



HOW TO WRITE AND TEST YOUR HEADLINES TO HIT THE SWEET SPOT

You can't hurry love
No, you just have to wait
She said love don't come easy
It's a game of give and take

Hello,

Marlon here.

Sometimes love comes easy. Sometimes it's hard.

That's how headlines, offers and making sales is.

Some days it comes easy. Some days you have to test. Some days you never hit the sweet spot.

Today I'll show you a few headlines and leads I tested on a new product.

<http://marlonsanders.com/RisingTide>

Next, it's crazy.

I've only done a few PERISCOPES but if you saw how many people SUBSCRIBE to my PERISCOPE and WHO some of these people are, your jaw would drop. MINE DOES!

I just had a huge, huge direct response marketer subscribe last night. And another icon in our industry. I'm thinking I might do a PERISCOPE this morning! Listen, if you aren't on, go download the stupid app on your iphone and learn THE FUTURE.

It's fun. It's amazing. It's live. It's interactive. It's anywhere a phone can go. It's FREE. (Other than your data plan of course which probably costs you like \$1,000 a minute but that's another story).

A few quick notes. I had a marathon phone call with Peter Visser from Big Mouth Marketing. You can see a few of his [articles here](#). Peter is one of the brightest, most creative, most "on beat" marketers I've talked to in quite a long time.

Just a delight. He's a Jedi Master at Facebook ads. He schooled me for 2 or 3 hours on how he does amazing lead generation with Facebook ads. You can observe some of his work on the articles page. The MAIN thing I learned from Peter is that nowadays Facebook does your thinking for you. It's incredibly simple now to run campaigns.

Right after I spoke to him, I had a call with a young gun named Dan Dasilva who is in Andrew Fox's high level Mastermind that includes Com Mirza. Dan is 19 years old and on track to sell a million dollars this year.

Anyway, come to find out, Dan is using some of the SAME methods on Facebook ads Peter uses. These young guns amaze me!

Next, I had another long chat with BRILLIANT telemarketing pro Folusho, who I call FLO. I also don't even try to spell his last name. Flo is like a god of telemarketing. He's made over 10,000 SALES on the phone.

Not only that, he's an expert in big ticket phone sales. And he's been schooling me there!

So LOTS OF knowledge acquisition going on at the moment.

Finally, Barb Ling messaged me this morning to say she is launching Profit Legacy. Here is a naked link for you: <http://barbaraling.com/caffeine/profitlegacy/>

That means it's NOT an affiliate link. Barb is a wonderful person and does nitty gritty products that are actionable.

TESTING HEADLINES

I hope this is valuable to you.

I wanted to show you the mental process I go through in writing and testing (or in this case not testing) headlines.

The way it APPLIES TO YOU is when you do a product, you come up with different headlines and opening paragraphs and try them out.

In the “old days” we just tested headlines. However, usually the headline integrates INTO the opening of the sales letter, which we refer to as “the lead.” That’s an old newspaper term.

The point is, you don’t test just headlines anymore. You rewrite the opening of the sales letter to match or integrate with the headline. As I was writing the sales letter, this was my initial headline and lead:

Are You Ready To Be Free?

“Texas Stock Trader Unplugs From His Job And Finds Freedom On The Web”



*Here I was, chained to my desk at my J.O.B.
If I “unplugged” every second was tracked*

Memo From: Marlon Sanders

Re: Getting unplugged from your job

Hello,

1982 was the year.

I'll never forget it. Chained to my desk by a phone that monitored every second I was UNPLUGGED.

Little did I know the thing that could UNPLUG me and give me my freedom was a system I call Rising Tide Promotions.

