



*A Subscription-Only Newsletter to help you prosper in the Info Profits Business*

# HOW TO BUILD OUT LITTLE TRAFFIC MECHANISMS THAT BRING YOU VISITORS WHO BUY DAY AND NIGHT

**What Will You Learn Today:** Why traffic is the engine of your business. The 3 ways you get it. How I get it. How I build out mini traffic-getting machines with actual examples. An example of a machine I built out in 1 day this past week. Example of my new money machine email sequence.

**What's So Great About That?** Once you nail this, you have the ability to open the traffic floodgates and let the good times roll. You'll understand what very few others do. You'll have an advantage you can begin applying this next week.

Did You Make Money While You Slept Last Night?

Did You Wake Up To Money?

Hello,

Marlon here.

If you want to wake up to the smell of money every morning, then this will be a very important and exciting letter for you.

The heart and soul of your income producing machine is traffic.

By traffic I mean real people visiting your offer who are in the market for it.

This is the ENGINE of your business.

You've got to know what this engine is, how it works and why it works.

If you do, you can always keep your money machine humming and purring. If you don't know or you let it run down due to lack of maintenance, upkeep or expansion, then slowly but surely your money machine will putter out.

This is a law of the universe.

Making money in a business or making money in general is not some mysterious thing.

It's the natural, logical result of following the laws of the universe as they apply to supply and demand.

So your traffic engine runs by laws. And it's all important.

No one really explains this much anymore. You have an advantage because you've subscribed to this newsletter and you desire to LEARN.

You are maybe 5% or 10% of the total market.

You're going to really understand the traffic engine where others don't. The fact is, most people won't be willing to even spend the modest amount it takes to subscribe to this MMM because they don't understand the value of specialized knowledge.

Apparently, they've never read *Think and Grow Rich*.

But you're reading this.

You're different.

You're special.

That speaks volumes for you and is a very good indicator of your future.  
There are the haves and the have nots.

And by investing a small modicum of money each month in the MMM,  
you're putting yourself on the side of the have's.

### **Law 1: The making of money in business is the result of traffic + a money machine**

It sounds rather crass to call it a money machine. And it's certainly a cliché.  
You could call it money getting. In truth, it's anything but crass.

You get money because you give value far in excess of the money you get.

Your goal is a 10X value or greater. So you sell value at a huge discount.

That sequence transcends or goes beyond funnels. Normally, when people talk about marketing funnels they're referring to the initial product and the upsells and maybe a little bit of follow up.

But your entire business, however small or large, is a money extraction sequence. People come in the metaphorical front door of your business.

You offer them things in exchange for their money.

Then they leave and come back another day and another day, if you gave them 10X value and delighted them.

So this is your money machine.

Once you get a new customer, you've GOT to have your money machine in place.

In our marketing business, this is typically some sort of follow up, either automated or manual.

In MY business, I use autoresponders, so my money machine is automated. Last night while I slept \$400 came in.

Yeah, I know you've heard that so much it's a cliché, but it IS true.

I'm building out a new money machine right now. It's very exciting.

|   |   |
|---|---|
| 1 | <b>Complimentary Access To The Complete A to ...</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score       |
| 2 | <b>17 page newsletter -- How to overcome the fe...</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score     |
| 3 | <b>MMM -- The 10 minute marketing smarts upgr...</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score       |
| 4 | <b>Get my complete "shortcuts" course gratis</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score           |
| 5 | <b>Vitally Important PDF Enclosed</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score                      |
| 6 | <b>Order before Midnight and get my \$397 Big Ti...</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score    |
| 7 | <b>MMM -- 11 ways to get ideas for \$197 to \$397 i...</b><br>Send a test   Delete   Copy to Drafts   Settings   Spam Score |

You build out different money machine email sequences differently.

This one has content emails, videos or articles mixed in with offers that are deadline-driven. Meaning you need to act now to get some bonuses.

This money machine is for a new product I'm launching. I plan for it to be evergreen and keep bringing me money for a long time to come.

I won't sugar coat it.

It takes time to build out a money machine like this. I'm NOT just sending pitch, pitch, pitch, pitch.

I'm sending valuable articles, videos and things and mixing in offers or pitches.

I want these customers to keep reading and to stay on my email list.

