



A Special In-Depth Report To Help You Create Your First Product In The Info Business

First Product!

Step-By-Step To Your First Product -- Done

All objections gone. Your niche picked. Your letter written. Your product finished.

Hello,

Marlon here.

Let's talk about how you create your first info product.

We'll break this down step-by-step.

These are the obstacles we'll address today in terms of creating your first product:

- * Lack of focus
- * Overwhelm
- * Confusion
- * Lack of know how
- * No plan
- * Get distracted
- * Procrastination

- * No time
- * No money
- * No list
- * No credibility
- * No ideas for products
- * Can't figure out niche or target market
- * No money for advertising
- * Not good at "tech"
- * Can't write
- * Don't want to be on video
- * Can't talk clear English
- * Don't have any affiliates
- * Don't have a list
- * Don't know anyone
- * Tried before and "it hasn't worked"
- * Don't want to create products
- * Just want to be an affiliate

I've already taught you the "how to's" in [Excalibur](#), the [6 1/2 Hour Launch](#), and [How I Found Money, Freedom and World Travel](#).

But if you've read those and still haven't created your first product, lets talk about it.

Maybe the area you're stuck in is your sales page or your niche.

I did a pretty good job in the above products talking about how to choose your niche.

Your niche is a combination of:

1. Your passions and interests

Why? Because all things being equal, it's a lot more fun to be involved in a niche you really enjoy participating in.

I've found that people almost always have an OBVIOUS niche but discount it. Like they spend all their spare time doing woodworking in singing in a band.

But they can't fathom doing their info product on the thing they love.

But there are passions and interests that lack the second element:

2. Market demand

Is anyone selling info products to your niche? In the above reports I taught you HOW to research your niche, so you know.

Obviously you can look at Amazon.

Obviously you join the Facebook groups on the topic and look for people selling stuff.

Obviously you join email lists in your industry.

Obviously you do the Google search I taught you for webinars in your industry and home study courses.

Obviously you look in any magazines your industry have for people selling info products.

Obviously you look at topics that you spent a great deal of time researching and only WISH you had a report that did all that research for you.

Obviously you look for anyone selling home study courses in your industry.

Obviously you look for people who are the testimonials and success stories for "how to make money" type products. Look at what they sold and who they sold it to.

Obviously you look at Youtube videos in your niche and see if anyone is selling anything successfully. Granted, you don't know their sales figures. But you can get a pretty good idea by how long they've been selling it and the response to what they do in terms of their Facebook group or page.

For example, one of my *Fast Trackers* was in a band. I suggested the topic to him of how to get paid more for your gigs.

Woodworking is a topic that has a top-selling product on Clickbank, which is another place you look for your niche.

Here's another one: If you can't think of anything else, consider selling Internet marketing methods to the industry you have experience in.

Every business needs more business.

Most know nothing about how to use Facebook ads, Google and Youtube to get new customers.

Businesses aren't keen on buying "how to" training. But they will buy "done-for-you" packages with training, where the "work" is done for them.

You create the ads for them, landing pages, etc.

3. Experience or credibility

If you have experience or credibility in an area, this is also a plus. For one thing, you talk the lingo. For another, you don't have to reinvent the wheel.

If push comes to shove, I like a few topics:

- a. Selling done-for-you marketing systems to businesses in the niche you have experience in, or similar type businesses.
- b. Selling to Internet marketers as it's an easy niche to practice on until you find a better one.

How to Write Your Sales Copy

In the above reports, I taught you to go to attractsalesnow.com/template and follow the instructions.

That template is in Instabuilder. I have one website with Wordpress installed and that plugin. For these simple sales pages, I use that site. You do NOT have to use Instabuilder.

It's a very, very simple sales page.

In Excalibur, as I recall, I give you multiple examples of using the template for my own sales pages. You won't lack for examples of it.

You can create something similar to it or better in any page builder.

I just find it convenient that it's in Instabuilder and seems to work really well.

Ultimately, you need to learn to write sales copy. That's something I teach in Fast Track.

But for you just getting started doing your first product, use the above template.

In Milcers and Fast Track I teach how to create and sell big tickets. So after you've created your first info product, you can upgrade to either of those for the next step.

MMM teaches you to do your FIRST info product.

I very much like to write the sales page BEFORE I create the product.

The other thing I have to say about sales copy is this: You learn to write sales copy by studying and absorbing successful sales letters.

People come to me with sales copy for critiques. What I typically see is they haven't done their research.

Their sales copy and page have absolutely NOTHING in common with sales copy and sales pages that are already proven to work.

Why would you do that?

Would you NOT study sales copy and pages that are already working great guns.

Yes, I understand it's a learning curve. You WILL get better at it.

But at least do the work.

Study what's working and do your best to mimic it. NOT copy it. NOT steal it. But model it. Do NOT steal words. Do NOT blatantly rip off people's stuff.

But model it.

This is why I gave you the attractsalesnow.com/template as a starter sales page. It tells you EXACTLY what to write.

And the formatting isn't modern but it does work. Nothing fancy. But it works.

Add to that what you learned by reading and studying successful sales pages.

You can go to muncheye.com and see the sales pages of upcoming launches. If you sign up as an affiliate for Jvzoo and Warriorplus, you can see the sales numbers.

