

*A Special For Marlon's Valued Customers With 2 or Less Refunds*

# **WILL YOU JOIN OUR 7-DAY POSTING CHALLENGE?**

**IT'S FREE AND THIS STEP-BY-STEP ISSUE LAYS OUT  
THE WHOLE MONEY-GETTING, SALES MAKING SYSTEM A TO Z**



Hello,

Marlon here.

1. This 7 day posting challenge won't cost you money
2. You can do it in 15 minutes a day
3. It's going to help you break through the #1 thing that may be stopping you from making sales and money
4. It brings in sales and cash
5. Anyone can do this as long as you can manage to type 4 to 5 paragraphs each day and post on Facebook
6. It works for any business

**It will NOT work for you if:**

1. You refuse to post on Facebook pages, groups or your profile for whatever reason or Instagram.
2. You can't type 4 to 5 paragraphs of something valuable to your ideal clients. If you don't have the ability communicate at all, I can't help you.
3. You don't have 15 minutes a day. If you can't manage to carve 15 minutes out of your day every day because you're too overwhelmed, tired, confused or busy watching Game of Thrones re-runs, I can't help you.
4. You want to hide from the world and not let anyone know you sell anything to anyone for any purpose. If you have to hide from the world and not be seen as promoting or selling something, I can't help you. There's nothing wrong with you or it. I just can't help you.

**Here are the 7 benefits to you of accepting  
this 7 day posting challenge:**

1. You get to make a larger contribution to people by posting VALUE and helping your ideal clients. You will know you are HELPING your ideal clients.

2. It's a challenge so you challenge yourself to see if you can do it and WIN. It's a challenge to see what value you can provide for your ideal clients.
3. You get to cooperate with others. So it's a chance to meet others, cooperate, help each other out and have fun.
4. The ONLY people who know about this and will be participating are those reading this newsletter and in my Facebook groups. Others won't be "in on it" and won't "get" what's going on.
5. Exciting – You don't know what will actually happen until you do the challenge.
6. You get to build an AUDIENCE who can then pay you money over and over.
7. You get to try out different posts and see what works.

### **Here's How The Challenge Works**

This challenge will go down in my Internet Marketing Mastermind Facebook group which is free for everyone.

Fast Track is a SEPARATE group. It is part of my Fast Track Membership and is paid.

So relax. We'll be doing this challenge in my FREE Facebook group.

I got the core inspiration for this challenge from Ryan Stewman who is a social media expert and teaches the 80 / 20 posting method. He makes \$50,000+ a month just doing it on Instagram and as much as \$353,000 in a month doing it on Facebook. [His Facebook is here.](#)

Of course, he does other marketing activities. But he attributes a LOT of those results to this method. Also, I won't be sharing his whole system. In Fast Track we cover other parts of it. And, of course, he has whole seminars, coaching program, etc.

With proper attribution and the disclaimers out of the way, let's jump in:

## 80 / 20 posting method: 80% of the time you post value. 20% of the time you sell something or promote an opt-in.

In other words, 1 out of every 5 or 6 posts can and should be an OFFER of some sort. Click here to opt in. Click here to buy something. Click here for whatever the offer you're making is.

Ryan explains how radio has 80% content and 20% commercials. Same for TV. Same for every media. Magazines have 80% content and 20% ads.

This means when you post on:

1. A Facebook page you created
2. A Facebook group you started
3. Your main Facebook profile

You post 80% value and 20% offers or pitch.

Now, technically, you aren't supposed to post any offers on your main FB profile, and maybe they'll enforce that in the future.

If you post 80% value, know your ideal clients well and what they want, I haven't seen any problems personally.

The thing is, when you present your offer correctly, you're still adding value as you're helping the person.

Your offer may just be to offer them something free via your squeeze page. Or send them to a post on your blog. It doesn't have to be hard core "but this," although you can do that.

The PROBLEM with doing the posts on a Facebook page is FB has just killed organic reach there. Their goal is to force you to buy ads.

Facebook groups still have some good organic. And starting a group that attracts your Ideal Client is a good idea.

### **Your Value Posts Need To Attract Your Ideal Clients**

Here's a BIG point.

I see people posting about things that do NOT attract their ideal clients. It's OK and a good idea to post things on your main Facebook profile that are NOT business.

Every day I post one or two items that are unrelated to business like a music video I like, something funny, etc.

Noon is a good time to do that.

You want to do your value post EARLY in the morning if you can.

