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*A Special In-Depth Report To Help You score Leads and Sales
In The Info Business*

**\$819 IN 72 HOURS BY GIVING AWAY
A FREEBIE WITH NO SALES PAGE**

**\$526 IN 24 HOURS, \$772 IN 48 HOURS, \$819 IN 72 HOURS
AND \$864 TOTAL — FAST WINS FOR FREEBIES INTO CASH SYSTEM**

Hello,

Marlon here.

Imagine this.

It's the weekend.

You spend a couple hours in the morning sucking down coffee or tea. As the sun rises, it gently shines through your window blinds and illuminates your keyboard.

You peck away at the keyboard and whip up a little newsletter, special report or template in a few hours. You feel proud of your productivity. And happy that you have something others will get value out of.

You blast it out to your list. Or get a few friends to post it to their Facebook groups.

And VIOLA.

You have \$100, \$300, \$500 or even \$800 within 72 hours.

That bill you need to pay? GONE!

Those shoes, clothes or other items you or your significant other wanted?

PAID FOR!

Some extra fun money?

DONE!

You're about to learn how I turned a freebie into \$819 in 72 hours last weekend.

I call it my Freebies Into Cash System.

Here's the proof:

\$819 in 72 hours

ThriveCart

Account-wide snapshot December 1st December 3rd ✕

218 Total transactions	\$819.00 Gross revenue	\$819.00 Net revenue
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Most profitable product: [Auto Sales Presentations](#) > Show more

\$772 in 38 hours

ThriveCart

Account-wide snapshot December 1st December 2nd ✕

214 Total transactions	\$772.00 Gross revenue	\$772.00 Net revenue
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Most profitable product: [Auto Sales Presentations](#) > Show more

\$526 in 24 hours

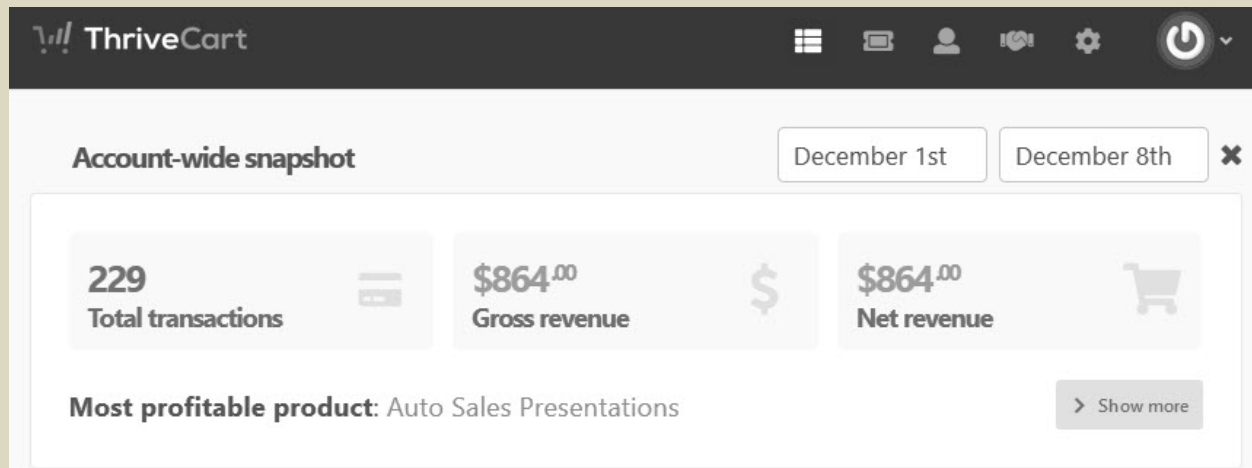
ThriveCart

Account-wide snapshot December 1st December 1st ▶

197 Total transactions	\$526.00 Gross revenue	\$526.00 Net revenue
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Most profitable product: [Auto Sales Presentations](#) > Show more

\$864 total



Here are a few benefits of the Freebies Into Cash System:

- I sent people STRAIGHT to the shopping cart! I didn't even have to create a sales page
- There were 2 offers – a \$47 bump and a \$197 OTO. Can you guess which made 10X more money than the other????
- You could do this with a cheat sheet, report, newsletter, mindmap, template – anything people want to access.
- All you need is a few hours in the morning to set it up.