If you look at successful products that sold 1,000 to 5,000 units and COMPARE the sales pages to products that sold 0 to 10 units, you'll QUICKLY see the difference in what works and what bombs.

Do the work.

Do the research.

Don't be lazy.

Warrior+Plus Marketplace Vendor Affiliate

782 999 49 103

Affiliate Offers

DEAL OF THE DAY **The Best (and Fastest) Lead Finder Ever? (Wow!)**
 "...All I can say is WOW! No lead finder out there comes close to the amount of features and data you get with this..."

Affiliate Offers Show:

Offer Title / Keyword Vendor Name Sort by Filter

Pulse Score

Reset

Rows per page 50

Prev 1 - 50 of 7262 Updated less than a m

Offer	Release Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Refund Rate	
Want more exposure for your affiliate offer? Advertise Here							
EZ SalaryZ moshbari \$\$\$\$ 31	2020-03-06	1000+	7%	\$2.76	\$40.28	1%	112.78
VidInc Bish \$\$\$\$ 17	2020-03-04	2000+	12%	\$4.55	\$37.99	6%	110.07
*CB Profit Sites - 100% Done-For-You! superwarriors \$\$\$\$ 12	2020-02-28	2000+	21%	\$9.02	\$43.08	7%	96.97
STOMPERRR brendan mace \$\$\$\$ 45	2020-03-10	2000+	9%	\$3.72	\$41.72	1%	92.89
InstaBot - Deal Of The Week digitalpagedesigns \$\$\$\$ 21	2020-02-25	3000+	13%	\$4.30	\$33.79	10%	84.20
Internet Marketing Alphabet dawudislam \$\$ 1	2020-03-13	100+	14%	\$2.03	\$14.60	0%	62.10

You're able to click and SEE the sales pages.

Then you can scroll down and look for products with 1 to 10 sales and look at THOSE sales pages.

The difference will usually be as obvious as the nose on your face. Not always. But usually.

One will look like crap.

The other will be really great.

And yes, I understand when you're starting out, you don't have the high-level skills those pages have. But you can certainly learn a ton from them.

But lets be real here. The people with pages that look like total and complete crap and didn't sell 1 didn't do the work.

They didn't do the homework.

They underestimated the task of getting the sale.

You can't be lackadaisical about getting sales, even if the product is cheap.

Don't underestimate the task.

It's not "easy" getting people to give you money. You have to actually build up value 10x or 20x in their eyes vs. the money they're giving you.

And you have to do your bit to learn the craft.

Again, I've given you a shortcut.

If you'll use attractsalesnow.com/template and study the examples I gave in the above products of how I personally used it, you'll do fine.

Hint: My examples show screen caps of the pages. I didn't exactly hide it. I'd show you here but I want you to READ the above reports well. If you don't know what I'm talking about, you didn't read the reports well.

LOLZ.

I didn't exactly hide it.

What About The Content For The Product?

I explain in the above reports in great detail how to do your mindmaps or slides and record your product.

I talk about how you find and get the content.

For example, you look at the common questions that pop up over and over in Facebook groups on your topic.

You look at the table of contents or topics of any products on Amazon, Udemy or Skillshare in your niche.

You go in groups and look at what people have problems with, what they ask questions about, what do they want to learn?

Now in Milcers I have newsletters where I show you in-depth exactly, precisely in detail how to research this.

For your first product, though, just do a good 1 hour or 90 minutes. It isn't rocket science.

Half the people or more will never make it beyond the first 15 minutes of your first video or the first 10 pages of your PDF.

And for those who do, make sure you give them some things they didn't know. This will be easy if you do a week's worth of intense research in the evenings or mornings.

If you're really stuck, I have a product you can buy called [Interview the Expert](#) and it's how to get interviews with experts. That gives you audio and video. Then you can also transcribe the same using rev.com.

I even have a friend who hires people to create and record his products for him.

Others hire people on Fiverr to record videos.

There are no obstacles today other than in the limitations we self-impose on our minds.

Which brings me to this...

The Biggest Obstacle To Doing Your First Product Is Mindset

I'm not sure why.

But a lot of people struggle with a variety of issues like lack of motivation, lack of confidence, lack of expectation of success.

So they don't do anything.

If you WANT to do something and you find you aren't ACTUALLY doing anything, then something is going on.

And the meal ticket for YOU might be investing in training to boost your mindset.

Invest in some goal setting training.

Invest in mindset books.

You might try self hypnosis or hypnosis. Look up Tellman Knudson on Facebook.

You might try Anthony Robbin's 30-day Personal Power program, which I personally got a great deal from, in spite of whatever controversy there is about him. I thought his program rocked.

You might try binging on Bob Proctor Youtube videos. Or old Earl Nightingale, Napoleon Hill and Jim Rohn videos. Or whoever does it for you.

If you struggle with mindset, this isn't a one-time thing.

This is an everyday thing like brushing your teeth.

Every day you'll need to feed your mindset.

Another option is EFT which is Emotional Freedom Technique. You'll find videos on it by Gary Craig on Youtube. Great method.

And if you feel depressed, get evaluated.