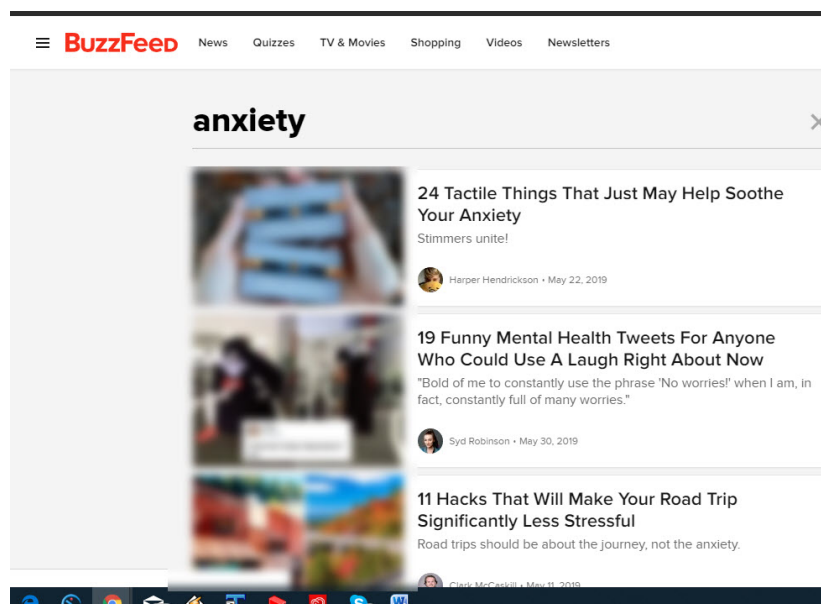
EVENING, according to Ryan, is the best time to do your offer post, although I've done mine in the mornings.

Anyway, the thing is, your VALUE POSTS need to ATTRACT your ideal clients.

If you're wanting to sell an info product on how to overcome anxiety, you want posts that ATTRACT people with that issue.

For your VALUE posts, you do not want something about making money. That does NOTHING to attract your anxiety ideal clients.

Instead, you go over to buzzfeed.com and see if you see any good headlines about anxiety. Here's what I found in 2 seconds:



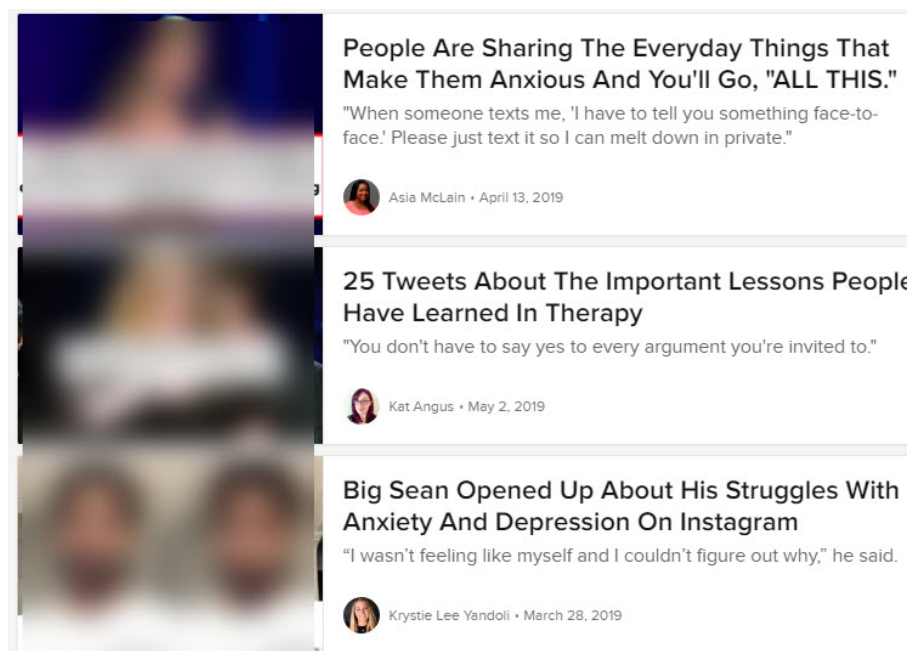
Can you see how those posts attract people with anxiety issues? Obviously, you don't steal their titles.

Your VALUE POST is NOT just sharing someone else's post.

That does NOTHING to build your own credibility authority.

You have to use that brain of yours and those fingers and manage to peck out 4 to 5 paragraphs of value BASED ON your own life and stories or curating and sharing some ideas or themes you get from places similar to Buzzfeed.

