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A REALISTIC, SIMPLE, DOABLE PLAN FOR MAKING A PART OR FULL-TIME LIVING ONLINE

I'LL SHOW YOU THE NUMBERS BEHIND A \$20,000 A MONTH BUSINESS

ALL YOU NEED IS 300 NEW CUSTOMERS A MONTH WITH A \$70 VALUE IN 30 DAYS



Hello,

Marlon here.

In this report, I lay out a simple, practical, doable plan for making a part or full-time income online.

It's simple: I'm an Ockham's Razor kind of guy. I like simple plans and simple solutions. Why? Because they're usually the ones that work. The more moving parts something has, the greater the likelihood it breaks.

It's repeatable: You only have so many hours in a day to learn new things. Once you find something that works, you have to REPEAT it because you've spent a lot of time going through the learning curve.

It's practical: It's not some pie-in-the-sky theory. You can begin doing it TODAY.

It's scalable: You can run a small part-time business with the model or scale it as big as you want.

It pays the bills predictably: One of the big challenges of being on your own is getting the bills paid. You have to know when, where and how the money is coming in.

In order to have a decent income, you only need to sell 300 new front ends per month if you have a \$70 30-60 day customer value. That is \$21,000 off the autoresponder sequence. So you load up YOUR products in the 30-60 day sequence.

By "front end" I mean new customers making their first, initial purchase from you. In other words, new customers or new buyers. Everything they buy after that initial purchase is the BACK END.

You have some webbys (automated webinars) in there, recurring billing (monthly billing) and so forth. Now, let's say you have a "DOG" launch, and make only 120 sales. That's not very good for a launch.

You ONLY need for that month one more "DOG" launch to hit your 300 sales. That takes the pressure off of having to "hype" launches. You ONLY need a 300 hitter. Or 1 new product and one re-launched product.

Affiliates promote based on EPC's of the launch. EPC means earnings per click. So if they send you 100 visitors and make \$300, they made \$3 a click,

which is pretty good, although you can do better sometimes. That's called EPC.

Barb Ling created a cookie cutter way of producing her OTO's (one time offers made after the initial purchase) for each launch to make the time investment minimal. It's very clever actually. Your EPC's are dependent on the OTO's converting.

The reason is, the initial sale on product launches is OFTEN low, although it does depend on what type of a launch you're doing.

In the Internet marketing business, typical front end offers are in the \$3 to \$17 range. And you normally pay 100% of that to affiliates.

Your One Time Offers that come after that initial purchase are in the \$27 to \$200 range. A typical sequence of 4 OTO's might be \$27, \$47, \$97 and \$197.

Now launching monthly is a hustle. No doubt about it.

One thing you can do is relaunch products with 2.0 and 3.0 versions and nice affiliate prizes like Alex Jeffreys used to do on JVZoo.

So if you put a lot into a launch and it's a dog. have a re-launch waiting in the wings. That way, you can still hit your "front-end" sales numbers you need to make the income you want.

Some people want to switch to a new market or test other markets. In switching to another market, I would maintain a base of income from your core list and business and switch gradually.

Alex had about 4 or 5 products he kept adding to and re-launching. I thought it was very clever.

The same things apply going into a new market. If you launch a lot so you can build up your 30 to 60 day series of your OWN products in your autoresponder, now you only need 300 front end sales, or whatever income figures you're working for.

To hit a \$70 average customer value in 30 or 60 days, all you need are products in the \$60 to \$97 range. You won't do it on \$7 products. I raised my customer value to \$200 when I ADDED \$400 to \$1,000 offers mixed in. Another thing to add in the responder sequence is your recurring billing.

When you have a \$200 customer value, THEN to hit your \$20k you only need 100 sales. So that crappy 120 unit launch makes you \$20,000 after 30 or 60 days, ASSUMING you've put in the WORK to create the \$60 offers that CONVERT.

That's challenging with WSO buyers but doable. It depends on what affiliate network you're on, who the customers are and so forth. I'm trying to give you some decent generalities.