If you want to have money coming in while you sleep, you need to learn how to build out a money machine.

I'll be teaching this in MMM newsletters and also Milcers. If you aren't in Milcers yet, I encourage you to upgrade as I dive deeper into topics than I do in the MMM.

The MMM is incredibly valuable.

But it's 8 to 12 pages.

The Monthly Milcers newsletter is 25 of 35 pages, so I can deep dive into topics.

Still, if ALL you do is the MMM, you're miles ahead of others.

You do NOT have to have your own products for your money machine.

I know a guy who simply promotes webinars by other people that sell big tickets. He doesn't have any of his own big tickets.

He doesn't do any webinars.

But he makes some serious money promoting other people's webinars in his email follow ups and broadcast messages.

The easiest way to find these webinars is just to get on everyone's email list. I use a special Yahoo email and gmail email where I subscribe to everyone's lists.

Right now, I love the way Yahoo email lets you easily see hundreds of emails. NOT so with gmail. But I use both.

**Law 2: You must have a traffic engine that drives traffic into your money machine.**

If you want money to come in while you sleep, automated money. Money that comes in if you are or are not working, then you need a traffic engine that runs your business.

It's an essential.

It's something that you must make an absolute necessity.

It isn't something you can waffle on.

It isn't something you say you ought to do or it'd be good to do.

And listen, I don't care if you sell 1 offer for \$5,000 or \$10,000 or more. Or you sell mid tickets and modestly large tickets as I my preference. Or you're a small ticket seller.

It all spends the same.

And it all obeys the same laws of the universe. The same laws of abundance.

You've got to have a traffic machine to FIND qualified buyers. If you're only selling \$5,000 or \$10,000 coaching packages or services, then you're looking for a very special person.

And that requires a special type of traffic engine.

For example, I bought an excellent product yesterday by a guy who has built 4 businesses to total of \$100 million in sales.

His traffic machine is using prospect.io to grab names and emails from Linked In. Then he sends a series of automated messages to them using reply.io.

Those messages get the person to schedule an appointment.

He never even meets in person with the customer. They all buy over the phone. You can [buy his whole machine here](#) for cheap. A lot of it will work business to consumer. But it's more a business to business method.

Anyway, you MUST assign the level of absolute necessity to the creation and ongoing working of your traffic engine.

And by engine, I mean a system or process that brings in fresh eyeballs or visitors to your offers daily.

People who can buy.

People with money.

People who want what you have to sell.

No one else is going to do this for you unless and until you figure it out first.

Maybe you're just dilly dallying around with this.

Maybe you're not all that serious.

At least get curious.

Look at building a traffic engine as your hobby. Do it just to see if you can do it.

### **Law 3: You buy it, borrow it or earn it**

Those are the 3 ways you get traffic into your money machine.

**Buy it** – You go out and buy advertising on Facebook, Linked In, Youtube, Twitter or banner ads on websites. That sort of thing.

If you're going to buy traffic, you need your money machine to be churning out good money. It's not cheap to buy ads and you can burn through money fast, especially if you don't have specialized knowledge on how to do it.

**Borrow it** – You create an affiliate program or joint ventures and pay others a commission to bring you buyers.

**Earn it** – This is called earned media. You create content and put it out on platforms like Youtube.

If you're really great on video, Youtube might be your cup of tea.

You've got to be comfortable with the hustle of putting out a lot of content until you build up your money machine to the point where you can afford to hire others to do it for you.

My favorite way of getting traffic and building out my traffic machine is with affiliates.

To do this, you've got to be able to pay affiliates as much or more money than most of the other products they might promote instead of yours.

He who pays the most gets the most traffic.

That goes for paid traffic also. The difference is that with paid traffic, you pay upfront for an unknown result (until everything tested and proven).

With affiliates, you pay AFTER a sale is made.

So there's a lot less risk.

No sale?

You don't owe anything.

But make no mistake. Affiliates can send you their traffic. Or someone else. The traffic flows to where the money is.

