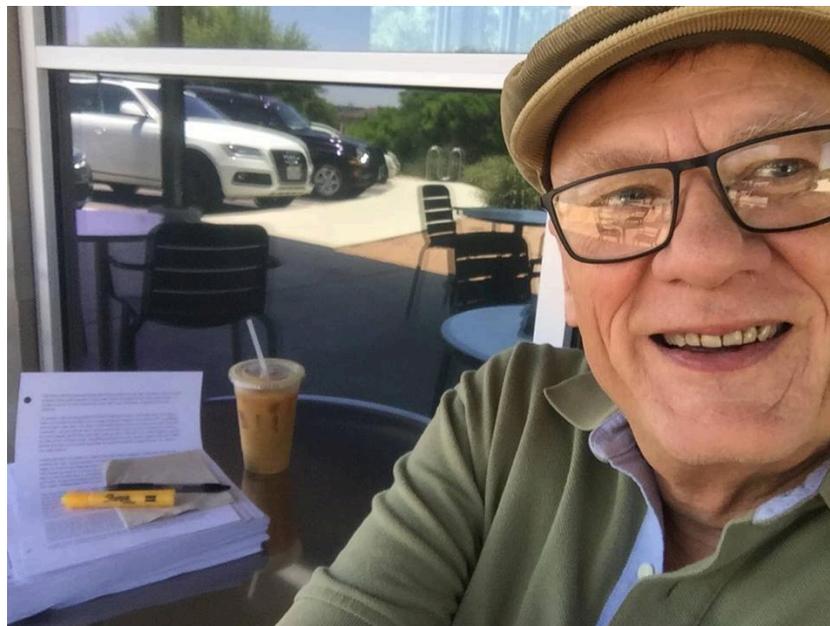


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*A Special Report To Help You Plan Out Your Info Products Empire,  
Or Mini Empire, Whatever You Envision*

**THE COMPLETE INFO BUSINESS EMPIRE**  
**FILL-IN-THE-BLANKS A TO Z**  
**MARKETING MACHINE BLUEPRINT**



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What you'll learn today: A to Z fill-in-the-blanks blueprint for building out your Info Business Marketing Machine and Business Empire

What's the big benefit: Just fill this out next time you need to create an Info Business Marketing Machine or an entire Info Business.

Hello,

Marlon here.

[I drop KNOWLEDGE BOMBS daily in my Facebook group.](#) It's free.

When you join use the code word MMM, so I know to approve you.

I do live streams and other stuff. If you aren't in my FB group, man, you are missing out.

If you want some inspiration, [join my Instagram.](#)

Today I lay out a whole fill-in-the-blanks A to Z plan for building your Info Business Marketing Machine Empire!

I'll very likely take this outline and turn it into an info product I sell. But just the outline alone could be invaluable to you. By filling this out, you'll gain more clarity, have a plan for what will create income, what your traffic needs to be and more.

## **1. What is the outcome of my Info Business Empire?**

All roads lead to Rome, which is where the MONEY is made. Where will the REAL money be made in your info product business?

Will you be offering a big ticket info product (BTIP)? Will you be offering a service or services? Will you be offering a Big Ticket Mastermind Group? Will you be offering a workshop or seminar, either in person or virtual? Will you be offering a recurring billing membership?

Will you be promoting a series of big ticket webinars conducted and fulfilled by others?

At the end of the day, the real money has to come from somewhere. And typically this is a big ticket product or service or recurring billing.

You need to define the OUTPUT of your Info Business Marketing Machine before you BUILD it. The OUTPUT is that your machine churns out buyers of some HIGH MARGIN product or service. We call this the BACK END.

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## **2. What is the ideal customer avatar for your Info Business Marketing Machine?**

Your ideal customer avatar is a fictional description of who the ideal customer is spelled out in good detail including financial condition, buying motivations and demographics.

This is fluid. It's likely to change. But who are the INTENDED BUYERS of the OUTPUT of your Info Business Marketing Machine?

In other words, who is going to buy the BTIP (Big Ticket Info Product) or service?

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## **3. If you could create the IDEAL SOLUTION for your intended customers, that would be a fantastic experience for them to have or own, what would that be?**

This will give you big clues as to what you can build as your "back end."

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**4. What simple, highly appealing thing could you offer your intended customers that would almost guaranteed cause them to raise their hand and respond to get it?**

Every Info Business Marketing Machine has to FEED THE BEAST. And that beast is the need for constant fresh blood, almost like a vampire. Which is a weird metaphor. But it's true.

Stated differently, every Info Business Marketing Machine must have non-step INPUTS that are then TRANSFORMED into the OUTPUT of big tickets purchased or recurring billing bought.

You live or die based on getting and keeping loyal patrons. Patrons are customers who buy again and again on a repeat basis, versus one-time only customers.

Every Info Business Marketing Machine must have one or more highly attractive, almost irresistible, front-end offer that gets intended customers to raise their hands and identify themselves.

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**5. What steps reverse engineer from your OUTPUT of big tickets purchased all the way back to your INPUTS created by your irresistible offer?**

Some businesses are very simple and go from ad to video sales letter to appointment scheduled. And the sale is made over the phone.