I believe you CAN sell VALUE vs AIR in this market. But YOU have to be better at communicating WHY value is value and the WIFM to them short and long term than the other people are at communicating the value of instant, free and simple.

On the re-launches, what Alex would do is add a few new videos or bonuses to the product and change it to 2.0 or 3.0. The main key was a whole new contest for affiliates with new prizes. And his affiliate manager Simon Harries at the time would then contact a lot of jv's. He re-launched products as often as once a month. Of course, his commissions were very high BECAUSE he knew to the DOLLAR how much he made from a new customer in 30 and 60 days.

In my system, your 30 and 60 day sequences are sacrosanct. They ARE your lifeblood. And you must ALWAYS have a new front-end going...that is a launch cadence and to do it well you probably need an outsourcer when it's affordable and a system. Although Barb has her cheat sheets down to 2 hours to create and she has a SYSTEM to create the OTO's I think in 1 day. So literally 1 day a month and her fresh blood launch is taken care of. Her system to me is admirable. Very smart. She did \$200k last year off that system WHEN she could barely work due to her ankle surgeries and complications AND issues with her sons LOL.

You have to know HOW MUCH you need to make in a month. What your 30 and 60 day value is (estimate if you don't know for sure) and that tells you the number of front ends you MUST sell. Period. You MUST sell them. Launch, re-launch, re-launch the relaunch or whatever it takes to hit that front end number.

And keep IMPROVING the 30 and 60 day sequences.

THIS is my way.

Others have their way. But it's a way that is SIMPLE, DOABLE and makes sense without buying a 40 billion dollar coaching program that requires a weekly donation to the bloodmobile to pay for. You've probably done a LOT of products and promos. Take your BEST of the BEST...the cream of the crop of emails, sales pages and products YOU created and stick those in an autoresponder.

If you don't think you can get up to your \$70 or so customer value with them, you need HIGHER PRICES. Beef up the OFFERS. Then the last resort is adding in promos for affiliate programs that net you \$70 to \$100 commissions if possible. I have a long sequence of \$60 offers up to \$79 and beyond in my sequence. AFTER they finish the sequence, THEN you can broadcast affiliate offers which you need to do for recips.

But TRY like heck to endorse good products with people who you like and have affinity with.

Ten Secrets Of Making a Part or Full-Time Living Online

Secret one: Keep it simple: I'm an Ockham's Razor kind of guy. I like simple plans and simple solutions. Why? Because they're usually the ones that work. The more moving parts something has, the greater the likelihood it breaks.

All you need to make \$20k a month is 300 new customers a month times a \$70 customer value. Or, 100 new customers a month times a \$200 30-day or 60-day customer value = \$20K. A "dog" product launch can do 100-300 units. You only need 2 or 3 half decent affiliates to mail for you to hit those numbers. If you happen to hit "deal-of-the-day" that's probably another

300 sales. So now you're at \$40K a month IF you have your 30 or 60-day customer value dialed in.

Secret two: Make it repeatable: You only have so many hours in a day to learn new things. Once you find something that works, you have to REPEAT it because you've spent a lot of time going through the learning curve.

In my case, what I do is find a sales letter that works, and then I keep using that format or formula over and over.

I'm not the only one. I've noticed Dan Kennedy did this his whole career. He'd re-write the same basic sales letter over and over. TJ Rohleder did it. He took the original Gary Halbert letter for a BBS service (I've never been able to find the letter) and re-wrote it to fit his product.

He says that over the years he's re-written that basic letter over many times.

Secret three: Make it practical: It's not some pie-in-the-sky theory. You want to begin doing it TODAY.

I'm a fan of creating and selling products and services. In my case, that means information products and software. But really, all types of products work.

You have the "front end" which is the initial purchase. And the back end.

What I've noticed is a lot of people START and then run into problems. So they jump ship with that method and start on something else.

Creating and selling products is a SOUND MODEL. It has worked forever. I recommend you STICK WITH the model. And instead of getting discouraged, keep at it.

Improve your sales letters. Learn to promote via affiliates or paid ads. Get better at it a bite at a time.

