





















Create Money Pages

How to Create Pages That Make You Money

Why do some pages make money and others draw blanks? Here's how to know the difference

Warrior+Plus Marketplace Vendor Affiliate						
  Craig's Lead Map 2020 mikepaul   17	2020-03-24	250+	8%	\$2.49		
 [Redacted] - With Master Resale Rights	2020-03-24	N/A	0%	\$0.00		
 [Redacted] 1 in 5min of free traffic	2020-03-24	N/A	0%	\$0.00		
 How I Made \$300,000 as a Rookie Consultant - COVID-19 Sale Luther Landro   100	2020-03-24	250+	16%	\$2.58		
 Instant Affiliate Videos pixelcrafter   10	2020-03-24	25+	4%	\$0.72		
 [Redacted] Blog To Make Money	2020-03-24	1	3%	\$0.29		
 [Redacted] Traffic System Makes \$250+/Day	2020-03-23	N/A	0%	\$0.00		
 [Redacted] PLR pack 1 lac plus articles PLR.	2020-03-23	1	8%	\$0.83		
  Buyerzilla Diego Hernando   1	2020-03-23	500+	6%	\$2.33		
 [Redacted] k Me AVR \$344 daily	2020-03-23	2	6%	\$0.67		

Hello,

Marlon here.

Would you like to get your MMM for FREE each week?

[Go here.](#) This offer may not last long. For real.

In 1978 I read a book by Benjamin Suarez that got me started in this business.

Back then, you'd write little 1 or 2 inch ads and place them in mail order publications that went to small lists.

But the ads only cost you \$5 or \$10.

Tell you a funny story.

I wrote an ad about Guerilla Marketing before it became the signature offer of J. Conrad Levinson.

The ad actually made 2x or 3x money.

I thought it was a failure because hundreds of dollars wasn't pouring in. I only spent \$12 I think on the ad. I got back \$40 or something like that.

I placed other ads that bombed.

I didn't make any real money. But I learned a lot.

You have to learn as you go.

You try things and see what works and what doesn't. You learn so much just by doing as long as you don't quit.

Now, some people keep doing the SAME thing that doesn't work over and over. That's what you don't do. You want to learn from every effort.

I see a LOT of offers on Warriorplus that get 0 sales.

 Warrior+Plus Marketplace ▾ Vendor ▾ Affiliate ▾					
	 Craig's Lead Map 2020 mikepaul \$\$\$ 🚀 17	2020-03-24	250+	8%	\$2.49
	 - With Master Resale Rights	2020-03-24	N/A	0%	\$0.00
	 1 in 5min of free traffic	2020-03-24	N/A	0%	\$0.00
	How I Made \$300,000 as a Rookie Consultant - COVID-19 Sale Luther Landro \$\$\$ 🚀 100	2020-03-24	250+	16%	\$2.58
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As you can see, there are offers selling well and then some that have N/A (no sales) or 1-5.

This is NOT a bad thing for these vendors IF they really get it.

What do you do if you launch a product and you get N/A sales?

It's not a particularly difficult thing.

You click to YOUR sales page.

Then you click to sales pages that got sales.

And you COMPARE.

Of course, it'd be wise to do this BEFORE you launch. But for whatever reasons, we get stuck on our own ideas of what will sell. So we have to go through some N/A sales pages before we get to a page that makes some sales.

For one thing, on W+ people want NEW methods that are EASY and give FAST results.

Personally, I find that rather distressing and disappointing. But that's how it is.

I give this advice over and over and over and over.

Yet, in coaching people will ask me to critique their sales page. That's one benefit I offer.

And I can say that INVARIABLY there has been virtually NO ATTEMPT made to follow a template nor to model already proven, successful copy.

So there's your big take away to start: Model what's already working. Don't copy. Don't steal.

But have a benchmark. You know, find a few pages of similar items that SELL and go and do thou likewise.

Look at YOUR page.

Look at THEIR page.

Is there ANY resemblance at all?

When I do critiques, typically there isn't.

There's been no attempt to model what works. Don't do that. Model what works.

Even if you do a horrible job of modelling what works, your attempt will be better than someone who stares at a blank page on the computer and types some random stuff.

Respect the craft.

There's a skill to creating pages that get you money.

Now, I start people out on their first product with THIS TEMPLATE.

- a. It's easy to follow
- b. It tells you what to type
- c. It works
- d. It's fairly hard to screw up IF you write what it TELLS you to write

The biggest problem using the template is not following what it says to do.

So the paragraph says "Describe the problem the potential buyer has."

And the person writes something that has NOTHING to do with that.
LOL

Just follow the template. It actually works.

This template is built into Instabuilder. I personally have Instabuilder plugin on one of my wordpress installs just because it's so darned easy to use the template.

But if you want, you can build the page in ANY page builder. It's a very, very simple page.

So let's go back to those N/A pages.

Most of those pages didn't do this.

Some of them appear to be PLR pages or things that came from someone else. And just not that great to start with.

