

MILCERS NEWSLETTER

**AN EXCLUSIVE PUBLICATION
ONLY FOR MEMBERS OF THE
FAST TRACK MARKETERS
CLUB.**

THE DISPATCH

**SPECIAL EDITION ON CREATING \$37, \$65 AND \$97 PRODUCTS AND OFFERS
AS STAND ALONE PRODUCTS OR OTO'S**

Hello **Milcer**,

This month we dive into creating and selling a STAND ALONE \$37 to \$67 product that can also work as an OTO.

The SAME foundation will be used for a \$97 product. I'll show you a \$97 OTO based on this formula that works for me.

You will discover:

- * A simple \$97 OTO model ANYONE can follow, including YOU! (And you can create in a few hours)
- * How I used bullet points to sell a \$1,000 product (and the 1 KEY ingredient it had that my lower-priced products don't)
- * A complete A to Z Formula breakdown of a \$65 sales page you can model easily.
- * The psychology of \$5,000+ sales
- * The psychology of \$100+ sales
- * How to generate cash BEFORE you create the product

The REASON I'm writing this Dispatch is largely so you understand the PSYCHOLOGY, although we'll get down to specifics also.

So the last part will cover SPECIFICS. Relax. I'll get to it.

Most people don't understand the PSYCHOLOGY between lower priced products and higher priced.

We can sell SECRETS products up to say \$100 and even \$200 on curiosity. At some point, and there's no scien-

tific way of knowing, the psychology tends to shift from selling SECRETS to selling time.

That'll make more sense in a minute.

Now, nothing is black and white.

I know of sales letters that sold \$1,000 to \$5,000 products based on CURIOSITY. That requires a market where the demand for information greatly exceeds the supply.

For the most part, you're going to SHIFT your psychology.

Last month, we talked about a done-for-you OTO 1. You can do checklists, templates, done-for-you whatever. The idea is people want someone else to do the work for them.

All they want is the RESULT.

The more you can do that, the more they'll pay. The more you can do the thinking and work for people, the happier they'll be.

I want to dive into this deeper because it influences anything you sell. You need an understanding of this to put together the most attractive offers you can.

The big promise and overall idea or concept you're offering or selling has a huge impact on sales.

Instead of talking about this in theory, we'll look at it in terms of our own Fast Trackers.

This is a new learning curve for all of you.

For the most part, you've been working probably 3 months to do some

research and write a bullet-point sales page.

You've been through a learning curve and learned how to write 4 U's headlines based on the awaionline formula: Ultra Specific, Urgent, Useful, Unique.

You've learned how to research great bullet points.

You've learned how to write 'em up Gary Halbert style.

You've learned how to write your sales page based on the template at attractsalesnow.com/template.

You've learned how to create a product based on bullet points.

I've posted in the Facebook group multiple examples of great Facebook ads written using mostly bullet points.

You've learned how that oftentimes you can pick out your best bullet point and use it as a headline.

So you've come a long ways.

But still, you're working on your research, bullet points, sales page or product.

You can SEE why "done-for-you" appeals to people. Now, I gave you URL's for online programs / services that will write your bullet points or headlines by plugging in your info. You can read the past dispatches if you overlooked those.

Those are a form of done for you.

But what I want you to see is our process is SIMPLE. Research, write bul-

let points, write sales page with said bullet points. Write or record product based on bullet points.

The DOING of it isn't easy as it's a learning curve. It's as easy as I can possibly make it. But it's still a learning curve. Fortunately, you get it ONCE and you usually have it for LIFE.

You should be able to write bullet points and 4 U's headlines the rest of your life.

The bottom line is, most people have challenges confronting the ACTIONS and ACTIVITY it takes to produce RESULTS.

They have BILLS. They have health challenges. They have financial pressures.

If I sold a higher end program, say \$5,000 or \$8,000 or \$10,000, AND I had a team that would do the research, write the bullet points, create the sales page and write up the product, it would probably be an easy sell.

Does that make sense.

DIY _____
_____ DFY

Do it yourself is on the left. Done for you is on the right.

In the end, all people want is the RESULT. And that is why they buy DFY – Done For You.

Most people want to lose weight without going to the gym or without cutting out bread, sweets, cheese pizza, nachos, bacon, eggs or anything else.

They want the pill.

THIS is why we can SELL.

In essence, we do PART or all of the work for people and make it FASTER and EASIER for them to get the results.

The more SHORTCUTS we give them, the more they're usually willing to pay. So I have a \$1,000 product I sold DIRECT from a sales page called Action Grid. Action Grid included a LOT of done for you stuff. Here are a few examples:

It's Simple, Easy and Low Cost to Create Your Product and Build Your Web Site Using These 19 Amazing Plug-N-Go Templates -- FREE!

I know you've already spent far too much time, money and energy on trying a bunch of stuff that doesn't work so I've included as many "fill in the blanks and do it FOR FREE" templates that I can afford to give you.

