

# MILCERS NEWSLETTER

How to Get  
Unlimited  
Content Easier  
Than You Think



Hi,  
Marlon here.

In today's issue:

1. Towards the end I present a **NEW INCOME STREAM** that is a **FAST** one.

I'm doing this so you can keep doing your research. But there's also a new, easy fast method if you want to tackle it.

If you had 5 or 10 of them going, it could be some real money.

2. I'm going to hunker down with 3 of our members and show you **EXACTLY** how the **RESEACH** to the **BULLET POINTS** to the **CONTENT** is done.

Listen, I couldn't do one for everyone. Or I reckon I could but I'd have no fingers or brain cells left. What I'm hoping is that by demonstrating with 3 of your **OWN** product ideas, you can get the picture.

It's the **SAME** process for every single one of you.

Realize that you're learning **MORE** than just how to do a research based product. I'm teaching you **HOW** to write bullet points. How to **FIND** information and knowledge and then package it in "curiosity" so that people are willing to pay money for it. I'm teaching you **HOW** to write sales letters and design web pages.

In the context of teaching a **MICRO** skills, you're learning a lot of **MACRO** skills that apply to **WHATEVER** you do.

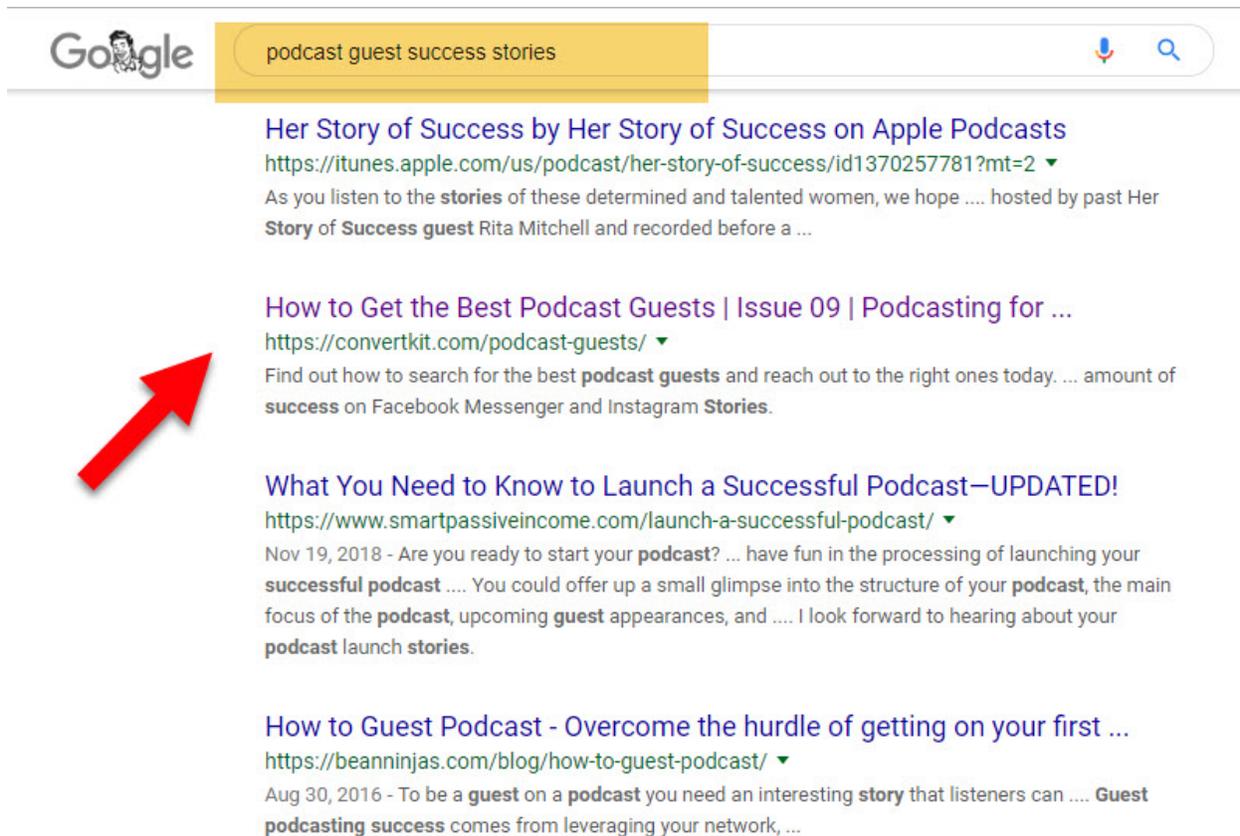
3. I talk about how to **TRANSFORM** knowledge into something greater that people are willing to pay for.

That one thing. Do you know what it is?

Michael wants to create a product on how to be a podcast guest. He wants to find research and bullet points.

So I wanted to show **HOW** you do it for this topic.

First, we go to google and search like this:



In Google this is the first listing I found:

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## How To Get Featured On More Podcasts In 2018 - The Story Engine

<https://thestoryengine.co/get-featured-on-podcasts/>

After his **success in podcasting**, Jeremy Slate and his wife, Brielle Slate, found ... help entrepreneurs get their message out by appearing as **guests on podcasts**.

I click on the article and find this:

One good strategy is to put together a 75-word bio. Most podcasters won't put a whole lot of time into researching who you are and what you do, so you need to tell them, briefly, who you are and why you would be a good podcast guest.

**Pro Tip:** Write your bio in third-person, not first person, so it's easy for the host to talk about you.

What you choose to include in your bio is up to you, but everything you include should help you tell your story while also differentiating you from your competitors and the rest of your field. You can then use this bio in a variety of different applications.

Now I take that research and write my bullet point:

**BULLET:** Why your 75 word bio is KEY and how to write it

Once I have my bullet point, I flow that right into the content:

**CONTENT:**

Your 75 word bio is KEY to getting on podcasts. Here's why: (explain why it's key).

Most people overlook this critical description. But you're on the inside here. We're gonna walk through how you can make yours pop and look like a hero.

Tip 1: Write your first tip

Tip 2: Write your tip. Explain. Apply. Illustrate.

Tip 3: Write your tip. Explain. Apply. Illustrate.

etc.

###

**RESEARCH:**

**Pro Tip:** Write your bio in third-person, not first person, so it's easy for the host to talk about you.

**BULLET:** Should you write your bio in third or first person? IT makes a BIG difference in your bio!

###

**RESEARCH:**

Your 75-word bio essentially acts as the first part of your media page, which you will use frequently when marketing yourself as a speaker and podcast guest. You do not necessarily need an entire media kit, unless you become a very in-demand speaker or guest with a significant amount of experience.

**BULLET:**

You need a media kit. Right? WRONG! Use THIS instead.

**CONTENT:**

Here's the thing: People tell you all kinds of stupid stuff like you need a media kit. NO! You don't. What you need is to nail your 75-word bio which you just learned.

Just think of how much time and money I just saved you by NOT having to research, write and create a media kit!

You just paid for this product several times over!

(What you're doing here is SELLING or explaining the VALUE of what they just learned! You want to RESELL them on the product they bought as you're writing. Make them feel they're really on the inside and got a big bal-ue).

Can you see how we went from research > bullet point > content?

###

## RESEARCH

21 Resources to Find a Great Podcast Guest - Podcast Websites

<https://podcastwebsites.com/2016/08/20-finding-podcast-guest/> ▼

Finding a **podcast guest** can sometimes be tricky, but here are 20 resources ... to **succeed** as a podcaster and become an audio influencer in your niche. .... Reporters from all over the world send out queries looking for sources for their **stories**.

**BULLET:** 21 places to promote your services as a podcast guest! **THIS** is where podcast hosts are looking to find guests. You need to be there!

## CONTENT:

This is what I'd write to turn that into content:

I ran across a real goldmine for you (again, reselling the benefit). I found 21 **places podcasters look for guests**.

**Well guess what?**

If you're a **GUEST**, all you need to do is get **LISTED** where podcasters are **LOOKING** for guests!

###

## RESEARCH:



## Podcast Ninja: Podcasting Success Stories

Technology Podcasts >

Through interviews with the most successful podcasters in the game, this show will uncover the best podcasting strategies that you can apply to your show. We cover all aspects of podcasting in a...

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### Episodes



PN18: Seth Feingersh on Gary Vaynerchuk's Podcast & Live Streaming Setup

3/4/2018

More ▾

I'm going to have a list of potential report topics. I can see from this right away secrets of podcast money making is a good topic. This one we just save in our ideas file.

