

TAKE THE LID OFF YOUR INCOME

Special Presentation of the MMM

Remove The Lid On Your Income



How to Remove the Lid On Your Income, Self-Fund Expansion, and Break The Time For Money Trap

TAKE THE LID OFF YOUR INCOME

Hello,

Marlon here.

**What if you could
get paid for building an
audience and creating
offers they'll pay royally for?**



TAKE THE LID OFF YOUR INCOME

Imagine that.

What if your life consisted of an audience who loved you and all you had to do was dream up offers for them that they benefit from?

And they were willing to pay you royally for your offers because they know full well how much they'll benefit?

The Lid On **Your Income**

- **Hard to scale services**
- **Outsourcers have limits & different timezones**
- **Hiring brains isn't cheap**
- **Please clients can be a pain**



TAKE THE LID OFF YOUR INCOME

I don't know if you've ever thought about this for or felt the pain of it.

But there's a lid on your income when you trade time for dollars.

I loved being a copywriter many years ago. There's a certain thrill to writing a few pages at Starbucks whilst people are rushing in to grab a coffee and go to their job.

And you know that you made \$1500 writing two pages while sitting there. And it's more than they'll make the whole day.

There's a certain thrill and satisfaction to that.

But still, there's a problem.

Anytime you swap your time for dollars, you have a lid on your income. A hard lid. As you only have about 16 hours a day you can work, and most can't do that.

I think my dad worked 12 to 16 hours a day all his life. But he grew up on a farm with a blind dad, younger brother who left to join the army and 2 sisters and a mum to support.

So he worked like a maniac.

You likely have a job. Or you're in business for yourself but selling services to local businesses or in some other fashion.

Yes, you can outsource your work to some degree. But outsourcers have to be managed. And some of them don't start work till 10 pm at night so you find yourself up at all hours of the night trying to manage them.

What's more, hiring brains isn't cheap.

You can do it. But if you want to scale and need to hire people with brains to scale, that's not cheap. With only a team of 8 to 10, your payroll and expenses end up being \$30,000 a month or more.

And after you get 7 to 10 people, you have to hire another brain to manage the brains. And that brain costs more than the other brains because they have to know how to hire and manage.

It's a trap.

A big, fat trap.

The Lid On Your Income

- **Inventory is hard to manage**
- **Too much or too little**
- **Difficult to account for profits**
- **Cash flow drag**



TAKE THE LID OFF YOUR INCOME

Yes, you can run a business where you ship physical products. But inventory is really hard to manage.

You pay a boatload today for products you won't get cash for until later. So you find yourself in a month where you made a profit but are losing money like a sieve because you had to prepay for inventory.

Of course, you CAN dropship from China. But before you do that, check out the complaints on companies who do that. With a 3-4 week shipping time and thousands of products sold, those complaints pile up really fast.

And people in the government like attorney's generals and others don't like to see all those complaints. A person can end up in hot water in no time or have to shut down the business and start a new one.

Do that a few times and now you're really on the radar.

The Lid On Your Income

- **Phone sales takes time**
- **Sales people come and go**
- **Having a manager eats into your margins**
- **Quality control is a hidden issue**



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Let's say you buy into all the hype and say "screw it, I'm hiring a phone sales team."

Fair enough.

I have friends who are super skilled at doing that.

But if you scale that team up beyond 7 to 10 people, you need a brain to manage them again because sales people come and go. If it's straight commission, the turnover can be really high.

Of course, if you want, you can do those 5 appointments a day you need to get 1 sale.

And spend your life sitting in a chair on the phone.

At least in the Specialized Knowledge business, you can grab your laptop or pad of paper and go to a coffee shop or scenic environment like a lake, summer cabin or get away and write.

I've done that many times.

You can write anywhere, with or without electricity or a laptop. That's why God invented legal pads.

The other problem with phone sales is quality control. Someone has to listen to calls for quality and make sure those sales people who have bills to pay aren't stretching the truth or flat out lying. Or selling 80 or 90 year olds who have no business buying.

Some are sharp. But a lot just aren't in the position they should be investing in a big ticket. It's one thing for them to buy a \$100 digital product. It's another thing to take \$5,000 to \$10,000 from a person who maybe doesn't have the mental sharpness anymore.

What Do We Need For Unlimited Income Potential?



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So those are some of the problems and obstacles standing between you and unlimited income potential.

Those are the problems of trading dollars for time.

What We Think We Need For **Unlimited Income**

- **Having a funnel**
- **Great branding**
- **The right software**
- **Being in a coaching program**
- **Running paid ads**
- **Launching**



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Here are the things most people think they need for unlimited income.

Having a funnel. It's all we hear today. Funnel. Funnel. Funnel. God bless my friend Russell Brunson. But Russell would be the first thing to tell you the funnel is a tool not "the answer."

Because you can have the most flawless funnel in the world but if they people going through it are "don't wanters," you won't make any sales. Because they don't want the offer.

People think branding is the solution.

I love nice graphics and branding. Pretty cool stuff. And it can certainly add fuel to a Sales Machine that is humming day and night.

But you can have killer branding and no sales if people are don't wanters.

People think the right software is the key.

Every W+ and JVZoo offer nowadays has some kind of automagical software that claims to make money for you while you sleep. Or at least sin 15 minutes a day.

Of course, it violates the terms of service of a platform like Linked In, Instagram, Facebook or Pinterest. So it'll be banned within 3 to 6 months. And your money is washed down the drain.

But the pitch sounded good. And the promoter walked about with a cool \$100,000, \$200,000 or more.