Here are some other ideas:

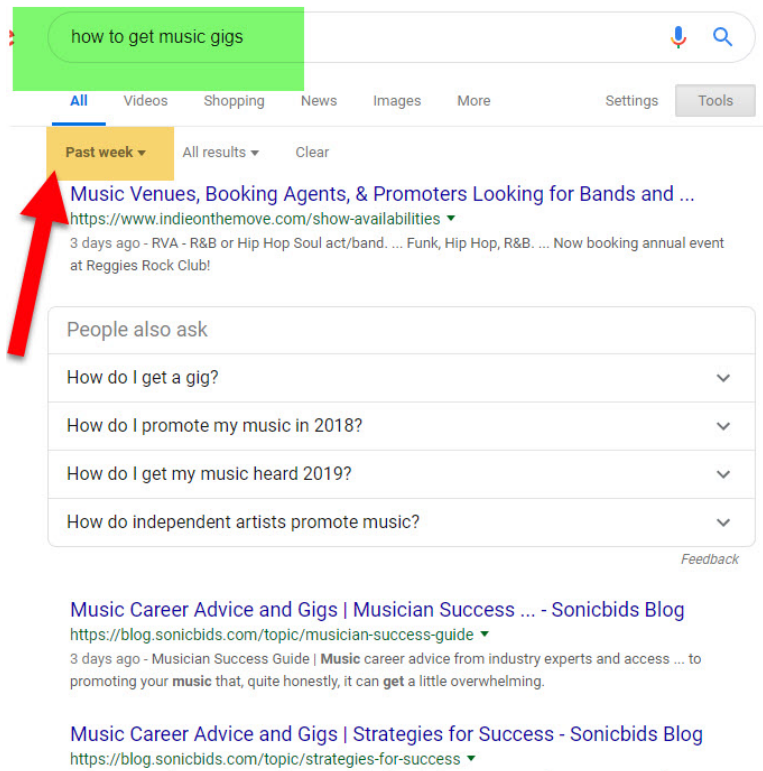


So let's say you see the post about "25 tweets about the important lessons people have learned in therapy."

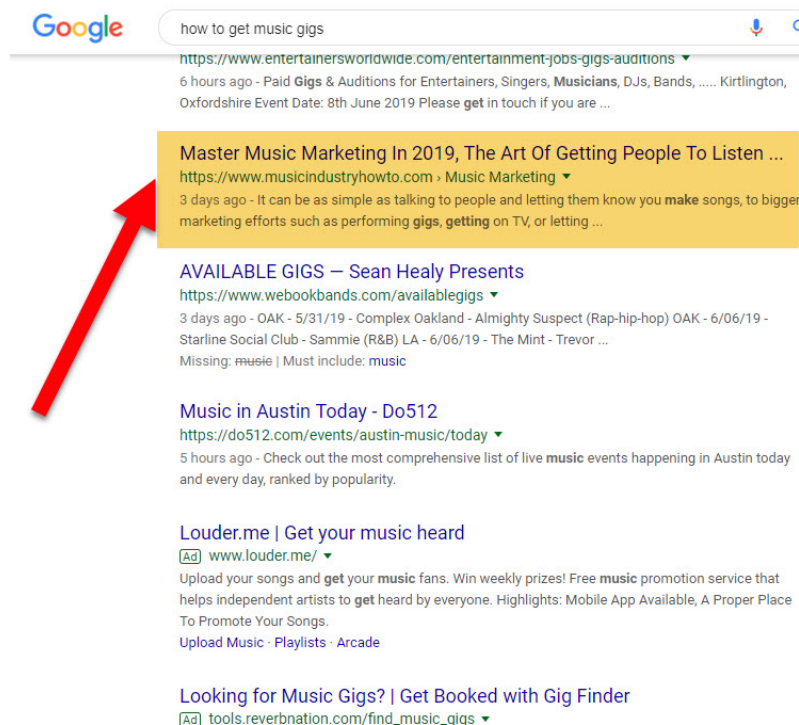
It's a good IDEA.

So you go to Twitter, do your own search about anxiety and do a similar post or something based on it.

One of our Fast Track members is doing a product on marketing for bands. He could even just go to Google and type in how to get music gigs and select a one week time frame:



Here's a good one:

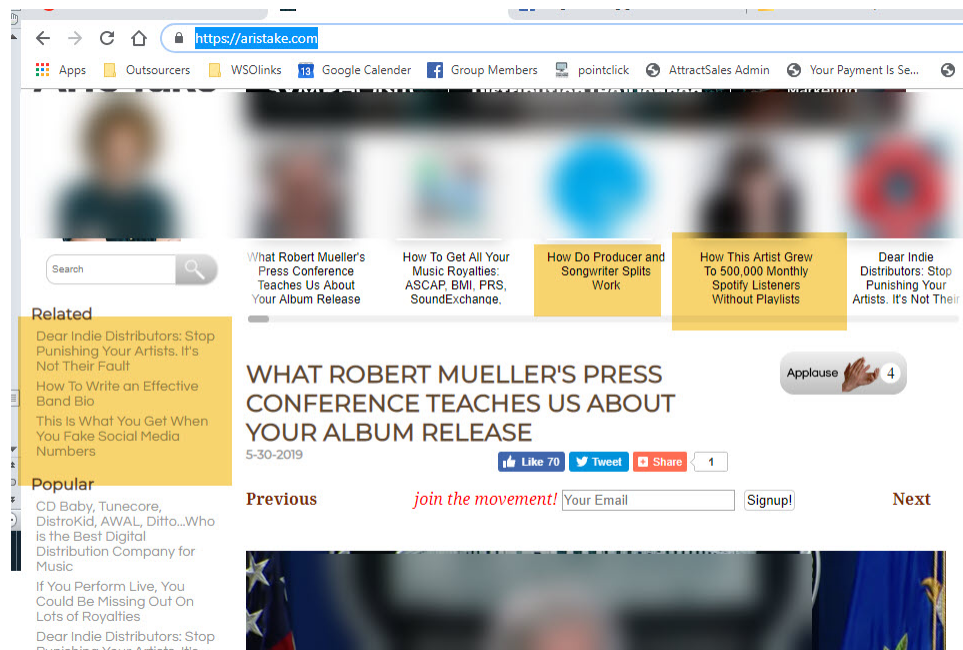


You could easily do one or more blog posts on this topic.



I'll be writing a Dispatch today and talking more about how you do the research and how to find topics for your Value Posts.

But honestly, if you enjoy your topic, you shouldn't have a problem writing 4-5 paragraphs that attract your Ideal Audience. Look at all these ideas from a 2 second FB search.



This is the tip of the iceberg. In Fast Track I teach DEEP research and how to find things that will blow other people's minds and do it in 15 minutes to an hour.

**Posting PICTURES like Instagram does NOT count as a Value Post. You can do that at noon for a bit of an entertainment / engagement post.**

Posting a QUOTE is NOT a Value Post.

But your Value Posts give actual value. They build your credibility and authority. If you are clueless about this, then peel your eyes for posts YOU read and LIKE. Look at your SAVED posts. There's probably clues right there for you on how to do it right.

Now, if you ARE posting on Instagram, yes, you can and should post pictures over there.



The way you do Value Posts over on Instagram are different.

I haven't started posting on Instagram yet. If you're marketing to BANDS, that's a GREAT place.

It can be really good if you're doing straight business opportunity. For my audience, I don't know.

But I'll probably try it out anyway. Or just search around and see if anyone else has found a way to attract my marketing on Insta.

**TIP:** Can you find anyone ELSE who has figured out how to do Value Posts that attract your Ideal Clients?

If so, they've made your life easy! You can model what they're doing. I didn't say steal, ripoff and blatantly copy. Have some morals and ethics! I said model.

Some people blatantly rip off and it's NOT cool.

## You Can Even Search Facebook For Value Post Ideas



In a 2 second search, there's a great post you could ideas from for your OWN post.

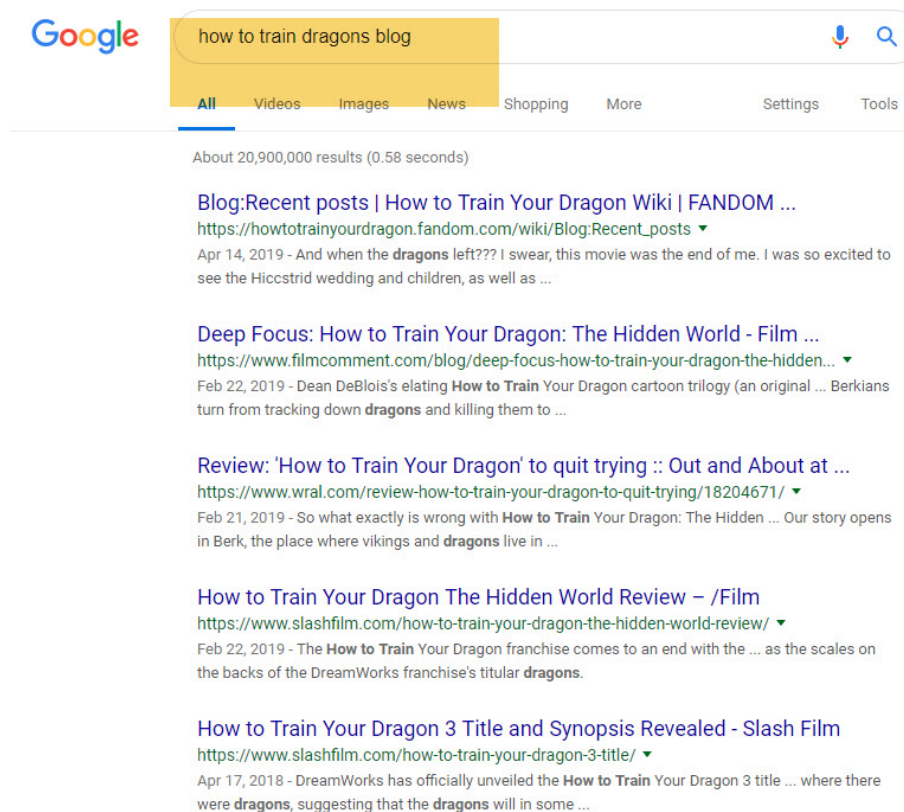
ANY of you with ANY topic can do this.