You're going to need a "go to" way to get new customers. Promoting via affiliates is good since you don't spend much upfront. But you can also learn Facebook ads, Google ads or other methods.

It's really about FOCUS. Choosing one method and MASTERING IT. You can't go to a second method until you're a MASTER of one.

There's a pretty big learning curve in promoting via affiliates, Facebook ads or Google ads. You need to become an EXPERT in ONE method.

For me, that's launching via affiliates.

Secret four: Keep it scalable: You can run a small part-time business with the model or scale it as big as you want.

But the reason I like promoting through affiliates is when you DO hit on an offer and sales letter that converts like crazy, your offer can blow up overnight as more and more affiliates jump on board.

Plus, as you stack launches and develop relationships with more affiliates, you can keep growing.

Once you have a process that works and is repeatable, then you can repeat it more often, on a bigger scale or to more people or new markets. That is how you scale up.

Secret five: You must pay the bills predictably: One of the big challenges of being on your own is getting the bills paid. You have to know when, where and how the money is coming in.

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Secret six: Have a launch cadence: The main thing is you need a LAUNCH CADENCE. In times past we launched every 3 months because our launches were so huge (I had more employees than I do now).

My current goal is to move a 4 to 6-week launch cadence or cycle, which means I'm launching a new low barrier offer month.

This really isn't that hard to do. For me, I'm working on a new template for the One Time Offers. That's key because that's how you get paid. The front-end sale typically pays out 100% commissions. You make 50% on the OTO's. And, of course, the email follow ups.

Secret seven: Create an autoresponder series that spits out a predictable 30 and 60-day customer value

When you get a few hundred buyers in your autoresponder sequence, you'll know that every buyer equals \$X of purchases after 30 or 60-days.

Knowing THIS number is the KEY to being able to predict your income.

My autoresponder sequence did produce an additional \$70. The last I checked it was at \$200, but I need to "nail that down" a little better and really get it dialed in.

Not to drop in a shameless plug, but this IS one of the things I'm teaching in *Amazing Formula Reloaded*. Just sayin'.

Secret eight: To increase your 30-day value, add in bigger tickets

If you want a \$70 30-day value, you need to be selling products in the \$60 to \$100 range.

To get to a \$200 customer value, you need to add in \$400 to \$1,000 products.

Secret nine: To stabilize your income, stack in one, two or three monthly billing programs

You also want to “stack in” recurring bill programs. Maybe you have a monthly coaching program, a monthly software program and a membership site.

So now you have say \$27 a month, \$47 a month and \$97 or \$197 a month coming in.

This helps stabilize your income.

There’s a BIG KEY to selling recurring billing no one really teaches. It’s NOT an easy sell unless you know this key. I’ve had as many as 500 people on recurring billing.

Secret ten: Automate the front ends, then the back ends

By automate, I don’t mean that software will do it for you. It won’t.

I mean you document how everything is done step-by-step just like my dashboards do. Then you hire someone to do it for you.

This is something I’m teaching how to do in *Point Click Coaching*. If you aren’t in that program, you’re out of your ever-loving mind! Last week I uploaded a new video showing in-depth how I use audio in multiple ways that gives my sales letters a competitive advantage. Actually, I uploaded a lot of videos. I uploaded an hour video teaching Value Equations. I did a whole video on how to get pro videos shot.

I worked out a system where I could produce dashboards of very high quality without having to do the “grunt work” myself.

Your job is to focus on GROWING things, not maintaining things. You have to automate via people or you get BOGGED DOWN and your income stops growing.

I’m currently “re-automating” my front-end product creation. My FIRST ONE just rolled off the assembly line last week. Pretty jazzed about that!

It's my CONTENT but I didn't have to do the "grunt work" nor the "creative work."

Now, here is our MASTER FORMULA to go full time:

$$\text{Traffic} + \text{Products} + \text{Sales} = \text{\$\$\$}$$

As I've already explained, if you want to go full time, then you need to get pretty darned good at that equation BEFORE you quit your job.