I say "*that I can afford to give you*" for 2 reasons.

One: It's expensive and time consuming for me to have these templates created for you. I have to pay someone to do all the work and make them as easy as possible for you to use.

And not only that, but they need to be "generic" and apply to any business idea you can come up with, for delivering ANY type of product online and offline so they take a lot longer to create than a regular run of the mill template.

Two: By giving these templates to you I'm potentially losing money.

That's because once you get these in your hands, you really don't need to buy any of my other products. Of course I do have advanced marketing courses that don't cover the stuff you're going to discover in the Action Grid BUT that's not what I'm talking about.

I'm talking about products like my Push Button Letters Software. Or my Push Button Survey Software.

I'm talking about "fill in the blanks" templates for ALL kinds of things you need and want!

Here's A Summary:

9) If you decide you'd rather deliver some digital files in addition to or instead of a physical product, just grab the Audio (Windows Media, Real Media) delivery template, add your audio file URL, click, save and upload.

10) Build your mailing list quickly and easily with the **"Plug-N-Go" Pop Up Window** Template.

This is, of course, **in addition to the regular sign up form embedded right INTO your web page**. And of course the pop up window is optional.

11) You will receive my handy **"5 point domain name selection checklist"** so you can be sure you're registering the absolute best domain name you can possibly think of.

12) You also receive a pre-formatted Audio CD Label template for ink jet or laser printers.

13) You'll receive not just one but **two "Plug-N-Go" handy shipping labels.**

But that's not all.... (although I am running out of room on this page to tell you much more about the Action Grid and everything included in the package!)

You also get:

*** Actual Real Life Examples of Pop Up Windows I Use On My Own Web Site:**

Not only do I reveal all my popup window secrets, but I also share actual results from exit pops, customer feedback pops and much more. These stats are amazing and you're sure to pick up even one or two profitable tricks from these examples.

*** Five Sample "pre-recorded" audios:**

Compare one file option against the other and make an informed decision on which type of media you'll use to deliver your audio products.

For instance, if server space is an issue to you, find out which file format to use to create audio files up to 40 times smaller than regular Windows Media!

But wait, there's more:

1) You get 6 separate teleclass conference call sessions on 14 Audio CD each a MINIMUM of 1.5 hours in length: (Deluxe Action Grid Kit)

You'll attend my private seminar from the comfort of your home. Just insert the CD into the computer, kick back, relax and listen in as the ideas flow.

Your mind will spin when you see all the new ways you can make profits by creating your own products. And of course I'll be there to walk you through the entire system from A to Z.

*The teleconference CD's are NOT included in the Standard Kit. They are in the Action Grid Deluxe Home Study course only.

2) You get OVER 2 GIGABYTES of data delivered to you on 10 Action Grid CD-ROM's.

The Action Grid contains MORE data than I've ever delivered before in any one package in my entire life.

3) You get my "Plug-N-Go" 7 page web site template (with the ability to "Plug In" several additional back end add-on pages)

4) You get the EXACT template I personally use to find out what my customers want to buy, so I can then turn right around, create it and sell it to them.

5) You will receive a "Plug-N-Go" customer service/satisfaction template to use **so you can follow up with your customers AFTER** they've ordered a product from you.

6) You get a "fill in the blanks, Plug-N-Go" promotional email template.

7) You get the "Flash Audio" product delivery template that literally plugs right into your main website.

8) You get the "Thanks for Your Order" physical product delivery and confirmation template that literally plugs right into your main website.

There was more but you get the idea.

There were pre-recorded audios, real life example pop-up windows, pre-formatted labels, checklists, templates.

Literally everything we could think of to do for them.

Some of you bought that product. It was a big product.

NO ONE sells \$1,000 products using sales pages. But if the product were relevant today, I could STILL sell it using the sales page.

Why?

Because it was a very enticing done for you. A HUGE time saver.

Interestingly enough, the sales page itself was largely constructed of bullet points. We might dig into this in a future Dispatch.

Here's the INSIGHT I want you to get.

Almost every single Fast Track member is under what?

TIME PRESSURE.

No one has enough time.

Everyone has the pressure of bills.

Everyone has other activities.

Everyone has family issues, health issues, these issues, that issues.

We want the EASY BUTTON.

We all feel like, "Crap, why do I have to learn all this or do all this. Can't I just push a button and get the result? All I want is the money coming in. I don't want to have to fuss with research, sales pages, bullet points, products, affiliates, traffic! Don't you get it? All I want is the MONEY!"

AND THIS IS WHY THERE IS ALWAYS OPPORTUNITY

Do you see the light?

One way to look at it is this: You do for OTHERS what you WISH the heck

someone would do for you!

THAT is why you know people will buy it.

You wish the HECK someone would just give you the easy button and you'd pay through the nose for it just to have the RESULT without the hassle, or TIME SUCK.

Especially the time suck.

But also the money. You need the money NOW not later. Well, that's like 95% of the WORLD.