I don't CARE your topic:

1. Search Google for the past WEEK to get fresh ideas.
2. Search Facebook
3. Search Buzzfeed
4. Read BLOGS in your industry

You find blogs by typing your topic with the word blogs in Google.

So if your topic is "how to train dragons" you type that this into Google:



You need to invest FIFTEEN MINUTES in researching and writing your blog post.

People literally want to spend 30 seconds. They use some crappy quote program, type something that looks like dog's breath and think they did a Value Post.

Good things come to those who do the work.

### **How To Add Pictures To Your Value Posts**

If you want to add pictures to your posts, I do NOT recommend using pictures from Google even if they are marked public domain. Getty Images does sue if you accidentally use one of their images.

Kim Powers in our Fast Track group suggested using Unsplash.com. You're totally free to use those images.

### **But Marlon, How Will Anyone SEE My Posts? I Got No Ideal Clients On My Facebook**

This is what I'll be diving a lot more in detail into in this month's Fast Track Dispatch.

But here's the thing:

If you have no ideal clients on your Facebook page, in your group or as friends on your main profile, you need to get some DAILY.

One way to do that is with \$1 a day LIKE ads on your Facebook page. You run the like ads.

Then when people like your AD, here is the SECRET:

1. You can then INVITE them to like your PAGE. Half will.
2. If you link your page to a Facebook group, you can then invite the people who like your Facebook page to join your Facebook group!

And you can add about 50 a day. For a buck you'll get 4 or 5 a day if you're targeting U.S. only. It's going to depend on your topic and your countries you're targeting.



On your Facebook page, click Groups on the left, link your group then you can add a visit group button under your top picture.

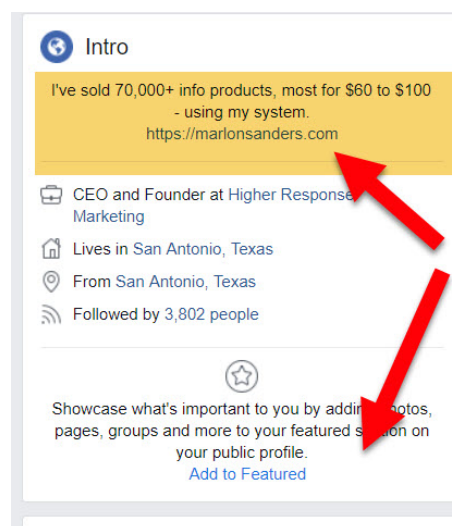
## A Free Way To Add Ideal Clients

You'll be surprised how many people you get if you just post in Facebook groups every day on your topic.

Answer people's questions and so forth.

If you're on the 15 minute a day plan, this will be hard. But maybe you can steal some extra minutes during lunch to make a daily post in 3 or 4 groups.

On your Facebook Profile, you need an **ATTRACTION STATEMENT** that attracts your Ideal Clients:



So Heather is one of our Fast Trackers who is doing a product on EFT, which is tapping.

She can put a BENEFIT statement about tapping on her profile. This way when people check out your profile, BOOM! They see your big benefit.

Now, mine links to marlonsanders.com. But I could also link to my Facebook group.

### **Why This Posting Method Helps You Break Through a Huge Obstacle**

I've had a devil of a time getting people to write the simplest of things. I honestly think our writing and research skills have atrophied. We just post pictures.

By WRITING posts DAILY, you're going to get used to writing, thinking and creating value.

Then, when you go to write a sales page or report, your brain doesn't freeze up. Or you don't see it as so intimidating you procrastinate and put it off forever.

I consider this daily practice very important – even if you weren't making sales.

### **The Power of Engagement and How to Connect Up With Others**

Engagement is what causes Facebook to show your post to more people in its newsfeed.

One way to get engagement is by posting controversial opinions. That's OK but if you do it all the time, it grows old.

Gaming the system is against FB rules. So you have to be smart and play fair with this idea.

But if you have a group of friends who like each other and sometimes like, comment or share on each other's posts, it's NOT a bad thing for engagement.