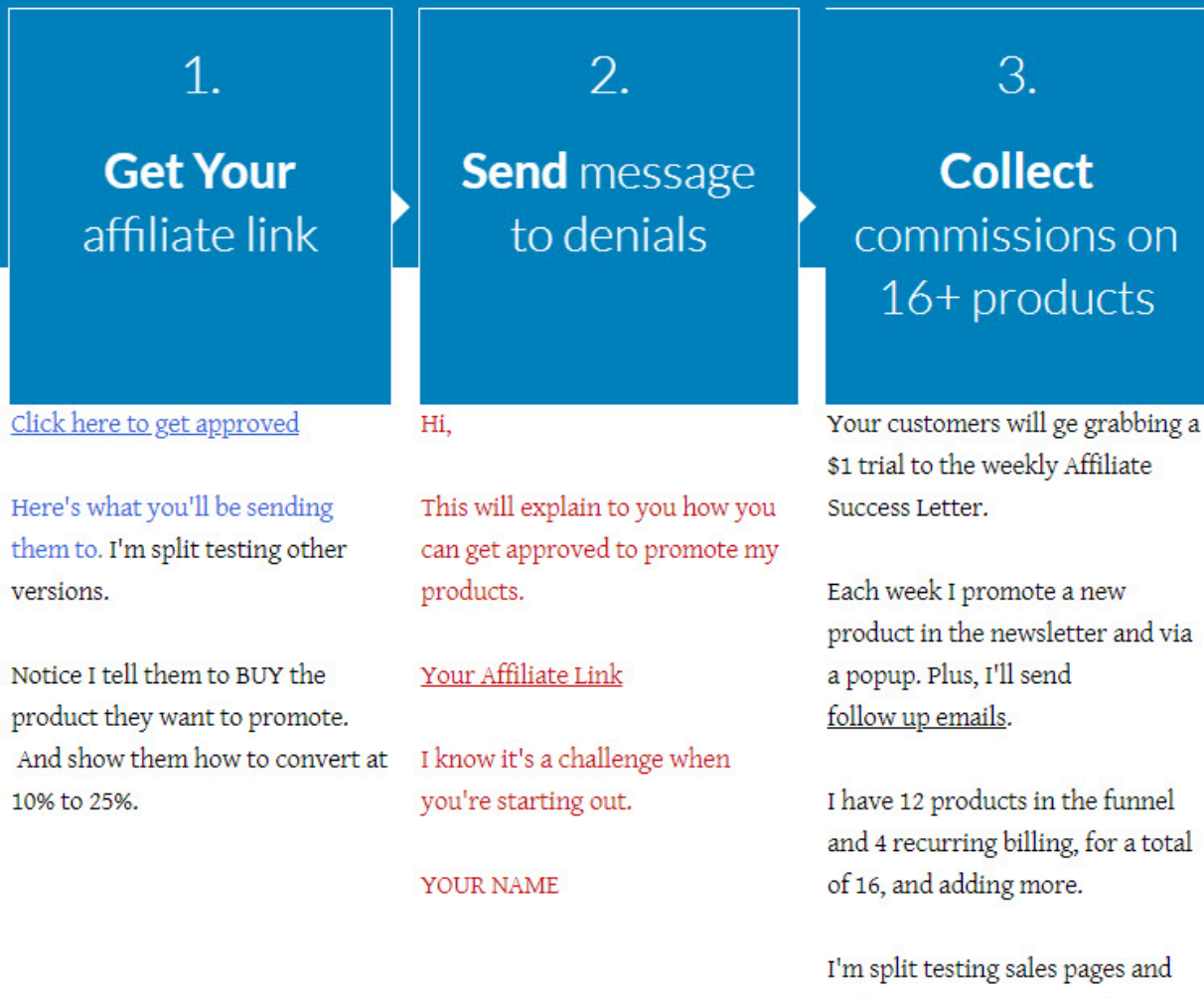
### **Law 4: Create mini traffic machines or mechanisms that bring in new affiliates**

Here's a little mechanism I built in 1 day last week for bringing in new affiliates and traffic:

It's located at this url: <https://resellertoolkit.com/turn-denials-into-cash/>



# How to Turn Your Denials Into Cash In 3 Steps



So here's what I OBSERVED.

A lot of vendors deny affiliates.

My big idea was to create a way they could send those denied affiliates to me and get paid for it.

I'll take the trash affiliates others throw away, put them through my affiliate training system, and hopefully output good affiliates.

Maybe it'll work.

Maybe it won't.

You miss 100% of the shots you never take.

