



**THE HOLY GRAIL OF
SALES AND MARKETING THAT WILL
CHANGE YOUR LIFE FOREVER**



Hello,

Marlon here.

Let's talk about the incredibly simple way to build your online business – whatever it is.

The world is your oyster.

What I mean is, there IS a formula for building an online business that works and almost can't fail.

I scored a SUPER DUPER bonus for you!!

Gerald Soh did a GREAT job promoting my last launch. And he's giving you guys a bonus that is EXCLUSIVE and others aren't getting.

Today you are going to discover how I got 4th placing in one of internet marketing BIGGEST launch and made \$16,770 in just 7 days...

And the best part is I did it without a list and without spending a single cent for traffic!

If you take action and "copy & paste" his simple formula, you too can generate tons of affiliate commissions and appear on leaderboards – guaranteed!

You get this FREE and AUTOMATICALLY when you snag his newest product you can check out here...don't worry...he's charging way too little for it!

[Check it out here](#) AND you'll get the exclusive bonus when you buy.

You can use this for almost ANY business. A wedding photography or video business? Check.

An antiques business? Check.

An info product business? Check.

This truly is the Holy Grail of building an online business.

Let's say you want to build an art business.

You find your people who are likely to buy your art. You get them on a list. You send them emails with links to articles on your blog, or Facebook posts, or podcasts, or Youtube videos.

Then you make a sale using a long-form sales letter, video sales letter or webinar.

You track your marketing until you know how much a customer is worth to you after 30 days.

You spend 1/3 to 1/2 that to get new customers.

If you use paid advertising, you gotta be pretty scientific about it.

If you're an affiliate marketer, you can be less scientific. You launch products via your affiliates. And all new customers go into your autoresponder sequence of emails. If it's a lot of money, you probably don't bother to look at the 30-day value because you're busy on your next product.

What are the things you need to be able to do?

I call it my TLO formula. Target, get on list, make offers.

1. Target your potential buyers with highly attractive front-end offers

Right now, today, do you have a product, service, low, cheap or FREE offer that sucks people into your marketing vortex?

This is the ATTENTION and SUCTION part of your business.

About every business I can think of that succeeds masters an attractive OFFER.

There's something there, some promise, some element that has strong pulling power.

In some businesses, this is one thing that remains static and doesn't change all that much.

But online businesses tend to need NEW front-end offers.

Here's a simple one I ran across today:

<https://www.naturalhypnosis.com/gift/law-of-attraction-accelerator>

It's just a "Lead Page."

You can create it in Instabuilder or any other page builder.

If you suck at building pages, Lead Pages creates really beautiful pages that you practically can't screw up.

If you're more advanced and want to be able to customize anything and everything and build your own pages from scratch, I like Instabuilder but tons of people use Optimize Press. I own it also.

And, of course, you can always hire out design.

You use the front-end offer to TARGET potential buyers and get them on a LIST.

People don't respond to low quality or crummy free offers anymore since there are so many of them. You need something that people will actually WANT!

The bar on what it takes to get someone to join your email list keeps going up. Now, you need a pretty enticing freebie.

Back when I wrote for multi, multi-millionaire Walter Hailey, he had a business selling marketing training to dentists. He'd speak at state association events in order to generate leads.

He offered a highly attractive free report in exchange for their business card. Then his sales people followed up by phone.

It doesn't have to be any harder than that.

It's not the QUANTITY of the intro offer. It's how ATTRACTIVE it is.

2. Get People On An Email, Phone or Direct Mail List

Obviously after people opt in to your list, or buy your “front-end” product (which in some businesses is \$7 or \$10 and in other businesses the “front end” might be \$5000. It just depends on the business).

Now, you can also use other types of follow up like text messages or retargeting ads. And even direct mail still works, believe it or not.

Emails aren't an after thought. You need to make them engaging. There's a bit of an ART to writing emails. It's a learned skill.

Here's one of the best videos you'll ever see about follow up. It's “old school.” Gary Keller founded one of the largest real estate companies in the U.S. I think it's 2nd largest now.

<https://youtu.be/ktfSmLegfFs>

Watch that video.

Wait.

Did I tell you to watch that video?

No really. Watch it.

A better term than list is DATABASE because it implies having all kinds of information about the potential buyer vs. ONLY having an email and name.

3. Sales letters, video sales letters, over-the-phone and webinars that communicate and persuade

(This applies to selling art, business opportunities, network marketing, business to business, chiropractors, sales people – and anyone else I can think of.)

You have to make sales, right?

Or get people to take action or commit.

You do that by making offers.

You can use long-form sales letters.

You can use video sales letters.

You can use webinars.

Now, there is a level of skill here.