Yet, as unbelievable as it sounds, after discovering a concept I refer to today as Rising Tide Promotions, my life took a drastic turn for the BETTER:

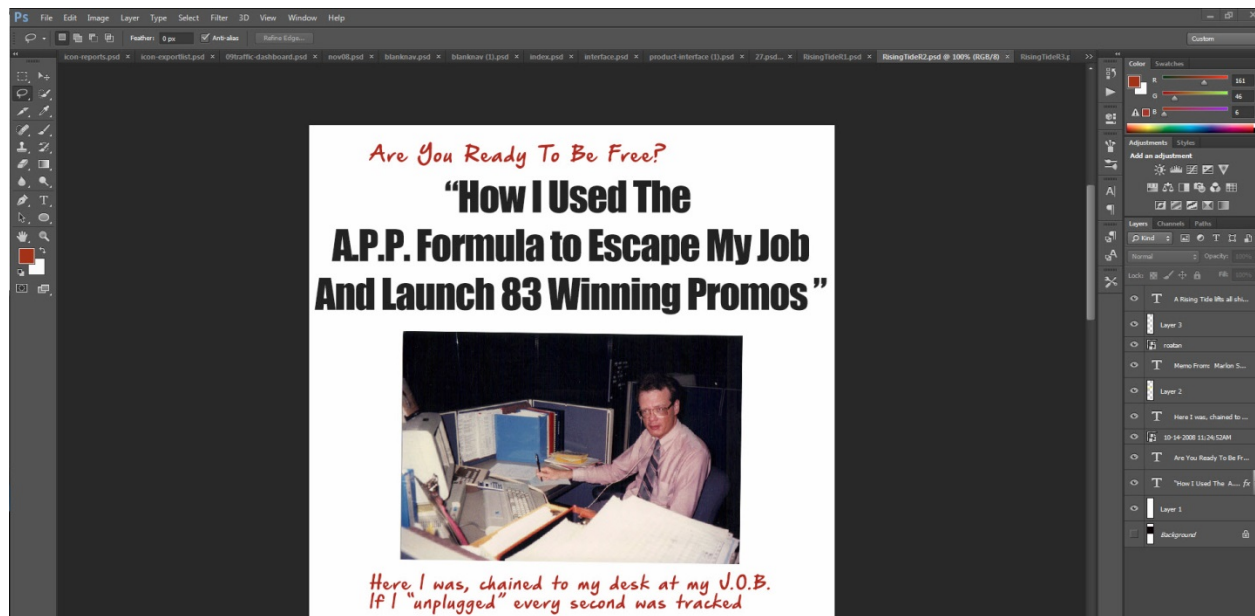


I showed it to one of my friends over Skype and he didn't feel the headline really grabbed him.

I still like the headline. I don't have good split testing abilities on Infusionsoft right now. I might have to get Clickfunnels just so I can scientifically split test this stuff. Split testing means you run multiple versions to see which one brings in the most orders.

Short of split testing, you have to muck your way along unscientifically and go a little too much by intuition.

Anyway, I never tested that lead. It's still probably my favorite. I then came up with this version that tied better into my Level One Training on the back end. The lead or opening paragraphs remained the same.



I mocked that up in Photoshop as you can see.

Then I came up with another angle and did a large chunk of the ad. But I wasn't totally "feeling" the angle. Still, I wish I could easily split test this headline. It's just NOT easy to split test in Infusion. I hate that.

LET ME EMPHASIZE, THE SCREEN CAPS OF NUMBERS IN THESE ADS ARE NOT TYPICAL OF AVERAGE RESULTS. PERIOD.

Attn: Info product sellers, ebook authors,
PLR sellers, Amazon promoters, coaches,
consultants, video marketers and affiliates

“Ex-TV Show Researcher Uncovers A.P.P. Formula And Strikes GOLD 83 Times”