You're not unique or special in that regard.

So can you see the OPPORTUNITY you have?

To give others what they dream of the most – an EASY button.

NOW, WHERE DO YOU SIT ON THE DIY VS. DFY LINE?

This is where the rubber meets the road.

DIY _____ DFY

On the left side, you teach people.

That is largely what I do.

On the right side, you do it for them. You sell services. If you have the ability to hire, train and manage people or outsourcers, that can be very lucrative.

Extremely lucrative.

But you need to be able to manage people and processes. And you need control of accounting so you net a profit.

But you CAN do very simple done for you like I did in Action Grid where we don't provide a SERVICE.

We just provide things we CREATE. Templates. Checklists. And that sort of thing. As many TIME SAVERS as you can think of. People eat that up. They love it.

Here's the thing: The more you walk down the "done-for-you" line, the more you can be blamed if people "try it" and it doesn't work.

Unfortunately, most people's idea of "I tried it" is somewhere between a very modest effort and just pathetic. lol.

When you start charging \$5,000 and more and doing stuff for people, the more you'll be blamed if they don't get the result.

The way big tickets are sold on the phone is this:

You find the pain people are in.

You promise the end result they want (no pain).

And you only briefly describe the HOW.

This is how big tickets are sold. Why? People want the RESULT! The more they're thinking about the RESULT,

the more they'll buy. The more they're thinking about what they have to DO, the LESS they'll buy!

Interestingly enough, people who are really freaking good at phone sales sell coaching for up to \$100,000 WITHOUT done for you!

How?

Because they are really, really skilled at the above.

Ted McGrath does it. I don't think you get any "done for you" in his coaching program unless you're spending \$100k or \$200k.

Over \$2,000 you're typically looking at phone sales. And it's a very specific system and method. And a lot of skill is involved if you're going to sell it WITHOUT "done for you."

Phone sales that involves a LOT of "done for you" is pretty easy in comparison.

THE QUICK CASH GENERATOR

So you're struggling for money and wondering where it will come from. One way is to offer done for you services. Or create products that have tons of done for you stuff in them.

These can be sold for up to \$2,000 with the right pitch.

We'll discuss that in the future.

For now, what I want you to know is. Only YOU can decide where you want to be on this line:

DIF _____ DFY

I personally dislike going too far down the DFY line. But I loved the way we did it with Action Grid. Boy, it was a lot of work. But we did sell quite a bit of it.

We also included a lot of done for you templates and things in Design Dashboard at a cheap price. But we were able to sell the lights out.

BUT MARLON, DONE FOR YOU DOESN'T APPLY TO ME

Well, there is no niche where people don't want the RESULTS without the effort. Now maybe you can't legally or morally promise results without effort. But you CAN do certain things for people.

Like figure things out for people.

Or provide flowcharts, checklists, interviews, how to's, step-by-step guides, cheat sheets, practice exercises, examples, case studies, shortcuts.

For example, on an EFT product, I bought videos showing actual therapy sessions. That was fantastic.

I think I also bought a seminar with different presenters covering applications in different areas.

Sometimes you just have to use your creativity.

MOVING ON TO SPECIFICS

OK enough theory.

What I like to do is find good models.

Sometimes I use my OWN models.

Sometimes I use models from others.

Here's a pretty darned good for a \$65 sales page:

<https://marlonsanders.com/secrets>

Here are some of the bullet points:

Borrow THESE Marketing Secrets And Apply Them To Your Product, Service or Industry

- ▶ A friend of mine became a millionaire at age 21 by selling his book to libraries around the U.S.! Then, he got on Oprah 120 times and she let him literally sell his book from the show. For more on how I met him, and the "behind-the-scenes" scoop, [click here now](#).
- ▶ How a friend of mine at age 19 made \$50,000 a month in Poland. And to this day, he's only grown by multiples of income with his secret strategy. You won't believe some of the conversations I've had on Skype!
- ▶ They're one of the largest marketers of big ticket seminars to dentists in the U.S. Yet, they have such a simple secret, it's crazy. [I got their Director of Marketing on the horn and spilled their secret](#). You won't hear this ANYWHERE else.
- ▶ Top-selling jokes book author has BIZARRE method of writing and selling joke books that brought in huge royalties. Her average book sells 10,000 copies vs. the 3,000 copies that is normally considered exceptional....I'm talking bookstore sales at full prices, not Amazon. In retrospect, it all makes sense. But I woulda never guessed this one in a billion years. Clever lady. Great secret. [Read more about it here](#).
- ▶ The oddball marketing system used by one of the top sales people for tear gas in the U.S. I had to work at the company to find that one out. It was a bit of a long summer. But hey, I got on TV, so it wasn't all bad. Kinda sucked when I squirted myself in the face with teargas accidentally!
- ▶ How an insurance agent used the simplest darned postcard in the world to end up OWNING the agency he was selling for, generating leads for a whole boatload of sales people! This is the quintessential lesson in simplicity, creativity, marketing acumen and lead generation.
- ▶ The seminar company that found out the WEIRDEST possible thing made a massive difference in how much people bought on the "back end." Hint: It has to do with the airport

Here is the FORMULA:

1. **Story opening**

This could be your typical 4 U's headline and a problem-agitate-solve opening. Or simply elaborating on the promise of the headline.