Most people today seem to be doing the best with live or automated webinars. I think this is because they're a lot easier for most people to learn to do than writing.

Also, as a society, people are more and more oriented to watching vs. reading.

There's a PSYCHOLOGY to getting someone to BUY.

You've gotta get REALLY good at this. Now, you don't have to be good at sales letters, webinars, video sales letters and phone sales. But you need to be really good at ONE of them!

The largest sales by far come over the phone.

The most automated sales come from webinars, vsl's and sales letters.

The easiest methods are webinars or vsl's.

This is NOT really about vsl's, webinars or the phone.

It's about COMMUNICATION and PERSUASION, regardless of the medium.

It's so easy to focus on the technology. But the focus is on communication and persuasion.

That's where the magic lies.

NOT in technology.

Now, persuasion and communication are ART FORMS. Yes, there's a science. But there is also an art.

THIS explains WHY all the “get-rich-quick” pitches with products that “sell themselves” are BOGUS.

Products don't sell themselves, unless you've got something that sits on a shelf or sells the moment someone sees a picture of it.

Products have to be SOLD.

Why The World Is Your Oyster

I'll boil this down.

When you know how to find potential buyers, get 'em on a list and communicate with them and persuade them to spend money, you have the MAGIC ELIXER.

You have the HOLY GRAIL.

You have MONEY ON DEMAND.

There are a billion methods, tricks, secrets and systems to HELP you accomplish the above.

But being a somewhat simple-minded person, I feel we get lost in details and lose the big picture.

Listen.

Right now, today, do you know who would be potential buyers for your product or responders to your offer or cause?

Do you know WHERE to find them online?

Do you have an idea of something really appealing that might get them to join your email list or give you their skype or cell phone number?

Do you know how to do a webinar, video sales letter or sales letter to extend an offer and give them REASONS to buy from YOU instead of someone else?

If you do, then you right now, today, are right on the cusp of discovering THE HOLY GRAIL.

The IRONIC Thing About Why 90% Of People Will NEVER Get This Right

Chances are, 90% of the people who read this newsletter will never get this right.

If you do, props to you. I congratulate you.

We all want this incredibly romantic DREAM of what our life will be like if we can only find the Holy Grail.

OMG it's so amazing.

You just work 15 minutes a day, screw off and make a million dollars.

You don't have to be the sharpest tool in the shed to guess that's a little off.

Communication. Persuasion. Developing freebie or low-priced intro offers. Creating webinars, sales letters or phone sales scripts.

None of that matches up to this incredible picture we often paint in our minds.

Now, personally, I find communication and persuasion to be incredibly fascinating.

I personally find webinars that sell to be very fascinating.

I'm STILL fascinated by the art of writing letters.

There's so much to be learned.

Like did you know that you're perceived as more "credible" if you're known to give to charitable causes or support them?

Most people don't.

Did you know that you'll remember the FIRST thing I said in this newsletter and the LAST. And very little in between?

This isn't a complicated business.

We find potential buyers.

We make intro offers of some sort.

We build lists or databases (Again, watch “the box” video).

We make offers.

We communicate.

We persuade.

People give us money.

We deliver products or services.

It's the Holy Grail when you learn to do the above. AND when you're able to do it for stuff that isn't cheap.

The guy down at my pizza shop kinda struggles. His profit on those turkey subs I buy isn't all that much.

And there IS no big ticket. Unless he caters. Which I don't think he does.

Life gets a lot easier when you learn to sell big tickets. That's why I created the Big Ticket Dashboard. It's my attempt to show ONE way to assemble that puzzle.

I told you about this last week but you may have missed it. Here's a terrific video about using Instabuilder to create pages:

[How To Duplicate Pages You See Using Instabuilder – and Do It Incredibly Fast](#)

If the page uses graphics, you'll need to have a designer create those or do them yourself. But you'll be AMAZED and what YOU can do – without a designer.

Beyond that, you need to know how to communicate and persuade and get people to buy. I cover that a million different ways in my different products. From all kinds of angles.

There is no ONE product that teaches you everything.

The HOLY GRAIL is learning marketing. Not some magical business, process or product.

There IS a Holy Grail. It's just NOT at all what the vast majority of people THINK it is!

Best wishes,

Marlon

PS: Did you watch this video yet?

<https://youtu.be/ktfSmLegfFs>

It's the BEST explanation of follow up, databases and other things I've ever heard. I love it.

Services You Can Use

The big picture: <http://amazingformula.com>

Some of the links are out of date but 90% is evergreen. Good stuff.

<http://marlonsanders.com/secrets> -- **This is a product that will take you out of the box.**

<http://marlonsanders.com/faststart> -- **If you're new, this is a good first product.**

<http://bigticketdashboard.net> – **create and sell big tickets**

<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>

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/>



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