A friend of mine had real motivation problems. So he went to a psychiatrist and got tested for depression.

He found out he was severely depressed and didn't even realize it because he didn't "feel" depressed. So now he's on some medication and therapy.

There ARE times and places where you might want to work with a qualified medical professional to counter depression.

Personally, I get value reading and re-reading the old Zig Ziglar goal setting books and materials. GREAT stuff.

A prerequisite to making money is the ABILITY TO TAKE ACTION.

If you don't have the ability to take action, then no amount of marketing training is gonna "cure" your lack of money.

You need to fix your action problem.

Making money takes action and activity to set everything in motion. Sometimes it takes a lot of action.

Did I NOT Address Your Personal Obstacle?

Maybe you have an obstacle I didn't address here.

Here are a bunch of other common problems and solutions for you:

Based on surveys I've done, you've told me there are many things you've said stand between you and your goals.

- * Lack of focus
- * Overwhelm
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- * Procrastination
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- * Not good at “tech”
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- * Don’t want to create products
- * Just want to be an affiliate

Let’s go through these one by one.

Let’s Now BLAST AWAY Any And All Problems, Obstacles and Objections With Getting Started With Income Layering

We’re going to tackle these one by one.

1. Lack of focus – If you don’t know WHAT you’re going to today to build your income in whatever time you’ve allotted, you’re NOT going to focus. Your brain doesn’t know what to focus on.

But when you know “This is the income layer I’m working on, WHY I’m working on it and WHAT I need to do in order to get it going,” you’re going to be a lot MORE likely to focus.

Why? Because you have inner CERTAINTY about what you’re doing it and why.

2. Overwhelm – Feeling overwhelmed with everything to learn and do is often a problem.

This is another one I hear so much I created a product called the Overwhelm Cure.

A lot of people are trying to do 2 or 3 DIFFERENT models. They have out trying to sell social media agency services to local businesses. And they're trying to build an ecomm business. And they're trying to sell affiliate products or do an info products business.

When you stop trying to learn every method out there and just focus in on one that makes practical sense and is "doable," then everything changes.

Don't get me wrong. You still have to learn new things. But they ARE learnable and there's a lot LESS of 'em when you zero in on building your NEXT income layer and not on conquering every method possible.

You don't have to worry about ecomm.

You don't have to worry about FB ads unless that's your traffic method.

You don't have to worry about being a webinar king if your income layer uses sales pages or a video.

See, there's a whole lot you don't have to worry about when you KNOW what income layer you're building and why.

The solution is ONE MODEL.

Pick one.

Of course, I'm going to highly recommend you select Income Layering. It has enough VARIETY you don't get bored. But it's simple and practical enough that it's actionable for you.

3. Confusion – It's so easy to get confused. Every day someone in an ad, email, video or webinar is saying "don't do it that way, do it THIS way."

Understand that they have a vested interest in trying to SWITCH you away from what you're doing to their "greener pastures." You could argue that I'm doing the same thing. And there's some truth in that.

But my method makes you DEPENDENT on you, NOT on me. I'm here as your guide, the light a lamp to your path, NOT to make you dependent on me and my services.

When you have a clear goal and a clear path, and you know HOW you're going to get from A to B, your confusion becomes clarity.

4. Lack of focus – This is a big one. We are bombarded from FB ads, emails, and everything else with different messages all proclaiming their method is your salvation. The thing that takes you from A to B almost overnight.

Here's the crux of the problem – You start out with method 1. You run into obstacles and find out it's neither as simple nor as easy as you anticipated. And the results are going to come in slower than you hoped for.

Then method B comes along and it sounds faster, simpler or easier.

So you jump ship for “greener pastures.”

And inevitably your greener pastures isn't as easy, simple or as fast as you expected. So you're once again disappointed and jump ship once again.

This isn't your fault.

The fact is, you're NOT told upfront that there might be problems or obstacles and it might not go as fast as in the case studies.

This is WHY I created the *Fast Track Marketer's Club*. Absolutely there will be difficulties, problems and obstacles. We don't live in a utopia and there is no Utopia marketing method, although Cake Layering is as close to it as you get.

Remember, that “Cake” is slang for “money” or cash. You'll hear Grant Cardone talking about, “I'm gonna go get me some cake.” He means money.

The point is, in Fast Track Marketer's Club, our members have a community to go through if they run into a problem or challenge. And we have a monthly Q and A call.

You are NOT alone.

So let me say this: I'm NOT saying you won't run into obstacles. And your results will quite possibly be slower than you want. No matter what method you're talking about, probably if you run the stats only 1% to 5% make money.

Why?

First of all, only a small percentage ever even TRY. They just don't. Then, out of those who try, they often expect it to be fast, simple and easy and at the FIRST sign of a problem, they get discouraged and bail.

Or they expect ONE THING to make \$100,000 a year.

THIS is why I created Income Layering.

Your first deal may make only a small amount of money. That's GOOD! It's just one layer on your cake.

Now repeat that layer over and over.

Or stack on OTHER layers of income.

Bit by bit you get there.

For example, you can have money coming in from affiliate promotions to your list, emails to your list, a webinar you do, a membership site (yours or someone else's) that you promote, money from software you promote.

The possibilities for income are endless.