The POINT is not that this is some great system. I don't know if it will or won't work.

But so far it's bringing me 3 or 4 new subscribers a day to my [Affiliate Success Letter](#).

So it's a nice mini machine that brings me new affiliates.

The *Affiliate Success Letter* is a letter I'm writing to train people in successful methods of affiliate marketing. I'm writing that on Mondays.

It's another little mini machine.

It could just as easily be a PLR course I bought on affiliate marketing set up in an autoresponder.

I've done that before also and it worked.

You'll come up with your own ideas.

In the past, one of my little affiliate-getting machines or mechanisms I built out was [located here](#).

I let that machine go into disrepair. I didn't upkeep it.

I need to create a new version of it.

**Respond Within The Next 48 Hours  
And Get 9 Jaw Droppin', Eye Poppin',  
Lip Smackin' Bonuses You Can't Get  
Anywhere Else -- Guaranteed!**

**"At last, 23 ways to turn on the  
traffic and crank up your sales!"**

Hello,

Marlon here.

11844 Bandera Rd. #469  
Helotes, TX  
78023

Dear Internet Friend,

**I**f you are an associate or reseller, or sell your own products, at last there is a manual that shows you step-by-step how to turn on the traffic and rack up the sales.

Just recently I conducted an extensive survey of resellers, affiliates and associates. The main complaint was the lack of tools and methods for driving traffic to the program and making sales.

It's frustrating. You have a web site but how do you get people there and make sales? You can't make sales if you don't have any traffic.

The past answer was to make up pages and submit them to the search engines. That's good. You and everybody else are doing that! Nothing wrong with it. But it's hard to compete when everybody is doing the same thing.

What if there were 23 ways for you to get folks to come to your web site where they can see the products you promote and sell?

What if you had a step-by-step cookbook that showed you exactly what to do and how to do it?

What if the methods worked for any type of products you may be promoting?

Later, I replaced it with <https://resellertoolkit.com/swagbox7>

But I should have also updated it.

## **Law 5: Know Your Machine**

I know how to build out affiliate-getting mechanisms.

I've built them out before.

Learn to build out your affiliate-getting mechanisms (like little mini machines).

Know how to build them.

You do that by building little mini ones.

Get curious.

Experiment.

Have fun with it.

Build out little affiliate-getting machines just like you'd build out a model airplane if you were into that hobby.

Or a wooden something or the other if you were into woodworking.


One time I built out this affiliate-getting machine:

You Grab the Sign-Ups. We Do The Selling. You Get Paid Daily!

## EmailBux.com

New! Auto-Refreshing Cookie System Helps Turn Sign-Ups Into Sales and Sales Into Daily Commissions

|              |              |             |              |            |
|--------------|--------------|-------------|--------------|------------|
| The Benefits | How it Works | Sign Up Now | Get The Tool | Questions? |
|--------------|--------------|-------------|--------------|------------|



**"You Grab The Sign-Ups, We'll Do All The Selling, You'll Get Paid Daily and the Cookies Refresh Weekly!"**

**5 Tips For Success!**

**Tip One: Do it today!**

Grab the code and stick it on your site right now. If you don't do it now, chances are you won't!

**Tip Two: Promote the weekly tips in your web site.**

Talk about the weekly marketing tips and how everyone should sign up

**Existing Resellers:** [Click Here To Get Started](#)

Dear Webmaster,

Here's a neat program for you.

All you do is place our little email grabber on your web site. It grabs opt-in signups to our weekly marketing tips mailing list. We automatically follow up with a series of weekly tips via email coded with your associate ID that sells ....

**... 10+ products! And you pocket 50% or more on each one.**

**That's right. You make money on 10+ different products and we do the selling for you. Every email has your reseller/associate ID embedded directly in it!**

You grab the signups. We do the selling. We pay you commissions every business day. And not piddly commissions either. A whopping 50% to 70% on 10+ different products...as much as \$250 in commissions on one single sale.

**[CLICK HERE TO SIGN UP NOW](#)**

Here's the deal: There are many associate programs to choose from. But we pay you back end commissions on 10+ different products. And we do the selling for you.

What's more, the email grabber tool works like crazy. The absolute best one to use works as an entrance "pop" to your web site which means it comes up before your home page. Using this system you should find that 10% to 16% of your visitors sign up. if your stats are

Technology changed and I never updated it.