1. You need traffic or new folks to buy your products
2. You need products and services to sell
3. You need a way to sell 'em or get people to buy 'em

Now that we've laid a foundation, let's dive DEEPER into these 3 critical steps:

First, let's talk about traffic.

My friends rock out things like Facebook ads, Youtube videos or ads and other methods.

Facebook is awesome in that you can target ANY audience you can think of who is likely to buy what you're selling.

But these aren't my preferred choice because of....

..... the WHIMS of the platforms.

Just this past week Google published this:

In 2017, we took down more than [3.2 billion ads](#) that violated our advertising policies. That's more than 100 bad ads per second!:

"Last year, we removed 320,000 publishers from our ad network for violating our publisher policies, and blacklisted nearly 90,000 websites and 700,000 mobile apps. We also introduced technology that allows us to better protect our advertisers by removing Google ads from individual pages on a website that violate our policies. Last year, we removed 2 million pages for policy violations each month. This has been critical in scaling enforcement for policies that prohibit monetization of inappropriate and controversial content. In fact, after expanding our policy against dangerous and

derogatory content in April 2017 to cover additional forms of discrimination and intolerance, we removed Google ads from 8,700 pages that violated the expanded policy."

I don't doubt they ban "bad actors." I also think your chances as a marketer of something other than a local business of getting thrown out with the bathwater is very high.

Google pre-frames it as taking out "bad actors." But I know too many situations where people with legit offers doing their best to comply with all the numerous rules got banned.

Is this the kind of traffic source you want to rely on to grow your online business?

Google ads CAN be very profitable. But as your main source of traffic, it's tough. The people who do it open multiple accounts through different businesses, so if one gets banned they have backups on top of backups.

At least one (and probably more) Agora company I know of employes 1 person full time to work with Google to keep their ads from getting banned. 1 for Facebook and 1 for Bing!

Now, if you're a NEWBIE, relax. When you're budget is small, you get very little scrutiny as long as you follow the core rules.

The more you spend the more subject to scrutiny and manual review you are.

The point is, these platforms can change their rules on a dime and ban you in a heartbeat. You need backup accounts and, in general, it's a game you have to get really good at.

By the way, another secret of dealing with this is to have a "back end" that makes enough money you can afford to just go for the opt in on the front end. You're then free to sell as you wish via email.

SOME people believe that after the first purchase, you are good to go on offer #2. But I've read others that say the whole funnel is under scrutiny.

Facebook has CRAZY RULES.

Like in ads they don't want you to use the word YOU!

That's just craziness. Day one of sales training, you learn to use the word you and the prospect's name.

My Preferred Traffic Source And How to Overcome The Drawback Of It

My preferred traffic source is affiliates.

And I'll be the first to say that in my market, the "Internet marketing" market selling on JVZoo, Warrior+ and Clickbank, it can be dicey.

It's a great practice and learning grounds. But some of the practices of vendors are distasteful. I do love W+ though. Mike runs it and is always improving the platform. And JV Zoo is working hard also.

Once you get your formula working, there are other places and ways to find affiliates without some of the drawbacks.

Also, the BIG OBJECTION I hear is "I don't want to launch products all the time."

If you structure your business right, you don't have to launch all the time. But until you get all your pieces in place, you need to be prolific.

And honestly, even after that, you STILL probably need to be prolific.

I know people pitch money with no work. It's not a real pitch.

And this comes from someone (me) who most of my life in marketing have worked maybe 30 minutes or an hour a day because of systems and staff. And an incredible sales machine.

Running The Numbers On Your Income

One thing you can do to escape your job is build up your membership income or recurring billing income.

There are other ways to get consistent income. But recurring billing is a great one.

So in coaching it's one of the things we work on. What type of membership site? What type of content? What about gamification? And so forth.

Let's run some numbers.

Let's say your membership is \$37 a month. If your video sales letter converts 3% to buyers, you can figure out your plan.

If you need \$8,000 a month, then that's 216 on recurring billing.

$1,000 \text{ visitors} \times 3\% \text{ conversion} = 30$.

If you're getting 1,000 to 2,000 visitors a month (not a lot), then you're adding 30 to 60 members a month. You'll lose 30% a month but keep 70%.