The thing is, you want engagement from 10 or more people IN THE FIRST MINUTE if you can get it.

This is why it helps to have friends.

In our 7 day challenge, you can:

1. Post the FB URL of your Value Post [in our group](#).

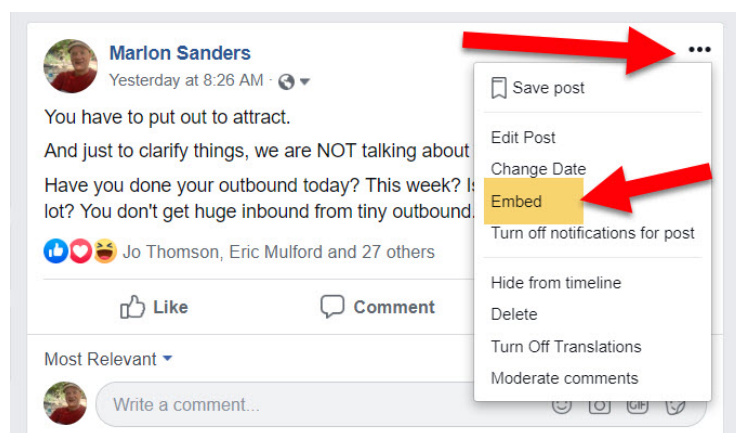
Do NOT post the value post IN the group or I'll delete it and may ban you.

Post it on YOUR Facebook page. Then just post the title of your post and the link in the group LIKE THIS:

*Hey guys, I just posted a new Value Post: "How to pick pick locks and swipe jet airplanes in 3 easy steps then sell them to China for big profits." The URL is here:*

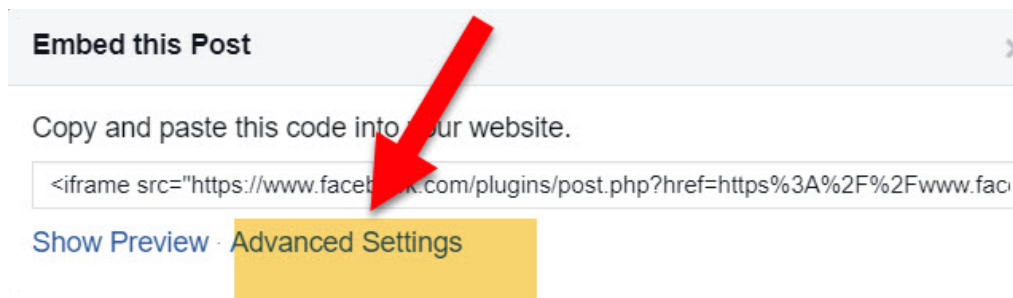
*<https://www.facebook.com/marlon.sanders/posts/10156299442259080>*

To get the URL you select embed post:

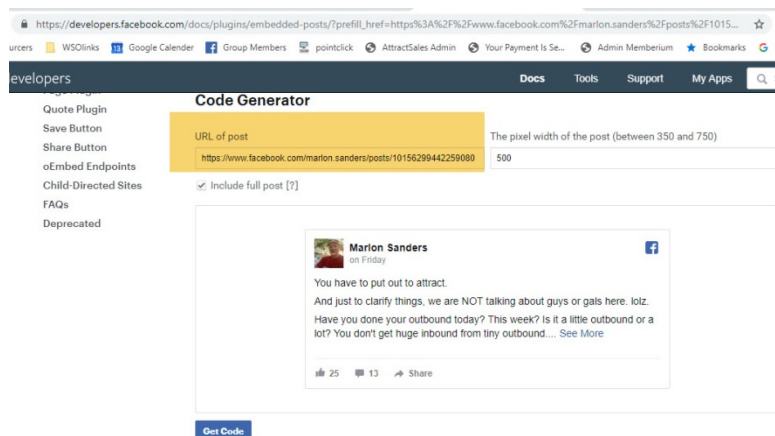


Then you click ADVANCED:





and it takes you to a page like this:



You copy the URL of the post that you see in yellow and post it in the group.

And the idea is when people do a post like this, those of our group who are so inclined can Like, Comment or Share or ALL of the above.

Comments carry the most weight. Then shares. Then likes.

Notice this was SUBTLE.

We did NOT blatantly ask for likes, comments and shares. I think if FB sees that, it might not be good.

So you do it more informally.

NOTE: This is ONLY for Value Posts NOT Pitch Posts.

If you fly in my group and start linking to pitch posts, you won't be around long. **It's an EXCLUSIVE GROUP** and only people who follow rules STAY.



The others get booted.

I don't accept a LOT of people into the group. Probably half don't make it in.

Now, there are other CRAZY AWESOME ways to get eyeballs on your posts that are free.

