

Marlon's Marketing Minute

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“How Can I Polish and Brighten Up a Rusty Money Machine And Create A Hands Off Business?”



If your money machine looks like THIS, then you'll love this issue!

September 7, 2013
8:58 a.m. CST

Hi,

Marlon here.

Is YOUR money machine a little rusty or non-functional like the photo above?

If so, you've come to the right place for answers!

Here's why:

1. In my Steady Growth System, you focus in on the FEW things that get 80% of the results
2. You focus on activities each week that keep spit shining your money machine making it better and better.
3. You bypass bright and shiny objectS and focus on making YOUR money machine the bright and shiny object!

This past week, a number of my customers participated in several surveys. If you haven't taken them yet, please give me your feedback now.

We all know about *Think and Grow Rich* by Napoleon Hill and have probably devoured it more than once, since more millionaires attribute their riches to that book than any other next to their favorite book of spiritual teachings.

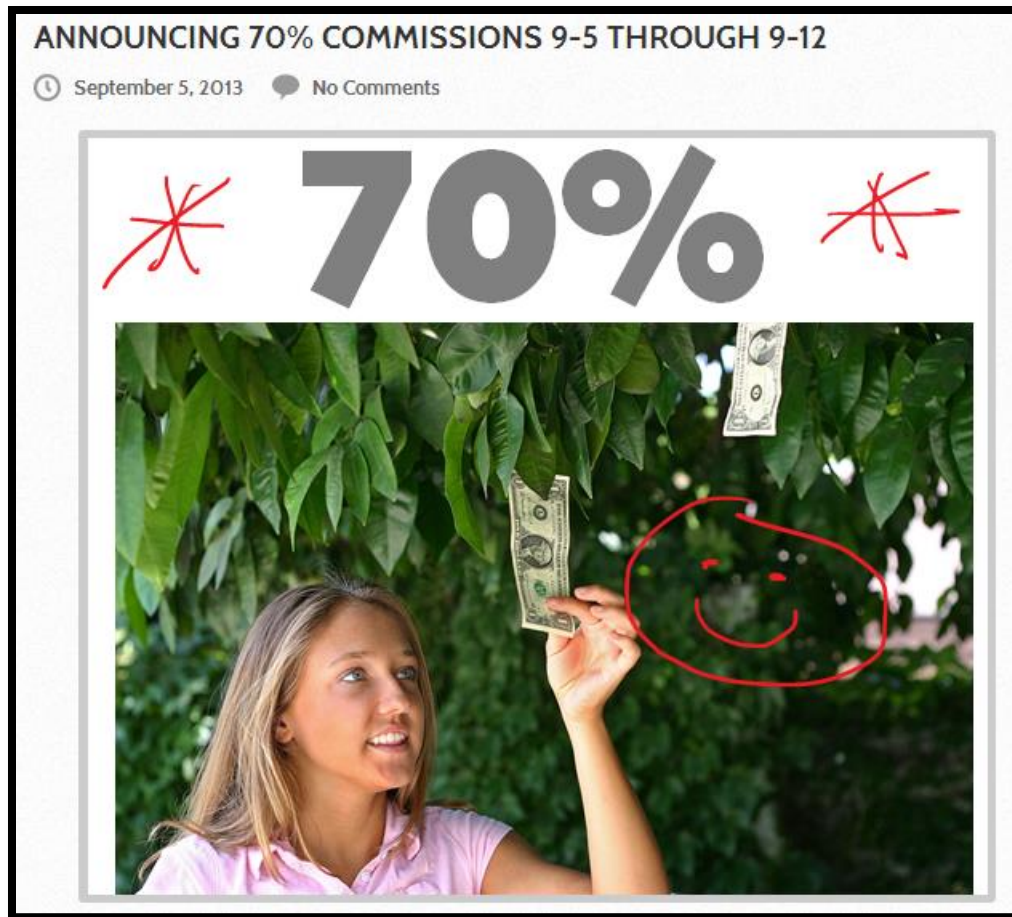
He tells you to set a deadline for attaining your desired amount of money. But what MOST PEOPLE don't read is that he ALSO has you put a PLAN into place!

It's the planning part where people trip up. The reason is that a goal with a deadline is good but not sufficient.

The CRITICAL ELEMENT is that you TIMEBLOCK (reference the Overwhelm Cure of mine if you have that) specific blocks of time DAILY to work on your successful actions that will take you from where you are now to the Promised Land!

If all you have is a goal with a deadline you'll feel this huge pressure and have RANDOM ACTIVITY all over the place. But you'll be treading water and not making the progress you want.

Before I get to that, a quick note for AFFILIATES. [I'm paying out 70% commissions through 9-12.](#)



Moving on....

Here's how to turn that around:

1. You have a VISION of where you re going. A goal.

You probably want freedom and independence in your life. And you want a business that keeps growing and doesn't get "stuck."

In reading over the surveys you sent me, I see that you have OPPORTUNITIES. You have things you want to capitalize on or take advantage of.

There are a few basic parts to my Steady Growth System:

a. The Steady Flow New Prospects System:

Consistent new potential buyers streaming into your Sales Machine daily on autopilot, without you having to drum them up daily, freak out daily because you have no new buyers or worry about where your next sales will come from.