Just an example, I found out this week I can add a plugin to my wordpress that will pull in ANY Amazon offer that I want and pay me a commission on it.

That's another income stream.

And it takes like 60 seconds to add another offer.

So there you have it on lack of focus. The solution is proper expectations. We are NOT selling the Primrose Path or the Song of the Sirens.

5. Lack of Know How – A lot of models and methods are NOT fully revealed.

The teacher deliberately HOLDS BACK key parts of the formula or method. In other words, they show you this gorgeous cake.

But they never give you ALL of the ingredients. Like they don't ever reveal how to do the frosting. Or how long to bake it.

Fortunately, with Income Layering, everything is FULLY DISCLOSED. There's nothing I hold back.

Heck, just from what I explain in my newsletters, there's enough to get started. And then you have my products. Of course, in Fast Track Marketer's Club, I give you a whole Fast Start training. And we're currently doing a new Produce Promote that will be available to all newcomers.

6. No Plan – With a lot of methods, it can be really hard to know exactly HOW you're going to increase your income. And even harder to know what to do when you wake up tomorrow morning or after you get home from work.

With Income Layering, your PLAN is to stack Income Layers like layers on a cake.

DONE!

That is your plan.

And your 30-day plan is to build out your Income Layer for THIS MONTH.

It's just that simple. Problem solved.

7. Get Distracted – Boy, this is a big one.

It's very similar to lack of focus.

Between Facebook lives, Facebook groups, newsfeed ads, retargeting banners, emails, Kindle books and more, no small wonder people get distracted.

This is where being part of a group that keeps you ON TRACK helps out. But the big thing is this: When you KNOW what your model is, WHAT your plan is to add income THIS month, when it's ALL crystal, you're a lot less likely to get distracted.

Would you agree with me on that?

8. Procrastination – This one plagues a lot of people.

The CAUSE of procrastination is a low expectation of success. You can study it a lot, and that's what you'll find out.

If you don't believe you are likely to succeed at it, you won't follow through. The expected payoffs or benefits aren't there. This is why visualizing the successful completion of your goals ala chapter 2 of Think and Grow Rich and the *Magic of Believing* works.

You need a model you BELIEVE in and that makes sense. I believe the Cake Layering method IS that method.

With a lot of methods, if you try and don't have a big success right off the bat, you get discouraged as I've explained.

But when you are building layers on a cake, you just duplicate that layer or stack on new ones.

You KNOW that if you keep at it, you put the odds of success in your favor.

There are no guarantees. No 100% certainty. But Cake Layering comes as close to it as you'll likely find.

An entrepreneur is someone who takes additional risk for the potential of greater reward. You risk your time and money.

The typical criticism of money-getting programs or methods is that "risks weren't disclosed."

In Cake Layering, I disclose the risks. It IS possible to invest time or money and get no return.

Because of the strategy, I think we greatly minimize that risk. All things are a risk. I mean, sleeping is a risk. You can't guarantee me you'll wake up in the morning.

What we want to take are wise, calculated risks aligned with our goals. And we want to do all we can to put the odds of success in our favor.

There are always risk like changes in the economy, market demand, competition, and a whole long laundry list I'm sure you can look up in Google.

The main risk is, you won't sell.

Fortunately, because I was a copywriter and I've been doing this full time since 1997, we can minimize that risk with the right methods, like my 12-product survey and others.

The other thing is, a lot of methods require you to invest \$6,000, \$10,000, \$30,000, \$70,000 upfront.

With Income Layering, the investment is very small.

You can start just with my inexpensive products and what you learn in my newsletters. And should you desire the vast amount of systems and support I provide in *Fast Track Marketer's Club*, your investment is very, very minimal.

There's nothing else like it. It's the ONLY Income Layering program using only info products.

The SOLUTION to PROCRASTINATION is to raise your expectation of success by participating in a community, learning proven methods.

9. No Time – I hear this a lot. “I don't have time.”

We all have the same 24 hours in a day. What makes a difference is what you make a priority. You have to cut things out if you really WANT it.

If you don't want it, you need to read chapter 2 of *Think and Grow Rich*. And ask yourself if your CURRENT PATH of activity is going to get you to the B point you want to get to.

If you keep doing what you're doing, one year from now how much closer will you be to your goals and what you want?

The ONLY way to GET TIME is to cut out something else.

But I'll tell you this: People spend a HUGE amount of time everyday on Facebook! They don't have problems finding time for that. They spend a huge amount of wasted time.

So if you eliminate some time-wasters and low priority, low payoff activities and replace them with activities that get you closer to your goals, you'll FIND the time.

You MAKE TIME!

Time doesn't magically appear.

So the solution is cut out time wasters.

Cut out low payoff activities.

This may require negotiating with a spouse or family.

You may have to cut out a few TV shows. Or stop spending so much time on Facebook.

For a LOT of people, they GET the time just by focusing on ONE MODEL and STOPPING all the endless research on all kinds of different opportunities for fear of missing out on "the big one."

For 90% of people, that's all they need to do. Just focus on one strategy or model and cut out the others. They waste an enormous amount of free time just researching new opportunities that sound exciting.