We had 9 sales of the BUMP for \$47.

$$9 \times \$47 = \$423$$

I'll explain in a second what the Bump was and show a picture.

We had 2 sales of the OTO \$ 197 or \$394 total.

We had 9 people pay \$5 who missed being one of the first 200 and had to pay.

So:

BUMP: \$423

OTO: \$394

\$5 x 9 = \$45

They were ALMOST the same.

Here's The Bump Analysis

There was no sales page for the freebie. It went straight to the shopping cart. There WAS a sales page for the OTO.

The screenshot shows a checkout page for "Auto Sales Presentations 3 Day Trial". At the top, there are icons for "SECURE CHECKOUT" and "SATISFACTION GUARANTEED". The page is divided into two main sections: "Contact information" and "Payment information".

Contact information: A text input field labeled "Your email address".

Payment information: Radio buttons for "Credit card" (selected) and "PayPal". Below this is a card number input field with "MM / YY CVC" labels.

Bump Offer: A yellow box with a red dashed border contains the following text:
→ **Create & Sell \$47 Info Products**
Special Offer Only Available here - \$47
This is an in-depth video training I gave on how to create and sell \$47 info products. I cover creating the product FAST and a template sales page that works. Obviously, you break even with only 1 sale.

What you get: A list of 8 items, each with a green checkmark:
✓ All 200 free copies are gone.
✓ Now only \$5 after 3 days. Try before you buy!
✓ Are Auto Presentations Still Effective?
✓ How to Do Live Presentations That Aren't Live
✓ Why Auto-Presentations Can Keep Your Facebook Account From Getting Banned
✓ What About The New Changes To Auto Presentations?
✓ What if you've tried an auto-presentation but it didn't convert?
✓ Why Use a Webinar vs. a Video?
✓ 200 are available for \$5 after 3 day trial.

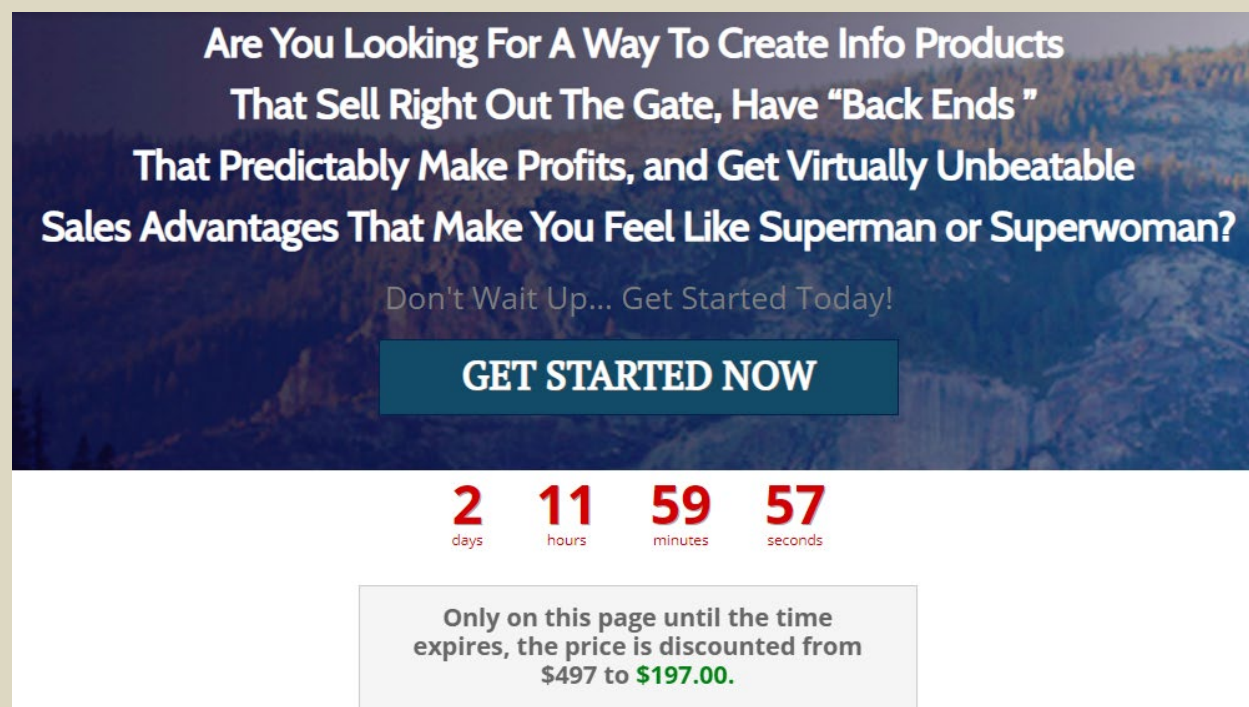
At the bottom right, it says "Only **186** remaining!" and a "Today's payment" button.