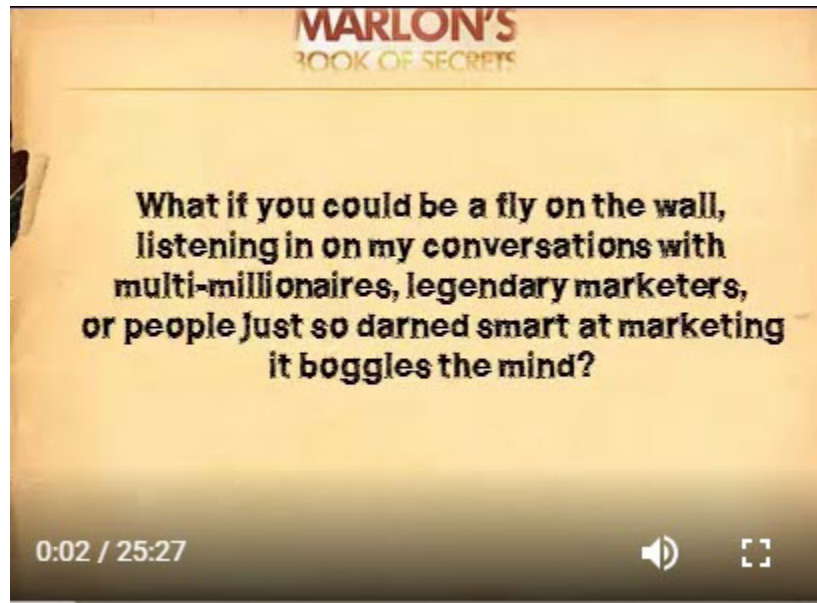
But I chose a story opening as it was a great hook.

2. **Bullet points video**

What you don't see is the bullet points video. I need to fix the page. Our video doesn't play anymore. I need to find a different video player. We

used to use JW Player but since this was the only site we used it on, I discontinued it.

This is an old HTML page. I need to get it in Wordpress so I can use the Thrive Architect video player. Here's what the video looks like.



And here's a [link to it](#) if you want to listen to it.

The reason I recorded the bullet points was I felt some people would rather listen or watch than read.

3. **Bullet Points**

I listed the bullet points in addition to the video. There are a LOT of bullet points, and they're pretty juicy.

4. **Answer Objections**

- Does this apply to MY business?
- Will I learn anything new or is it a rehash?
- How much money will these secrets require me to spend?
- How quickly could I see results?

Those are 4 key questions or objections people have. They're common with information products.

5. **Why I'm Sharing The Secrets**

Then I answer the question of why I'm sharing the secrets.

6. What They Get

I go through the 4 modules.

7. Benefits Summary

I summarize 7 benefits.

8. Price Justification

What Would It Be Worth To You If You Could Borrow, Apply and Deploy the Cream of The Crop Secrets I've Learned From Some of the Brightest and Best Marketers On The Planet?

Here's how I build the value:

There are a total of 32 SECRETS in this book.

Let's say that you pick out the 10 best secrets that are most applicable to you and your situation right now. You apply them the best as you can. Five work a little but nothing great. Three are really good. Two are blockbuster.

What could that mean to you? If it were only an AVERAGE per each of the 10 secrets of \$1,000 each, that would be a total of \$10,000 in value. Cut it in half and it's still \$5,000 of value.

Let's say that over the next 2 years each secret was worth a modest figure like \$250 to you.

That would be \$8,000 of value.

Or let's say you use only 1 secret per month for the next year. And let's say each secret only makes you a ridiculously small amount of \$100, given only a modest effort. In 12 months, that's still \$1,200 or \$2400 in 24 months.

Stated differently, if I just handed you \$1200, would you turn it down?

I'm not giving away my car, my house to bribe affiliates into promoting this product. I'm just not. Some of the modern Internet marketing hype makes me want to vomit. I just can't do it. So really, the ONLY way I have to promote this product and make it stand out in the swampland of Internet hype was to make the content REAL, practical, unique and rare.

I'm betting that there are still affiliates and people out there who actually care about the content of a product....who are still passionate about great marketing ideas.....who will still promote, endorse or spread the word about a product because they love it, and not because they're doing to win \$25,000 cash or some insane prize....and that's why I'm relying on you to spread the word.

These are stories, secrets, things that could only come from me and my life. They are the cream of the crop of everything I know. I'm proud to give them to you. And I'll be grateful if they not only help you in your business, group or organization but if you become an ambassador and help me spread the word in a grassroots way about this product.