Once you dig into a method like Income Layering, the dopamine hits go down as you aren't constantly discovering a new, incredibly sounding, dreamy thing.

DOPAMINE HITS often control our lives!

Dopamine gives us a quick burst of euphoria or “feel goods.” New things. Novelty. These provide us with dopamine hits.

Now you know the obstacle.

10. No Money – “Marlon, I just don’t have the money.”

No money for coaching.

No money for software.

No money for whatever.

And my response is, then you REALLY freaking NEED to create new INCOME LAYERS.

Cause if you don’t, how is it you think TOMORROW you’re a gonna have more money than you got today?

You aren’t.

That’s how.

If you’re broke now, you’re just gonna get broker unless you take COUNTER ACTION.

You can sell more of your TIME. But we already know you don’t have enough time as it is.

That leaves you with selling PRODUCTS instead of your time!

This is my solution to NO MONEY.

But you don’t have products to sell, do you?

THIS is why Income Layering has the potential to change your life. You can sell PRODUCTS for money instead of your TIME.

I still make money from things I created 10 years ago and longer. I mean, back in 1997 or 2001.

To FIND the money, you got to ELIMINATE something. You don't need a lot of money to start but you need some for Fast Track Marketer's Club, hosting (\$4 a month) and an autoresponder.

If you already know how to SELL something, do it. If you can know how to create a simple product and sell it, DO IT.

Get going.

Get started.

11. No list – “I don't have a list like you.”

The thing is, I wasn't BORN with a list. I had to build one just as every single marketer does.

The way you build a list is by creating and selling info products. There are ways to promote your info products for FREE that don't require a list.

So that is how you get started. For example, you could do Youtube videos, a Facebook group, Facebook posts or live streams, Youtube live streams, an affiliate program, content marketing, viral marketing, contests.

You BUILD a list by selling info products. That is how you do it.

12. No credibility – How can I create and sell info products? I'm NOT an expert at anything?

At infoprofitsbiz.com/catalog I have a product called Interview the Expert. That's all you need. I also have a report there on how to overcome the credibility problem. Both are recommended.

13. No ideas for products – This is solved by simple know how.

Methods I've taught in past newsletters and I teach in my programs include:

- * Differentiate on an attribute
- * Idea combination
- * Turn complaints into profits

- * Next link in the chain
- * Winning Value Proposition
- * New branch products

The easiest thing to do is to watch for the things people complain about and create solutions for them. And observe what they already buy over and over.

Then give them a reason to buy from YOU instead of someone else.

The point is, there are MANY methods for coming up with winning info product ideas once you have a little know how. This is no big obstacle.

14. Can't figure out niche or target market

This is one of the most difficult ones.

In Week One of Produce Promote, DeeJay and a few other had a breakthrough on coming up with a niche or target market.

Eric got a brainstorm for a niche based on some things we talked about. And I gave a HUGE, long list of dozens of info product niches and target markets.

I also taught the Sullivan Circles method.

In *Fast Track Marketer's Club*, I have the most advanced processes anywhere for coming up with your target market. And we also work on this once a month in Q and A days.

But if you're stuck, my advice is START SOMEWHERE. Combine what you're interested in and/or good at with what people BUY.

Get started.

You'll learn skills you can apply to ANY niche. But get going.

STOP STOPPING YOURSELF.

15. No Money For Advertising

This one is simple.

Then get traffic with other methods. I teach traffic monthly. I prefer FREE traffic to paid, although I plan to do more paid also.

It's a misunderstanding if you think you need to buy traffic in the beginning. You don't. Use free traffic methods. There are a million of them in Youtube videos.

My personal fav is an affiliate program. But there are other options.

16. Not good at tech

I hear this all the time.

And 5 years ago, it was tough.

But we don't live in 5 years ago.

We live in the now. And now there are amazing programs that are tech-free. And make it so simple and easy.

Teachable, Thinkific, Kajabi, Wishlist are a few that are all somewhere between easy and drop dead easy.

The tech is no longer a problem. It just isn't.

17. Can't Write

Then talk. You can always get it transcribed at rev.com. But you can do video products and video sales letters. No problem at all.

18. Can't Talk

Then write.

If you can't talk and can't write, you're going to need to hire help. Fortunately, onlinejobs.ph has people you can hire on a budget.

I have a friend who has 1 person write a script and another person record a video using the script. And it doesn't cost him that much money.

19. Don't want to be on video

I do think video is becoming more important.

But you can do screen capture videos just fine. Your face doesn't have to be on video. And in a pinch, you can just write instead. I know people who hire out their video using Fiverr.

20. Can't talk clear English

Then do what my friend does and write a script. Then hire someone to record the video.

But I also know people who do well and don't speak that great of English.

21. Don't Have Affiliates

You get affiliates by creating products people want to promote. No one is born with affiliates.

I give you copy / paste messages to get affiliates.

22. Don't Have a List

You get a list by selling products. So concentrate on creating your Income Layers and selling them.

23. Don't Know Anyone

The best way is to go to seminars.

But you'll find that you make friends when you have a list and promote other people.

People will gravitate towards you when they see you're a go-getter.

24. Tried Before And It Didn't Work

It's awful hard for Income Layers to "not work" if you stick to it. One layer may flop. But you STILL probably got something out of that layer. Learn from it and go do more.