Which reminds me:

**Law 6: Keep You Affiliate-Getting Machines Repair and Running**

Don't let them go into disrepair like I did.

That's a stupid thing to do.

Sometimes you get lazy and complacent. Never do that either. It's easy to do.

Here's another little affiliate-getting machine I built out once:

|  |   |
|--|---|
| <p>Commission: 60%<br/>You Make \$41.40<br/><a href="#">Visit The Site</a></p> <p>*****</p> <p>The Push Button<br/>Letters Software<br/>Version 2.0 CD-ROM</p> <p>Commission: 50%<br/>You Make \$55.00<br/><a href="#">Visit The Site</a></p> <p>*****</p> <p>The Marlon Sanders'<br/>Marketing Dashboard!</p> <p>Commission: 70%<br/>You Make \$41.96<br/><a href="#">Visit The Site</a></p> <p>*****</p> <p>The Cash Like<br/>Clockwork System 15<br/>CD Package</p> | <p><b><u>WARNING:</u></b></p> <p><b>Do NOT Promote Any Affiliate or Associate Program Unless It Meets The Following Criteria!</b></p> <p><b>Dear Friend,</b></p> <p>Are you <b>looking for a very profitable affiliate program</b> or associate program to promote? If you are, may I suggest that you <b>consider the following criteria</b> before choosing any program to promote?</p> <p><b><u>Here are the criteria:</u></b></p> <p><b>1) Does the affiliate program track sales and orders using a single "session cookie" or <u>10-year cookies</u>?</b></p> <p>Explanation: If you promote Clickbank products you get a commission at the time of sale, but as I read the website it appears they don't set cookies, so if someone buys 7 months later you don't get a commission.</p> <p>A lot of affiliate and associate programs use what are called "session cookies" which means you only get paid if the person buys within 24 hours of clicking on</p> |
|--|---|

And when they signed up, they went to this:



| Product Name:         | 404 Error Pages     | Product Covers         | Email Promos          | Full Page Ads      | Micro Buttons           | Q&A Files                 | Product Reviews        | Web Page Graphics        | Mktg. Tip Windows          |
|-----------------------|---------------------|------------------------|-----------------------|--------------------|-------------------------|---------------------------|------------------------|--------------------------|----------------------------|
| Marketing Dashboard   |                     |                        | <a href="#">Email</a> |                    |                         |                           |                        | <a href="#">Graphics</a> |                            |
| Amazing Formula       | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Push Button Letters   | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Associate Handbook    | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> |                    | <a href="#">Buttons</a> |                           | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Gimme My Money        | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Create Products       | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Beginners Guide       | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Speed Publicity       | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Ad Copy Secrets       | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Cash Like Clockwork   | <a href="#">404</a> |                        |                       | <a href="#">Ad</a> | <a href="#">Buttons</a> |                           | <a href="#">Ebook!</a> | <a href="#">Graphics</a> |                            |
| Automation Secrets    | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Web Site Power System | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> |                    | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |
| Web Operations Manual | <a href="#">404</a> | <a href="#">Covers</a> | <a href="#">Email</a> | <a href="#">Ad</a> | <a href="#">Buttons</a> | <a href="#">Q &amp; A</a> | <a href="#">Review</a> | <a href="#">Graphics</a> | <a href="#">Tip Window</a> |

Pretty cool, eh?

But the products went out of date.

The employee who did it left.

And I just never rebuilt it.

That'll go on my rebuilding list.

**Law 7: Keep the attitude of curiosity, fun and experimentation**

NO ONE THINKS.

Seriously.

99% of the people you will “compete” against don’t think. They just do what they see others do.

That’s ok.

It does work to an extent.

But they don’t think.

They don’t create.

And when someone does create, they usually assume it's dumb or doesn't work.

You don't know.

You don't know till you try.

A bunch of stuff won't work.

That's why you experiment like Thomas Edison inventing the light bulb or something.

But you aren't inventing a light bulb.

You're inventing little traffic mechanisms or affiliate-getting mechanisms.

### **Here's What NOT To Do**

A lot of people get suckered into buying other people's machines.

It's ok if they're really great [like this one](#).

