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*A Free Newsletter to Marlon's Customers With 1 or More Purchases In
The Past 12 Months and 1 or None Refunds*

ARE YOUR ONE TIME OFFERS AND UPSELLS NOT CONVERTING?

**HERE'S THE ALMOST EMBARRASSINGLY SIMPLE SOLUTION
TO MAKING YOUR OTO'S AND UPSSELLS CONVERT**

THE BIG MISTAKE THAT'S VERY EASY TO MAKE IN OTO'S AND HOW TO AVOID IT

PLUS, THE 3 TYPES OF ONE TIME OFFERS THAT WORK MOST OF THE TIME



Hello,

Marlon here.

OTO stands for One Time Offer.

When you buy a product or service, you're normally presented with several additional offers to buy. These are "upsells" like "would you like fries with that burger" at McDonalds.

If the deal is **ONLY** available while you are on that page, it's called a "one time offer." Some One Time Offers truly **ARE** only available on that page at that time due to the programming of the software.

Others aren't truly "one time only."

In any event, OTO's are **EXTREMELY IMPORTANT**.

Here's why:

In today's world, to get affiliates to promote your "front end" (the initial product you're selling) you often offer 100% commissions. That means any and all immediate profit comes from the OTO's.

Usually there are two or three OTO's. Sometimes more.

If your OTO's don't convert, it's NOT pretty because on launches you often (but not always) offer cash prizes to the top affiliates.

If your OTO's don't convert, AND you're paying out 100% commissions on the initial sale, now you're in a cash flow bind.

True, you'll make up the money from your emails to new customers. But you're cash flow negative in the short term.

That means you REALLY need your OTO's to make enough sales to give you the cash for your affiliate prizes!

You follow?

Here's The BIG Mistake People Make On OTO's

Yesterday, when I was reading through [this product](#) by Gaurab Borah, he reminded me about a very basic but extremely important principle in OTO's. By the way, at the time I'm writing this, JVZoo appears to be not functioning due to DDOS, distributed denial of service attacks.

This happens in Internet marketing, unfortunately. Last year, both Aweber and Getresponse underwent a rather severe round of attacks. So the link to Gaurab's product may not be working today, at least not until the DDOS is stemmed off.

People JUST bought a product on how to do X.

What is the ONE THING we know for sure that they want? "How to do X"? Right? We know this BECAUSE they just spent money to buy it.

Often, then, OTO's are for SOME OTHER PRODUCT ON ANOTHER TOPIC!

So they bought a product on how to make money with Fiverr. And the OTO is how to create an info product. But we have no idea IF they want to create an info product.

All we KNOW for sure is they want to make money with Fiverr. Your best chances of making a sale are to sell them something on that SAME topic.

However, if your initial product was MISSING something, and you point this out in the OTO, all you're going to do is piss off your buyers. Not a way to "secure profitable patronage of customers who repeat and refer," which is our main goal, if you've read my other newsletters.

How Can You Make Additional Sales WITHOUT Making Your Buyers Feel Cheated That You Left Something Out of What They Just Bought?

That's the big dilemma, isn't it?

One way I've solved this is to sell the NEXT THING they need AFTER the product they just bought.

However, what I've found out is that a lot of people want to WAIT to see IF they get results with what they just bought BEFORE they get the next step.

Well, people have come up with 3 ways to do it:

1. FASTER

Sell them some tool or system that AUTOMATES what they just bought. So what they bought works totally.

It's just if they want to do it FASTER, they can buy a plugin, software or other system that automates it.

For example, I could sell a front-end training on how to write sales letters, then sell my [Push Button Letters software](#) as the OTO.

You've probably also seen a lot of products where the front-end taught how to rank sites or videos in Google. And the OTO was software that would spin articles, get backlinks or make a bunch of videos fast for you.

That's automation.

But there are ways to make getting the big benefit of the product they just bought faster without software.

One of the best ways is just to look at the OTO's on other launches for ideas, or just look at the things you've bought as OTO's.

I'm sure you've bought software or plugins.

I'm sure you've bought "done for you" things.

I'm sure you've bought coaching of some sort.

I'm sure you've bought videos.

With Big Ticket Dashboard, our OTO #1 was the actual big ticket sales script that Flo uses with his team. That was a very popular OTO.

OTO #2 was a video of his actual in-house training of sales people.

2. SIMPLER

Simpler means that you have templates, "done with you" or "done for you." Case studies of successful application would also fit here.

Again, this doesn't invalidate what they just bought. It simply makes it better by SIMPLIFYING it.

The easiest sell is "done for you." People will pay more for that and buy it faster. Given our ruthers, we'd rather someone else do the work FOR us. That way, we get results FASTER or almost instant.

Now, we can debate whether or not done for you offers are a good purchase by customers. What IS a fact is that people love 'em.

They also love getting templates. I'm sure you've bought templates on an OTO before. People also like checklists or workbooks if they're really well done and useful.

Just yesterday I bought the CASE STUDIES OTO [to this offer](#) by Gaurab Borah, which I thought was a wonderful product and highly recommended to my list. I thought the case studies were an excellent addition to the core product because they showed it "in action."

One thing Gaurab did was gave you an A / B choice on the OTO. You could buy ONE case study for a lower price or TWO for a bit higher. I thought that was clever.

ACTION POINT: How you CAN create templates, case studies or something else that can make it faster, simpler or easier for people to get results that you can offer on an OTO?

3. EASIER

The third type of OTO you can buy is one that allows you to SCALE.

This might a coaching program that helps people scale up.