### RESEARCH:

## The 55 Best Podcasts for Entrepreneurs

November 10, 2017 / Blog / Dan Moyle

The most successful entrepreneurs are always improving, always learning. One way to learn constantly is to learn from others in your sphere. Podcasts can help your learning for a couple of reasons. First, you can listen to shows while multitasking – like as you run or while you're traveling. Podcasts take listening, not watching or reading, so you can listen on the go. Also, podcast interviews often dive deep into specific subjects – as niche as you want to be! So if you're sold, you'll want to find the best podcasts for entrepreneurs.

<https://interviewvalet.com/best-podcasts-for-entrepreneurs/>

**BULLET POINT:** The 55 best podcasts to get interviewed on if you want to reach entrepreneurs.

### CONTENT:

**Do you sell to entrepreneurs or could you?**

**Wow, I found a goldmine. Here are 55 podcasts you can appear on. Do NOT prejudge who will be interested in your story.**

**Let me show you how to take this list and find their contact info so you can reach out to them.**

EXPLAIN HOW.

So here's an example.

XYZ has a podcast on Y topic. It looks great. Here's how we find the contact info.

Give example

## RESEARCH

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### How to get people excited to be your podcast guest

Getting people excited about being on your show is the very first step and people just don't talk about this enough. Brand new podcasters don't often think about how they can design their show to attract the kind of guests they want to interview and that's something you don't want to miss out on.

Here are a few ways even a new podcaster can start building the right reputation as a host to draw the perfect guests:

**BULLET POINT:** Are you overlooking this one group of podcasters desperate for guests? (You'll get interviews as easy as pie)

Or here's another bullet point you could write.

**BULLET:** The one source you can use to get booked on podcasts 60 minutes from now - easy peasy.

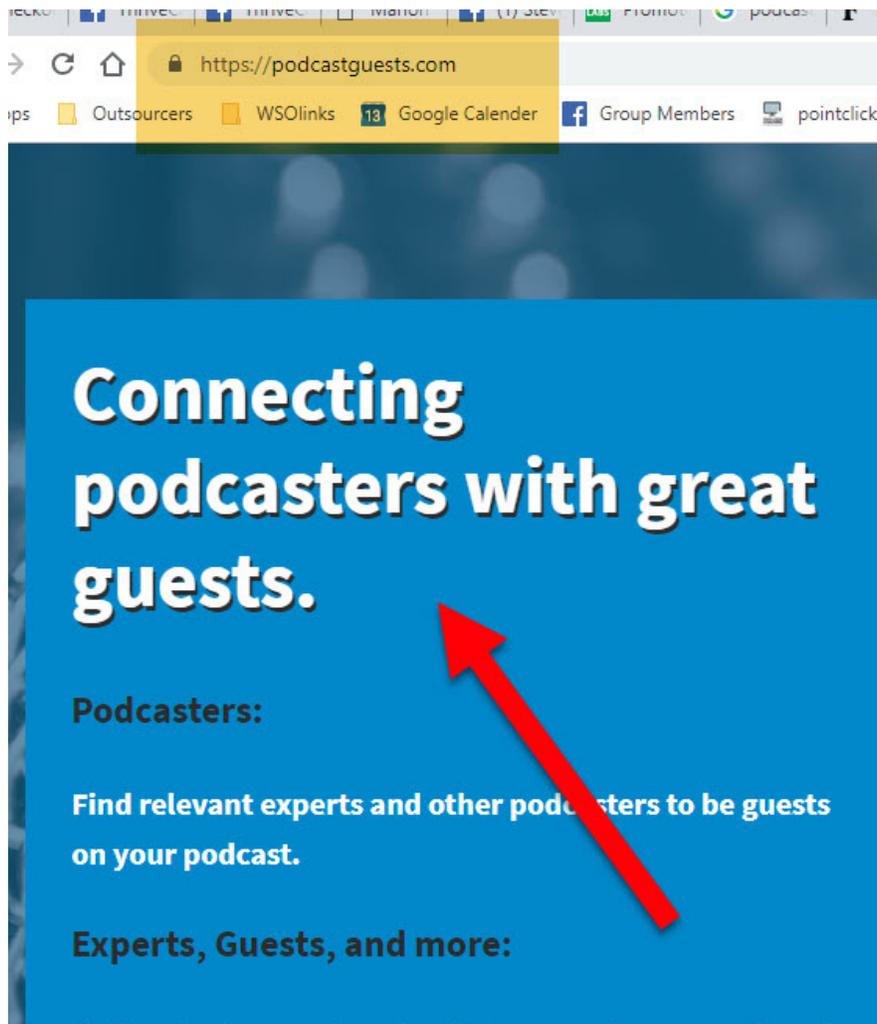
### CONTENT:

Most people overlook new podcasters. But they are a rich source when you're getting started.

Why?

It's going to be easy to book with them.

And once you're on 10 or 20 podcasts, even if they're new, you can tell OTHER podcasters this and it's social proof.



**BULLET:** How to get listed in a podcast directory with over 10,000 people looking for guests!

Or here's another bullet point:

**BULLET:** Want to have people contacting YOU for interviews? This secret honey pot will open the door for you.

**CONTENT:**

**Want to have people contacting you for interviews?**

It's so easy it's almost laughable. (reselling the benefit). All you do is get listed in this directory podcasters use to find guests! What could be easier!

**Here's all you do:**

Explain it.

I want to point out ALL of the above I believe were on the FIRST PAGE of Google!

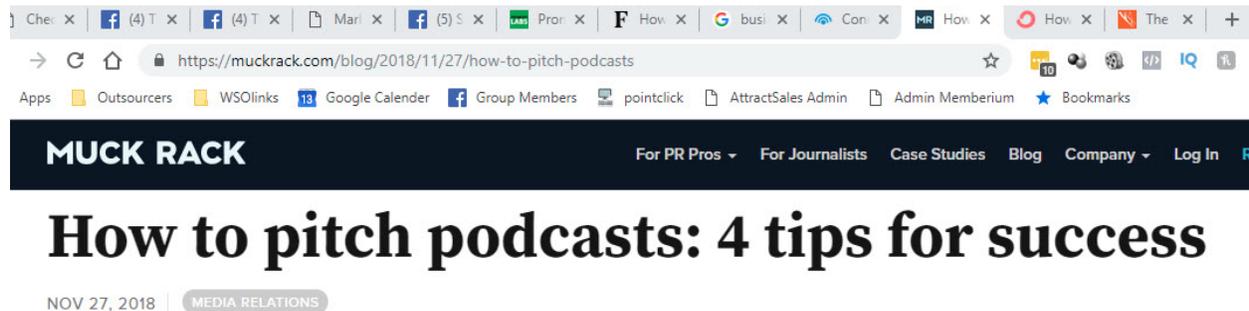
We aren't even on page 2 yet!

####

OK now it's your turn

Here's another URL from Google:

<https://muckrack.com/blog/2018/11/27/how-to-pitch-podcasts>



What BULLET POINT could you write based on that page that would be enticing?

Digging into that URL I find this paragraph:

If you want the host of a podcast to interview your chosen guest on the air, you need to prove to them that this person will resonate with their audience and be a good fit for the show. Only then can you share exactly how your client or the stakeholder from your organization will be a good fit, or how their knowledge will be useful to the audience.

One way Lynn does this is by including the biography of the person she's pitching right in the email pitch. This helps the host to see where else this person has been interviewed, building trust in their authority and ability to speak well on the podcast.

"Podcast hosts want to see other podcasts in a potential guest's bio so they can trust you know what you're doing and you've been interviewed on a podcast before," she explains.

Can you NOW write a hot bullet point from that?

Yes, if you have the Gary Halbert letters you can write like 100.

Warning! Don't try to get on any podcast until you do this!

What one thing are podcasters looking for that you MUST supply?

What 1 thing MUST you include in your email pitch?

I could go on and on.

You can write 100 bullet points for just that 1 piece of content using the Gary Halbert bullet point method.

## CONTENT:

Now you have the bullet point.

All you do in the content is write it up in your own words with your own ideas or tips added.

Warning: Don't try to appear on any podcast without this:

Now YOU try it. Write some content that explains that bullet point.

Go ahead.

Don't be shy.

Go ahead and try.

I might say:

According to this article (link) podcasters are looking for guests who resonate with their audience.

This is a big key or hot button.

What does that mean to you?

It means that your job is to PROVE to the podcast host that YOU can resonate with their audience with your STORY.

This is why it's so important to have your story nailed down.

Here's an EXAMPLE.

Let's say your topic is xzy.

And you have found a podcast on abc.

You KNOW their audience is interested in Z.

What could you SAY to them that might cause them to feel you resonate?

I'm making this up but how about (type example).

# HOW TO USE THIS METHOD FOR THE TOPIC OF HOW TO GET MUSIC GIGS

OK. Steve wants to do the topic of how to get music gigs.

Let's dive in and see what gold we can find.