As you can see, the bump was very simple. But it should be noted this is a product I've never offered before.

My sales do NOT fly in like that with a product my list has already seen multiple times. So if you use this method with your LIST, use a new product.

If it's paid traffic, hey, no problem.

Here's the Upsell



Are You Looking For A Way To Create Info Products
That Sell Right Out The Gate, Have "Back Ends "
That Predictably Make Profits, and Get Virtually Unbeatable
Sales Advantages That Make You Feel Like Superman or Superwoman?
Don't Wait Up... Get Started Today!

GET STARTED NOW

2 days **11** hours **59** minutes **57** seconds

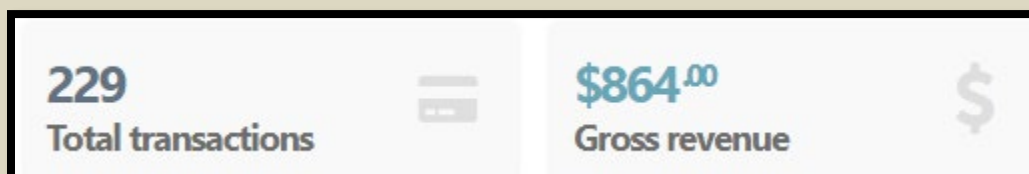
Only on this page until the time expires, the price is discounted from \$497 to **\$197.00**.



Honestly, the upsell page needs WORK. I'll have my current designer redo it. We did this in the past and the formatting looks pretty terrible.

Still, we sold 2, so that is good. And the buyers got a great product and a great deal.

How I Might Be Able To Blow This Freebies Into Cash Method Up HUGE

Here's what is not so obvious about this.



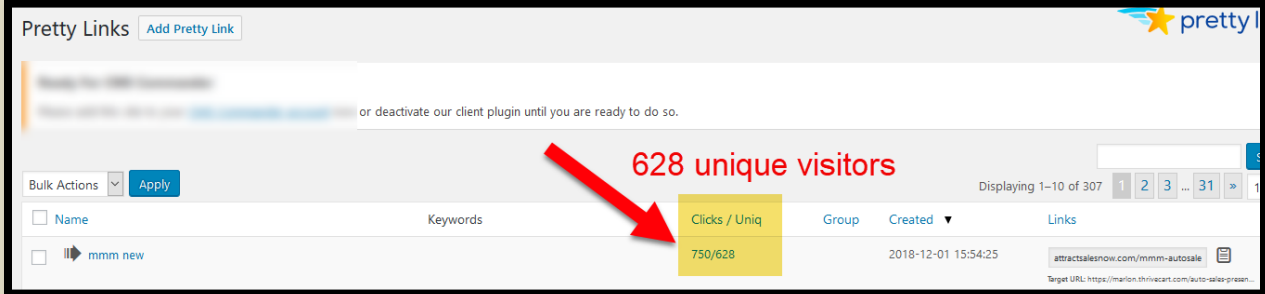
229 Total transactions		\$864.00 Gross revenue	
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Think about this:

We had 229 grab the newsletter and \$864 in review.

