

Marlon's Marketing Minute

July 7, 2012

Support M-F 9 a.m. to 4 p.m. CST.

The Internet Marketing Freedom Formula

Hello,

Marlon here.

Crazy as it sounds, there IS a simple secret to making profits in virtually any business.

Today, we explore this.

\$100 CASH CONTEST –

As you know, I created a persona at ibdissapointed.com. That is episode #1. He's obviously pretty feakin' dissapointed in gurus and has some issues about work, passive income, etc.

Now, I have several possible follow up ideas but I want YOURS.

My ideas are:

Possibility 1: His BROTHER or sister does a video responding and defending I.B. Dissapointed by explaining that he isn't a bad person, he's just had some frustrating times financially and he needs some better knowledge, training and information.

Possibility 2: I come on the screen as he's talking in a split screen effect, stop him and then explain some IDEAS that will help get him out of his

frustration and ONTO the straight and narrow path of being a product creator and promoter.

We only have 4 submissions so YOU might win!

[GO HERE TO SUBMIT YOUR IDEA](#)

Affiliates – Promote the new \$7 offer to your list this weekend

We manually approve affiliates. It's a slow process that takes a week or longer.

This is deliberate on our part for reasons I won't go into here. Hang out if you haven't heard from us. We're getting' to 'em.

But if you already have an affiliate ID [GO HERE FOR ALL THE SCOOP TO PROMOTE THIS OFFER NOW.](#)

[Watch the video](#) here that explains how this \$7 buck offer works, what it is and why you might want to promote it to your list.

How to Get Support

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

On WEEKENDS, we don't typically have support. Now, to today's content....

The Internet Marketing Freedom Formula

It's easy in business to get caught up in the day-to-day activities of running a business, or trying to start one up, and forget the big picture.

Would you agree with that? That it's easy to lose sight of the big picture?

You only have several VERY basic variables.

And, in fact, these are so basic it's odd that it's easy to forget them. These apply to ANY business.

Basic #1: Money Spent

The first thing you have in business is money spent. This is the GREAT news about marketing online, and/or running an online business.

You instantly eliminate many expenses.

Instead of having to commit to a one-year run in the yellow pages or 12-months of advertising to get a lower rate, you can pay per click.

If it doesn't make money, you just don't buy anymore clicks.

This is absolutely revolutionary for most businesses.

If you're running an online business, you don't have the expense of the office, phones, utilities and so forth, although when you grow to a certain size, you may want a modest office.

No big deal. It's a function of cash flow.

The SECOND aspect of money in is that you SPEND money on marketing. This is something that doesn't particularly change online. You CAN do free marketing. And if you have more time than money, it's not a bad option when you're starting up.

Even selling services can be a good cash generator.

You either spend money or time to get new customers.

Basic #2: Money Gained

You sell something and bring money in.

The money you bring in needs to exceed the money that goes out.

This CAN get challenging if you do the same thing everyone else does. Once something becomes a commodity, the profit goes out of it.

The businesses that thrive over time have a HIGHER value of a customer. Either they're able to lock in monthly billing of some sort.

Or they have a superior sales process.

But the businesses that win have a higher customer value. And the smart ones reinvest part of that customer value into marketing and this lets the GROW and expand, even in a dicey economy like the world is in right now.

For example, one of my friends has a student who just went from \$15,000 to \$120,000 a month this year.

That all comes down to have a customer value that is GREATER than the cost to get the new customers.

The Secret of Customer Value

The big secret of customer value is having a sales process that gets people to buy.

Amazing, isn't it?

Getting new customers really isn't a problem if you're customers have enough excess value (i.e. they buy more than you spend to get 'em).

The problem comes if your customer value sucks.

There are ways to CURE a sucky customer value. Those come down to ways to get people to buy.

That's a SEQUENCE and a PROCESS.

My original breakthrough sequence was the 12-step sales formula. And you can see me presenting part of that innovative formula in 1997 at Boulder Summit [RIGHT HERE](#).

By the way, if you watch that video and enjoy it, drop a comment on the page. This helps my seo with Google. And also encourages others to watch the video.

Let's Apply This Formula To You

OK. So here you are.

You may already be successful online. Or maybe you have a job and want your freedom.

Freedom = a sales process with a customer value that exceeds the cost to get the customer

That's the FREEDOM FORMULA.

Maybe you have a real world business: You're a chiropractor, dentist, butcher, baker or candlestick maker.

The SAME formula applies.

Money in has to be greater than money out. Oddly enough, as simple as that sounds, it's easy to lose sight of.

Here you are. You have a GOAL. A place you want to end up. And you aren't there yet.

How do you get from where you ARE to where you WANT to be?

The first question is, do you WANT it? I mean, do you really want it?

If you do, then there IS a path.

What you do is the FREEDOM FORMULA:

1. Find a group of people who are willing to spend money to solve a problem or get higher value.

Let's say you're an artist.

I would think about MY customers and the customers of other artists. And try to find some commonalities. Who are these buyers? What do they buy the art for? How can REACH more of 'em?

Maybe you can get a list of dentists and send a letter with a picture of your art at the top and a headline, "How to Create INSTANT Rapport and Credibility with Your New Patients By Having a Custom Painting On Your Wall That Expresses The Value Of Your Practice."

Something like that.

Maybe you have a list of existing customers and you can find out which ones are willing to spend more to get more value.

2. Maximize your customer value

All selling comes down to a BENEFIT MESSAGE.

There's an art to this. And without training in it, you're just going to have to poke along with trial and error. But if you keep trying messages, sooner or later you should get one that sticks.