People think being in a coaching program is the answer.

Gosh knows there's more coaching programs than Carter has liver pills. And they all sound enticing and incredible.

But if a coaching program was the answer, every person in coaching programs would be swimming in money.

They aren't. Why?

How about running paid ads?

Surely that is the answer.

Youtube is on fire right now.

And we all see the massive screen caps on Youtube channels that young millennials throw up there.

Of course, gross ain't net. But that's not really discussed.

Paid ads are great and an awesome way to scale. But if the buyers are don't wanters, paid ads are just a way to burn a hecka lot of money fast.

Finally, people think launching is the big answer.

Look at how launchers are bringing in \$100,000 to \$300,000 per launch.

Some do more.

Some of my friends do \$700,000 to \$1 million a launch. Still. Even today.

But launches are built on people wanting and buying the products. They are a method of getting eyeballs on offers. That is all.

Most launches sell 0 to 10 units. Because the people don't know what I'm talking about in this newsletter right now.

Copywriting **Isn't** The Answer

**Dead ducks don't quack
If people are don't
wanters, they don't want
it
No copywriter bats 100%**



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Unfortunately, copywriting isn't the answer.

I love copywriting. I'm a copywriter at heart.

But if people aren't wanting, the fanciest copy in the world won't get them to buy. I can sling some pretty good copy. But not every product I have is a huge seller.

Copywriting isn't the answer.

Even Info Products Aren't The Answer

- **A lot of products on W+ don't sell at all**
- **Even ones with nice looking sales pages**
- **Info products are just a vehicle**



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Believe it or not, even info products aren't the answer.

A lot of products don't even sell 1 copy. And even more sell 10 or less.

Info products are a vehicle but not the answer.

It's NOT the Financing

- **It's NOT the financing you have or don't have**
- **An offer that sells finances its own expansion**
- **It pays affiliates**
- **It pays for ads**
- **It pays for outsourcers, photographers and video people to create content**



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People think it's about having money to start with. What they don't realize is a great offers finances its own expansion. It pays affiliates. It pays for ads. It pays for outsourcers, photographers, video people to create content.

It pays for everything.

Funnels Aren't Enough

- **A funnel without offers people want is like a restaurant with food and no customers**
- **Funnels, products, ads, videos, branding – none of it means anything without an offer people want**



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I already said this.

But since people have funnel on the brain syndrome, let me point out that a funnel without offers people want is like a restaurant with food and no customers.

Funnels, products, ads, videos, branding – none of it means a flip without an offer people want.

Audience + Offers = \$

Marlon Sanders

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This brings us to the answer.

A hungry audience + offers = \$

End of story.

Audience + Offers = \$\$\$

- **You get paid for building an audience**
- **AND creating an offer they want**
- **In other words, the only limit to your income is between your ears**



TAKE THE LID OFF YOUR INCOME

You get paid for building an audience. There are many ways to do it. But do it you must.

And you get paid for creating offers people want and getting those offers in front of their eyeballs.

That's what gets you paid.

In other words, the only limit on your income is between your ears.

Your time is simply an offer an audience (your employer) pays you for.

Your time is simply an offer your audience (client) pays you for.

What Is **The Offer?**

- I was taught WRONG
- I was taught the offer was the product, price, bonuses, guarantee, payment plan
- But at HEART, that's NOT what the offer is



TAKE THE LID OFF YOUR INCOME

Here's the deal.

I was taught wrong.

I believed it wrong.

I thought the offer was the product, price, bonuses, guarantee and payment plan. And it is part of the offer.

But at the very heart, that isn't what the offer is. It took me half a lifetime to understand that...to figure out such a simple thing.

What Is The Offer?

- **The offer is the RESULT people pay money for**
- **It's the point B on a journey that goes from A to B**



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The offer is the result people pay money for.

It's the point B on a journey that goes from A to B.

Point A is where people are today. Right now. For example, right now you're trading time for dollars. You have a lid on your income. Every day you feel the pain of that. Every day you dream dreams you can't materialize because you can't scale your income that high.

Point B is your dreams.

Point B is your goal.

Point B is where you WANT to be. Where you want to live. The life you want to lead. The time and freedom you want to enjoy.

What Is **The Offer?**

- **Disneyland sell wonder, excitement, fantasy, good times for kids, NOT “rides”**
- **Your info product doesn't sell videos or tutorials. It sells an end result**
- **No one needs more videos**



TAKE THE LID OFF YOUR INCOME

The offer is the result people want. Think about it. Does Disneyland sell rides?

Nope.

They sell fantasy, excitement, good times.

Your info product you create to escape the time for dollars trap sells an end result. People aren't buying “minutes of video” or “number of words.” They're buying a result.

No one needs more videos or more words. There are plenty of videos on Youtube and words on the WWW.

No one wakes up in the morning and says “Holy smokes, I need more video minutes and words. I don't have enough.”

Thoughts Are Things

**Offers bring in money
that
buys
T-H-I-N-G-S**



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An offer brings in money that buys t-h-i-n-g-s.

That's what it does for you.

The offer is the thing that gets you money.

No offers = no money = time for dollars trap

Without offers, you're trapped inside the time for dollars trap and you'll never get out.

You'll be inside that glass jar with a lid over your head all your life. All your dreams, goals, fantasies, and pot of gold at the end of the rainbow lie outside the glass jar you're trapped in.

A New Law of Attraction

It's a whole different Law of Attraction

It's the Marketer's Law of Attraction



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I'm extremely fortunate and blessed to be in a Mastermind with Joe Vitale and his closest friends.