## RESEARCH:

The screenshot shows a Google search interface with the query "how to get music gigs" in the search bar. The search results include:

- Upload Music**: Get your chance to win \$1000 in the Tournament.
- Arcade**: Dive into a real-time game with a thousands of songs.
- Looking for Music Gigs? | Get Booked with Gig Finder**: An advertisement for tools.reverbnation.com/find\_music\_gigs. The text says: "Gig Finder makes it easy to **get gigs**. Connect with real venues in just one click now. Personalized gigs. Reliable promoters. Over 600,000 venues. Simple EPK submission."
- To get a gig directly with a venue, call to find out who is in charge of booking bands and send them your promo package. The venue may tell you when to contact that person again. If not, give them about a week, and follow up by phone or email. Keep trying until you get an answer.** Jan 21, 2019.
- Simple Steps to Get a Music Gig - The Balance Careers**: <https://www.thebalancecareers.com/how-to-get-a-music-gig-in-6-simple-steps-2460399>

Red arrows point to the "Gig Finder" ad, the "To get a gig directly..." text, and the "Simple Steps to Get a Music Gig" link. A small image of a band performing on stage is also visible next to the text.

We go into Google and type "how to get music gigs."

Fortunately, we didn't have to go beyond the first or second listing to find some interesting things.

At the top it says "Get booked with gig finder."

Maybe that works.

Maybe it's a scam.

You could research it in Google and read reviews and see what people say about it.

Then you write the bullet point.

### **BULLET POINT:**

Does it pay to list your band in online gig finders? We dug deep into reviews and found **SHOCKING** facts. You won't believe what we dug up

Notice we didn't say if they were good or bad. We are creating **CURIOSITY** with our bullet points.

That is all.

The reason people give us money is we have made them **CURIOUS!**

The magic is transformation or alchemy.

We **TRANSFORM** bronze into gold.

We **TRANSFORM** information into **CURIOSITY**.

Without curiosity no one gives us money.

So you **TRANSFORM** information points into **CURIOSITY** via smoking hot Gary Halbert style bullet points.

This is **MAGIC**.

This is **ALCHEMY**.

### **CONTENT:**

On this one you read reviews of these services and just write up what you find. Good. Bad. Ugly. Whatever. Don't slander anyone. Just state the facts about what you find.

### **RESEARCH:**

Finding the right venues and music gigs for your band can be critical to your success as an artist. ReverbNation's Gig Finder, with over 600,000 gig listings, will get you customized and timely results based on the best fit for your band.

There's a piece of raw research.

It's cinder.

It's dirt.

It's nothing.

It's like a machinist with a pipe or steel.

It's nothing.

It's the job of the machinist to TRANSFORM it into something SELL-ABLE that people will pay money for.

THIS is yOur job as a bullet point writer.

What bullet point could you write for the above that would make people as curious as all get out?

How about:

### **BULLET POINT:**

Need gigs? Here's a place you can register that 600,000 OTHER bands have used. Check this bad boy out!

Now that we have written the bullet point in our PRODUCT we have to turn it into CONTENT.

You can't just copy and paste what you found.

You have to rewrite it.

### **CONTENT:**

This is crazy.

I ran across this site where 600,000 music gigs are listed. You can bet people are searching it.

What's more, I got all the scoop for you on how to get listed and use it for maximum results.

Tip 1.

Tip 2.

Tip 3.

Then you just explain whatever tips your imaginative mind can think of.

Now a SKEPTIC who does NOT understand the SPIRIT of what we're

doing would assume or think we are talking about turning TRASH INTO GOLD.

No sir.

Not gonna happen here.

We are looking for 100% legit, useful tidbits and gems that 99 out of 100 or 999 out of 1000 don't know because they don't read books and they don't search Google.

Only 5% of people read books.

If we can find gems like this in GOOGLE, what do you think we could find if we bought and skimmed ALL THE EBOOKS in Kindle on the topic?

Would we pretty much know as much as ANYONE on the topic?

Heck yes.

Now, let's chat about READING SUPER FAST!

## **HOW TO ABSORB AND CONSUME 5 EBOOKS IN 1 EVENING**

You have got to learn to SKIM.

Cause it took most of you 4 weeks to read 4 chapters in Consistency.

It would have taken 8 weeks to finish it at a chapter a week.

If you wanted to read 25 Kindle ebooks it would take you half a freaking year.

In the info business, that crap doesn't fly.

I used to go the bookstore or used bookstore and get 25 books at a time. You should try it.

Get a big, giant honking stack of them.

Start in the middle

Start flipping back towards the front looking for any GEMS that leap out at you.

If all you get is blah, blah, blah and there are NO GEMS, screw it.

Next book.

See our products DELIVER GEMS of info and PRESENT or SERVE THEM UP in an ENTICING manner or way.

You are looking for the SAME in books!

First of all, do NOT subvocalize or read aloud or move your lips when you read. This will slow you down horribly. Put a straw in your mouth so you don't do this.

Yes, you can even do that at the bookstore. LOL. No one will know.

Next, you are SKIMMING for things that LEAP off the page at you.

GEMS.

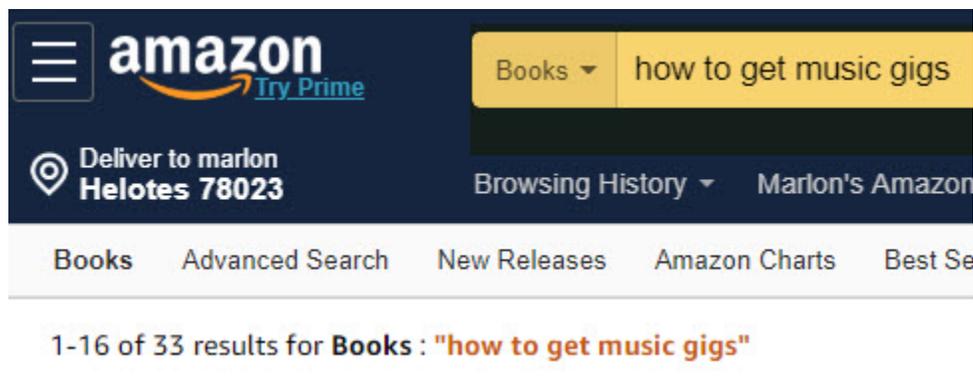
I can buy 5 or 10 Kindle ebooks and scan them ALL in an evening PULLING OUT any gems.

I skip the stories and fluff.

I am ONLY looking for PROFOUND KNOWLEDGE.

Things that make me go WOW.

Because I know if I share these with others, they'll go wow too.



In Amazon we got 33 results.

If you skim 5 a night in a week you've blown through all 33.

Most people do it ALLWRONG.

They start at the introduction.

They read every cottin' pickin' freaking word.

An hour later they are at the start of chapter one and give up the ghost until the next day.

**NO WAY.**

I start in the table of contents and look for any HOT chapters.

Then I go there, usually in the middle of the book and desperately start skimming for bullet points, subheads, GEMS! WOWS!

Most books are just terrible.

You scan and scan and can't find jack.

**NEXT BOOK!**

But then on rare occasion you'll find a book like this:

**Wow.**

**Wow.**

**Wow.**

That kind of book I'll read 5 or 10 times.

Anyway, get some paper or a text file.

**MAKE NOTES on every WOW.**

Just the GEM or the BULLET POINT you can write up.

If it's really and truly unique to that writer, then make a note where it's from so you can attribute it.

You will very quickly know what ALL BOOKS say and what is unique to that author.

Gary Halbert used to get a stack of index cards with info from the books..

Then he'd turn those index cards into bullet points.

A friend of mine went to the library, got all the books on training pitbull dogs

and wrote up all his notes.

In a day he had an ebook.

Now, I do NOT advocate doing this with a life or death topic like pitbulls or health topics.

No can do.

Back to Google

The screenshot shows a Google search interface. At the top, there are navigation links for 'Apps', 'Outsourcers', 'WSOlinks', 'Google Calendar', 'Group Members', 'pointclick', and 'AttractSales Admin'. The search bar contains the text 'how to get music gigs'. Below the search bar, four search results are listed, each with a red arrow pointing to its title:

- Simple Steps to Get a Music Gig - The Balance Careers**  
<https://www.thebalancecareers.com> > ... > Being a Musician > Gigs & Touring  
Jan 21, 2019 - To **get a gig** directly with a venue, call to find out who is in charge of booking bands and send them your promo package. The venue may tell you when to contact that person again. If not, give them about a week, and follow up by phone or email. Keep trying until you **get** an answer.
- The one thing you have to understand to get more gigs - DIY Musician**  
<https://diymusician.cdbaby.com/musician-tips/secret-formula-getting-gigs/>  
Jun 4, 2014 - That, or all the other **musicians** up on stage are friends with the venue owner or **have** a manager **getting** the **gigs** for them, right? Maybe.
- How to book your band's first gig - DIY Musician - CD Baby**  
<https://diymusician.cdbaby.com/musician-tips/book-first-gig-2/>  
Jul 29, 2014 - How to book your first **gig**. Wait until you're ready. No sense in looking for a **gig** if your first show is going to be a train wreck. 2. **Make** a "demo" recording or video. Ask around. Visit the venues and introduce yourself. Do your online research. Contact the booker, venue owner, or talent buyer.
- How To Get Gigs In 2018 - The Ultimate Guide! - Music Industry How To**  
<https://www.musicindustryhowto.com/gigging-101-how-to-get-gigs-the-ultimate-guide/>  
Feb 2, 2018 - If you want to know **how to get gigs**, this guide will help you out immensely. Whether you're yet to perform your first **gig** or you just to **get** more ...