How can you make the main benefit they ALREADY spent money to get faster, simpler or easier?

One OTO you'll sometimes see is access to a community like a Facebook group. This may or may not be paired with something additional. The challenge with it is you need 300+ members to really have an active group.

Best wishes,

Marlon Sanders

PS: Here are some of my solutions you might be interested in:

Amazing Formula That Sells Products Like Crazy – The Ebook

This is under revision and not currently available for purchase.

Amazing Formula “The Course” (advanced)

1. This is my super in-depth treatment of Amazing Formula. If you're serious about learning to market on the Internet this is the ONE course to get NOW. It has a lot of intermediate and advanced information in it but starts at the beginning for newbies.

It's not cheap. But neither is it expensive when compared to the value it creates and the other alternative solutions. [Go here](#). What is UNIQUE about it is I draw from a huge amount of experience being full-time in this business since 1997 and owning roughly 4,000 books. I'll put my marketing library up against anyone's. So what's UNIQUE is you get strategies and methods you've never heard anywhere else.

No one else teaches them. These give you and EDGE because you have TOOLS no one else knows about. That's especially important today when everyone is competing using the same information everyone else has. The bottom line is this is WHY I believe you can get superior results compared to other courses. If you're wanting to learn intermediate and advanced methods and "new stuff" you don't already know and you want A to Z coverage, this is IT.

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.](#)

Product Dashboard

This is one of my famous Dashboard products that breaks it down step-by-step for beginners with screen caps. It's more detailed than *How to Create High Profit Info Products*, thus the slightly higher price. But it doesn't contain the rarer intermediate and advanced concepts in the *Fail Safe System*. It's a beginners product that is very step0by-step.

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.](#)

Fast Start System

I designed this to help beginners and newbies get off to a fast start. It's certainly not everything you need to know but it's a start. Contains around 5 hours of training plus bonus "over-the-shoulder" videos. [See it here.](#) It covers how to overcome hypercompetition and is my best presentation of Value Equations next to Amazing Formula "The Course." Value Equations are my proprietary method for boiling sales messages down into essentials that make them sell or not sell. It's a hugely powerful, breakthrough approach. This has a whole hour on the topic to get your feet wet and give you the basics, so you KNOW why something sells or doesn't sell. This eliminates confusion and frustration and allows you to focus on the right things, so you don't go chasing rabbits.

Traffic Dashboard

If you want to drill down and get step-by-step treatment of how to get traffic to your sites or blogs, this is one of my famous "Dashboard" products that I innovated and am known for. [See it here.](#) At one point we ran the numbers and found that 1 out of every 102 people in the world who surfed the Internet with an English browser had been to one of my websites as measured by 24-hour cookies. These are my methods and secrets, especially row #6. Row #2 is how a friend of mine crushes it by buying private banner ads and solo ads that aren't normally available.

Push Button Letters

One of my all-time best-selling products that started a whole genre of software. Fill in the blanks. Click a button. Get a sales letter. [See it here.](#)

Big Ticket Dashboard

If you want to sell big ticket coaching but don't want to pay \$5,000+ for a coaching program, this under \$100 product will teach you many of the same basics the expensive programs teach you. Do NOT buy this if you're wanting software. And don't buy it if you expect it to be as comprehensive as a \$5000 coaching program. And don't buy it if you don't want to do webinars or get on the phone with people. Listen, you need some hustle in you to sell \$3,000 to \$20,000 packages. But this DOES have all the basics you'll find in far more expensive programs. [See it here.](#)

Marlon's Book of Secrets

Imagine being a fly on the wall and listening in on my conversations with multi-millionaires and incredibly talented marketers. Well, this book is the next best thing. It contains the cream of the crop secrets I've learned in a lifetime of being in this business. [See it here](#). Oh, the book has typos. I've never taken the time to fix them. If you can't stand that, then don't buy it. I personally care about the quality of the information, not my ability to hire a proofreader. What's UNIQUE about this product is you won't find many of these secrets anywhere else because they are based on my experience. You'll get ideas you won't get anywhere else. This is NOT a step-by-step training product like my Dashboards. If you want step-by-step, buy a Dashboard.

Gimme My Money Now

This was my original action plan for the Amazing Formula. It teaches how to conduct a 12-product survey which is a proprietary method I teach that prevents you from banging your head up against the wall trying to sell products no one wants to buy. It teaches how to write a sales letter using the formula I've taught around the world so that you actually understand the structure of a sales letter. Which means your eyes won't glaze over when you start writing your sales letters because you'll understand the psychology. It teaches how to create a quick-and-dirty version of a product (today this is called a minimum viable product). Then test it. And if it works, roll it out with an affiliate program. This is my personal moneymaking formula I've used to sell millions online. [See it here](#). It's a timeless classic and contains data proprietary and unique to me.

The Round Table

A comprehensive explanation of the basics of targeting a market, creating products, writing sales messages and getting affiliate traffic. More detailed and insightful than 95% of the products with intermediate and a dose of advanced information in it. The difference between Round Table and the Fail Safe System is Fail Safe contains more intermediate and advanced information whereas Round Table is for beginners wanting a cut above

what I have in my Dashboards. It's hard to find products that are a step beyond what you'd buy on Zoo or W+ as pertains to the info product business. 90% of this is classic, evergreen information. There are a small percentage of things in it that are dated. The price on this product reflects the higher quality of information. [See it here.](#) This is a product I'd recommend more to my hardcore fans, not new customers. New customers would be better served by Amazing Formula "The Course" or Fail Safe System if you're wanting something that goes into the Intermediate or advanced levels of information.



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