Joe is famous for being featured in the book *The Secret* about the law of attraction.

But I'm here to tell you about my twist on the Law of Attraction. It's a whole different Law of Attraction.

I call it the Marketer's Law of Attraction.

There Is No Limit To Offers

**The only limits are self imposed
based on your understanding of
how to create offers that
people will buy**



TAKE THE LID OFF YOUR INCOME

Here's the beauty.

There's no limit to offers.

The only limits are self-imposed based on your understand of how to create offers that people buy.

That's the only limit.

Isn't that a lot better limit than being stuck inside a dollars for time jar with a golden lid screwed tight on top just to remind you all the gold is outside the jar you're trapped inside for life?

On the positive side, how great is it to know that your mind has this incredible ability that Napoleon Hill wrote about called imagination.

Your brain has the endless ability to create offers that people will buy. You can do it over and over and over.

There's no limit to the offers your mind can create.

No limit to how big of an offer your mind can create.

How does that feel to know that? It's a new reality. A new type of Law of Attraction.

There Is **No Limit To Offers**

**Virtually every other business in the world
requires massive investments to
fund and extend large offers**



TAKE THE LID OFF YOUR INCOME

Virtually every other business in the world requires massive investments to fund and extend large offers.

You have these visions, dreams and goals. But they need a boatload of cash you don't have to make them a reality.

There Is No Limit To Offers

**In the Info Business, the only real limit
is between your ears**



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Contrast to the Info Business or what I call the Specialized Knowledge business where the only real limit is between your ears.

That's it.

That's the only limit.

How does that feel compared to having a lid you look up at all your life?

The Demonstration

I've got a used copy of 4 Hour Work Week. It has markings and water damage. I'm selling it for \$30. Is anyone interested?



TAKE THE LID OFF YOUR INCOME

Yes, it's true.

I have a used copy of the 4 Hour Work Week Book. It has markings and a bit of water damage. You want to pay me 30 bucks for it?

The Demonstration

I've got a used copy of 4 Hour Work Week. It's brand new. I'm giving it away to the first person in the U.S. or Canada who wants it as part of a marketing test.



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But imagine I said this:

I've got a copy and I'm just giving it away for free! It'd be a whole different response, wouldn't it?

Now, actually, I'm NOT giving away the 4 Hour Work Week. But I AM giving away the \$600 Million Dollar book in my Facebook group. I'll announce it in there sometime soon. I'll send you an email about it probably next week.

This is a rare book out of print.

I found 1 extra copy I'm going to give away.

The point is, the difference is the OFFER.

\$30 for a water damaged book vs. free for a clean, crisp copy. It's used but looks brand new!

The offer makes all the difference, doesn't it?



Unlimited Income Key 1
“Behavior Repeats Itself”



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Here's Unlimited Income Key 1: Behavior Repeats Itself

I discovered this from a book in the early 1900's. To my knowledge no one has ever written about this or exposed it in the marketing world.

Yet it's a sensationally brilliant idea.

You can literally predict what people will do because behavior has a tendency to repeat itself. Once you understand this fully, it's like taking candy from a baby.

Fascinating Study On Human Nature

265 pages written 100 years ago...

**Yet, here's something in it that is as true today as
the day it was written**



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The amazing book that revealed this idea to me is 265 pages and gives probably 100's of examples. It's as true today as when it was written.

Did You Know?

The shady side of a business street usually has 25% more pedestrians than the sunny side?



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It's just crazy how predictable human behavior is when you understand this law.

Creating offers people will buy is almost a cakewalk (or certainly far easier) when you're able to predict behavior.

We Know 1 Thing About Buyers

- 1. They just bought a product about X**
- 2. Based on this, we know people repeat their behavior**
- 3. So we can predict they'll buy a product about X again**



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Here's an example.

One thing we know for certain about buyers is they just bought an info product on X topic.

Based on this, we know people repeat their behavior, don't we?

So we can predict what?

They'll buy another info product on that topic, won't they?

Yes, it might need to be a BBD – Bigger Better Deal. But they'll buy it for sure.

So secret one is just to realize people will buy again what they already bought. All you have to do is make it a BBD.

Unlimited Income Key 2
"The Cookie Cutter"

Marlon Sanders

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Income Key 2 is a huge one.

Just huge.

I call it the cookie cutter. And here's how it works:

People Who Buy 1 Will Buy Next

- **Basis of product lines**
- **Series of novels on Amazon**
- **Basis of repeat business is human behavior**



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People will buy a series of products in a product line. You buy one novel. You like it. You buy the next novel by the same author.

You buy 1 tool. You like it. You buy the next tool in the line.

The basis of repeat business is human behavior. Once you read that rare book from the early 1900's, the light bulb will really go on and your brain will be like popcorn coming up with ideas based on your prediction of human behavior.