Wow, check it out!

This is all page one of Google. Form the top simple steps to get a music gig listing I found this info:

## RESEARCH:

 careers ▶ Simple Steps to Get a Music Gig

### The Promo Package

Have a standard [package](#) ready to help introduce yourself to venues and promoters. Much like the package you use when you send a [demo](#) to a label, this promo package should be short and sweet. Include a short [demo](#) CD, a short bio or one sheet to introduce the band, and some press clippings if you have any, especially if they review live performances.

If you're going to approach people by email instead, cut and paste the info into the body of an email and include a link to a site where your music can be heard. Don't send attachments, as most people won't open them.

If you can't write a bullet point, POST IT IN THE GROUP and see if anyone else can write a bullet point for your research tidbit.

### BULLET POINT:

Let's see what we can cook up.

What 3 things should be in your promo package? (My promo package was missing 1 of these. Ooops).

Do you see how we are driving CURIOSITY?

### BULLET POINT:

Let's try another:

When you approach people by email, what 1 thing MUST you include?

(remember, the research said to include a LINK).

Now we write this up in content:

### CONTENT:

**When you get a music gig, your promo package needs 3 things:**

- 1. A short demo**
- 2. A bio**
- 3. A one sheeter**
- 4. (optional) press clippings if you have them.**

**Let's drill down into each one.**

Your demo.

Here's what you need to know:

Tip 1

Tip 2

Tip 3

If you want to see some demo kits online, here's where you can go: URL

(You research this and find some)

Then you have a bio. Here's how you write it:

Tip 1

Tip 2

Tip 3

Here's an EXAMPLE BIO.

And if you want to see a lot more example bios online, I found some. here.

The third thing you need is a one sheeter.

Tip 1

Tip 2

Tip 3

Here are some example 1 sheeters you can model after: GIVE URLS.

Do you see how we took the bullet point and turned it into content?

You say Marlon, I don't know HOW to create a promo package.

Well guess what?

The article above LINKS to another article on THAT.

<https://www.thebalancecareers.com/create-a-promo-package-2460758>



MUSIC CAREERS ▶ INDUSTRY BASICS

## How to Create a Music Promotion Package



And we also have a link to this:

<https://www.thebalancecareers.com/how-to-get-a-music-gig-in-6-simple-steps-2460399>

careers ▶ Simple Steps to Get a Music Gig

## Simple Steps to Get a Music Gig

Land the Best Gig for the Most Money Possible



Musician

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- ↪ [Approach the Venue](#)
- ↪ [Research the Deal](#)
- ↪ [Get More Gigs](#)

On that page I find this:

## RESEARCH:

### Think Locally

The best place to start looking for gigs is in your own backyard. Get to know the music scene in your area. Which venues and promoters are willing to give up-and-coming bands a chance? Which bands in your area play live often and might need a support act? What venues in your area put on [touring bands](#) who might need a local opening act?

To get a gig, all of these factors and more can come into play. Approaching the [right venues](#) will open doors for you, and there is strength in numbers, so working with the other bands in the area can increase opportunities for everyone. Plus, you can share gear.

## BULLET POINT:

What bullet point can I write based on that?

What's the best place to start looking for a gig? The answer will surprise you!

(The answer according to the research is in your own backyard. It's not the greatest gem but we're just illustrating here).

The next one IS a gem:

What venues put up touring bands where you might be the opening act? That's a GREAT idea.

So we flow it into content:

## CONTENT

Here's a killer idea for finding gigs.

**Are there any venues locally that have touring bands?**

**If so, check to see if they need an OPENING ACT!**

**Then you can be headlined with a more prominent band.**

**Here's some tips on how you might do that.**

## Tip 1

## Tip 2

## Tip 3

Hint: To get the tips you can search google for “How to get opening acts” or something like that. You can dig deeper.

Fortunately, this page already has a bunch of tips on it for the same:

<https://www.thebalancecareers.com/how-to-get-a-music-gig-in-6-simple-steps-2460399>

You just go through and:

1. Find tips that are gems and probably NOT common knowledge. We want things that will make people go “oh cool” I didn’t think of that!

We want wows.

2. Write up the bullet point

3. Write the content

And resell the tip in the content. Sell what a great tip it is!

### **RESEARCH:**

I found another gem:

But don't pay to play, either

If you're putting on your own show, of course, you may have to pay a venue hire fee and you may pay some [promotional](#) costs. However, don't [pay money](#) simply to get on a bill, and don't trust anyone who asks you to do so.

### **BULLET:**

Can you write one for that?

Use the Gary Halbert templates.

You could probably write 50 or 100 bullet points for it.

Here is one idea:

What 1 mistake must you NOT make or it'll cost you dearly!

## CONTENT:

You just explain the point in content. Just write it in your own words. If you have any real life examples or experiences you can share them.

Keep in mind. Once you start doing research, you'll often have OTHER INFO from books or other articles to add.

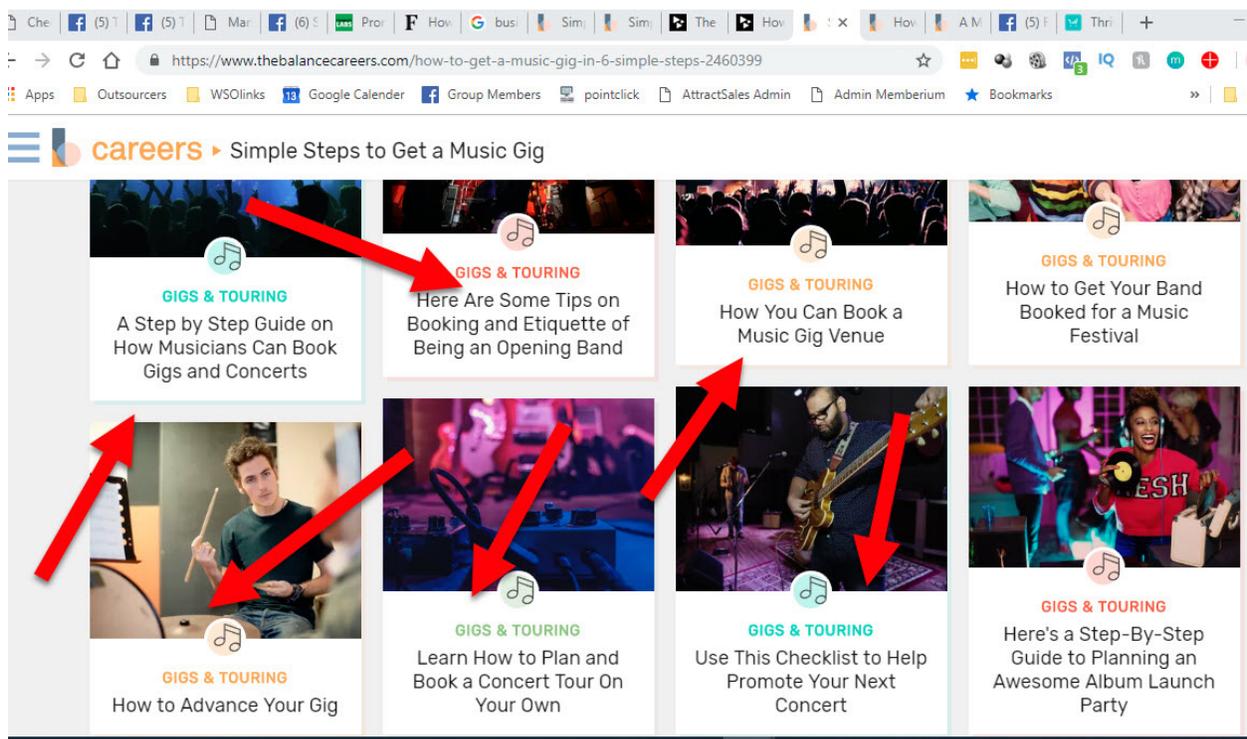
TIP: Get IDEAS from PODCAST interview transcripts!

