



SPECIAL TRAINING
New Customer Bonus

The 3 hour income stream
step-by-step

<http://marlonsnews.com/mmmstreams>

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Hello,

Marlon here.

You're receiving this special bonus edition of my newsletter to welcome you into the family as a new customer. Or perhaps you're an existing customer and it's your first time to read it. Welcome!

Today's newsletter is about a topic you'll love...

[Multiple Streams of Income.](#)

It's the hot topic on your mind, so let's jump right into it. Over the years, I've had many different types of income streams in my business. And my friends have even more.

A three-fold chord is strong.

A lot of businesses are built ONLY on ONE chord. But what if Google Adwords bans you? Or Facebook bans you? Or one of your income streams goes belly up or peters out?

That can create challenges for you that you'd rather not deal with. You can get through them. But it's better to avoid the problem to begin with.

Or maybe you've ALREADY been there and had that happen to you.

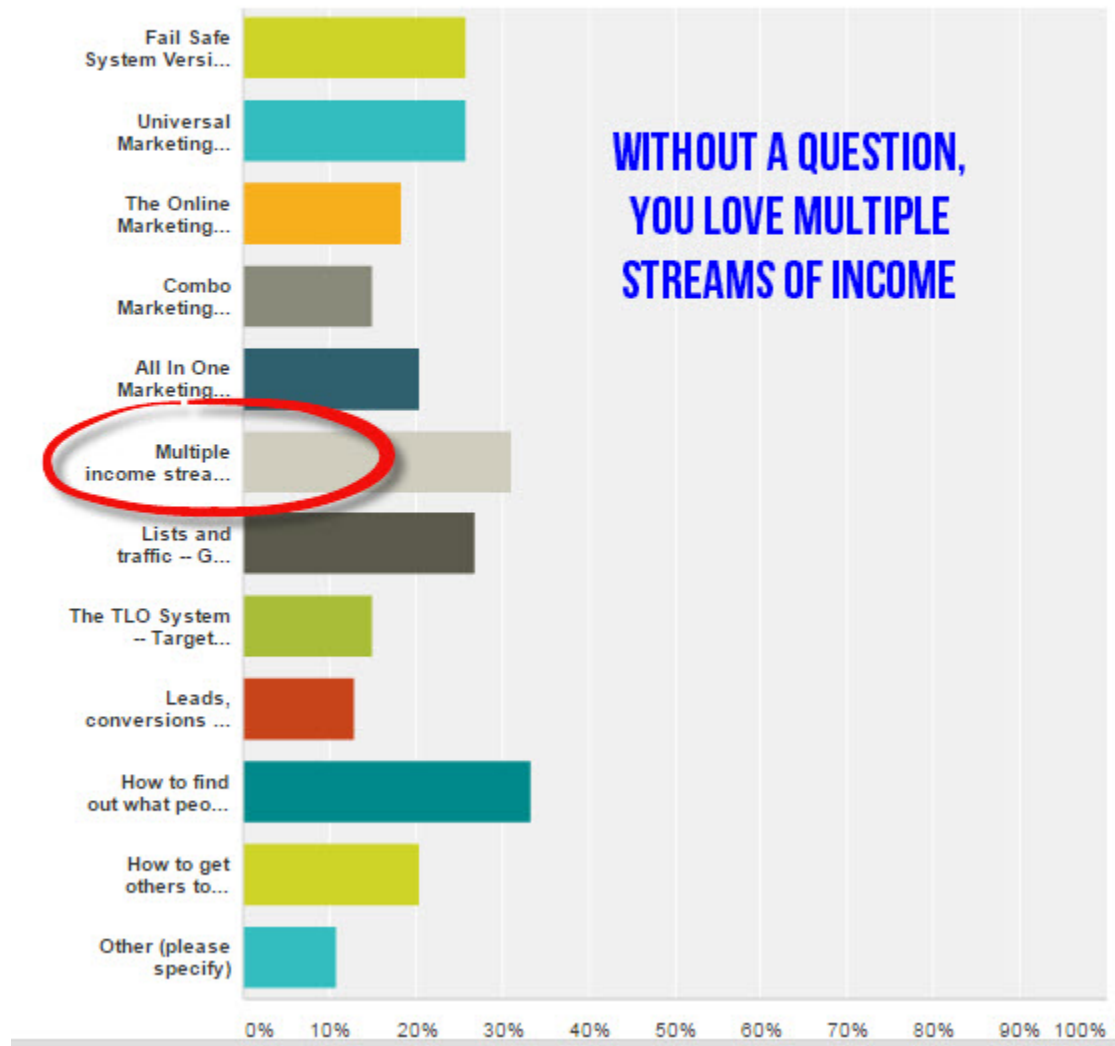
In this issue, I present the first 3 of multiple streams of income. You can never have too many income streams.