Let me stop talking theory and give you a practical example. My Dashboard line:

Marlon Sanders' Marketing Dashboard	
WEEKLY STEPS	AUDIO OVERVIEW
1 setup your business	QUICK START SECTION INFORMATION MANAGEMENT YOUR COMPUTER YOUR VIRTUAL TEAM YOUR SALES PLAN SETUP YOUR REMINDERS
2 target your market	SETUP YOUR SPREADSHEET YOUR BREAK-EVEN YOUR HOT PRODUCT YOUR HUNGRY TARGET MARKET 12 PRODUCT SURVEY TARGETED MEDIA
3 setup sales process	MERCHANT ACCOUNT ADD YOUR DOMAIN ADD YOUR HOSTING YOUR KILLER SALES LETTER GRAPHIC DESIGN YOUR WEB SITE
4 setup your web site	FTP: FILE TRANSFER WEB STATS TRACKING YOUR AUTO-RESPONDERS YOUR STICK LETTER SHOPPING CART SETUP AFFILIATE PROGRAM
5 do your promotion	GET TRAFFIC CREATE YOUR PROMOTION PAY-PER-CLICK PROMOTION RSS NEWS FEED YOUR PROFIT STATISTICS SPLIT TESTING
6 maintain your biz	EMAIL SUPPORT ANTI-VIRUS SOFTWARE SUPPORT DESK SYSTEM BACKUP YOUR DATA FREE TRIAL SOFTWARE MARKETING RESOURCES



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That was my first one. It was a huge, smash hit. But I didn't stop there.

Design Dashboard

WEEKLY STEPS	AUDIO OVERVIEW
1 CREATE GRAPHIC HEADER	GET SOFTWARE SETUP SOFTWARE DRAW HEADERS ADD COLORS ADD IMAGES ADD STYLES
2 ADD SPECIAL EFFECTS	ADD GRADIENT ADD PATTERNS ADD SHAPES GET FONTS ADD TEXT PRODUCT SHOT
3 SET UP YOUR WEB PAGE	SAVE FOR WEB GET HTML EDITOR INSERT TABLE ADD HEADERS SPECIAL FX FAVICON
4 CREATE SALES LETTER	HEADLINE THE HOOK TESTIMONIAL FINISH IT THE FORMULA FORMAT PAGE
5 ENABLE ECOMMERCE SYSTEMS	GET DOMAIN ADD RESPONDER CREATE FLY-IN ADD FLY-IN SETUP CART ADD SCRIPTS
6 LAUNCH YOUR WEB SITE	GET HOST ADD XTRA PAGES SITE TRACK SETUP DNS FTP PAGES PROMOTE



TAKE THE LID OFF YOUR INCOME

Another huge smash hit. Just huge. So we cookie cuttered it:

Product Dashboard

WEEKLY STEPS	AUDIO OVERVIEW	
1 FIND YOUR EXPERT		GET STARTED CHOOSE MARKET DO SURVEY FIND EXPERTS WRITE QUESTIONS SEND EMAIL
2 PRODUCE AUDIO		SETUP CALL INTERVIEW RECORD CALL GET SOFTWARE SAVE AUDIO ADD MUSIC
3 CREATE MULTIPLE FORMATS		FORMAT AUDIO TRANSCRIBE CREATE PDF CREATE AUDIO CREATE VIDEO PRODUCE CD
4 SETUP DOWNLOAD PAGE		GET HTML EDIT GET TEMPLATE EDIT PAGE PUBLISH CD PRINT EBOOK FULFILL
5 DELIVER PRODUCT		GET DOMAIN SELECT HOST TAKE ORDERS OTO'S & UPSOLLS PRIVACY INFO UPLOAD
6 CONFIGURE A MEMBER		GET A MEMBER CONFIGURE AFFILIATE ADD PRODUCTS ADD PLUG-INS MANAGE



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Boom. Another hit.

Promo Dashboard

	AUDIO OVERVIEW	
		← LISTEN TO THE AUDIO
1 TARGET GOAL -> TARGET YOUR MARKET		BACKGROUND IMAGE MARKET BANNERTEXT OUTLINE OUTSOURCE CREATE
2 CREATE OFFER GOAL -> TARGET YOUR MARKET		SCRIPTS OVERSOLDST SCREENSHOTS WEEDS CD COURSE
3 SQUEEZE PAGE GOAL -> CREATE YOUR SQUEEZE PAGE		GET TOOLS SETUP DOMAIN ADD HTML CHECK FORMS BUILT BULLETINS VISUAL SITE
4 RESPONDER GOAL -> CREATE AND MANAGE RESPONDER		GET RESPONSES SET UP TOOLS CHECK THINGS SEND OFFERS SEND OFFER PAGE TRACK RESULTS
5 PROMOTE GOAL -> TURN ON YOUR PROMOTION		NEWSLET SEARCH ADVERT PROMOTES LINKS COPY LINKS BROADCASTS
6 TURBO CHARGE GOAL -> GO WEB 2.0		FAQS DISCARD VIDEOS TAGS TAGS TAGS TAGS TAGS TAGS TAGS



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And another.

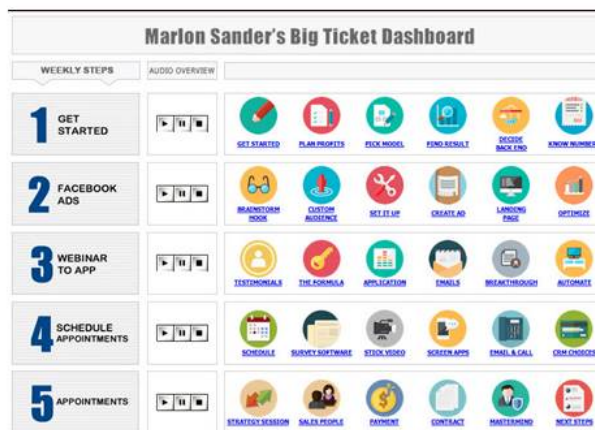
Affiliate Dashboard



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And another:

Big Ticket Dashboard

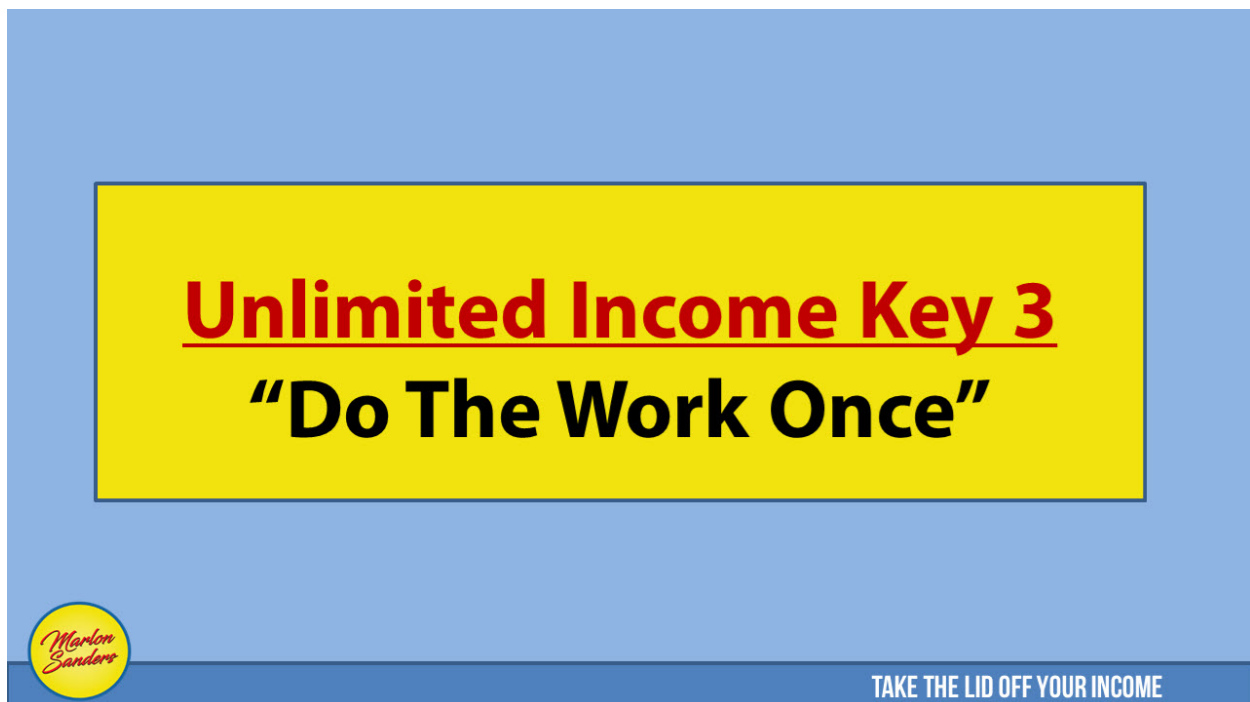


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That's not even all of them.

And in 1-2 weeks we'll be releasing a new "mini dashboard" design that'll be a big hit.

The point isn't how great I am. It's that when something works for you, the key is to cookie cutter it.



Unlimited Income Key 3
“Do The Work Once”

Marlon Sanders

TAKE THE LID OFF YOUR INCOME

This key is huge.

Just huge.

Here's what's so amazing about the Info Profits business or what I term the Specialized Knowledge business: You get paid over and over for work you did 5 or 10 years ago.

Imagine if 5 or 10 years later you still got paid for work you did at your job or for a client.

Instead, when you work for a client or employer, it's like a meal. You serve it. They eat it. You got paid.

Once.

The food is eaten.

You don't get paid again for preparing an incredible meal. You get paid once.

The way you escape the time for dollars trap is you break that pattern.

Create Evergreen Products



The key to doing the work once is to create evergreen products. This is my product the Overwhelm Cure.

It sells as good today as when I created it.

It's a great little moneymaker I offer on OTO's or upsells.

I've learned this the hard way. A lot of my dashboards were fairly evergreen but still based too much on interfaces of programs that have changed over the years.

That sucks.

In contrast, my friend Adam Urbanski created content that was 100% evergreen. That's so awesome because he can still sell all his products and they aren't out of date.

I'm not saying it's perfect.

You'll always have to update some as graphic design, video quality and things like that change. You have to update. But not nearly as much or as sweeping as when you create products that aren't fully evergreen.

I wish someone had told me this simple truth 22 years ago when I started. See, there's a cost to knowledge. And a cost to not having knowledge. In this case, I paid a price for not having it.

Having said that, my Dashboards sold for years and years.

Push Button Letters



Here's a product I created in 2001 that still sells almost every week, and I barely promote it.

So do the work once and get paid over and over for it. And as much as possible design evergreen products that won't change.

The 4-Step Solution



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Let's now bring this down to something more actionable. Let's go from theory to action.

4 Steps

- 1. Unlimited Ideas**
- 2. Build the offer**
- 3. Create the info product**
- 4. Get eyeballs on it**



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You actionize it by taking 4 steps.

If you master just these 4 steps, you'll be so far ahead of others it's ridiculous. And you'll be on the straight and narrow path to popping that lid off your jar and removing the golden handcuffs that prevent you from having unlimited potential income.

Step 1: Unlimited Ideas

"The bigger the problem, the bigger the price tag for the solution"

-- Ben Feldman



TAKE THE LID OFF YOUR INCOME

The first thing you need is unlimited ideas.

Ben Feldman was recognized as the greatest life insurance sales person in the world by Guinness Book of Records for something like 8 years in a row.