There are often gems in there.

If there's no transcript, you can try Temi.com that transcribes CHEAP!

We have ONLY scratched the surface.

Check this out:



Those are all the JUICY articles that [the one article links to](#).

Boom!

That alone is a motherload of research.

Now, what I do is just grab tons of research and drop it into a Word doc.

Then, you can choose only the BEST, JUICIEST research for your bullet points.

The ones that are NOT common knowledge to your audience.

https://www.thebalancecareers.com/how-do-bands-get-booked-for-music-festivals-2460489

utsourcers WSOlinks 13 Google Calender Group Members pointclick AttractSales Admin Admin Memberium

balancecareers

BEING A MUSICIAN ► GIGS & TOURING

# How Bands Get Booked for Music Festivals

Musician

BY HEATHER MCDONALD • Updated August 19, 2018

Festivals - long a favorite summer pastime in Europe - have now taken firm hold among US music fans as *the* places to see new music. Naturally, that leaves even more bands asking how to get on the bill. Getting booked to play a music festival is extremely competitive, so taking the right approach is the only way to get a foot in the door. Now, I'm not going to kid you and say it's going to be easy - if it was, well, doing it - but you can get yourself on stage in front of festival

Here's one I'd place on my idea list.

How to get booked at music festivals.

That's a whole separate product.

How to get booked as an opening act.

Whole separate product.

I can see a whole product line coming out of this research.

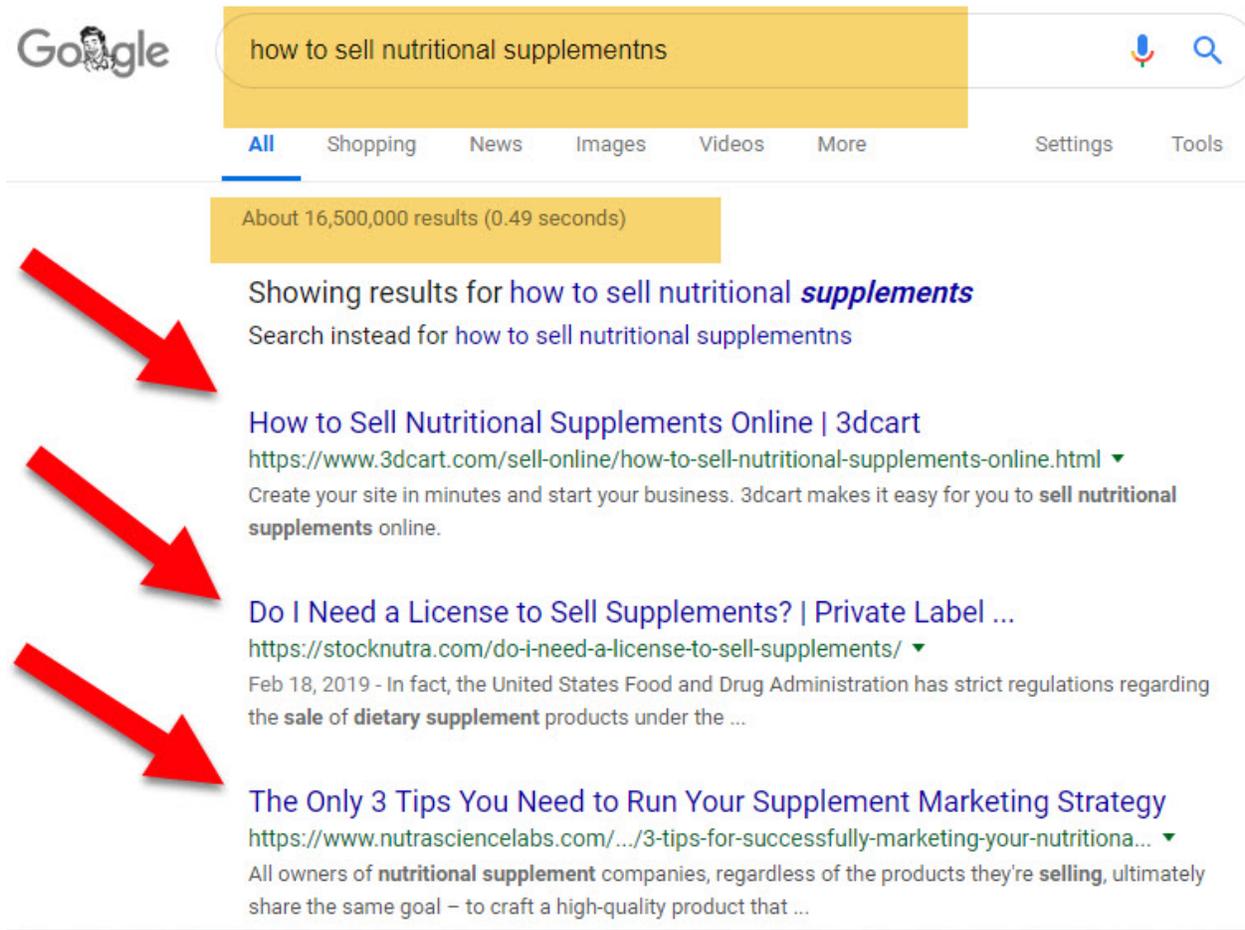
## LORENZO WANTS TO DO A PRODUCT ON SELLING NUTRITIONAL SUPPLEMENTS

Next topic.

I hit up Google and bingo.

The first 3 listings already have some prime juice in them. Oh, I have 16 MIL-

LION articles to go through. Probably won't make it through all the research. LOL.



The image shows a Google search interface. The search bar contains the text "how to sell nutritional supplementns". Below the search bar, there are tabs for "All", "Shopping", "News", "Images", "Videos", and "More". To the right of the search bar are "Settings" and "Tools" links. Below the search bar, a yellow box indicates "About 16,500,000 results (0.49 seconds)". Below this, a message says "Showing results for how to sell nutritional *supplements* Search instead for how to sell nutritional supplementns". Three red arrows point to the following search results:

- How to Sell Nutritional Supplements Online | 3dcart**  
<https://www.3dcart.com/sell-online/how-to-sell-nutritional-supplements-online.html> ▼  
Create your site in minutes and start your business. 3dcart makes it easy for you to **sell nutritional supplements** online.
- Do I Need a License to Sell Supplements? | Private Label ...**  
<https://stocknutra.com/do-i-need-a-license-to-sell-supplements/> ▼  
Feb 18, 2019 - In fact, the United States Food and Drug Administration has strict regulations regarding the **sale of dietary supplement** products under the ...
- The Only 3 Tips You Need to Run Your Supplement Marketing Strategy**  
<https://www.nutrasciencelabs.com/.../3-tips-for-successfully-marketing-your-nutritiona...> ▼  
All owners of **nutritional supplement** companies, regardless of the products they're **selling**, ultimately share the same goal – to craft a high-quality product that ...

There's a killer bullet point right off the bat.

Do I need a license to sell supplements?

Someone might buy your report JUST to find that out. I would QUOTE an article online and NOT make myself the source of THAT advice!

One of the links was this one:

<https://www.nutrasciencelabs.com/blog/3tips-for-successfully-marketing-your-nutritional-supplements-line>

Honestly, I read that and got NO GEMS. There was literally nothing in it that had any value to me.

So I keep digging.

Now here's a great bullet point but also a red flag:

### Legally Selling Supplements

The Food and Drug Administration regulates the production and sale of dietary supplements, and you might be prosecuted if you don't abide by FDA regulations. The products you carry must clearly and truthfully list their ingredients and be produced in FDA-approved facilities. While you may display fact sheets from the National Institutes of Health and certifications from FDA-approved organizations, you can't make claims on your website or marketing materials that your supplements "treat, diagnose, mitigate, prevent, or cure disease." You also can't suggest that your visitors self-diagnose their conditions and find relief using your vitamin, mineral, herbal, botanical, food or other dietary supplements.

**THIS** is the problem or challenge in selling supplements. There are a lot of legal issues with it in the U.S.

So if you decide to sell supplements, you need to **KNOW THE LAW**.

Of course, this can be great fodder for a sales page also.

**BULLET POINTS:** Did you know there are 7 things you must **NOT** do or say when selling supplements or you could be prosecuted. You better know this!

#### **CONTENT:**

Obviously on anything of a legal nature, you **QUOTE** and **REFERENCE** sites you research. **Do NOT say it yourself or present yourself as an expert.**

**Just quote your research.**

**Example:**

**According to this article, there are X things you MUST NOT say.**

**Here they are.**

- 1.
- 2.
- 3.