The real problem here is promotions lead us to expect we'll do one product and money will flood in.

That happens but not usually on the first product. My philosophy is to hit singles and doubles.

A triple, home run and even a grand slam will slip in there if you keep doing it.

The SECRET is to learn to HIT SINGLES!

That's what Cake Layering is all about. That is our "secret sauce."

25. Don't Want To Create Products

You can hire others once you get rolling. In the beginning, it's best to do it yourself. But when you have the right methods, it can be faster and easier than you might imagine. But even if it isn't, at some point, you can hire others to do it for you partially or completely. I know I have and did.

The alternative is to trade your time for money instead of products..

Would you prefer trading your time for money? That is called a job.

26. Just Want to Be An Affiliate

There aren't many super affiliates who don't create their own info products to build their list.

THE best way to build your list is by selling a few of your own products. You don't have to do tons of them.

But the best way to build your list is to create some products. There are people who are great at doing Youtube videos, buying solo ads and so forth. But the better path in my estimation is to have your own products to build your list. Then promote affiliate products to that list.

How to Prioritize Your Ideas Using The Instant Darwinian Prioritizer

If I've done a good enough "sales job" you're now ready to get started.

You START by prioritizing your ideas:

What's the one thing that could make you the MOST money by 1 or 2 months from now?

How about the most money by 30 days from now?

Do you know what that is?

I'm going to give you the SIMPLEST method in the world to figure this out.

Now, just like last week's issue, this is only for SERIOUS marketers. I'm NOT sugar coating, selling you blue sky, and blowing smoke anywhere I can.

But as I explained in *Secrets of a Lazy Internet Marketer*, the thing we strive for is to get the results with no more work or effort than NECESSARY.

In other words, as much as possible, work smarter not harder. And that's what today's method is about:

**How To Stop The Incessant Swirl of Ideas
In Your Head And Follow A Rational Method To Select
The One With The Biggest Payoff and Impact**

You have all these ideas swirling around in your head.

You buy this product on how to use such and so method. And you're all excited.

Then you get an email about another method and get all jazzed about it.

Then you read my ezine and decide, "Nope, THIS is what I need to do."

So you contemplate, PLAN, think, DESIGN, organize, worry about obstacles, try to figure out the best route.

And if you're like most people, in the end you may spend a little bit too much time sorting through the SWIRL ideas and not enough time FOCUSING on one of 'em.

But it isn't your fault.

Nope. It really isn't.

The PROBLEM is a lack of a system for organizing and sorting your ideas.

Here Are The Benefits Of My Instant Swirl Of Ideas Prioritizer

Benefit one: You'll be able to get all those ideas out of your head and into a process that prioritizes them for you and allows you to focus on the ONE idea that makes the most sense for you this NEXT WEEK.

Benefit two: You'll have a process to take NEW IDEAS and insert them right into your "swirl of ideas" prioritizer mechanism, so they're out of your brain and you aren't worrying about them anymore.

Benefit three: You'll get newfound CLARITY of thought and focus of action that frees you up and makes you feel like a new person.

Benefit four: You'll be able to STOP the endless research and method hopping and zero in on one thing.

My Personal Experience With This Method

Here's why I recommend it.

I'm a very creative person.

I read incessantly.

I routinely get more ideas than you can shake a stick at.

I have a "new product ideas" notebook where I write down all these ideas. And I have another "marketing ideas" notebook where I write down all my marketing ideas.

But how do I know WHICH idea is more important than another idea?

Darwin talked about the Survival of the Fittest.

Shouldn't your "Swirl of Ideas" be the same? Where only your TOP idea or ideas SURVIVE the competition, so you spend your very limited time, money, focus and energy on the BEST ideas?

The Instant Swirl of Ideas Darwinian Prioritizer

Here it is.

The SOLUTION.

You can apply this TODAY and know EXACTLY which of your ideas to focus on for the next 7 day that could have the biggest payoff.

I call it INSTANT because after you enter your date, you click one button and BOOM!

The answer is instant. There is prep work though.

Here's how it works:

Step one: Open up an Excel, Open Office or Numbers Spreadsheet, or an iPhone or iPad app.

If you have an iPad or iPhone, search APPS for “spreadsheet” and you’ll find plenty you can use right on your device.

I found a very nice app for my iPad that does spreadsheets. And it was free or only a buck or two.

Or, you can do it right on your desktop.

Step two: Create 4 column titles

Column one: Idea

Column two: \$ Impact

Column three: Probability

Column four: I x P

I’m borrowing this ranking from Overwhelm Cure. Now, in that product I go much, much more into detail and show you how to create visual charts and tons of other cool stuff.

But JUST using the Darwinian Prioritizer I give you right here, you can experience virtually instant and amazing clarity, focus and results.

Step three: Get all of those ideas you got out of your brain and onto your column labeled “ideas”

That’s right.

Get the list of ideas SWIRLING around in your head OUT of there and onto your spreadsheet where you can let the Darwinian process rank ‘em for you.

Step four: In the \$ Impact column, take your BEST GUESS of how much money that idea will make you in the next 7, 30 or 365 days.

You get to choose what timeframe you use to evaluate your ideas in.