He said that the bigger the problem, the bigger the price tag for the solution.

The first step is how to solve the right problems.

And know in advance that based on your prediction of human behavior you're sitting on a potential winner.

I do this using what I call the Over / Under method.

But just know this: You have to uncork those ideas in your mind to free up your income.

The better your ideas, the better your offers, the more in demand your solutions, and the more you get paid.

What **Stops** You?

- **Lack of authority**
- **Lack of credibility**
- **Not sure it'll sell**
- **Don't know how to price it**
- **Not knowing how to research it**



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What stops you?

What I've found in working with my folks in Fast Track is that most of us struggle with things that stop us from having Unlimited Ideas and offers.

We have a lack of authority or credibility, we don't know if our idea will sell, we don't know how to price it, we don't know how to research or get the information that people are likely to pay for.

These are the obstacles we have to overcome to remove that lid on our income jar.

So which of these obstacles is stopping you right now?

What's that idea or objection in your brain holding you back from making positive decisions in your life?

Remove Those Blocks

- **All of a sudden you get ideas**
- **So the ideas were there all the time**
- **You stopped yourself from seeing them**



TAKE THE LID OFF YOUR INCOME

Once you remove those blocks to getting unlimited ideas, magic happens.

Without the blocks, all of a sudden you can get ideas. The ideas were there all the time. You just had to find them.

You stopped yourself from seeing them.

Stop stopping yourself.

This is key.

Existing + New

People want what they've already bought and been happy with – WITH a new ingredient

Old and familiar + new



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Here's a little method that works. I'll throw it out to you as a freebie for reading this today.

Combine the existing with the new.

People want what they've already bought and been happy with – WITH a new ingredient. So combine the old and familiar with the new.

Remember, people repeat their behavior and what they bought. But you need a new BBD...bigger, better deal.

This is what I strive for with my customers. I always try to add something special to each new offer. To make it the biggest and best ever in some way.

So that even if someone has bought all my products before, they're still going to get something really valuable that's new.

Application

1. Find a product you've bought that sells where you said, "I could do better"

2. Add a new twist.

3. Sell the new



TAKE THE LID OFF YOUR INCOME

Here's the application:

1. Find a product you've bought that sells well. But you said to yourself "I could do better." Or "It could be better."
2. Add a new twist to it

This is your BBD.

3. Sell the new twist or angle.

I just taught you something for free that is probably 10x more powerful than anything you've learned from other products on "how to create info products."

See, the value of information is invisible. But there is a difference. I read 4,000 books to find a simple idea like this.

I got this idea from 40+ books I bought by TJ Rohleder. And this is one of the best ideas I got from him.

And now you can take this and use it right now today. And I taught it to you for free. Imagine what might happen if you bought a premium product from me?

I mean, if that's a give away idea, what do you get when really pay something more than 10 bucks?

Enough of that. Let's look at the practical side of this method:

illustration

- **Push Button Letters**
- **Armand – integrated with other software**
- **Joe Vitale – Hypnotic letter software**
- **Jim Edwards – All-In-1 Promo Writer**



TAKE THE LID OFF YOUR INCOME

I created a product in 2001 or so called Push Button Letters. Then 1001 people produced twists on it.

Armand came out with his version integrated with his software and a bit of his own formula.

My friend Joe Vitale has Hypnotic letter software. A cool twist.

Then Jim Edwards did his massive twist that sells for \$500 like hotcakes.

And that's only a few. There have been probably 200 or 300 twists and spinoffs. It used to bother me then I realized that's how free enterprise and the evolution of products and ideas works.

It's a never-ending evolvement of ideas. So go and do thou likewise.

Step 2: Build the offer / pitch

- 1. Find top 3 pains**
- 2. Pick 1**
- 3. Build your offer on that**



TAKE THE LID OFF YOUR INCOME

Now you build the offer.

Here's my freebie shortcut formula for it.

1. Go to Facebook groups in your niche and find what people complain about. If you don't know your niche, you need my Sullivan Circles training. Out of everything I've tried over the years, that has been the most powerful to help people find their niche.
2. Now that you know the top 3 pains and complaints, pick 1.
3. Built your offer to fix that.

I've also seen products that fixed the top 3 pains. But just fixing one is good.

Application

**I'm terrible at getting weeds out of my yard
Everyone sends you flyers about green lawns
How you get rid of my freaking weeds?
Weed removal service!**



TAKE THE LID OFF YOUR INCOME

There's so much money in people's pains and problems it's crazy.

I get flyers about having a "green lawn."

How about a freaking weed removal service? That's the real pain point.

illustration

**What Youtube video
would sound like**



TAKE THE LID OFF YOUR INCOME

Imagine the Youtube video for the serviced:

Are freaking weeds in your yard driving you batty?

You've tried pulling, spraying, cutting, dousing and every trick in the book. Fertilizers don't work. Week killer kills the good grass too and sometimes has no effect..

What you need is a professional weed killer. We kill weeds for a living. We guarantee to kills those suckers or you don't pay us.

Your weeds gone. Guaranteed.

See how we took 1 pain and spun an offer?

I bet I just taught you more about how to create an offer that sells for free than you've learned in your whole life and in every product you've bought or read.

Offer + Sales Formula

**All you do is plug your offer into tested,
proven sales formulas**



TAKE THE LID OFF YOUR INCOME

To make money, you need the Youtube ad. Or you need the pitch. The sales formula.

All you do is take your offer and plug it into a proven sales formula.

And instant presto – money appears.