So if you get 60 on recurring billing in month one, on month two, you'll STILL HAVE 36 if I did the math right.

Add another 60 during month 2 and now you have 96.

Subtract out 30% and you have 57 sticking.

Next month you add $60 + 57 = 117$.

So in 3 months you hit 117.

You figure in 6 months you hit 200+.

And that's assuming you're ONLY getting 2,000 visitors a month who convert at 3%.

It's also not taking into account your upsells and back end offers via email.

If your traffic is coming from affiliates, you pay out 50% commissions, so you double the above numbers. But 2,000 visitors a month from affiliates isn't very many.

Prolific Production of Products

You can see from the above, you could hit your target with recurring billing alone.

But you're going to want to get a "cookie cutter" system down for creating your products.

This is another thing I work on in coaching.

You want a cookie cutter so you can just bang them out.

I understand a lot of people would rather not create products. So they go to ecomm and ship products from China that take 3-4 weeks to get delivered. They're making sales and scaling up their Facebook ads. Until Facebook freezes their account and won't give them their money back.

That's what happened to someone I read about last week on Facebook.

This is why I prefer products I create, own and control.

That means becoming at least somewhat of a prolific product producer. It's easier than you may think when you have a TEMPLATE and a SYSTEM for it.

It's how you THINK about products. It's having a system.

What I do is create checklists.

Really, it's not hard once you DETERMINE to do it instead of searching for "the easy way out."

In fact, when you have the RIGHT SYSTEM, creating products can be pretty darned fast and easy.

And you can actually get PAID to create them. What's so bad about that? Nothing! That's what.

There are a lot of shortcuts that definitely make it faster, simpler and easier.

**One of the things I'm going back to is
PHYSICAL products like CD's,
as crazy as that may sound...**

You read all this news that would make you think they're history. For example, Best Buy won't carry them any longer.

However, when you dig into it, you actually find out CD sales are quite robust. And more people want a CD player in a car than all the new gadgets.

The Indie music crowd (the younger generation) is buying CD's at a good clip.

The thing about physical products is you OWN them. You can't sell your digital product on Ebay. If the vendor shuts down, your products are gone unless you downloaded them to your hard drive that got the virus and wiped out everything!

I'm in this business long term. So I do have a lot of digital products. And my customers can relax knowing that. But I STILL see value in physical products.

For one thing, once it's on my hard drive, I forget about it. But when I have CD's sitting out or on a shelf, I'm reminded to listen to them.

Five years from now, if computers don't have CD players, that might kill sales. But that's at least 5 years away, and I think longer.

Before you quite a job, you need to have a COOKIE CUTTER system for creating and rolling out products.

**You Gotta Be A Prolific Promoter,
That Is, Really Good At Getting Sales**

The final thing is sales.

You've got to be able to get people to BUY your products.

Before you quite a job, you need to be able to comfortably produce SALES tools, whether it's sales letters, vsl's or webinars.

I would say at MINIMUM you need to be pretty darned good at either video sales letters or webinars.

Just producing one or two isn't enough.

Just like creating products, you need to do it OVER and OVER and OVER until you're in a groove with it.

Once you have a TRAFFIC SOURCE down pat, whether it's Google, Facebook, Youtube or an affiliate program, and once you can bang out products in your sleep, and once you whip out VSL's, sales letters or webinars without feeling like you're dying, giving birth or some other unpleasant experience, and once you have a base of RECURRING income flowing in, at THAT point, you're good to go.

Now, you don't always have a choice.

Sometimes people lose a job and it's sink or swim.

Or they're retired or whatever.

But your risk is LOW when you've done enough repetitions that you can get a product idea, bang it out and whip up your VSL or sales page in 1 day or 2 days MAX!

Wrap that bad boy up.

Stick an OTO on it for resell rights or another related product you have. BOOM!. Ready to launch.

Money comes in before you blink an eye. And you can do this over and over. Then you start loading up those products in your autoresponder for automatic cash.

A \$27 or \$47 product here. \$97 there. \$197 over there. \$497. \$997.

