I call it the “Product Dollars” method.

I do it differently than about anyone else I know. Yet, it’s pretty darned effective.

If you’d prefer to see a complete training I recorded on this yesterday, go to: <http://budurl.com/6c9w>

But let’s go ahead and hop right into it.

First of all, a bit of proof. The live video is on the training, so you know it’s real and not faked screen caps. On the video it actually shows 1040 orders. 40 of those could have been credits. I actually am in a bit of a rush writing this, so I didn’t delve down. It’s irrelevant. Here they are:

1-30 of 30 | 1000 per page ?

<input checked="" type="checkbox"/>	Date	Num Payments	Num Credits	Income
<input checked="" type="checkbox"/>	<a href="#">03-02-11</a>	1	0	\$67.00
<input checked="" type="checkbox"/>	<a href="#">03-03-11</a>	20	0	\$1,479.00
<input checked="" type="checkbox"/>	<a href="#">03-04-11</a>	44	0	\$3,117.80
<input checked="" type="checkbox"/>	<a href="#">03-05-11</a>	48	0	\$3,537.60
<input checked="" type="checkbox"/>	<a href="#">03-06-11</a>	72	0	\$5,296.40
<input checked="" type="checkbox"/>	<a href="#">03-07-11</a>	47	4	\$3,417.65
<input checked="" type="checkbox"/>	<a href="#">03-08-11</a>	39	0	\$2,838.05
<input checked="" type="checkbox"/>	<a href="#">03-09-11</a>	42	0	\$2,977.85
<input checked="" type="checkbox"/>	<a href="#">03-10-11</a>	28	0	\$1,998.60
<input checked="" type="checkbox"/>	<a href="#">03-11-11</a>	22	0	\$1,659.02
<input checked="" type="checkbox"/>	<a href="#">03-12-11</a>	20	0	\$1,310.25
<input checked="" type="checkbox"/>	<a href="#">03-13-11</a>	38	0	\$2,677.38
<input checked="" type="checkbox"/>	<a href="#">03-14-11</a>	50	5	\$3,711.86
<input checked="" type="checkbox"/>	<a href="#">03-15-11</a>	62	1	\$4,414.19
<input checked="" type="checkbox"/>	<a href="#">03-16-11</a>	45	4	\$3,185.00
<input checked="" type="checkbox"/>	<a href="#">03-17-11</a>	40	2	\$2,845.57
<input checked="" type="checkbox"/>	<a href="#">03-18-11</a>	38	2	\$2,558.51
<input checked="" type="checkbox"/>	<a href="#">03-19-11</a>	27	0	\$1,898.87
<input checked="" type="checkbox"/>	<a href="#">03-20-11</a>	18	0	\$1,279.22
<input checked="" type="checkbox"/>	<a href="#">03-21-11</a>	24	2	\$1,678.98
<input checked="" type="checkbox"/>	<a href="#">03-22-11</a>	35	2	\$2,378.59
<input checked="" type="checkbox"/>	<a href="#">03-23-11</a>	52	2	\$3,718.37
<input checked="" type="checkbox"/>	<a href="#">03-24-11</a>	31	6	\$2,258.95
<input checked="" type="checkbox"/>	<a href="#">03-25-11</a>	17	2	\$1,179.43
<input checked="" type="checkbox"/>	<a href="#">03-26-11</a>	25	0	\$1,739.15
<input checked="" type="checkbox"/>	<a href="#">03-27-11</a>	26	0	\$1,826.21
<input checked="" type="checkbox"/>	<a href="#">03-28-11</a>	11	1	\$739.61
<input checked="" type="checkbox"/>	<a href="#">03-29-11</a>	20	4	\$1,273.41
<input checked="" type="checkbox"/>	<a href="#">03-30-11</a>	30	1	\$2,055.02
<input checked="" type="checkbox"/>	<a href="#">03-31-11</a>	28	2	\$1,991.15
		1,000	40	

Now, before I get into the actual “Product Dollars” formula, you may not have heard my story, so here are a few things about me:

## **My story is different.**

One time I had to pay for deodorant with all pennies. I had a car that smoked like a bomb. Yet, I scraped together every dime and nickel I had to buy books and courses that would give me the secrets of selling. I was determined yet disappointed by some of the things I'd tried that were real stinkers.

Like my first info product *How To Avoid TV Repair Ripoff*. I made the classic mistake in selecting that product that many newbies make. Can you spot why it was a total zero?

Anyway, I kept keeping on and sooner or later, it paid off. And when I say paid off, let me give you really, hard numbers.

Here are gross sales of the months I had back then, beginning in March of 99.