See, what you want to do is BUILD UP the value for your offer. This is called PERCEIVED VALUE.

When you read offers and watch pitches, the thing you want to do is pay attention to HOW they build up value.

9. **Bonuses**

I know people want FAST results, so I have a 3-minute results method.

I know people want PASSIVE income, so I added a passive income video.

Then I added a quickstart training which is always popular, and is usually a webinar.

Those are 3 killer bonus ideas that can be applied to about anything. You just have to apply your creativity.

Now, if you're selling something where PASSIVE or FAST doesn't apply, THEN put your thinking cap on.

What DOES work?

What DOES apply?

10. **Guarantee**

You try to dress up your guarantee so it sounds really unusual and bold. Like I had an outrageous \$1,000 guarantee. I think some of the copy must have been omitted on this version of the letter I'm looking at as I don't even see an explanation.

Normally, I might say something like "If you don't agree you could make an extra \$1,000 from the

ideas you get, I'll refund every penny."

The LENGTH of your guarantee is important.

On Warriorplus I've gone to a shorter guarantee as some of those people are fund happy.

But in most marketers, you can do 30 and 60-day guarantees. On Clickbank 60 days is standard.

11. **Call To Action**

On this one, I offered a choice of 3 product variations. Usually, just one option is enough.

12. **Final Objection Answering**

In the PS, I answered one more objection:

The most common questions you likely have are, "Will I actually USE these secrets in MY business or endeavor? It's different? Plus, what if I get distracted, forget about them, move onto other things and neglect to implement them?"

YOU CAN USE THAT TEMPLATE FOR ANY "SECRETS" PRODUCT

It's a GREAT template.

Now, to get \$65, you have to be able to build enough VALUE. In this case, the value argument or value build, the premise, was really strong.

But overall, this is a GREAT sales page template.

A SIMPLE \$97 OTO MODEL ANYONE CAN CREATE – INCLUDING YOU!

There are themes and variations.

Sometimes you break up the bullet points into MODULES.

Here's a \$97 OTO that has performed well for me:

<https://infoprofitsbiz.com/overwhelm>

STEP 1: JOIN EMAIL LIST

STEP 2: CUSTOMIZE EXPERIENCE

STEP 3: GET INSTANT ACCESS

*** **KEEP THIS WINDOW OPEN!** ***

Save 85%

- ONE TIME OFFER -

**Grab "The Overwhelm Cure"
at the LOWEST price anywhere!**

You could pay the regular \$497 price
-- OR take action in the next 20 minutes
and get the "Overwhelm Cure" for **ONLY \$96.00**

That's MORE Than 85% OFF The Regular Price!



Notice the 3 steps at the top. That helps people understand they're going to reach the login after the OTO.

There's a short intro:

First of all, **thank you for your order.**

You'll love the instructions in the "List Building Secrets" product you just bought that make it simple to get your list built in a flash, just as others already have. People have told me that it helped them get their mailing list started in just a few minutes. And of course you know, the more subscribers to your list the more people you can reach with your sales message. That means more potential sales coming in!

However, once your email promotions are going out like clockwork, one of the problems you do end up risking is "Overwhelm" and getting bogged down in all the details.

That's why I created the "Overwhelm Cure" that reveals exactly how to vanquish your Internet Marketing overwhelm, delete your "To-Do" list, get unstuck and gain crystal clarity!

INTRODUCING THE "OVERWHELM CURE"

As a reward for just having ordered the List Building Secrets product, I'm **going to throw in the complete "Overwhelm Cure" for MORE THAN 85% off the regular price!**

There are 7 root problems and 6 basic solutions. The goal is to keep the solutions SIMPLE and doable.

Let's go through each one of these.

I've produced a new course that reveals what the causes of overwhelm and lack of money are and how to solve them.

WEEK ONE

What I do in the sales page is go through each MODULE with bullet points for each:

WEEK ONE

How to create Foghorns that replace your tasks and to do lists. How and why 25-minute Foghorns will change your life within 7 days and cause you to almost effortlessly get more done than EVER before

- » What a Foghorn is.
- » Why a Foghorn is a 10X more productive way to work than to do lists
- » The secret of **getting things done** using Foghorns
- » How to **NEVER get distracted** when you're working on a bucket.
- » Why failing to have clear outcomes causes problems and how to **form crystal clear outcomes** for everything you do.
- » Why **not having clear outcomes** causes you to run round in circles like a hamster on a wheel. If you feel like you're running harder and harder but getting nowhere, this is the reason.
- » The **3 items you MUST develop** clear outcomes for and how to do this quickly, simply and easily.
- » How to **develop outcomes** for time segments, projects, promotions and products.
- » **Develop crystal clear clarity** of what you're spending your time on and why.
- » This will make a big impact on your success **the FIRST week**.
- » The **secret of Timeboxing** and how it protects you from distractions, interruptions and A.D.D. behavior
- » Why Internet marketers are particularly susceptible to **A.D.D. type behavior**.
- » The **common time thieves** that plague Internet marketers.
- » The only **practical solution** I've found.
- » When to do **Foghorns vs. Timeboxes**.