And you can do them daily and systematically get more and more and more IDEAL CLIENTS to see your posts.

Frankly, information of this quality is why people pay for Fast Track.

Honestly, who else has taught you in detail what I have today?

Well, I do this and a lot more just in my monthly Fast Track Dispatches. Plus we have weekly trainings.

Plus we have our Fast Track Members ONLY Community.

And with Fast Track, we have a community who supports each other. We have amazing people like Eric Mulford has done over 300 trainings. We have so many great people.

We have go getters like Paul Williams, George and Heather. I don't want to name everyone. We have a lot of cool people. George, Natalie, Bryan, Natalie, Robert, Steve, Jo, Scott, Piotr, Aaron, Sophie, Vincent, Cynythia, Judit, Mark, Emilio, Thomas, Jim, Steve J, Toby, Tom. We have others who don't participate in the group. That's just most of the folks in our community.

And we have people like Cainan who work HARD at a day job and committed to changing their situation and life. Natalie has some challenges but is fighting through them. Steve J sells to local businesses. Aaron is in the insurance business but wants multiple streams of income. So many stories.

And frankly, we also have people who don't get it and drop out after a few months. Not a lot. Our stick rate is good. But they REALLY miss out.

Like last month they missed out on 60 free books from one of my fav authors. These are books I've read over and over. And they were legally shared. They're missing out on the incredible Dispatch I'm creating on today's topic.

They're missing out on the Community of Fast Trackers who support each other's posts, brainstorming and such. Because this 7 day challenge is ONLY 7 days in the Mastermind. It won't be ongoing or that's the current plan.

Anyway, let's push on...

### **How to Make Sales and Cash With Your Offer Posts**

Finally, you've made FOUR great Value Posts, one early each morning after you wake up. Or if you're on some other freaky schedule, make the post when you can.

NOW it's TIME FOR PAYDAY!

Remember, if you aren't building your AUDIENCE this will be less effective. The reason is, you don't have NEW ideal clients to see your OFFER POST.

### **THE LAW: YOU MUST ALWAYS BE ADDING NEW IDEAL CLIENTS TO YOUR AUDIENCE**

This goes for Instagram, Facebook, Youtube and your email list.

### **Marlon, What Will I Promote? I Got No Products**

Yeah, you don't have products because you aren't working daily to create them. But I won't preach about that.

Here's what you do: Create a FUNNEL with affiliate products

1. Go to Clickbank.com
2. Type in your niche

3. Pick out some products to promote
4. Create a free squeeze page for a checklist, cheat sheet or report
5. Now promote the affiliate products via email
6. If you want to get fancy, get people on a chatbot also and push notifications (advanced methods). But plain old email works.

Load up 3 emails for each products.

Let's say you have 10 products to promote.

That's 30 emails total. This is the easy peasy sequence.

**Email 1:** Explain the problem, and drop your link

**Email 2:** Agitate the problem. Make it hurt. Drop your link

**Email 3:** Give the benefits of the solution. Drop your link.

If you freeze up or struggle writing emails like this, that's all the MORE reason to take the 7 day posting challenge and get some writing chops practiced up.

## **Create A Funnel**

It's a good idea to create a funnel.

How to design it and build it out is another report or Dispatch. It's a whole topic by itself.

But in short:

### **1. Offer a free something or the other to get people to opt in.**

Something short and easy to consume like a free report, blueprint, checklist or case study. Don't do an ebook. Sell your ebooks.

### **2. Send offers**

You can also present a few oto offers after they opt in if you have them. Or you can present multiple AFFILIATE products by using "bridge pages."

People think you can't do funnels with affiliate products but you absolutely can. I wish I had time to cover the bridge pages here but it's getting late and I got to finish this up.

### **3. Use retargeting ads for people who opt in (advanced method)**

#### **The Money Is In The List**

So finally, we get back to basics.

The money is in the list. Or, we could also say the money is in the audience who follows you, sees your posts and so forth.

But you want to get the audience on lists like email, chatbot, sms (text messages) and push notifications.

Some of those are advanced methods. As a beginner, use email.

#### **Here's Your 7-Day Challenge Action Plan**

##### **1. Pick an ideal client to attract with Value Posts**

If you aren't sure who your ideal clients are, pick someone. Like roll some dice or something.

Or ask yourself what change do you want to make in the world for the better?

##### **2. Make Value Posts daily**

This is where you make your contribution to the world for free and help people. Go figure. As a marketer you actually DO get to make the world a better place.

Plus, you practice those writing and thinking skills.

It's best to do your value posts early morning. Check out Ryan Stewman and myself on Facebook. We both do posts fairly early in the morning.