**And you explain each one.**

**You can even cite further references if you want.**

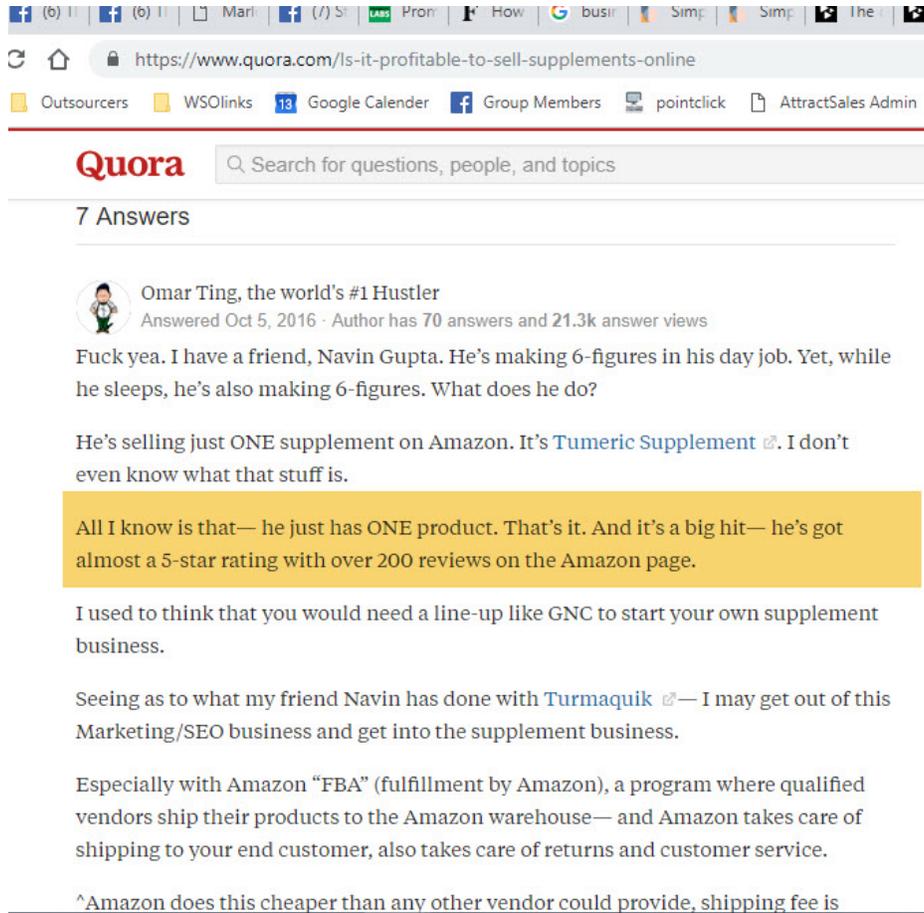
Alright back to research.

Here's another article that **SAYS NOTHING** that excites me:

<http://blogabhpharma.com/12-marketing-ideas-for-any-supplement-business-in-2017>

We dig deeper:

## RESEARCH:



The screenshot shows a web browser window with the URL <https://www.quora.com/Is-it-profitable-to-sell-supplements-online>. The page title is "Quora" and the search bar contains "Search for questions, people, and topics". Below the search bar, it says "7 Answers". The first answer is by Omar Ting, the world's #1 Hustler, who answered on Oct 5, 2016. He has 70 answers and 21.3k answer views. The question is "Fuck yea. I have a friend, Navin Gupta. He's making 6-figures in his day job. Yet, while he sleeps, he's also making 6-figures. What does he do?". Omar Ting's answer is: "He's selling just ONE supplement on Amazon. It's [Tumeric Supplement](#). I don't even know what that stuff is." A yellow highlight box contains the text: "All I know is that— he just has ONE product. That's it. And it's a big hit— he's got almost a 5-star rating with over 200 reviews on the Amazon page." Below this, Omar Ting says: "I used to think that you would need a line-up like GNC to start your own supplement business." He then says: "Seeing as to what my friend Navin has done with [Turmaquik](#)— I may get out of this Marketing/SEO business and get into the supplement business." He concludes: "Especially with Amazon 'FBA' (fulfillment by Amazon), a program where qualified vendors ship their products to the Amazon warehouse— and Amazon takes care of shipping to your end customer, also takes care of returns and customer service." A footnote at the bottom says: "Amazon does this cheaper than any other vendor could provide, shipping fee is".

The question was how much money could you make selling supplements.

QUORA can be a GREAT SOURCE of questions and information you can flow into your info product.

fb (6) | fb (6) | Mari | fb (7) St | LAs | Pron | How | busi | Simp | Simp | The |

https://www.quora.com/Is-it-profitable-to-sell-supplements-online

Outsourcers | WSOlinks | 13 Google Calendar | Group Members | pointclick | AttractSales Admin

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**Quora**

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7 Answers

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 **Omar Ting, the world's #1 Hustler**  
Answered Oct 5, 2016 · Author has 70 answers and 21.3k answer views

Fuck yea. I have a friend, Navin Gupta. He's making 6-figures in his day job. Yet, while he sleeps, he's also making 6-figures. What does he do?

He's selling just ONE supplement on Amazon. It's [Turmeric Supplement](#). I don't even know what that stuff is.

All I know is that— he just has ONE product. That's it. And it's a big hit— he's got almost a 5-star rating with over 200 reviews on the Amazon page.

I used to think that you would need a line-up like GNC to start your own supplement business.

Seeing as to what my friend Navin has done with [Turmaquik](#)— I may get out of this Marketing/SEO business and get into the supplement business.

Especially with Amazon "FBA" (fulfillment by Amazon), a program where qualified vendors ship their products to the Amazon warehouse— and Amazon takes care of shipping to your end customer, also takes care of returns and customer service.

---

^Amazon does this cheaper than any other vendor could provide, shipping fee is

How can you use bullet alchemy to turn that into something incredibly exciting and curiosity arousing?

Try this:

**BULLET POINT:**

Holy cowl. This supplement got 200 reviews and a 5-star rating. Curious?

That's a good starting point.

See how that works?

**CONTENT:**

In your content then you'll basically rewrite what the quora post said and re-search the Amazon listing yourself for any further scoop.

So check this out.

I found a supplement on Amazon that has over 200 positive reviews.

It's called XXXXX.

Here's the link to it.

Now, it occurs to me that marketing supplements on Amazon can be big business. So I analyzed this Amazon listing for this product and found some interesting things.

- 1.
- 2.
- 3.

## RESEARCH

Here's some more great, awesome research:

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/cashing-in-on-the-booming-market-for-dietary-supplements>



The article lists 5 factors driving the growth of the supplement market.

### BULLET POINT:

What key 5 factors are causing the supplement market to explode and how can you use these to your advantage?

### CONTENT:

The article is written in academic style so you'd take and reword it where the normal person could relate to it.

What I'm NOT finding in a cursory search of Google is any really good info on how to market supplements.

It's all so far very surface level.

You may need to dig into Kindle and research books on the topic to find

some really quality gems.

But I didn't dig far into Google. I would go 10 pages deep at least looking for hidden treasure.

I [also shot a little video for Lorenzo](#) that showed me doing the research live.

### Summary Of The Research Driven Income Stream

Alright.

That should be quite enough examples for you of how you transform INFORMATION into CURIOSITY AROUSING bullet points.

## **NEW INCOME STREAM**

Some of our members want to move on to a new income stream.

So we're gonna strike a balance and find something that COMBINES with the RESEARCH driven income stream.

But keeps us MOVING forward.

This one is SO SIMPLE anyone can do it.

And it's one of those rare FAST MONEY MAKERS.

You can probably do this in 60 minutes.

I did NOT originate this. I got the idea from Matt Wolfe who got it from one of his friends. Matt originally published it in his Evergreen Profits newsletter.

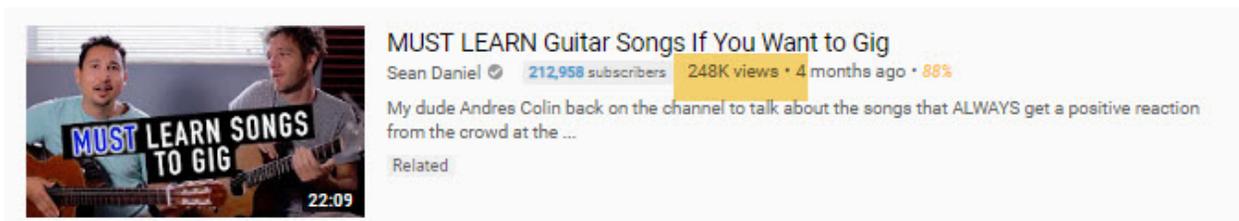
The GREAT THING about this method is it allows you to start building your list while you TEST your idea!

You won't get rich with this method. But it lets you put up a squeeze page in minutes without having write or create anything.