When you hit on the right MESSAGE and the right way to DELIVER your message, you're able to get SALES for bigger \$ amounts than other businesses.

This IS the holy Grail that makes everything else work.

You gotta have that message that gets people to buy more, spend more and enter a deeper relationship with you, your products, your services or your OFFER.

Even with that vast plethora of online marketing training, gurus, wannabe gurus, product creators and sellers, the GREAT IRONY is only a handful of them have any clue how to maximize customer value.

It's a real art. ESPECIALLY so in the age of social media when if you don't do it just right, people hit the complaint boards and so forth.

If you do it wrong, you can get fried and end up in places you don't want to be.

So there's a bit of an art to it.

3. Put part of the money you GAIN back into your marketing.

Now that you have EXCESS CASH coming in, you take PART of that and put it back into your marketing.

All marketing works when you have a great customer value.

A Practical Illustration

Here is a VERY simple but practical illustration.

My very first marketing funnel worked like this:

Amazing Formula: \$67

Big Course: \$500

What I did was emailed all buyers a 1/2 price offer good for 30 days on The Big Course discounting it from \$1000 to \$500.

That sold like crazy and gave me a good customer value.

Take 100 buyers of a product @ \$67 but THEN have 10% buy @ \$500.

$10 \times \$500 = \5000

So if you break even on the main product (which I didn't, I made a profit), you STLL get a check for \$5000 for every 100 new customers.

And all you have to do is go find more new customers, or incentivize affiliates to do it for you.

Let's take the example of an ARTIST:

1. They hold shows and have a drawing for a free painting

2. They send out emails and postcards to invite people to a PRIVATE showing where custom paintings are shown and the owners tell what it's done for them.

3. They then get people to BUY the higher-priced custom paintings that they REALLY CRAVE.

THAT is how it's done. And that artist thrives where all the others are selling stuff cheap, cheap, cheap on the street corner.

Why Right Now Is a GREAT Time

There's increased competition online. Would you agree with that?

It's true.

And it's also true that there are more TOOLS available than ever before to help you get people to buy, reach people, and present your marketing messages.

I only WISH I'd had these tools when I got started.

That means it's literally faster, simpler and easier than ever before to increase your customer value. I mean, in the old days we couldn't stream Camtasia videos because Camtasia didn't EXIST and text and photos were slow to load on a 56k connection!

Holy smokes, nowadays, there are many options available.

And you know those competitors?

They ALL follow the HERD.

They ALL do the same things.

Do you see that? Do you see the SAME people using the SAME marketing messages and send you the SAME cookie cutter emails?

The tools are available but hardly anyone knows how to use them. And those who do aren't speaking up for the most part. They're just using them.

That means if a guy or gal actually knows what they're doing and works the money in, money out formula and ramps up the marketing, a massive jump like something from 15K to 120K is actually possible and, in fact, has been done and is being done this year, right in the midst of the noise and chaos.

Freaking crazy, isn't it?

The BEST NEWS is that the right tools and training are affordable if you're really serious but expensive enough that most people won't spend the money.

If everybody saw the light, was willing to fork over \$2,000 or so for them, then there would be no advantage. I think \$7 products are great for learning the mechanical, basic things you need to know.

For the REAL stuff that magnifies your customer value, and builds a real business, that kind of thing you do NOT want to be available too cheaply. Or that's my opinion.

What QUESTIONS Do You Have About This?

I don't know if this is something that excites you or not.

It's the difference between \$15,000 a month and \$120,000 a month or even \$200,000+ a month like another one of my friends has ballooned to this year.

If you care about it,

[Post your comments or questions here:](#)

Best wishes,

Marlon Sanders

MarlonSanders.com

When **Paul** writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

Joel Peterson's offer:

<http://webinargo.com/replay.php?webinar=ms>

That is a whole webinar that's incredibly insightful on how to sell stuff using automated and manual webinars.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

Traffic Dashboard really works: <http://www.thetrafficdashboard.com>

Notes About Flawless Reflection Theme To Buyers

Flawless Reflection is a totally cool theme. However, there are a few oddities in INSTALLING it that have to be done right.

1. You must upload the TINYMCE Advanced into your plugins. You may need to download the Brave Minisite Plugin zip file again:



[Wordpress custom plugin Brave Minisite \(zip file\)](#)

2. You must put the UI.CSS to wp-includes > js > tinymce > themes > advanced > skins > wp_theme. That path is in the instructions PDF and also demonstrated in my support video.

3. In Settings > Tiny MCE Advanced you need to check off In Import the current theme CSS classes. Again, I demonstrate this on the video.

4. You do NOT have to use Photoshop or Photoshop Elements. Header.jpg and Headline.jpg are located in:

wp-content/themes/flawlessreflection/images

That is **wp-content > themes > Flawless Reflection > Images**

All you do it EDIT or REPLACE those two jpg's. You can edit them in Sumo Paint, Paint.net or ANY graphics program in the world that allows you save a .jpg file, which is everyone of 'em I know about.

ANY Wordpress theme with a graphical header requires this. If it's got graphics on the header, they gotta be PUT there by a graphics program. Of course, you do receive the PSD file which is a Photoshop file which makes it EASIER to edit. But you can do it in any program you want. Or pay someone 5 bucks on Fiverr to edit the PSD for you.

5. On the support video, I show how to edit the header.jpg in Sumo Paint which is free on the web and thus works on both Macs and PCs.



<http://www.ateamsuccess.com>

This poem summarizes everything I am, everything I believe about marketing and life.

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