My systems are different from what most other marketers teach. I'll tell you, there are a LOT of people out there working hard. Nothing wrong at all with working hard.

But in my system I design New Prospect Systems that bring in steady flows of new potential buyers daily. That's the ONLY way to do it.

b. The Auto Sales Machine Process

A conversion process that turns those people from prospects into buyers on autopilot.

Not a lot of people have this. They're using mostly manual labor to get people to buy. Which is fine. Cash flow is king. But the goal is to be at a place where it happens fully or mostly automatically.

And, in fact, there IS a process that can make this happen.

You tighten up your message to market match. You add additional sales tools. You make the whole thing on auto pilot.

This is a process. You don't START with autopilot. You CULMINATE in autopilot. That's the goal or destination. You have to manually tweak the process to get there.

c. The Maximum Cash Process

A system that maximizes the cash from each buyer in exchange for much greater value on autopilot

This is where you're headed. Because once you have those 3 things in place, your ideal destination begins to materialize. You have freedom. You have confidence. You have control.

ACTIVITY: Write out YOUR goal, vision or where you want to be 3 years from now.

EXAMPLE: I want 250 new subscribers a day on my email list coming in on autopilot, converting 6% to a \$2500 product on autopilot, resulting in income that pays my bills, supports my family, buys me freedom, time and independence, giving me confidence, self respect and the feeling of predictability over my future.

2. There are OBSTACLES to you getting there.

The SECRET to reaching your goal is overcoming the obstacles to getting there.

ACTIVITY: Here's what I want you to do right now.

List out the obstacles that prevent you from going from where you are NOW to where you WANT to go 3 years from now.

Your obstacles might be things like:

- I need to make a decision on my target market but haven't done it yet.
- My squeeze page converts at under 30% and it needs to be converting at least 30%
- I need 3 steady sources of new prospects coming into my funnel on autopilot and right now I have only 1 sporadic one.
- I don't have a sales process that converts my subscribers into buyers. For some reason my subscribers aren't buying.
- I'm caught up in an endless product creation cycle because I'm not spending at least 1 hour every day on the product. I intend to but don't actually do it.

3. Turn each obstacle into a success action

Step One: For each obstacle list at least one action, decision or resource that would help you overcome it

Step two: If you don't know how to solve the obstacle, then list a person or resource that could help you.

Step three: If you don't know a person or resource to help you, the step is to FIND a person or resource to help you!

Examples:

Obstacle: Don't know target market

Here are a couple example actions:

Action: Go through the process in the Push Button Target Market System. If that doesn't solve the problem for you, then post to getyoursupport.com and I'll make a suggestion.

Sometimes you just need a personal consultation. That's \$1,000 and can be booked weekly. That's a pittance to pay compared to the potential you have when you get ON TRACK.

Action: Look at the Facebook Groups you're a member of. Ask yourself which groups you're most passionate about. And which groups have people who willingly spend substantial amounts of money without being in "survival mode" about it. You don't want nasty, demanding customers. You want a nice life.

Action: Spend 30 minutes DAILY brainstorming for ideas, reading magazines to see who is spending lots of money, looking over best selling Clickbank and Amazon products.

Action: Look through magazines in a niche you have a strong interest in to see what types of products, seminars, workshops or courses are being sold, if any. And if they are, at what price points.

4. Schedule time DAILY on the success actions you ve planned out

If you have just a deadline, you'll freak out and not make progress. The WAY OUT is to plan DAILY timeblocks and DAILY ACTIONS.

Do You Want Your Future to Look Like THIS:



Or This:



Customer note: If you bought *WP Leads and Sales Dashboard*, the two quickstart calls are in your BONUS area and also one or two other bonuses

I promised. Be SURE to check out the 4 quick start videos in the bonuses because those walk you through most all the critical “set up” steps.

If you haven't downloaded the BRAND NEW “Best of Marlon Sanders” [snag it now!](#)

[Need support? Click here.](#)

If you're an AFFILIATE, see my reminder at the end of this ezine about my \$16 gross / \$8 per click commission email series. Or [just go here.](#)

I show on the video my actual numbers out of my autoresponder and the sales we made. The OTO's aren't big converters. But it DOES deliver solid numbers over 30 days.

Best yet, YOU don't have to send these emails. I do it FOR you. So just by sending people to one of the squeeze pages ONCE, you can put them into an \$8 commission funnel when they subscribe.

Also, if you want to promote any of my OTHER products, go to <http://www.promotemarlon.com/blog>

If you want a custom BONUS and can deliver SALES then contact me at getyoursupport.com and I'll see what we can work out.

I have a promotion for Overwhelm Cure that pays out \$75 and has a clear USP, great bonus you can offer and deadline on a strong sales letter. Plus, believe it or freaking not, the product actually HELPS people. Imagine that.

If you need help planning out your full money machine, look at this

<http://marlonsanders.com/roundtable/>



In Just 6 Weeks....

**You Will Have a Complete
Step-by-Step Plan To Build Your Own
Online Money Machine From Scratch
That Could Spit Out Up To \$5000 a Month...
Every Month, While Letting You Sleep Late,
Have More Spare Time and Freedom!**

Best wishes,

Marlon Sanders

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!

[Click here](#)



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(Squeeze Page 1)

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How To Stop Trading Time For Dollars
(Squeeze Page 2)

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