And it lets you use an affiliate product for the upsell so you have a shot at making sales right away.

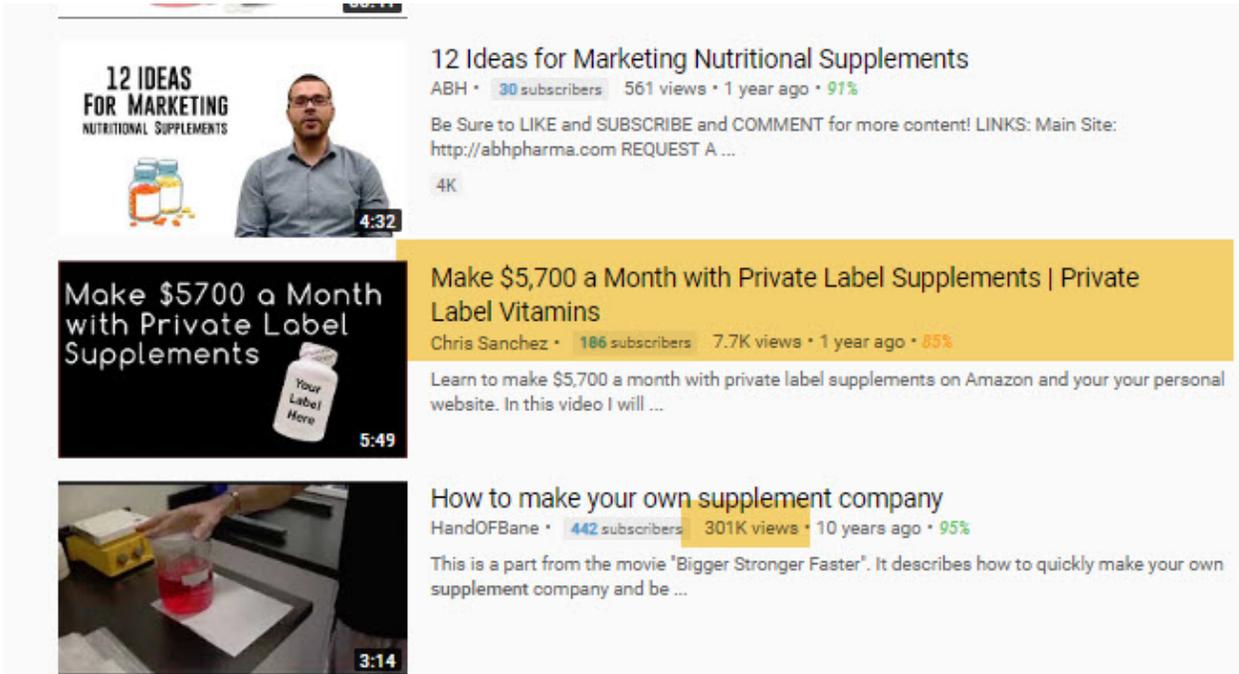
This one will be so freaking simple it's stupid:

**Step 1:** Go to Google and find a HOT Youtube video on your topic that has like a gazillion views

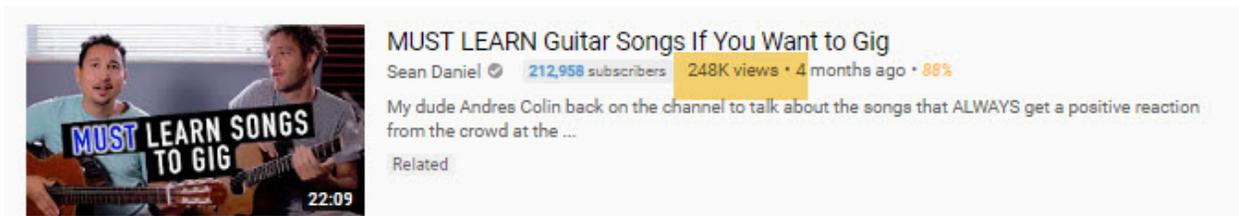


That may or may not work for music gigs but it has 248,000 views so I would try it.

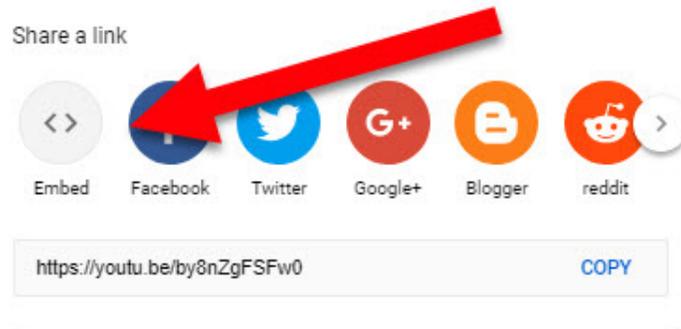
Here are a couple for supplements that sound pretty good:



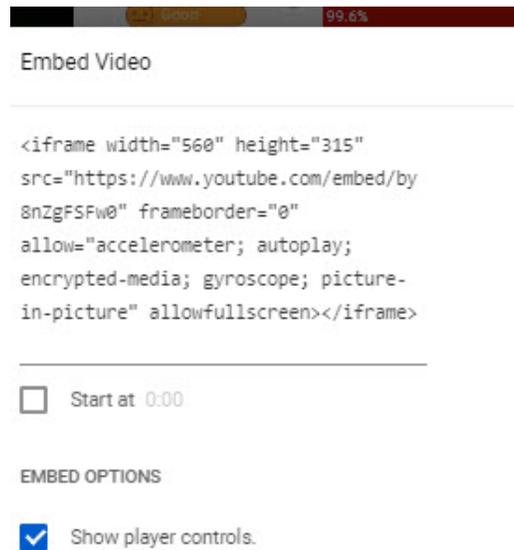
This one doesn't have many views but it's a good title that might work:



## Step 2: Grab the embed code



Then click embed:

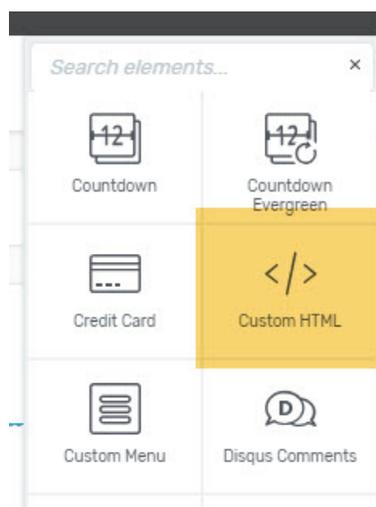


## Step 3: Embed it on your own page

You'll need a wordpress blog for this.

I recommend [Siteground hosting](#) as it's only \$3 or \$4 a month.

In Thrive Architect plugin it looks like this:



Every page builder will have something similar.

Then you click custom html and paste it in.



#### Step 4: Create a Squeeze page with The Title of the Video

Free Video Reveals How To XXXXXXXX

You can use ANY method you want for your squeeze page. Instabuilder. Clickfunnels. Whatever.

I use [Thrive Architect](#).

I think it's \$67 for one site. But I pay a modest fee monthly for their whole suite as I really like it.



[There's a youtube video](#) explaining how to create a squeeze page and funnel.

**Step 5:** In your email autoresponder for the THANK YOU page you add the link to the video.

**Confirmation success page**  
Subscribers will land on this page after clicking the link in your confirmation message. The [default success page](#) will be used unless you specify a custom success page URL.

Custom success page URL

  
 Personalize your custom success page with subscriber information (Ex: first name)

**Step 6:** After they opt in, you present an AFFILIATE OFFER

So after they opt in they go to a page that says:

Your video has been sent to you by email. It will arrive in 5 minutes. Click here to continue.

And a button.

You have several options.

You can have a button they click on to continue.

Or you can do a video presell for the product.

Or you can have a bonus stack.

The bonus stack requires you creating stuff although this is one place you can use that PLR you bought. lol.

PLR makes for good bonuses.

But you can also shoot a webcam video that explains the BENEFITS of the product and why you LIKED it. And any results you got with it.

You can even do a delayed redirect where a page comes up and says, "Your video is being mailed to you and will arrive in 5 minutes".

They see that for 3 or 5 seconds and then it redirects.

You used to be able to do this with Pretty Links. But I'm not seeing the option or I'm overlooking it.

So we have another free plugin called [Shortcode Redirect](#).

## Description

Shortcode Redirect allows site owners to automatically redirect a user after a chosen amount of seconds when viewing a page or post on the site. The plugin instructions are very simple. Add a shortcode to the post/page that looks like the following `[redirect url='http://somesite.com' sec='3']` the url= part is where you define the URL to redirect the user to and the sec= part is where you define how many seconds to wait before redirecting.

I'll tell you a funny story.

There are a BUNCH of redirect plugins.