NUMBER OF SALES

Completed Count	Added Amount	Completed Amount	Percent Graph
19	1,328.22	802.95	(0%)
59	3,768.52	3,161.01	(1%)
38	2,008.05	1,490.41	(1%)
50	2,816.36	2,569.56	(1%)
155	8,821.36	7,567.51	(3%)
163	10,775.80	8,791.40	(4%)
74	3,657.20	3,238.42	(1%)
68	3,951.51	3,567.56	(2%)
47	2,456.47	2,104.67	(1%)
62	4,224.45	3,652.55	(2%)
96	6,529.46	4,651.51	(2%)
59	3,149.60	2,735.65	(1%)
40	3,189.82	2,095.56	(1%)
147	11,749.07	5,572.70	(2%)
55	2,485.10	2,076.14	(1%)
37	1,793.63	1,187.63	(1%)
243	3,037.38	2,533.53	(1%)
253	4,475.98	3,510.11	(2%)
189	5,488.82	3,832.37	(2%)
130	5,560.61	3,956.40	(2%)
125	2,389.46	2,057.56	(1%)
122	4,735.18	3,542.48	(2%)
98	4,906.43	3,756.93	(2%)
48	4,599.29	1,742.64	(1%)
54	6,674.56	4,415.66	(2%)
59	8,587.51	6,102.51	(3%)
40	4,491.46	4,183.56	(2%)
54	4,983.52	2,951.53	(1%)
55	6,828.85	2,420.65	(1%)
54	2,520.74	1,315.99	(1%)
119	5,630.88	1,981.58	(1%)
275	7,504.57	5,115.42	(2%)
94	4,054.34	2,665.03	(1%)
93	2,126.45	1,605.71	(1%)
49	2,808.25	1,318.50	(1%)
104	9,967.53	4,489.72	(2%)

RESULTS NOT TYPICAL. YOU N

I then came up with this:



That is one I ran out to my list. I'm sure you saw it.

I started a Facebook thread soliciting feedback SINCE I can't really split test. The feedback I got was that 83x or whatever number I had there didn't sound like very many.

The truth is it's more like 300 or some ridiculous number. But I didn't want to spend a day digging through old crap to try to document the number.

I think those are DAILY sales there. I HATE using dollars in ads BECAUSE it probably pushes a legal line I don't like to get even close to. I'm not an attorney, so I like to play it as safe as I can. HOWEVER, I was planning to launch this on JV Zoo and wanted something that would COMPETE with the other "over-the-top" ads.

I felt a little disappointed that people in the FB thread felt like this wasn't enough money for them. I wonder if all the hype and insane throwing about of numbers has just made people have wacko expectations totally out of line with reality?

STILL, this did sell pretty well to my list when I mailed it.

I tested another lead to ONE list to see how it would perform. It didn't stand out as being any better. While it wasn't a split test, if you see X orders coming in at Y pace, and you throw up a new page, you can gauge roughly by comparing the number and rate of sales to the prior numbers.



Attn: Info product sellers, ebook authors,
PLR sellers, Amazon promoters, coaches,
consultants, video marketers and affiliates

Since 2001 this "Bread-And-Butter"
Promo Method Has Brought
In Cash 78 Times and Counting

Completed Count	Added Amount	Completed Amount	Percent Graph
19	1,328.22	802.95	(0%)
59	3,768.52	3,161.01	(1%)
38	2,008.05	1,490.41	(1%)
50	2,816.36	2,569.56	(1%)
155	8,821.36	7,567.51	(3%)
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27	1,774.45	1,657.55	(1%)

I liked this headline a lot, even though as I mentioned, on Facebook people said they didn't feel like 78 times was very many.

I think expectations are REALLY HIGH now due to all the huge, million dollar day launches thrown around.

The thing is, gross ain't net.

They GROSSED a million.

They didn't NET a million.

And they may not touch ANY of that money for 6 months because it gets held back. One of my friends who did a million dollar launch told me he'd

rather sell \$5000 from an affiliate promotion or a small product because at least he gets THAT money immediately.

Anyway, due to this feedback, I added some larger numbers. I hate large numbers. I just do. Because the truth is, only 5% of people who buy a product ever DO jack with it.

And most of those don't stick with it. I'm talking about newbies here who don't have a business. They buy things to investigate, learn and study. That's fine. Later on, they sometimes DO take action. People get bummed out when they hear the 5% or 10% number. But they fail to realize MOST of those people were investigating, exploring, doing research for a future date. I don't see anything wrong with that. It's just how we as humans operate. We often research a lot to prepare for taking action.

However, legally, if you imply numbers are an average result of customers, in the U.S. that's not something you want to do. And even disclaimers aren't enough if the overall IMPRESSION is that yes, customers WILL get this result.

It's hard BECAUSE you as a product creator have NO CONTROL over whether people implement what you teach.