But a lot of them suck.

Tell you a story.

When David Copperfield, the famous magician, was 12, he got interested in magic.

But instead of buying tricks from magic catalogs like everyone else, he'd see a trick and figure out a way to build it himself.

That's the attitude or spirit.

Learn to build it yourself.

Get curious.

You need:

1. One or more traffic-getting machines
2. A money machine email sequence

Now, in Milcers and my most advanced mentoring *Fast Track*, I talk about other ways to follow up with customers.

Email isn't the only one.

But at the MMM level, don't sweat it.

Just build out your email autoresponder sequence.

Put affiliate offers in it if you don't have your own products.

If you got your own products, stick them in there.

If you won plr, stick it in there. But make sure it's quality and not junk. You can only sell a dead duck once.

## **How To Apply This To You And Your Business or Business Idea**

Where do you go from here?

### **1. You need a money machine email sequence**

Aweber is good.

Automateyourwebsite.com is good and inexpensive compared to many others as it gives you things besides email.

We'll cover email in another MMM.

If you don't have your own products, stick affiliate offers in there.

But if you're going to pay affiliates to bring you new buyers, you need to have some of your OWN products in there so you can pay affiliate commissions.

I'm a big believer in creating and selling your own products. If you want in-depth training on how to do this, [here's my #1 product on it.](#)

### **2. Build out affiliate-getting machines**

There is no right or wrong way to do it.

Come up with an idea you think might work.



Try it out. You don't know what you don't know until you try it out.

Experiment.

Be curious.

Be willing to innovate and try new things and ideas.

That's a fun thing to do.

Think 'em up then do 'em.

### **Want to Promote the MMM and Make Money?**

Here's how you can do that.

The MMM is a "back end" or follow up product in my "money machine" email sequence. And also in my oto's or upsells.

The FRONT DOOR to that money machine is called the Affiliate Success Letter.

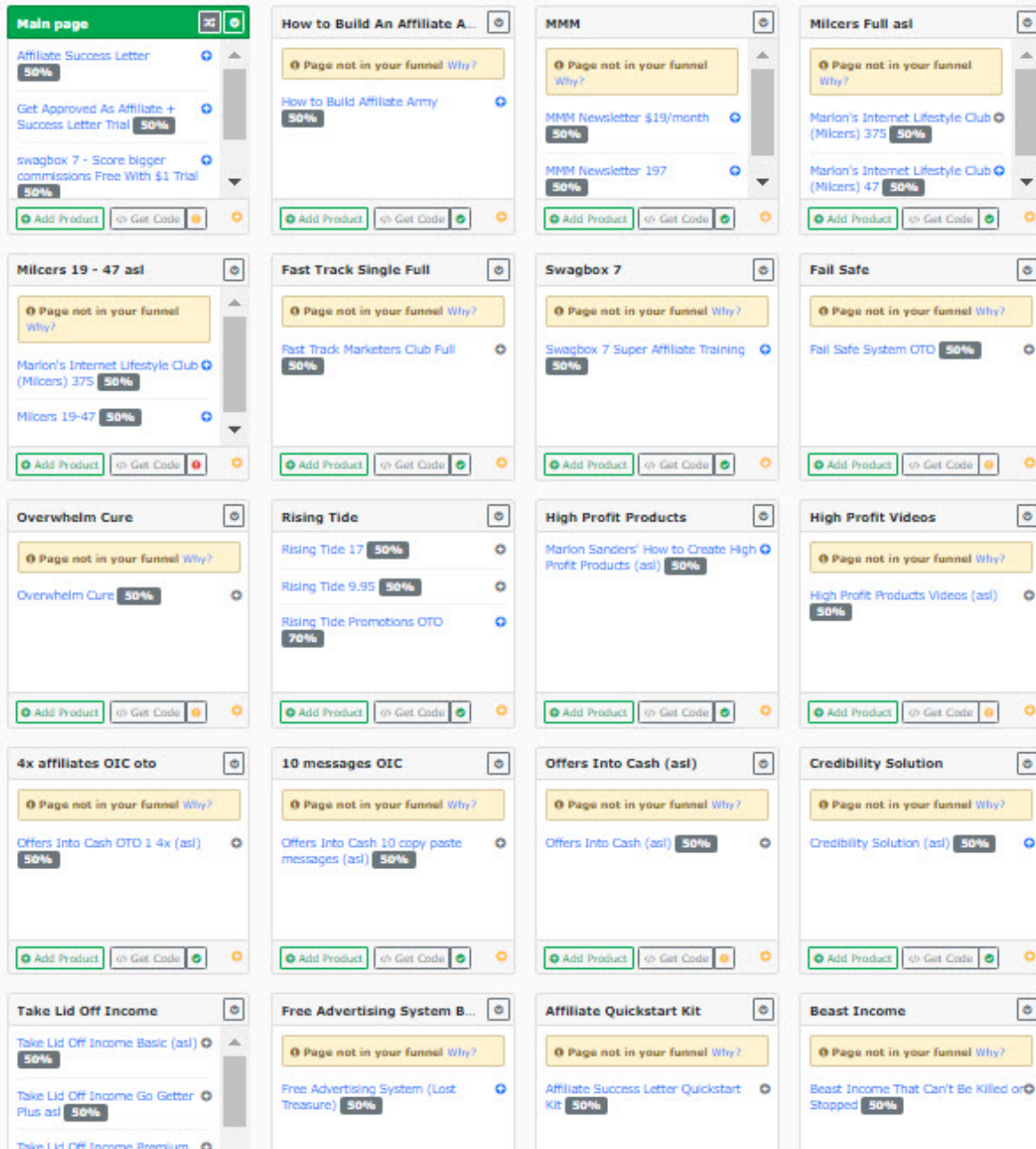
I write it weekly.