That is \$3.77 per click. Which is enough to blow the thing up with affiliates, especially if I add the tweaks I mentioned below.

But there's a fly in the ointment.



628 unique visitors

Name	Keywords	Clicks / Uniq	Group	Created	Links
<input type="checkbox"/> mmm new		750/628		2018-12-01 15:54:25	attractsalesnow.com/mmm-autosale

We had 628 unique visitors click the link from my email.

But ONLY 229 downloaded it.

Hmmmmffffff.

That's a 36% conversion rate. Frankly, to MY list, to MY subscribers, that's a little surprising!

What's more, I had 60 people from my Facebook group say they wanted it. Now, not all those opted in.



I shamelessly added my pix with Joe Vitale to the post and that boosted the distribution in the newsfeed (I think) as I had so many heavy duty marketers request a copy.

Of course, part of that was due to the bullet points.

The POINT IS, unfortunately, the EPC was REALLY this:

$$\mathbf{\$829 / 624 \text{ visitors} = \$1.32}$$

That's a very average EPC and nothing that would make it go wild.

What we do NOT know is how many of those people hit the page AFTER the 200 freebies were gone.

Which means to have something to crow about, we need to juice up the EPC's...which brings us to our next point:

5 More Ways To Bring In Even More Cash

Here's the thing.

I only had ONE OTO. I bet if I have 2 or 3, I'd make more sales.

I didn't split test the bump product. I could probably get more sales if I did that.

There was no email follow up for the bump or OTO. That would increase sales also.

I could send a coupon by email for a discount on another product and get a "bounce back" sale.

But what I'm doing THIS week is testing a \$97 bump!

I have NO IDEA if it'll work or not. It's a GREAT offer as it's my training on how to sell \$97 products. I have a killer sales page / OTO I teach in the training. It has worked for me for YEARS.

Still, even though my true, real epc was so-so, I got \$854 for GIVING AWAY my newsletter for free, other than the 9 people who I salute who missed out on the 200 freebies and STILL see enough value in my musings that they forked over \$5.

Adrian, Kumas, imefhale, candor13, Philip, homedeo, artisan, htiano, moris, Jerold and Justin, I salute you!

You were smart enough to pay \$5 for what 399 people missed out on for free potentially. You truly "get it" whereas hundreds of others don't.

Specialized knowledge has the power to put cash in your pocket. That's why Napoleon Hill wrote about it in Chapter 5 of *Think and Grow Rich*.

How Can YOU Use This Freebies Into Cash Method?

ANYONE who has an audience and value to offer for FREE, can use this method.

You just need a bump and, if you can scrape it up, an OTO.

The first thing you need is some curiosity and PASSION for marketing. I do this stuff because I'm PASSIONATE about marketing. And so should you. Catch the FIRE!

See, when you do that, all of a sudden you have new excitement and enthusiasm because every day it's something NEW! New experiments. Fresh ideas. New results.

It's NOT like a job where it's just the same old, same old.

Marketing is something that can add SPARK and excitement to your life – every day! That's the MAGIC of it.

Who else writes you newsletters like I do that are sometimes 15 pages long and illustrated? Who else shares their test results and keeps trying new things because they are PASSIONATE about it?

Sure, they'll SELL you. But other than getting YOUR money, what are they really passionate about?

One of the things I teach in my coaching is how to access thousands of products already DONE with sales pages and the whole 9 yards...and how to get the rights to sell them for a small commission.

You can even get an exclusive if you so desire.

So all the folks who are all down in the mouth because they feel they don't have the time, ability or knowledge to create info products, they just need a little inside scoop.

THIS is why my coaching program exists. To share knowledge "too hot" for the mainstream or general exposure in my newsletter. In other words, SECRETS.

That's where I share SECRETS beyond what I do for free here. It's like the next level stuff.

OK enough of a plug. The point is, NOTHING stops you or holds you back from doing this.