\$23,254.99  
\$47,093.18  
\$49,949.95  
\$42,288.42  
\$45,161.60  
\$32,670.86  
\$19,646.07  
\$23,923.07  
\$23,373.40  
\$25,900.62

Not too shabby when most people at the time were still trying to figure out what a domain name was. Or, you can go back to 1996. I'm looking at my 7-18 bank statement with deposits of \$18,994.35. Or 12-17-1996 deposits of \$12,866.38. And so forth. Now, back then, part of my income was also from speaking and writing. But the point is, I've been making real money on the Internet for longer than most.

And I've been doing numbers like those, or better, ever since. And most of those years, I did it from my home office with only a few virtual staff.

I have a long history of numbers like those or better, year after year, with 19 breakthrough products like these: *Gimme My Money Now*, *How To Create*

*Your Own Products In A Flash, Marketing Dashboard, Design Dashboard, Cash Like Clockwork, Action Grid, Automation Secrets, Web Site Tricks, Push Button Letters, Pr Cash, Web Site Order Taking Machine, Milcers, Ateam, Internet Profits Explosion Club, How To Write Killer Copy, How to Go From Broke To Prosperity, Product Dashboard, VBlog Secrets, Marketing Diary, Amazing Formula, Red Factor*, and that's the short list. It doesn't include coaching programs I've done, participation in other people's products or some of my lesser selling products.

I've cranked out winner after winner for years. It's one thing to be a Johnny one-hit wonder. And quite another to do it year after year. Most people would be ecstatic to have just one or two of those products on their resume.

I've innovated a number of techniques that are now commonplace including the 12-step formula for writing sales letters, 2-page web site model, structure of modern download pages, and the list goes on and on. Suffice it to say, I was a major contributor to what is just accepted practice in today's Internet marketing. The seminars I spoke at in Boulder, Colorado with Jonathan Mizel and Declan Dunn hold a special place in Internet marketing lore. And I spoke at the first four Carl Galletti events as well as Yanik Silver's amazing birthday blowout.

In addition, I've spoken at over 120 seminars around the world including Australia, Bermuda, Kauai, London and Birmingham in the UK, and all over the U.S. -- including Seattle, San Francisco, Las Angeles, St. Louis, Chicago, Nashville, Philadelphia, San Diego, Houston, Dallas, Sacramento, New York, and Cincinnati.

With the help of Paul Myers and a long list of contributors, I played a crucial role in rallying the troops to speak out to the FTC about proposed legislation concerning the Can Spam law as it influenced affiliate marketing.

In addition, I was featured at the *Next Internet Millionaire* seminar produced by Joel Comm. I've had the honor and pleasure of speaking at Big Seminar not once but twice and most recently spoke at Frank Garon's event in London.

# **Here's What Is Counter Intuitive About My "Product Dollars" Formula**

My "Product Dollars" Formula goes against much of the conventional thought and "wisdom" in the Internet community.

I love Jeff Walker's teachings. He's a very sharp guy. However, I just personally don't like launches and here's why:

## **1. I don't emphasize big product launches**

I have NO DOUBT these are highly profitable. And I've known Jeff Walker ever since he was on our panels WAY back in the Boulder, Colorado seminar days of Internet marketing lore.

### **a. The stress**

I don't like too big of income gushes BECAUSE it's very stressful.

### **b. Merchant account issues**

You can get your merchant account or Paypal account frozen. Product delivery can be a real issue.

### **c. Product delivery**

And if you screw up your launch, your income takes a massive hit.

## **2. I like steady, consistent systems like the E-Myth concept**

Yesterday I was talking to my friend Kirt Christensen. And Kirt and I were discussing this. He's like me. He prefers a business model you can steadily IMPROVE and create systems for just like Michael Gerber's book talks about.

## **3. I don't like the visibility issues of big launches**

I don't want the name associated with unsavory things. When you do big crushing launches for big tickets, you attract unsavory attention.

NONE of that is to knock Jeff. He's a straight up guy, has great products and teachings.

## **Why NOW Is a GREAT Time To Use The “Product Dollars” Method**

It's no secret the U.S. economy and to some extent the world economy has gone through tough times.

What better time could you have to start supplementing your income by trading products for dollars instead of time for dollars? It really just makes good sense.

The pain of the recession is GREAT motivation to do something. It's perfect timing, in fact.

### **What Are The 7 KEYS To The “Product Dollars” Method?**

#### **Key One: Aim For 5 Bagger And 10 Bagger Weeks**

Now, when you're starting out, you might want to aim for 1k or 2k weeks. What I do is count my 5 BAGGER and 10 BAGGER weeks.

You IMPROVE what you TRACK.

If you want a magical way to increase sales in the next 30 days, just graph your sales every day for the next 30 days and aim to sell a specific amount in ONE WEEK.

#### **Key Two: You START with your back end**

This is one of the things I teach others don't. You START with your back end sales. Your back end is the REPEAT business you do with EXISTING customers.

That's where you START.

What do you ultimately want to sell your customers? See, the money is in the back end and the repeat purchases, NOT the initial sale.

You work BACKWARDS from your BACK END sale.