I see all these people in FB groups, you know the ones, bitch, whine and moan of how they tried everything and nothing worked.

Yet, if you ask, they've never even created 1 offer!

It's hilarious. Or would be if it wasn't sad and painful for them. But let's be honest. Those are also people who almost always refuse to invest in their education and upgrading the Marketing Operating System in their brain.

They don't even know what they don't know.

Templates

\$197-\$497 template

\$97 template

\$47 template

\$10 template



TAKE THE LID OFF YOUR INCOME

Anyway, I have templates for different price points of offers.

Sales formulas are my jam. And info products and my jam. I do this topic more in depth than anyone else.

No one else has thousands of sales for sales formulas of info products at different price points.

There isn't one formula.

There is a different formula for different price points. Only I do this and teach it. At least until someone copies me. Which is inevitable as you know by now. The evolution of ideas.

Fact.

But see, because I gave you some knowledge and wisdom you now know to plan for this. You know it'll happen and to create faster than they can copy, as Dan Kennedy says.

You aren't powerless anymore.

The right knowledge at the right point creates power. Most people don't get that. And that's why they stupidly refuse to invest in knowledge. They're rather upgrade their phone.

You know it's true.

Step 3: Create Info Product

- **No password protection on front ends**
- **Use a robots.txt**
- **If they pass your front end around, it's free advertising**
- **No customer support!**



TAKE THE LID OFF YOUR INCOME

Step 3 is to rapidly create your info product.

Instead of paying a billion dollars a month for membership software, I teach my students to start just by protecting their content with a robots.txt.

You have no customer support.

And it takes 15 seconds to set up.

Knowledge is power.

This is your front end, so if someone does get it for free, they just get funneled to what we call your back end (the thing you make your real profit from) anyway.

No biggie.

Problem solved.

Who else has ever told you this solution? For free or fee?

See, they don't specialize in info products. I do.

Here's the robots.txt

Just upload it to your website and it'll protect the page from being spidered by Google. That's all you care about as a beginner or even a pro.

Robots.txt

User-agent:* Disallow:/wp-admin/ Allow:/wp-admin/admin-ajax.php

Save as robots.txt

Upload



TAKE THE LID OFF YOUR INCOME

Most people don't know about this.

I normally only explain it to paying students or in Fast Track.

Step 4: Get eyeballs

- **80 / 20 rule**
- **TV, radio, magazines, news websites**
- **Value > Value > Value > Value > Pitch**
- **FB group, profile, page**



TAKE THE LID OFF YOUR INCOME

That brings us to step 4.

You need eyeballs on your offers or you have no happiness and joy.
Remember, the formula is audience x offers = money

This is the key to making your Hip Pocket National Bank bulging with money.

Here's something else I only teach my paying students. I normally don't reveal things like this for free.

Triad

Awareness	Consideration	Action
What is life coaching?	What can a life coach do for you?	How to choose a life coach
What can apps do for your smart phone videos?	The top 5 smart phone video apps reviewed	7 reasons to snag Filmc today



TAKE THE LID OFF YOUR INCOME

This is how you do Facebook status update posts, posts on your Facebook page, posts in your group or other people's groups to get sales.

1. Awareness

You post an article to make them AWARE at all. So if you're a life coach you post an article about what is life coaching? If you have some smart phone app that does video, you post an article "What can apps do for your smart phone video?"

2. Consideration

Next you post about the specific topic and get them to consider your category of solution.

So a life coach posts "What can a life coach do for you?" That gets them to consider the benefits of doing life coaching at all.

For an app on your phone that helps you do sharp video, you post "The top 5 smart phone apps reviewed." Obviously you point out flaws that only your app fixes.

3. Action

How to choose a life coach.

Or 7 reasons to snag Filmc today

THAT is how you make sales on social media.

You can post this article series in FB groups with permission.

You can send these articles out in emails.

You can use this sequence as videos on Youtube.

I didn't think of it myself.

I think I got it off a Skillshare video if I recall.

One of things I do is pass along the top notch resources I run across non stop since I do this business full time and have since 1997.

My point is, with the right knowledge, you have power. All of a sudden NOW you see through emails, articles and posts on FB and on Youtube in a way you never did before.

You now have the ability to make sales on Facebook starting right now.

Today.

You're only an offer and 3 articles away.

I teach my students how to plan out a whole month's worth of posts using this formula.

Here Are The Steps



TAKE THE LID OFF YOUR INCOME

In summary, here are the steps:

The Steps

- **Unlimited Offers With No Limits**
- **Offer Copy That Gets You Paid**
- **Sales Copy**
- **Eyeballs On Your Offers**



TAKE THE LID OFF YOUR INCOME

You've go to get Unlimited Offers.

Then create offers that get you paid. Create the sales copy and the product. And get eyeballs on your offers.

Have I just taught you everything you want or need to know on how to take the lid off your income today?

Or do you want more?

Do you want to dive deeper? If you're a person that wants more, here you go:

Introducing...

Remove The Lid On Your Income Using Info Products



TAKE THE LID OFF YOUR INCOME

I believe this is the best course on how to take the lid off your income and probably the only one that covers these 4 steps in detail.

Announcing...

Remove The Lid On Your Income

- **I believe this is the best course on taking the lid off**
- **Here's why it's different than anything else you have seen available today**
- **If you don't have this course then "this is what happens"**
- **You can get started in 90 minutes per week**



TAKE THE LID OFF YOUR INCOME

I'm going to teach you to come up with unlimited product ideas. Today I only scratched the surface of what I have to share. My Over / Under method is instantly useable and very potent.