WEEK TWO

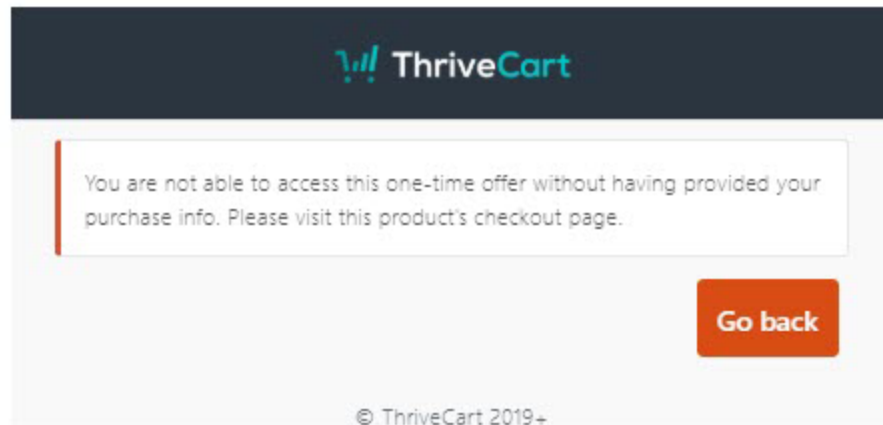
The REASON why "to do" lists are likely at the ROOT of your overwhelm problem and how to clean 'em off fast then take a project approach that totally liberates you from the burden of to do lists.

- » How to sort your to do lists into buckets and categories.
- » The difference between a category and a bucket and why you don't mix categories or buckets.
- » Why you feel overwhelmed if you have to do's and NOT buckets.
- » Why you should only focus on one bucket at a time.
- » Why working simultaneously on buckets and categories dooms you to feeling overwhelmed and how to create a prioritized bucket list that totally frees up your mind and gives you your focus back.
- » How to group your buckets together.
- » Why assembling your buckets into priority order will free up your mind.
- » The 7 steps to putting your buckets in priority order.
- » How to become a master manager of your buckets.

Then we simply close. You can't see the order button because it's dynamically generated by Thrivecart.

While many have sold for \$497, your copy is ONLY \$96 but ONLY for the next 20 minutes.

After that it'll be too late -- So take action now while you still can.



Just click "Add To Cart" button above, and we'll add "The Overwhelm Cure" to your order. You'll get **INSTANT ACCESS**, of course!

\$96.00

ACT NOW -- Save More Than 85%



But Marlon, I don't HAVE 5 Modules!

Well, guess what?

Neither did I!

You can generate CASH before you create the product by selling it as a webinar series.

That's what we covered in Month 1 of Fast Track on how to do Masterclasses.

We used the Produce Promote letter as an example. But it's kind of fancy. you can use the OTO format above.

Or here is my ORIGINAL sales page for Overwhelm Cure:

<https://marlonsnews.com/overwhelm/>

BUT MARLON, I DON'T HAVE WEBINAR SOFTWARE, OR I'M SCARED TO DO ONE

The thing about this business is learning to solve problems.

If you read the letter above, you'll see I did NOT offer LIVE webinars. What I offered was 1 NEW MODULE per week!

I didn't even do it live.

Now in that sales letter I did some high-powered credibility stuff. You may not have that sort of thing. Remember, I sold it originally for \$400 or \$500 (I forget).

So I needed more firepower.

The bullet points ONLY OTO version sells it very well for \$97, and has also sold it for \$197.

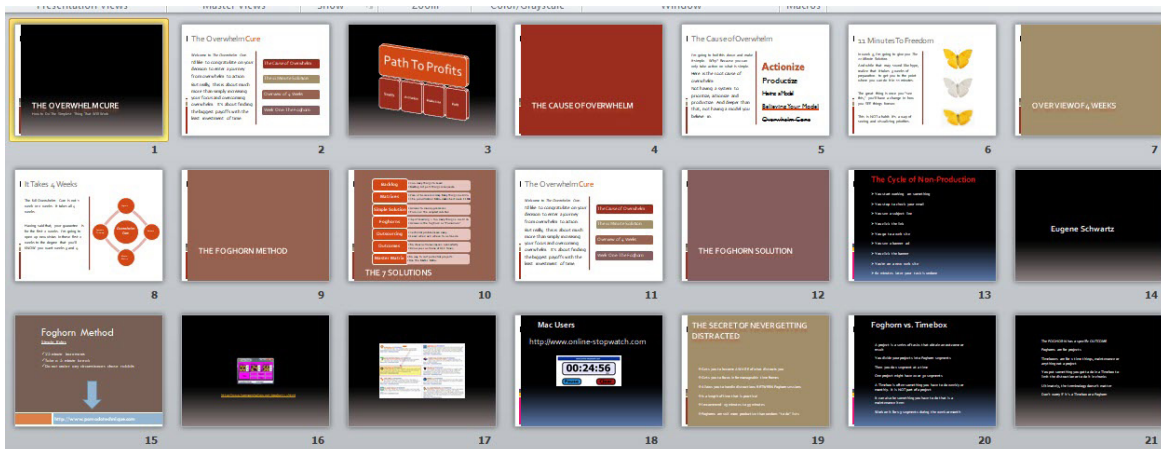
THEY KEY THAT MADE THIS PRODUCT EVERGREEN