Step 1: Create a FREEBIE newsletter, report, audio, video or template on a HOT TOPIC to any niche you care to.

It doesn't even need to be your forever niche. You just need A niche! That's all.

Step 2: Find something you can sell in a BUMP. If you're stuck, repurpose some PLR. Or whip up a few videos as I teach in my other programs.

This really isn't a big deal. You can do this in one evening. Invite some people on a Zoom call. It's FREE for 45 minutes and will record your video. You don't even need Camtasia. I know that's a glory hallelujah to some of you. That's right. You don't have to buy JACK.

Step 3: If you're ambitious, stick an OTO on it. This could actually be an affiliate product you promote.

Crazy eh?

Step 4: Then, if you want to really crank down some bucks, load up a series of big ticket affiliate offers in your autoresponder, if you have one.

I found a hot, new source of automated big ticket webinars where you are GUARANTEED to get paid. And no approval needed to promote them. This is another secret that I'll be sharing in an upcoming coaching. It's not for public consumption as it falls in a "secret" category.

Even I didn't know about this secret honeypot until last week.

Step 5: Spread the word about your freebie.

If you're sly, you can get permission to post it in Facebook groups you're a member of.

You can ask a few friends to post it as a status update on their FB. You can post on yours. You can tweet.

It's my HARVEST FORMULA.

Find the need.

Sow the seed.

Reap the harvest.

The SEED is your FREEBIE offer.

I believe virtually anyone can do this. You don't have to be a "guru" do it.

This Promotion Involved a Bit Of Luck

I had no idea the topic would go crazy.

Russell Brunson, Ricky Mataka, Kirt Christensen, Tom Beal, Lee Collins, Roy Carter, Daniel Hall, Matt Welch, Ian Del Carmen, Dennis Karganilla, Howard Tiano, and many other "dignitaries" and exceptional marketers requested a report. I'm in a rush writing this to get it out this morning, so I'm leaving important people out.

The point, is you never know when things will go a bit crazy. You just have to keep going up to bat.

I PLAN To Try This On Clickfunnels

I slept bad last night cause I fell asleep on the sofa and I woke up with a throbbing headache. So I'm behind writing this.

I have to figure out how to use Zapier with Clickfunnels so I can integrate the OTO's and all that.

I'm sure it's very fast once you figure it out. I just haven't taken the time yet. So apologies to Russell but I do plan on doing it.

Marlon

PS: There's one source for real SPECIALIZED KNOWLEDGE on the Info Profits Business straight from the horse's mouth (not some flunky or "team member" you don't even know) of someone who has sold 70,000+ info products over 21 years.

[That place is here.](#)

If you'd like a review of your presentation or webinar for one hour at a price of \$1,000 or if you'd like me to create a complete presentation for you for \$10,000, [schedule an appointment with me here.](#)

Or, if you're interested in having me personally coach you through the process of setting up an entire Info Profits Business, [go here.](#)

Here's a tip for you:

Make sure you're actually increasing your MARKETING knowledge and skills and filling in the gaps you have.

Because an awful lot of it is smoke and mirrors designed by marketers who are masters of their craft and really great at selling people the magic bullets they crave to buy worse than they crave air.

#thetruth

#the unspokentruth

#Whatpeopledon'twanttohear

Every issue I publish The Road Not Taken. Do you get why I do that?

Because you have a choice of buying a fish or learning to fish.

Of being a person of power and marketing acumen able to roll your own business opportunity on demand..

Of being your own Easter Bunny, Santa Claus and Fairy Godmother.

It's also because the road less taken is one of continually increasing your usefulness and rarity, thus increasing what people will pay you.

By the way, I learned this from a Kindle book on the 4 Laws of Economics.

Which road are you travelling down?

Are you seeking magic bullets like a whore seeks crack?

Have you defined the gaps in your marketing knowledge and skills that you must fill to reach the income you want?

Are you consistently and weekly doing things to raise your usefulness and increase the perceived rarity of what you sell to others?

Is anyone supporting you weekly in staying on track and doing this? That's what I do in Point Click Coaching.



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