Others use webinars to get appointments scheduled.

Some use webinars to sell a product or service.

But more typically, you have a series of 3 info products used as upsells or “one time offers” after the intended customers subscribes to your list to get your irresistible freebie offer.

The reason for this is that ads aren’t cheap and affiliates want to get paid. By having a series of 3 offers, you can afford to pay for your ads or pay a good “EPC” or earnings per click to your affiliates in the form of a commission on each sale.

If you’re an AFFILIATE, you can still have PLR products here. Or you can have a series of affiliate offers. If the customer clicks “yes I want it” they go to the sales page of the vendor. If they click no, they go to the next affiliate offer.

List your price point WHAT the offer is. Why will your intended customers buy it? What will it give them that moves them closer to their Ideal State?

**OTO #1 (normally \$7 to \$47):** \_\_\_\_\_

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**OTO #2 (normally \$17 to \$47):** \_\_\_\_\_

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**OTO #3 (normally \$47 to \$197):** \_\_\_\_\_

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**6. What will the offer be on the download or product access page?**

After your intended customers make one or more purchases and end up in your membership or product delivery area, you can have a video making another offer.

What will this offer? If you don't have your own products, this can be an affiliate offer.

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**7. What autoresponder service will you put buyers into?**

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**8. What's your plan for your first 3 emails?**

It's vital to think through your first 3 emails because these get the highest open rate. Email #1 typically gets a 50% open rate, so it's the most important.

Email 1: \_\_\_\_\_

Email 2: \_\_\_\_\_

Email 3: \_\_\_\_\_

If you're promoting a webinar for buyers where your BTIP (Big Ticket Info Product) will be sold (either yours or one you promote as an affiliate), then you probably spend these 3 emails funneling buyers to the registration page.

### **9. What are the numbers you need to hit?**

Based on your best benchmarks or estimates, plan out the numbers you need to hit in order for your Info Business Marketing Machine to hum.

How many "back ends" do you need to sell a month to hit your income goal? \_\_\_\_\_

What percentage of "front ends" do you estimate will convert to "back ends?" If you're clueless, guess 3% to 5%.

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How many "front ends" do you need to sell a month to output the desired number of "back end" sales?

\_\_\_\_\_

**10. Based on a conversion rate of 2%, how many clicks do you need a month to get that number of "front end" sales? Or if you know your actual conversion percent, plug that in.**

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**11. Take 30% you're your "back end" sale. Divide that \$ amount by \$2.00 (\$2.00 a click). Does that give you the number of clicks you need? If not, what about 50% of your back end sale?**

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**12. If the dollars don't add up, then you need to use your upsells and OTO's to fill in the rest of the revenue. In the ideal world, you break even or make a profit after the 3 OTO's. But at minimum, you need to fill in the gap. Based on this, what is your plan?**

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**13. What areas of this plan are you most uncertain about?**

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**14. How will you answer those uncertainties?\_\_\_\_\_**

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**15. What obstacles could prevent you from implementing this Marketing Machine successfully?**

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**16. What obstacles do you need help overcoming?**

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**17. What sources of money do you have to invest in advertising for your business and for getting help?**

List out your funding sources? On the one hand, never spend money you can't afford to lose. On the other hand, you sometimes have to invest in your business to get ahead.

Credit card 1: \_\_\_\_\_

Credit card 2: \_\_\_\_\_

Credit card 3: \_\_\_\_\_

Savings: \_\_\_\_\_

Things of value you could sell: \_\_\_\_\_

Ways you could make money: \_\_\_\_\_

Other funding ideas: \_\_\_\_\_

**18. What is your next step?**

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**19. Would you like to schedule a Strategy Session to see if you might qualify for coaching?**

If you'd like to discuss creating or improving your Info Business Marketing Machine, and whether you might qualify for coaching, I'm available for a free Strategy Session. But understand, if you're broke or just want to pick my brain for free, this isn't for you. If your income is under \$5,000 a month this probably isn't for you unless you definitely have funds to invest you feel comfortable with. And if you want advice on some kind of business other than an info product business, I'm happy to do that in a paid consultation but NOT a free strategy session.

Now, obviously, coaching isn't free. Having said that, the value is certainly there vs. the cost of going it all on your own.

But I can't help everyone. You have to meet certain qualifications to be considered for coaching.

Apply for a free Strategy Session here:

<http://marlonsandbiz.com/schedule>

The BENEFITS of doing the session are that we'll both have a lot greater clarity on your goals, your obstacles and the steps you need to take to move forward in the next 12 months to reach those goals. You'll leave the session with greater clarity. And, if there's a fit, I'll make an offer to you for coaching. That's probably only 20% to 50% of the time. I only do it if

there's a good fit, and I feel there's potential to blow your business up bigger or start or create a substantial Info Business Marketing Machine.

Best wishes,

Marlon

PS: To quote Hill: "In parting, I would remind you that "Life is a checkerboard, and the player opposite you is time. If you hesitate before moving, or neglect to move promptly, your men will be wiped off the board by time. You are playing against a partner who will not tolerate indecision."

If you want to apply for potential acceptance into coaching, go here:

<http://marlonsandbiz.com/schedule>



## **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**