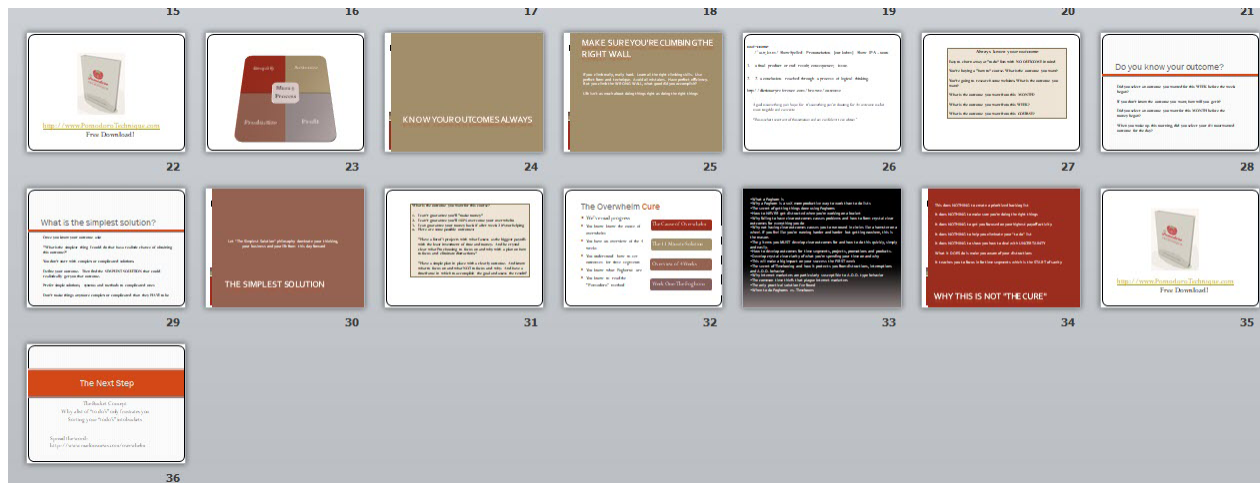
Here's the key on this one.

I went to GraphicRiver.net and bought a nice Power Point template. There are zillions of them on the web. Just make sure they're ok for commercial use.

The templates made the slides look a LOT fancier but took a minimum of time as the designs were already done.

They have Keynote and PowerPoint templates. [Here's a link to the PowerPoint templates](#)





You can see that I used a TON of the templates. And here's the thing about this.

It makes for a really professional product you can sell for YEARS if it's an ever-green topic.

It's really worth all the extra effort.

And honestly, using the templates isn't even that much work. It's just hunkering down a little and doing it.

This is something MOST people won't do. And a lot of people don't even know how to do.

And I must say, the new templates are pretty slick.

THE FUTURE COMETH

Power Points and slides still work.

You can get fancy and add a webcam and your video onto the presentation using Camtasia, Screenflow or Open Broadcast Studio.

That's the current vogue.

But one step beyond this, products are headed toward actual VIDEO. To be honest, this is a step up the learning curve.

You can shoot video using a smart phone and a tripod if you have good lighting. LED lights are available on Amazon and take up less room than light-boxes.

I understand you probably aren't comfortable doing video.

But the young generation grew up on video.

It IS the wave of the future, like it or not.

You know Darwin didn't say the smartest species survived. Or the strongest or the fastest.

He said the species that adapt to CHANGE.

It's not always an easy thing to do.

ONE LAST EXAMPLE OF HOW TO CREATE A \$37 BULLET POINTED OTO

This one comes from Ted McGrath who is a great model.

Here's the model:

<http://m2m.tedmcgrathbrands.com/thank-you-offer-37>

It's a hybrid OTO page with a video at the top, modules, some bullet points and a mixture of graphics tossed in.

He sells tons of these for \$37 as the OTO 1 off many of his Facebook ads opt-in pages.

It's a massively tested and proven sales page.

It has a video, a few more testimonials and less bullet points. To me, it could be a lot better.

But I wanted to show it to you as it IS the same basic model and very successful.

The pitch video at the top is very pro, so that's one reason it works. Ted is masterful on video.

But this Youtube / Facebook generation, they do love their video.