Join me on our [training right here.](#)

It's free if you attend live but \$40 if you don't.

Which of the following would you like me to write my next newsletter on?

Answered: 93 Skipped: 1



MULTIPLE STREAM OF INCOME #1

\$697 6-week courses

The first income stream is \$697 six-week courses.

I've done these in the past based on my dashboards. The pricing is usually \$597 to \$697 for 6 weeks. Since my dashboards have 6 rows, it's a great fit. I've done these before on Info Product Dashboard. I think I did one on Affiliate Dashboard. Over the years, I've done multiple ones. I could do a lot more if I wanted to.

But you don't need a dashboard to do these.

Six weeks of content leading to a result will do the trick.

Here's the GREAT thing about these courses: There's not a ton of profit in selling an ebook. The average JV Zoo launch nets 40% based on my research, which on a \$50,000 launch is \$20,000, so it's nothing to sneeze at.

But when you ADD ON a \$697 sale to 5% or 10% of buyers, it changes things.

Let's say you sell 800 units. That may seem like a lot or a little to you. A lot of launches do more than this. A lot do less.

We'll use it as an example.

$$800 \times 5\% = 40$$

$$40 \times \$697 = \$27,888$$

That's a really significant chunk of change. And if you develop a SEQUENCE to sell the 6-week training and push it hard for several weeks or a month and sell 10%, the numbers are good.

$$80 \times \$697 = \$55,760$$

But let's say you don't do 800 units on your launch. Maybe you only sell 300 and sell only 15 your training.

$$15 \times \$597 = \$10,455$$

Sell 300 new products to new customers a month.

Sell 5% your \$697 program.

And that's \$10,000. Remember, this is "back end," so there are no affiliate commissions if you're launching on Zoo or Warrior+. Most of those launches only pay on the "One Time Offers" not subsequent coaching or training.

What's more, you don't have to invent a new \$697 course each time. You can do the SAME ONE and launch it to the new customers.

What if you don't like launching?

Of course, you don't HAVE to launch.

Let's say you get Facebook or Google Adwords opt ins for \$3.00 each and convert 2% of opt ins to buyers of your \$697 program.

$$1000 \text{ opt ins} \times 2\% \text{ buy } \$697 \text{ program} = 20 \text{ sales}$$

$$20 \times \$697 = \$13,940$$

$$1000 \text{ opt ins} \times \$3 \text{ each} = \$3000 \text{ cost}$$

$$\$13,940 - \$3,000 = \$10,940$$

Plus, you can offer those opt ins other products and services.

Of course, there's a process to convert those Facebook opt ins to buyers.

Here's why this works:

Reason 1: \$697 is a big enough chunk you can profit by buying ads

I'm not saying there aren't people who can sell low dollar stuff. There are. But it's nice to have the margin. That way, you don't have to be so great and can keep your ads simple.

I can tell you in 10 minutes how to get \$3-\$5 opt ins on Facebook. It's SIMPLE process.

Reason 2: \$697 for 6 weeks SEEMS like a fair deal

I like to charge \$100 per week. That's not much more than a person would pay for personal training at the gym. Of course, you're free to charge what you want.

The pricing depends on you and your audience or market. You may charge less or more. But this is how I have done it.

Reason 3: 6 weeks is a nice time frame for a class

I've done 12 week classes before and you really have to rally your energy for those. It's a long haul. 6 weeks is easier, especially if you're a beginner.

Reason 4: It creates a big enough chunk of money for you, you get excited about putting it together and are more likely to spring into action.

We all know that taking action is always a challenge. This helps solve that and keeps it manageable.

What if I don't want to run ads OR launch?