Having said that, take your BEST GUESS for each idea of what you think it will realistically make in that timeframe.

What’s the payoff.

One way to come up with this estimate is to ask others in the forums you participate in and have made friends with what THEY made and how THEY did and in what timeframe.

What?

You don’t know anyone in forums and haven’t made any friends online who are doing stuff?

Well, now is the time to start and you can put that on your swirl of ideas list.

Step Five: Now Estimate The PROBABILITY of That Success

The more you already have the SKILLS or EXPERIENCE to do the tasks required, the more you are friends with others who have done the same and you can get advice from them, the higher you can rate your probability of success.

The more COMPLEX the project is with the more STEPS required, the longer the timeframe involved, the more you have to hire out help or freelance work, and the more you're relying on things beyond your control like Google rankings, the lower the probability of success.

For example, if you have a list of customers or hot prospects and your activity is to launch a new product to that list, that's a high probability of success, like a 9 or 10.

If you have 4 or 5 affiliates PROVEN to promote for you, that's a high probability of success.

If you have a complex project with a lot of steps and no experience at all, that's a lower probability of success, like a 3, 4 or 5.

Getting a guru to promote your product? That's like a 2 or 3.

Co-creating a product with 4 or 5 friends and everyone agreeing to promote it to their email lists? That's an 8 or a 9.

Doing ad swaps and then selling products via email? That's an 8 or a 9.

Trying to sell a weight loss affiliate product using seo methods? That's like a 3 or a 4. Maybe a 2.

Taking a product you are passionate about, creating a set of bonuses for it like I explain in Swagbox 7, then getting others to promote it to their list and you suck up a second level commission, that's a 7 or an 8, depending on your networking and persuasion skills and your ability to create bonuses.

This is NOT a science.

You get BETTER at it with experience.

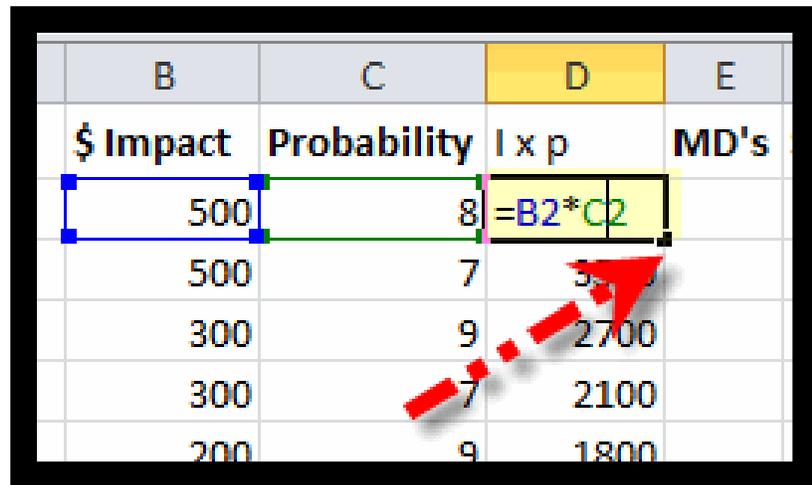
The one thing you can do to improve your estimates is to ask others who have already DONE it.

Step Six: Multiply I x P

You do this with a FORMULA in your spreadsheet, or you can do it by hand.

In Excel, you type this in your I x P column:

=B2*C2



B	C	D	E
\$ Impact	Probability	I x p	MD's
500	8	=B2*C2	
500	7	3500	
300	9	2700	
300	7	2100	
200	9	1800	

Then you mouse over that little arrow on the lower right corner (where my red arrow is pointing) and you drag that sucker down the column and it adds the formula to every cell.

You'll notice that I have ranked probability from 1 to 10 with 10 being the highest.

The impact column is for one year ranking by 1,000's. So a 500 means I estimate the idea will return \$500,000 in 12 months.

Step Seven: Sort on your I x P column and put it in priority order.

I currently have 66 ideas in my New Products Prioritized Darwinian spreadsheet. Here is a portion of it? Now, as you can see, I have a number of other columns I plan to add ranking factors in. But the two most

important are \$ impact and probability

	\$ Impact	Probability	I x p	MD's	\$ per Monthly MD	Monthly MDs	\$ Back End	My Time	Lisa Time	Tag	Tag
	500	8	4000								
	500	7	3500								
	300	9	2700								
	300	7	2100								
ity payout	200	9	1800								
	200	8	1600								
	150	10	1500								
wall stat holders, printed swipe files	200	7	1400								
	150	9	1350								
	150	8	1200								
ing, cd month, seminars....whole line manuals	150	8	1200								
	150	7	1050								
hose	200	5	1000								
ig, lists	100	9	900								
ollars for dimes appeal and scarcity	100	9	900								
	100	8.5	850								
	100	8	800								
	100	8	800								
	100	8	800								
brand own affilaite program.	100	7	700								
	100	7	700								
	75	9	675								
rs market it via sub id in infusion	70	9	630								
's mobile so teach people how to sell for it	75	8	600								
	50	10	500								
	50	9	450								
	75	6	450								
	75	6	450								
	50	8	400								
	50	8	400								
	75	5	375								
	75	5	375								
nd how doing it	40	9	360								
	40	9	360								
	40	9	360								
rations	40	9	360								
ends.	40	9	360								
	50	7	350								
	50	7	350								
	20	1	200								
	20	1	200								
udge	40	3	360								
epouse	40	3	360								
	40	3	360								
	40	3	360								
ing from spouse is	40	3	360								
	10	2	200								
	10	2	200								
	10	2	200								