And the person expected easy money.

Copy page.

Upload.

Create W+ product page

Launch.

Yeah, it's good in theory.

You're better off taking a stab at creating your own product. And you START with the sales page before you create the product.

*** Provide a NEW method or idea – people don't want to spend money for something they already know and have learned.**

Come up with some NEW twist, angle or idea. One method I teach for this is called "add an attribute." Reference my other reports for info on this method.

- * **Make sure it's easy – people don't want hard things in general**
- * **Make sure it can give fast results – even if small**

Fast trumps slow.

How To Design Your Sales Page To Get Sales

Another element is design.

Typically, when you see N/A pages on W+, the design looks home spun. It doesn't look professional compared to the pages that SELL.

Again, LOOK at the pages that SELL and compare them to YOUR page.

This does NOT mean you need the fancy graphics. A lot of the fancy pages are created by Justin Opay's team in the Philippines. He does beautiful pages at a fair price. You can add him on FB.

But you can roll your page yourself IF you are SMART about it.

The Instabuilder template I told you about is proven to sell, even though the page design is old. It still works. It's "good enough."

I like to look at pages that DO sell then save the SIMPLEST ones to my hard drive for when I need inspiration.

Here's a [VERY SIMPLE page](#) that actually sells:

48 Pages to Freedom

Tiny Book Becomes Life-Changing

He was working at a small store

He wasn't getting paid very much

He was making ends meet

When he suddenly had a crazy idea:

"I think I'll write a short Kindle book."

He wrote the book very quickly

He did no marketing at all

No promotion at all

The copy is excellent. That's one thing. It has testimonials. That's another thing.

The OFFER is fantastic. That's another thing. Think about it:

48 pages to freedom: Tiny book becomes life changing

- a. It's only 48 pages – that's EASY and FAST to write
- b. It's tiny – same as above
- c. It was life changing – that's a BIG result for a tiny effort

Notice that in the copy he points out the author did no marketing at all. No promotion. He didn't spend a dime. He didn't tell friends.

You see how EASY that is?

And notice that the idea of a 48-page book is a NEW IDEA. I'd not heard about that one before.

[Here's another](#) copy heavy "old school" type page that sells.

**I Got 58 Hungry
Leads in 26 Days**

With Measly 5 Dollar Ads?



\$5 ads means there's very little risk. He got them in 26 days so it's pretty fast. Hungry leads implies a big result for a tiny effort.

Just from that you're hooked.

I Just Love Craigslist!

You're about to discover how you can claim YOUR share of a BILLION dollar market selling services... soon growing to \$4 billion! One that Forbes calls "among the fastest growing business services in the world."

In fact, according to CNN, more than HALF of all U.S. businesses are in need of the help this service provides.

They're Insatiable For More

Even though it's already booming, the market for this service is poised for even MORE unprecedented growth.

And **it's wide open for YOU to profit**, too.

The text is large and framed by an ugly, blue background.

Now, in modern-day pages you don't have colors on the background. You have full-width elements that have colors. But you don't frame the page in white with a colored background.

Nevertheless, the offer and the copy are outstanding. So this page works.

Barb Ling does some of the craziest, simple pages that sell. [Here's her most recent.](#)

Make no mistake. It's an ugly page with all due respect to Barb. But she nails the offer and has copy that drives the point home.

Winner: Deal of the Day!

DEAL OF THE DAY The 'Gumroad': Create Fast, Sell Easily, Profit Aplenty...
*...Underground gem... #1 place newbies can easily get started, and a dream marketplace for advanced marketers...

FRESH: Sell These 101+ Craved Product Ideas Over & Over Again And Keep 100% of the Profits Using Our Secret Blueprint...

It's super-easy way... and enables you to sell just about anything you've created... as soon as tomorrow!!

Writers, bloggers, designers, software makers, teachers, product creators, Kindle authors, Etsy creators...

Fact is, you're going to love this simple, easy-to-follow:

Turn ON the Profit Switch (NO PAYPAL REQUIRED!) That Costs You ZERO To Activate!



The main appeal here is EASY. Everything is done for you. You sell the plr and keep the profits. No Paypal required.

It's NEW ways to use GUMROAD, which a lot of people haven't heard of or don't know much about. With all the problems people have had with Paypal, Gumroad catches attention as an alternative.

Barb also says this:

It Enables You To Sell Socially (within 5 minutes!) (ALL your social properties!)

In other words, it's FAST.

For example, [this page is fairly simple](#). You can do this yourself with some practice. But it's good enough. Notice how the page feels like it fits and holds together.

When you look at N/A pages, you'll notice they don't look or feel the same. They have a disjointed feel where it looks like someone just stuck a bunch of images and text on a page.