Well, there IS another option here.

You can use guest blog posting, give aways, free courses and other methods to build your list.

Then launch a new course periodically to that free traffic. Or offer NEW courses to the SAME customers. You can do either of those.

The best part is, you can use Google Hangouts to do the webinars for free if you want.

MULTIPLE STREAM OF INCOME #2

The Saturday Money Spinner That Makes More Than Your Job

If you have a job and doing a 6-week class is a bit of a stretch for you right now, no problem.

You can simple, fun, easy \$65 Saturday classes and quite possibly make more in 3 hours than you made working all week.

Let's say you only get 25 sign ups @ \$65. That's still \$1625. Not bad for 3 hours on a Saturday or a Tuesday evening, whenever you want to do it. And, depending on your market, it may be one class, or multiple ones.

I got this idea originally from Richard Webster who is a psychic. Over the years he had a lot of ways he made money as a psychic. And one of those was holding classes. I think his were multi-week deals because he lives in a small town.

The advantage of doing these is they're low stress. And you don't need a big list or big launch sequence to sell it.

You probably have SOME topic you could teach for 3 hours and have people LOVE it. I bet there is SOMETHING you are good at or could get good at that people would pay \$50 or \$65 to have you teach them how.

And keep in mind, you can offer additional affiliate products as an add-on. And you can perform services.

I mentioned the psychic example earlier. Richard would offer psychic readings, more extensive classes, books and merchandise like crystal balls. This is a nice weekend, bread-and-butter income stream.

What type of add-ons could you offer? Books? Merchandise? A service? Affiliate products?

MULTIPLE STREAM OF INCOME #3

Big Ticket “Hands Free” Money Getting

I know you’re gonna like this one.

Earlier I mentioned the \$697 class. Those are done live.

But I am seeing people now AUTOMATE whole courses and get paid up to \$2,000 for them.

Typically, there is course content, a Facebook group and, sometimes, live webinars or “office hours.”

These are sold via live webinars or, in some cases, recorded ones. Amy Porterfield sells her courses like this using automated webinars. And she’s just one.

I’ve seen a number of people now following this model.

Fortunately, you don’t have to be as photogenic as Amy to pull this off. I see others doing it also.

One method that works for some people is recorded training with one live question and answer call per week.

But I’ve also seen 100% automated courses. And, on top of that, even though there’s a Facebook group, the interaction there is mostly among members.

It’s about as close to “HANDS FREE MONEY GETTING” as it gets. There are several reasons THIS method is especially appealing

:

1. If you have a job, you may not have the ENERGY to do a lot of live trainings, or even a Q & A.

With this method, ALL the content can be automated.

In the old days, you have to send people books, manuals and audios. And that still works. But the neat thing about this money-getter is that it requires none of that.

2. You can automate the sales process once you get a webinar “dialed in.”

Normally, you do need to do the webinar pitch live multiple times to get it down pat and converting. Then once you get it “dialed in,” you put it on auto pilot, so people sign up and the webinar plays automatically.

3. Because the sales process is automated, it lends itself to Facebook ads, so you don’t have to muck around with affiliates and launches.

Don’t get me wrong, launches through affiliates can be money-getters.

But if you don’t want to mess with that, there ARE options. And this is a good one.

The sales method on this is trickier to get “dialed in” since it’s automated. But once you do, it’s a thing of beauty and there isn’t a lot of “real work” to do after that other than getting the traffic via ads.

Another derivation of this is to have ONE of the TWO processes automated: Sales or delivery.

So you automate the delivery of the product but do live webinars to sell it, usually joint ventures. That’s what my friend Jonathan Mizel is doing now.

And at the JV Zoo event earlier this year, Rob told me he’s doing this and has done as much as \$400,000 on a joint venture webinar, so it definitely paid to show up live.

That’s crazy though.

Let's say you were getting \$3500 AFTER the profit split with the joint venture partner and you do one or two webinars a week.

That's \$3500 to \$7,000 in exchange for 90 minutes of your time a week, AFTER you get the sales pitch dialed in.

Alternatively, you automate the pitch but do the training live, if that is what you enjoy or it allows you to sell it for more money.

You can do that also.

[Attend the bonus training here](#)



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