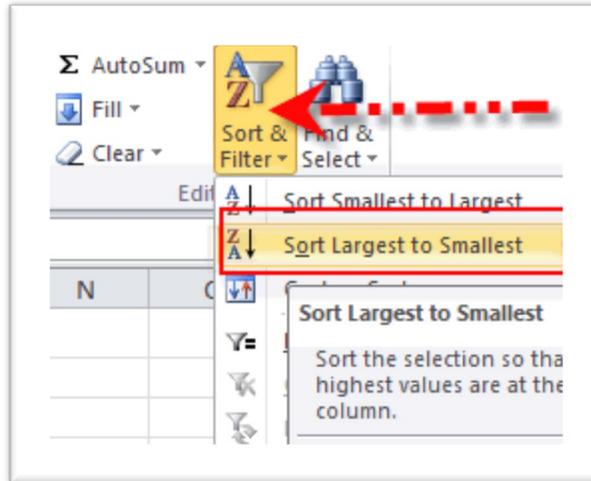
The beauty is there is ONLY ONE that is #1.

Just one.

I can easily look down that list and compare how I estimated the impact and the probability.

Remember, it's your best guesswork and not rocket science. You can certainly look at your ideas as a WHOLE and then re-evaluate.

Here is how you sort your ideas in Excel:



I have a question:

Who else is teaching you these things?

I dare say NO ONE.

You want to know why?

Only SERIOUS internet

SUMMARY: The secret of being a LAZY INTERNET MARKETER is to have others do the work or to plan it out in such a way that you do the MINIMUM work you need to do with as little RE-WORK as possible, and as efficiently as possible.

What the **Instant Darwinian Prioritizer** does for you is gives you a method to get that swirl of ideas OUT of your head and onto a spreadsheet where you can RANK THEM by impace and probability.

The OUTPUT is a prioritized list with only ONE ITEM as number one.

That's the item you do your Sales Letter Blueprint with.

Time To Put Together Your Sales Letter Blueprint

Depending on how much of my stuff you've studied, you may not know all the answers. Many of the things below I've taught in different products or places. But fill in whatever you can as it'll help you write your sales letter.

If you don't know the answer, for now just blast past it and answer what you DO know. Then go to the template I gave you and start banging out your sales copy.

If you're STUCK doing that, then do it for an IMAGINARY PRODUCT.

1. What is the temperature of the audience?

It's important to know who you're writing to:

Cold – Don't know the problem, opportunity or you

Warm – Know the problem or opportunity but not your solution

Hot – Know the problem or opportunity and your solution

2. What is the ideal customer avatar?

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.

3. What is the state of their existing desire for your solution?

- a. Extremely strong desire
- b. Average
- c. Really need to fan the flame

3. What is the state of sophistication of the market?

- a. Simple promise will work

- b. Need a bigger or wider promise
- c. Need a mechanism
- d. Need to escalate mechanism
- e. Need an identity picture

4. What are your Doug Hall essentials?

Overt Benefit: _____

Dramatic Difference: _____

Reason to Believe: _____

5. What approach should sales copy take?

- a. Offer
- b. Problem solution
- c. Big promise
- d. Instant result
- e. Juxtaposition
- f. Case study

- g. Heavy proof
- h. Prediction
- i. Story

6. What are your most compelling elements of proof or what proof do you need to collect or create?

7. What unique features do you have?

8. What is your value proposition?

Your value proposition is a statement of the experience you'll provide to the customer vs. the other alternatives available.

(Benefits – Costs) vs. alternatives

9. What key sub-promises will you make?

10. What are they key psychological motivations of your audience?

11. What are the bonuses for your offer?

You normally create bonuses to answer key objections your prospective buyers likely have. You also create bonuses for instant benefits.

Bonus 1: _____

Bonus 2: _____

Bonus 3: _____

12. What is your bargain appeal?

What is your price comparison or strategy to make your price a bargain?

13. What are your elements of fast adoption?

Reference Point and Click Coaching for details.

Relative advantage_____

Complexity_____

Compatibility_____

Trialability_____

Observability_____

14. What is your scarcity?

Time limited_____

Numerical_____

15. What key benefits do competitive sales copies hammer on?

16. Vs. all the competitors and alternatives, why is your solution the best overall value for the buyer?

Now that you've got some "fodder" to work with, head over to attractsalesnow.com/template and start writing your sales copy.

Personally, I like to just pull up the template in Instabuilder and use that. But use whatever page builder you have.

After you write your sales page, then do your mindmap or slides as I've taught you and record or write your product. Then you can use the launch strategy that is in the bonus video for the [6 1/2 hour product launch product](#). [And also the method here](#).

If you'd like my help in doing this in 1-on-1 personal coaching, it's \$1,000 a month and you can [message me here](#) to chat about it.

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."



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