I teach it amongst other things.

Here's why it's different from anything else today:

1. Info products and creating offers is my jam. I do it deeper and better than anyone else.
2. You get 4 weeks of tightly focused training.
3. You can ask me questions during the 4 weeks at getyoursupport.com
4. You get my video about and access to the rare early 1900's book on patterns of human behavior and how to profit from them.
5. If you get my Go Getter option, you get my Sullivan Circles video I mentioned that is the most successful thing I've done on how to choose your niche.

Now, there's a price to pay for knowledge.

And there's a price to pay for NOT having it.

The price you pay for not having it is you stay inside your income jar with the golden lid screwed on tightly.

Every day you can stare up at the lid and know you aren't taking it off today, this week, this month this year nor next.

You know all your hopes and dreams, or at least your goals and potential pot of gold at the end of the rainbow are located outside the Income Jar you're stuck in.

You get to enjoy swapping your time for dollars knowing you can only scale so much and then you're cooked.

On the flip side you can invest under \$130 to \$500, depending on your option, and have a high quality training to put you on the path to popping that top off your income jar and having unlimited income potential.

If not now, when?

How much longer are you willing to stare at the lid above you on your Income Jar every day?

How much longer are you willing to put up with that?

What would it feel like to know you have the keys to getting that lid off your jar and a path to your point B?

What's that worth for you?

I record these videos each week based on a survey you take so I can know specifically what you need to get your lid off.

You can listen to them at your leisure over and over.

“Take The Lid Off Your Income”

- **Module 1: “Unlimited Ideas”** \$397.00
- **Module 2: “Unlimited Offers That Sell”** \$397.00
- **Module 3: “Unlimited Product Creation”** \$397.00
- **Module 4: “Unlimited Traffic”** \$397.00
- **Challenges** \$397.00
- **Worksheets** \$397.00
- **Recordings and Transcripts (Premium)** \$397.00
- **Ask Questions** \$397.00
- **Online Access** \$397.00

Total Value Today: \$997



TAKE THE LID OFF YOUR INCOME

Obviously, I don't sell the individual modules at those prices, but there's certainly an argument to be made they're worth that much.

This is a huge value.

~~\$997.00~~

Just \$110 - Basic



TAKE THE LID OFF YOUR INCOME

The Basic version is only \$110. There's also a Go Getter and a Premium available. The transcripts are in the premium.

<p>BASIC</p> <p><i>Access to the 4 Trainings, Bonuses and more</i></p> <p>\$ 110.00 (20% discount)</p> <ul style="list-style-type: none">✓ Access to all 4 modules, 1 per week✓ "How do I find the time?" Bonus✓ 2 additional live Fast Track trainings bonus✓ Copy and Paste Messages to get affiliates to mail their list✓ Facebook "popup" group✓ 7 "get 'er done" sheets✓ 7-day satisfaction guarantee <p>ADD TO CART</p>	<p>GO GETTER</p> <p><i>Creative working space, not noisy, fully equipped and convenient</i></p> <p>\$ 220.00 (20% discount)</p> <ul style="list-style-type: none">✓ Access to all 4 modules, 1 per week✓ "How do I find the time?" bonus✓ 2 additional live Fast Track trainings bonus Copy and Paste Messages to get affiliates to mail their list✓ Facebook "popup" group✓ How to Find Your Niche Using the Sullivan Circles✓ Complete Guide to Creating Info Products With No Expertise -- 50+ page PDF✓ Access to 4 Live Fast Track Calls✓ In-Depth Training On How to Create and Sell \$97 Products✓ 7 "get 'er done" sheets✓ 7-day Satisfaction Guarantee <p>ADD TO CART</p>	<p>PREMIUM PACKAGE</p> <p><i>Simple, fast and effective flexible move</i></p> <p>\$ 440.00 (20% discount)</p> <ul style="list-style-type: none">✓ Everything in the Basic and Go Getter✓ 4 months membership in the Fast Track✓ Transcripts of the 4 trainings✓ Access to 15 additional trainings✓ 30-minute phone consultation <p>ADD TO CART</p>
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You can ask questions at getyoursupport.com.

I also have challenges which I didn't put on the chart above. These are challenges to help you take action, because I know one of your concerns is you won't take action or do anything. So we have action challenges.

Originally, I had a popup Facebook group where people responded to the challenges. What you're getting all the recordings and you can post your challenge assignments to getyoursupport.com just the same.

Go Here Now

<https://resellertoolkit.com/lidoff/>



TAKE THE LID OFF YOUR INCOME

And, of course, you're protected by my moneyback guarantee:

100% Risk Free

- **For any reason in the next 30 days you can get your money back**
- **The only catch: You will lose access to the training**
You have a decision to make: the good news is, it's an easy decision!
- **Go here now: <https://resellertoolkit.com/lidoff/>**



TAKE THE LID OFF YOUR INCOME

Of course, you can also get the Basic option if \$110 is all you can swing right now and you don't want the extra benefits in Go Getter.

What To Do...

1. Go to <https://resellertoolkit.com/lidoff> to secure your spot right now
2. Click the pay button and send your \$ to "Higher Response Marketing, Inc."
3. Login to the membership site in the next few minutes



TAKE THE LID OFF YOUR INCOME

This is a rare opportunity to pop the top off your income by someone who has been there and done that since 1997.

Hurry Up, Go Ahead, Do It Right Now!

<https://resellertoolkit.com/lidoff/>



TAKE THE LID OFF YOUR INCOME

Best wishes,

Marlon



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