Pretty soon, you're a SALES MACHINE with automated income coming in.

But that is predicated or based on taking action and doing it over and over in a way UP TO PAR. There's a certain BAR. And you have to be ABOVE that bar or you aren't going to sale.

Some people buy into the "quick and easy" thing to the point where they aren't willing to learn to hit the bar.

It IS quick and easy.....

.... AFTER you do it over and over.

It becomes second freaking nature. It's just like walking or driving a car.

You don't have to even think about it.

But when you FIRST drive a car...man....there's a learning curve.

A lot of people want to zoom onto the highway before they learn to turn on their blinker, use their mirrors or turn a corner!

Yes, you WILL zoom!

Yes, it DOES get fast and easy.

Yes, you CAN roll out products super quick, fast and easy.

Just usually NOT the first time, unless you're unusual.

Think DEEPER If You're In Facebook Groups And Hear Negativity

Listen, Facebook groups are filled with some of the most skeptical, cynical, hateful, negative people.

They don't have the mindset of an entrepreneur and probably never will. They better KEE their day job as they aren't cut out for the risks and rewards of being an entrepreneur.

So you hear all these sob stories of people who "Have been trying for X years to make money online and haven't made a DIME! And I've bought all kinds of crap. None of it works."

Now, usually the person is a TROLL, meaning they post something like that and then disappear and never respond.

Or you check out their profile meaning it's thin and faked. And they have a vendetta against the group owner and are just trying to create chaos.

But in the cases where the story is true, I like to ask “How many products have you created and marketed aggressively by driving a lot of traffic to it?”

In almost ALL cases, they’ve NEVER created ONE product. I’m almost incredulous. “You’ve been trying to do this 5 years and you never even created ONE product?”

Instead of a product, they have a BLOG.

And a crappy one at that. Or the bare bones. Nothing wrong with that. But man, the BAR is higher than that to make money. It just is. You COULD do that back in 1997. Hey, web rings were fun!

The problem is, it’s NOT 1997 any longer. Today, you’ve got learn to at LEAST be at the BAR level of professionalism. You just do. But the TOOLS you have today make it easier than ever! Literally, I saw a video the other day by a 7 or 8-year old kid who did it!

There’s a 5-year old making money doing product reviews. True story.

It’s NOT like you have to be a rocket scientist.

If they do have a product, they didn’t pass the SALES test. Their sales letter has no chances of making sales.

I seriously doubt you’re like that if you’re reading my newsletters. My customers are pretty sharp and know there’s not something for nothing.

For the most part, my customers are go-getters and self-actualizers. They want to make a contribution and be GOOD at what they do! They’re willing to pay the price BECAUSE the pay off is 1,000% worth it.

So learn to create sales letters, VSL’s or webinars that are up to snuff.

And you typically have to do quite a few of them and keep working at improving each one, getting CRITIQUES and so forth.

(I do that in coaching). The great news is, it actually is pretty easy with the right tools, templates and systems in place. It does almost reach the point of child’s play...with repetition.

As far as blogging, it's a whole different topic. Blogging CAN work. But the articles have to be IN DEPTH and so good they could be SOLD.

We're talking about 5,000 and 6,000 word blog posts that are highly detailed just like you'd do in an info product.

The old days of under 1,000 or even under 2,000 word blog posts are history according to my research.

Blogging is a whole different moneymaking method.

The WAY OUT if you really want to build a prosperous online business and escape a day job is as follows:

1. Master ONE traffic method – and my recommendation is affiliates

But you have to really know what you're doing or you'll get caught up in the perpetual low profits launch game.

2. Get really comfortable with producing products to the point you have a cookie cutter

3. Master either sales letters, video sales letters or webinars as a sales method.

Or at least do it enough you can practically do them in your sleep AND they are up to par.

Practicing subpar sales methods that have no chance of selling won't help you.

The good news is that you can greatly ACCELERATE your learning curve on the above. That is what my job is. It's why I exist.

Best wishes,

Marlon

PS: Finally, if you got a lot out of this report and want to go deeper with me, [check this out here](#).