That's why I don't like numbers. It's a legal thing. I have mind spinning numbers. But I never show them. I added a massive disclaimer down the side and another one under the picture.

But I was also curious to see what would happen if I added them:



Rising Tide Promotions

And the best part is, the traffic

I've used is 95% free!

Look Over My Shoulder As I Show You Step-By-Step How I Sold 39,583 Products Using My "Secret Sauce" Method

Income Report

Completed Count	Added Amount	Completed Amount
11	67.96	67.96
505	21,991.06	21,651.36
268	12,416.77	12,646.57
578	24,728.34	24,678.29
299	22,964.81	22,904.86
427	32,015.88	32,056.78
388	43,512.02	43,691.02
276	25,803.31	25,609.38
415	56,374.31	56,429.29

OF SALES

DOLLARS

RESULTS NOT!

I think there is a \$137,000+ month in there. I left out 9 years of sales and 3 other accounts money come in from.

I don't even know the total number of products I've sold. It'd take a week or longer to dig out all the data back to 1997. You have merchant accounts, multiple paypal accounts, many affiliate accounts.

Anyway, this is the headline I have up right now.

It's not my favorite. I was just curious to see the response. I'm planning on taking it down soon and probably go back to the first one. NONE of those numbers are typical. The fact is, out of 100 people who buy the product, probably 5 will ever implement it. If that many. That's just how it is.

In high end coaching program, you STILL have only 10% really succeed. And the main reason is the others don't implement.

You're wondering which headline is the WINNER, right?

The truth is, I don't know because right now I can't run true split tests. Or it's a huge effort to do so. This is a problem I have to solve soon.

However, I have pseudo split test results because I can gauge by the number of orders coming in then switch out ads and watch the orders on my iPhone.

I think it's a great product for my customers and believe those who do buy it will get a method that has made me an awful lot of money since 2001 when I first started using it.

I don't know that I hit the EXACT sweet spot on it. It feels close but not EXACT. Maybe another idea or headline will come to me. Which brings me to this...

The things that MAKE YOU SALES and money for the most part are understanding the human mind and brain.

The reason the amazing 19-year old contacted me was he UNDERSTANDS the most valuable thing you can learn is COPYWRITING. And Andrew Fox told him I was one of the people he learned copy from.

You are your own Easter Bunny, Santa Claus and Fairy Godmother. And your ability to sell makes it happen.

I have 2 other products almost finished. And I'm working on one that I think WILL be a blockbuster. The scary thing is, when YOU have an idea, you can pretty much bet you aren't the ONLY ONE who has that idea.

I truly believe some way, somehow, ideas seem to be transmitted to multiple individuals simultaneously.

Napoleon Hill called it the Mastermind, which he felt was a sort of collective consciousness.

My point is, when you GET an idea, if you sit on it, you're a fool.

Really. I'm just telling you straight up. While you sip your coffee and cogitate if you should do something with that idea, someone else somewhere in the world is ALREADY working on it.

And if you hustle your assets, you can get it DONE, OUT and promoted BEFORE them! LOL.

That's just how it is.

Grant Cardone says you got to SHOW UP to BLOW UP! I love Grant Cardone. The man is 100% right in almost everything he says. Although he is a little over the top at times.

Like he did a \$50 webby the other day that was 3 hours and I think it was 70% pitch. I LOVE a great pitch. But 70% was maybe a little too much. LOL.

Still, his FREE live streams are often worth \$50 BY THEMSELVES. Straight up. No bull. They are awesome. He may not be your cup of tea though. Find SOMEONE on live streaming who does DAILY broadcasts that light a fire under you to get it going!

PRODUCT UPDATES

If you have one of my products and are trying to APPLY something in it and I have something there that isn't up to date, let me know on getyoursupport.com. I may not be able to fix it immediately but I can at least know what needs to be done.

PS: I haven't been pushing much for testimonials on the blog and a lot are a year old. If I've helped you, even if it was just something small, a small victory, do me a favor and take a few minutes to post it at:

<http://marlonsanders.com/testimonials>

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.designdashbooard.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.lin102.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