Interestingly enough, Facebook ads often do better with smart phone video that doesn't look pro. But it seems like pro pitch videos do better, although I haven't tested it.

This IS the future we're headed towards.

WHERE DO YOU GO FROM HERE?

You may be wondering what's next?

What's YOUR next step?

1. K.I.S.S. – Keep It Simple and Actionable

What you want to do is keep it simple and actionable. Your first product won't be your last. Nor will it be a work of out.

Done is beautiful.

Get I done. Out and sold. SOME sales trump NO sales.

You can't multiply 0's.

2. Confront the action taking

Confronting action-taking isn't easy. It can be frustrating, difficult and challenging at times. You have to learn to problem solve. And sometimes you have to dig deep within to find the discipline to get things done.

This is mostly because you don't have PROOF yet that it works. So you have problems believing it yourself.

Once you SEE results, you get more motivated.

3. Celebrate Small Wins

Pick smaller victories and wins and celebrate. Celebrate progress.

4. Set Weekly Goals

It's so easy to go through a week and get NOTHING done.

5. Keep Moving

If you get stuck, ask for help in the group or find another way to approach it.

6. Realize you've already dug a lot of the "hard ground"

By learning to write bullet points, headlines and structure offers and sales pages, you've done a LOT of the "hard work."

Once you learn to write bullet points, it's pretty fast to do them. It's simply a matter of practice and getting the hang of it.

Then you become free to look for HOOKS and things that could really build VALUE for the end buyers.

Can you see how the SAME bullet points you write to sell a \$10 product can be used in selling a \$37, \$65 or \$100 product?

7. Other ways to get your product DONE

There is NO one right way.

I've shown in videos and dispatches how I used Mindjet Mindmaps to do products.

I showed how Alex Jeffreys would record a Mindmap in 90 minutes and cut each "branch" of the mindmap into a separate video, so it had 7 or 10 videos on the page.

I did this with my "Hands Free" product.

It works gangbusters.

But you need to know enough about your topic to be able to talk your way through the mindmap.

You can also interview experts using the method in the Interview The Experts PDF which I believe is in files in the FB group.

I have taught you the SECRETS method because it trains you to write bullet points.

You use those in bigger ticket sales pages and letters.

You use them in Facebook ads.

You use them in emails.

They are the Swiss Army Knife.

WHAT PROGRESS HAVE YOU MADE SINCE JOINING FAST TRACK?

Here's what I want you to SEE.

You've likely made a lot more progress than maybe you THINK you've made!

You know how to research and write bullet points.

You should be pretty darned familiar with my [attractsalesnow.com/template sales page](http://attractsalesnow.com/template-sales-page).

You've now seen HOW you SCALE this method up to sell \$37, \$65 and \$976 products.

If you've DONE THE WORK and out-worked the work, if you've DONE your work to dig and write HOT bullet points, you can FEEL and see your progress.

If you haven't done the work, then now is the time. Today is the day. There's no day better to start than today.

If you HAVE done the work, you can see how it's relatively smooth sailing to bigger tickets.

I've even shown you how you can GET PAID IN ADVANCE by creating a sales page like the Overwhelm Cure and PRESELLING a training.

If you don't have a list but have out-worked the work and made some friends and buds who have LISTS,

then you can offer them a \$ split to mail it to their list.

If you haven't made buds and friends yet with people who have lists, there's no time like today.

How to Win Friends and Influence People by Dale Carnegie works just as well to day as it did 50 years ago as its human nature we're dealing with here.

Are You Sticking With Your Chapter 5 Of Consistency?

Sticking with Chapter 5 of Consistency isn't easy.

But it's a fact.

If you start programming your brain to see and feel your goals, you'll accelerate your progress.

I Hope You Got This

I hope you got this take away.

The reason we're in business and can always be in business is people will ALWAYS want the RESULT not the work.

So if you can do their thinking for them, their research for them, their work for them in varying degrees, you will ALWAYS have a market.

But you have to partner that WITH learning how to SELL or get people to buy, two sides of the same coin.

That is largely the art of BUILDING VALUE and creating URGENCY.

Our bonuses and a deadline create urgency.

We create value with benefit and bullet points. As I mentioned, Action Grid was absolutely loaded with bullet points in addition to the “done for you” elements.

Bullet points work because they arouse curiosity, a very potent human motivator.

Interestingly enough, you can also sell ONLY by pushing benefits or outcomes. As I’ve explained, that is how big tickets are sold.

People will ALWAYS want the sizzle more than the steak.

You have the ability RIGHT NOW today to create OFFERS that people are willing to give you MONEY for.

If you can get people a RESULT without THEM having to do the work, they’ll pay you for it.

Now the more meaningful and valuable that result is to them, the more they’ll pay.

Fast results.

Big results.

Easy results.

Those are the things people want and will pay for.

Now, depending on your niche and market, creativity is required to figure out how that applies to what YOUR offer is. Obviously, you have to do that in moral, legal and ethical ways.

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