Subscriptions are \$17 a month but with a coupon code, it's only \$5. And the trial is only \$1.

Each week I promote a new product (sometimes with an exclusive bonus or discount for subscribers).

If they buy, you get a commission based on the W+ cookie tracking.

There are already a lot of products in the funnel and it's growing:



Now here's the TRICK:

Once people click the link to read about the Affiliate Success Letter, even if they don't buy, the tracking cookie is set!

So then you can go into your email program and send another email to everyone who **CLICKED**!

You know the cookie is set.

So NOW you can send them to the MMM sales page which is here:

<https://resellertoolkit.com/mmm-offer-asl/>

You can even promote Milcers, Fast Track or Take the Lid Off to them. In fact, you can promote any product in the whole funnel to them once they've clicked and the cookie is set!

Plus, each week I'm sending them incredible content to warm them up and help them become successful and prosperous or even more successful and prosperous as an affiliate.

You can make UP TO 75% on the whole, entire funnel!

Here's how to get approved as an affiliate with me:

<https://resellertoolkit.com/approved>

Or if you're already a 60+ ranked affiliate with W+, [go here for your link.](#)

And if you aren't a subscriber to the Affiliate Success Letter yet, [you can do that here.](#)

Best wishes,

Marlon Sanders

PS: If you were a subscriber to the Affiliate Success Letter, you'd know HOW to have all the links below deliver commissions to you automatically. That's right, all these products deliver commissions to anyone you cookie for the Affiliate Success Letter.

### **The Fail Safe System (intermediate to advanced)**

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few "intermediate" info product marketing courses or training. But you won't find advanced training. There really is almost no advanced training on the Info Product Business

other than the Fail Safe System. It's advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you'd pay for an introductory or intermediate course on info products. [Click here to see it.](#)

### **How to Create High Profit Info Products**

This is my info product creation training for BEGINNERS.

There's not a lot of "new" methods in it like my intermediate and advanced courses above. But it's 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard. Recommended for newbies and beginners. [See it here.](#)

### **Take The Lid Off Your Income**

Just a fantastic, in-depth 4-module course I put a lot of time, care and attention into creating for you. If you're ready to create your own products and get traffic, THIS is what you need to get. [See it here.](#)

### **The Long Lost Viral Marketing Ebook Treasure of Jimmy D. Brown**

This is best and most definitive ebook ever written on the topic. It's a long lost treasure now made available with special permission from Jimmy D. [Click here to see this bad boy.](#) Highly recommended.

### **Feel Overwhelmed?**

Buyers love this product. It's fresh, new insights into how to overcome overwhelm and get focused and productive. There is no other course like this. [If you feel overwhelmed, click here for the solution](#)



## 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**