And some of them do a whole lot of stuff

There's also some on W+ and Code Canyon.

It would be so easy to do:

## REDIRECT LINK SECRETS REVEALED

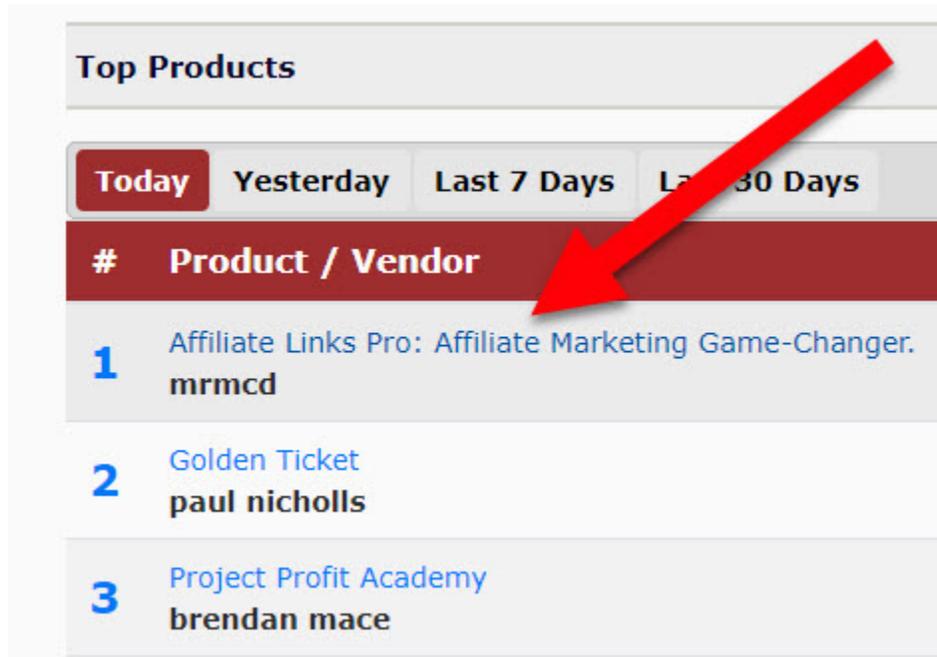
Network marketers and many other would love it as MOST do not have ANY idea what these plugins do beyond the basics.

I know I don't.

Sometimes all it takes is a little presentation.

There's a W+ offer right now where 90% of it is done by the free pretty links wordpress plugin.

[But the way he explains it is so awesome](#), I bet it sells a LOT:



The screenshot shows a 'Top Products' table with a filter bar at the top containing 'Today', 'Yesterday', 'Last 7 Days', and 'Last 30 Days'. The 'Today' filter is selected. The table has a dark red header with the columns '#', 'Product / Vendor', and an unlabeled column. A red arrow points from the top right towards the 'Product / Vendor' header. The table lists three products:

| # | Product / Vendor  |  |
|---|---|--|
| 1 | Affiliate Links Pro: Affiliate Marketing Game-Changer.<br>mrmcd |  |
| 2 | Golden Ticket<br>paul nicholls                                  |  |
| 3 | Project Profit Academy<br>brendan mace                          |  |

In fact, it's #1 today on W+ as a seller.

And the ONLY thing it does that pretty links doesn't (more or less) is it has tags and tag reporting in the UPGRADE pro version, NOT the basic version.

Far as I could tell, the basic version offers more or less the same features as Pretty Links which is free.

But wow, [his video demo](#) is totally awesome.

He just nailed the presentation of the VALUE.

In fact, the free pretty links has a number of features he doesn't, I think. But I almost bought it just because of how great his explanation was.

And the pro version DOES have tagging which is a great way to track where your link clicks come from.

That's a good feature. But I bet this didn't cost him \$500 to get programmed.

The value is in the explanation.

# MARLON, HOW DO I GET TRAFFIC TO THIS SQUEEZE PAGE?

In THIS case it's a quick moneymaker.

You post it to your Facebook, in groups if they allow it, your email list if you have one.

And, in general, just SPREAD IT ANYWHERE you can without spamming.

Rob Reece is a go-getter up and comer and he posted this to his FB timeline and I shared it. A number of you commented on his post:



Rob does some really good teaser posts.

You ask people to comment. Then you PM the link. If you put the link IN your post, FB won't give your post any reach or eyeballs so no one will see it

When you pm people change the wording some...Do not send the same thing to each person or after a bit fb will zap you for that too.

Rob got 132 comments!

12 hrs · 🌐

So I ran a little experiment to see if it worked!!!  
And by golly it did!  
In the span of a little over 24 hours I made \$129.49 with about 90 secs worth of work! ... See More



👍❤️ George McGillivray, Rob Reece and 32 others · 101 Comments 2 Shares

Another eye catcher from Rob.

 **Rob Reece** shared live audio — 🕶️ feeling cool. ...  
February 27 at 8:02 PM · 🌐

3 tips to improve your email marketing TODAY even if your list suck



👍 Rob Reece and 9 others · 8 Comments 1 Share

I don't know what he did that in but you can do it in Canva which is free. Or you can use [Snappa](#).



Let's STUDY Rob's post.

The promise: In a little over 24 hours I made \$129 with about 90 seconds of work.

This is what people want. Fast. Simple. Easy. No work.

It's a dream!

Sell the SIZZLE not the steak.

Then he has some good bullet points that do what?

CREATE CURIOSITY!

Then he adds SCARCITY - Only 47 left.

BOOM!

Now Rob is also posting affiliate links using guess what?

The [Affiliate Links product](#) I told you about above. It does have the one nice feature where you can put images in it.

Then again, I don't see any reason you can't just add the image in the FB post.

## OTHER TRAFFIC METHODS

You can do daily videos on Youtube targeting keywords. Then in your description you add your new squeeze page.

If you have a blog you can promote it with a popup there.

With permission you can post it in Facebook groups.

There are a limited number of ways to promote free stuff.

What you have going for you is a **KILLER** angle because you chose a youtube video with the **HIGHEST VIEWS** you could find that was relevant.

That's key.

Targeted as possible but with the highest views you can find.

Also look for high comments or engagement.

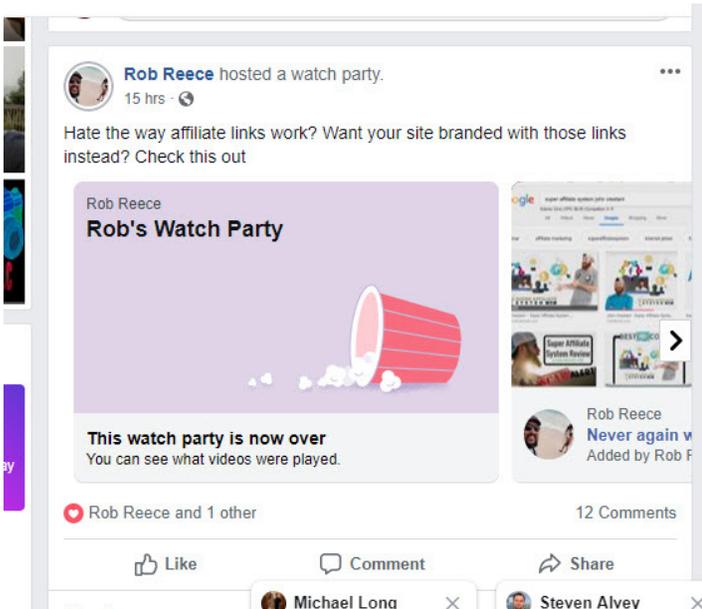
## LISTEN, A NUMBER OF YOU ARE UNDER FINANCIAL PRESSURES.

I understand.

But how are you going to get **OUT** of those pressures without learning marketing and selling?

**THAT** is why your membership here is so valuable.

But then others are just **IMPATIENT** and want results **NOW!**



Now the software does have **ONE** feature that lets you add an **IMAGE**. Pretty links doesn't do that.

So are you **GETTING** how you can do posts that **CREATE CURIOSITY**?

If you just post: "how to join my blah, blah, blah" and it creates **NO CURIOSITY** you will get **NO RESPONSE**.

As much as possible, as **EASY, FAST, SIMPLE**.

Unfortunately, people want **RESULTS** without work.

So you highlight or emphasize those things while being **TRUTHFUL**. You just sell the sizzle not the steak.

That is all there is to this **NEW** method.

What you have to focus on is your WINS each week like getting research done or bullet points written.

Or even a squeeze page made.

But you need WINS each week.

I encourage you to POST YOUR WINS each week in the Facebook group and CELEBRATE small steps.

There are people who will promise you faster results cause everything is done for you.

It's normally and typically the Song of the Sirens leading you astray.

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