Your business IS your BACK END, your repeat business, NOT your front-end initial sales to your customer.

It's ALL about the lifetime value of a customer...how much they purchase over a lifetime as a customer.

**Key Three: Do SURVEYS to find out the wants and needs of your target audience.**

Let me give you just one example. Here's an excerpt from a customer I survey I did. These are COMMENTS made in the survey:

**I'm lazy, and stubbornly holding onto my desire to market products for a collective that is having financial hardship and prosecution from govt**

**Taking action**

**Fear and procrastination.. lack of understanding of the whole process.. poor internet connection**

**Not as productive as I need to be.**

**Staying on task.**

**Making the right decision... stop procrastinating!**

**Overwhelm and very busy with my offline business which currently pays the bills but not much else.**

**Key Four: Turn surveys and comments into Customer Attraction Devices**

Out of those comments and survey results you THEN assemble your front-end Customer Attraction Devices.

Here are a few I developed based on the above comments:

- **Confessions of a lazy Internet marketer**
- **The lazy procrastinators guide to Internet marketing success**

- **The secret to internet marketing success is to STOP taking action now!**
- **Secrets of a fearful, procrastinating Internet marketer**
- **Do you see how that works?**

### **Survey > Customer Attraction Device**

That's the Formula. Those topics could be reports, videos, PDF's, webinars, teleseminars – WHATEVER.

### **Key Five: Create a Greased Chute FROM Your Customer Attraction Device TO Your Initial Transaction and Your Ultimate Back End -- Preferably With a Demonstration**

Once you have your Customer Attraction Device in place, create a greased chute that goes down a PATH from there to the Ultimate Back End you're putting in place.

This DOES NOT HAVE TO BE YOUR BIG TICKET PRODUCT.

One of my friends recently made \$50,000 roughly in one week from a promotion for someone else's big ticket product. All he did was promote the webinar and the other guy did all the WORK!

If you don't like to work for a living, you might look at doing that.

A greased chute could mean following up the product purchase with emails, webinars, teleseminars, other reports, podcasts or videos. But it leads your customer from point A where they are at NOW to point B where you WANT them to go.

If you can DEMONSTRATE your Ultimate Product or Back End to your new customers, this is awesome. People love to see the product benefits demonstrated on webinars or video.

### **Key Six: Turn Every Customer Into An Evangelist by locking and loading them up with TOOLS and seeds.**

You may not have “affiliates” on your list. It depends on your market. But any and EVERY buyer can tell others about you on Facebook, Twitter and their blog.

All you gotta do is load ‘em up with some tools and SEEDS to pass along. Things like free articles, videos, reports and podcasts work GREAT!

If your software allows you to, give every customer an immediate affiliate link they can promote.

**Key 7: Promote heavily to your affiliates, even if you don’t have a lot**

While I don’t like doing the big launches, I CAN tell you that aggressively promoting to your affiliates.

**Specifically, HOW did I generate the \$68,283 in sales?**

I know you’re wondering that.

Pretty much, I did ALL of the above.

But I’d say that the main key was my AFFILIATES. What we did falls in the category of a “soft launch.” It’s not a true product launch.

I feel that if you come out with quality products that people love, and promote them to your affiliates and provide good tools and support that you got a good chance you’ll catch the interest you’re looking for.

I worked hard to have VERY current info in the product. And info that was a cut above what others teach on the subject.

One of the things I do with affiliate marketing that OTHERS DON’T is I provide regular promotions to affiliates. If you’re my affiliate you should have gotten one this past week.

My big new push is to do the best job I’ve EVER done of turning every customer into an evangelist.

**One Final MASSIVE BREAKTHROUGH For You**

If you weren't on last week's Ateam call, oh my goodness, you really missed out.

I opened up my sales for about a 6 or 7 year time period and looked at 10 BAGGER WEEKS and 5 BAGGER WEEKS.

Do you know the SINGLE BIGGEST common denominator?

It was NOT advertising on Facebook as some guessed on the Ateam call.

It was NOT pay per click.

It was NOT holding webinars.

It was NOT affiliate promotions.

It was NOT most everything anyone guessed.

What was the secret?

New product releases.

**If you aren't a product CREATOR who then distributes your products through OTHER PEOPLE'S lists and DISTRIBUTION CHANNELS, then to me, you really just don't get it.**

Which is good news.

Because you have a massive breakthrough and REVELATION ahead!

You become a CREATOR.

You put your CREATIONS through OTHER PEOPLE'S distribution channels, funnels, systems and LISTS.

That's how you generate massive sales fast.

Best wishes,

Marlon Sanders

PS: If this report has been enlightening, I encourage you to watch the full training:

<http://budurl.com/6c9w>

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ABOUT MARLON SANDERS

Marlon Sanders has a specific marketing model. It's called the "Monthly Product Model."

It's Evergreen. It works. I've been using it for years. If you want to read more how the model works just go to:

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