This type of header is common and seems to work well:

The screenshot shows a web browser window with the address bar displaying 'kidzpuzzlebooks.com/sales/'. The browser's tab bar includes several open tabs: 'WSOlinks', 'Admin Memberum', 'Google Calender', 'IG LineBreak Captio...', 'Group Members', 'pointclick', 'The Big Ticket Dash...', 'Alex Becker &MH T...', and 'AttractSales Admin'. The main content area of the browser shows a website header with a dark background and a video player. The video player has a white overlay with the text: 'There is a market that is easy to create content for, easy to market to, and well...'. To the right of the video player, there is a list of five bullet points, each preceded by a green checkmark: 'Millions Of Buyers', 'Constant Demand For New Books', 'One Puzzle Book Can Earn Thousands', 'No Experience Needed', and 'Software Creates The Books For You!'. The background of the website header shows a group of children running in a park.

ARE YOU READY? **PROFIT BIG IN THIS HOT MARKET**

Set And Forget *Passive Profits* Are *Yours For The Taking*

There is a market that is easy to create content for, easy to market to, and well...

- ✓ Millions Of Buyers
- ✓ Constant Demand For New Books
- ✓ One Puzzle Book Can Earn Thousands
- ✓ No Experience Needed
- ✓ Software Creates The Books For You!

Pay Attention To Pricing

I see a page here in the list that is decent.

But the price is \$299 from a fairly simple page. You very seldom see W+ offers with that kind of price on the front end initial offer.

And if you did, it would be one heck of a sales page. Not just ok.

More than that, this particular product was on how to do some form of investing.

There was NO Easy, New, Fast, nor Big angle on it.

It's just a course on how to do xyz type of investing.

Bland.

Boring.

And something you can buy on Udemy for \$10.

If you can buy it on Udemy for 10 bucks and you're trying to sell it for \$300, there's a problem.

This goes back to doing your research.

You look at the PRICE of all the offers that sell.

Then you look at YOUR price.

Are they similar?

Fancy Sales Pages

You'll typically see fancier sales pages on launches that do 2,000 or 3,000 units. The theory is that affiliates prefer seeing fancy graphic design, as they feel it'll sell better.

Certainly, the launches that make more sales have better sales copy and better design, overall.

That isn't to say you can't bang out 1,000 sales on a plain jane page. You CAN. And the examples I gave you above prove it.

But I don't remember many launches doing 2,000 or 3,000 sales that have plain jane pages.

But Marlon, I Do NOT Sell On W+

This advice and method applies to ANY niche.

If you sell on Linked In, do the SAME exact thing. Look at what offers appear to sell.

Look at the sales pages.

Look at the price points.

Go and do thou likewise.

You can learn a lot more about copywriting using the New, Easy, Safe, Big formula [here](#).

It's \$12 and one of the very best things written about copywriting from a superstar copywriter.

Let's say you had a product you wanted to sell that was SALES TRAINING.

The initial headline most people to write would be:

How to Sell Blah, Blah, Blah Faster, Simpler and Easier

The thing is, there are 1,001 books written like that. They all sound the same.

- a. There's no element of NEW
- b. There's no element of EASY
- c. There's no element of BIG

d. There's no element of safe or predictable

So let's say you're doing sales training for plumbers.

Your headline might be:

New 3 ½ minute “close” Hauls In \$25,234 Sales

“I can't believe how easy it is to close the sale,” says John Q. Plumber

That's certainly a far cry from a boring headline.

If you can paste YOUR headline on other people's ads and have it make sense, you know it's probably not a good headline.

Grant Cardone came up with a good angle on sales training, which isn't surprising.

His Cardone University has short 7-10 minute videos on specific topics sales people can watch.

The idea is EASY and FAST.

They are easy. Under 10 minutes.

You can use the method immediately. So you get fast results.

What Are Your Action Points From Today's Newsletter?

1. Find benchmark sales pages on your topic

Find people with sales pages that work in your industry or niche to use as a benchmark.

If you're creating a product on self development, go find self development sales pages that are working.

You can start in your Facebook newsfeed. If you keep seeing the ad, someone is paying for it. Money is coming in or they couldn't keep paying for the ad.

You can also look at the emails you receive for ideas.

2. Master New, Easy, Safe and Big

I recommend you spend the 12 bucks for Kyle's brilliant pdf. But you can also watch his Youtube channel. Just look up Kyle Miligan

If you don't have something NEW to offer, you're pretty much sunk. The same old, same old doesn't sell well today.

3. Compare your sales copy

Look at your model pages. Then look at yours. You want yours to have the same look and feel. You want the sales copy to be equally as compelling and strong.

4. Use a template

If push comes to shove, you can use the [template here](#).

5. Learn by doing

The point of my story about how I got started in the business by placing little \$10 ads was that you learn by doing.

You can do little launches or small Facebook ads and learn a lot.

By trying to sell something and not making any sales, you learn a lot about what doesn't work.

And you learn to go find things that ARE working and model them. Not steal. Not swipe. But model the essence. The spirit.

Best wishes,

Marlon

PS: Would you like to get your MMM for FREE each week?

[Go here.](#) This offer may not last long. For real.



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