3. At lunch you can post something entertaining if you want. **(optional)**

4. Post something funny late afternoons **(optional)**

You can do your images, pictures or whatever here. The only post that needs to be written is the MORNING one. You may or may not want to add an unsplash photo to it or photo from a legit photo site. (Be careful about the free ones).

## **5. Like, comment and share your friends stuff or things that are posted in the Mastermind.**

It's your responsibility to know and follow FB rules. But I don't see how there can be a rule against friends liking and commenting on other friends posts.

## **6. Post your Value Post in the [Mastermind like this:](#)**

*Hey guys, I just posted a new Value Post: "How to pick lock and swipe jet airplanes in 3 easy steps then sell them to China for big profits." The URL is here:*

*<https://www.facebook.com/marlon.sanders/posts/10156299442259080>*

Read the instructions in this report for info on HOW you get the url link.

Do NOT post your Value images or the actual blog post in Mastermind or I may ban you and will certainly delete it.

Just follow instructions.

If you can't follow instructions, you won't be in Mastermind long.

If you're NOT in our group, **please type MMM when you join. That is the SECRET PASSWORD that gets you in.**

## **7. Grow your audience**

You can do this by fixing your profile as I showed above so there's a BENEFIT.

Then post in groups answering people's questions and providing value. You might be able to get permission from some groups to post your Value Posts. But ask the group admin.

## **How To Strap a Rocket Engine On This Method By Building Your Audience a Lot Faster and Bigger For FREE**

To make this method really SOAR, you need to strap a rocket engine on it.

You do that by building your audience using FREE methods. See, to MAKE SALES you need NEW people who are IDEAL CLIENTS to see your Value Posts and your Offer posts.

The law is: Grow your audience daily.

Well, I have so much to say about this.

Do you like how I've taught this step-by-step? I don't normally do this for free. I normally ONLY do things like this for Fast Track.

AND it's even more in depth than this.

I ask you: Who ELSE teaches you anything remotely this good for FREE?

Hardly anyone.

And NO ONE dives DEEP into the info business like we do in Fast Track.

If you want to get the Dispatch I'm writing the next few days where I dive even deeper into this method and show you how to strap a rocket engine on it, go here: <https://fasttrack.club>

Watch the whole thing. Or if you're in a hurry the order button drops down at 11 minutes. It'll take me a few days to write the Dispatch. It's a beast.

Best wishes,

Marlon

PS: In the Dispatch, I'll also cover the bridge pages and how to do affiliate funnels. Oh, and ANOTHER awesome place to get affiliate offers from that you aren't using. It's NOT Zoo, Clickbank, or W+. Hint: It's another one that begins with an S.

PS: For my Fast Trackers, I'll be doing a video update this afternoon which further elaborates our model for GROWTH in Fast Track.

If you're in Fast Track and NOT in the FB group, OMG you're missing value as I post there DAILY. You need to be in there daily or at least once a week when I post the Sat. MMM update.

## ----- **RESOURCE GUIDE** -----

Here are resources to help you in your info profits journey:

### **Method For Finding Your Hungry Target Market \$47.00**

This is my #1 "go to" method to help you find your Hungry Target Market. Profound!

[Order here.](#)

### **Video - How to Own Your Info Category Using The Branches**

#### **Method \$37.00**

Own & dominate your own info product category using the "branches method." Rare info. 33 min. [Order here.](#)

### **How to Develop All The Info Product Ideas You Need Using The Red Factor.** [Read more here.](#) [Or buy it here.](#)

How to Create Info Products Hands Free. [Read about it here.](#) Or [order it here.](#)

### **Eugene Schwartz Breakthrough Advertising Stages of**

#### **Awareness \$57.00**

1 hour, 24-minute in-depth training on my interpretation of Eugene Schwartz' stages of awareness. [Order it here.](#)

### **The Heart and Soul of the Info Profits Business – Old School Style. Gives you a quick rundown on secrets of the Old School.**

[Order here.](#)

**How to Restore the Years The Locust Hath Eaten.** I wrote this with a particular dear friend in mine who had years stolen from him by the locust. [Order here.](#) 12 pages.



**How I Made \$1500 in 7 Days Giving Away Free Info.** This goes into detail on the WarrriorPlus method I used for the Freebies Into Cash System. This works and you CAN sell freebies on Warriorplus without a track record. [Order here.](#)

**How to Create and Sell Your Own \$97 Info Products.** Guys and gals, it's \$97. Think about it. If you don't value information enough to pay \$97, will you be able to SELL it with that mindset? I give you my UNIQUE template here for making the \$97 OTO sale. It's a goodie I've used for years. If you're rather spend 10 years of experimenting to figure this sales template out, by ALL means have at it. Or [save yourself years by ordering here.](#)



## **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**