

BOOM!

A MONTHLY
PUBLICATION FOR
MARLON'S CUSTOMERS

IN THIS ISSUE

- Book of Secrets made him millions
- Amazing Formula made him 10's of thousands
- Excerpt: Why building your audience is the key to sales
- Excerpt from New 65-page sizzling Dispatch shows how to build and monetize an audience
- Goal Group members flying into action
- Four new MMM's now available
- New Get Traffic Now Bundle gives you access to my most advanced trainings on how to get traffic
- New Info Product Business Startup Bundle saves you a fortune on wasted time and money and gives you in-depth trainings to succeed
- Survey: What are you wanting to accomplish and what's stopping you?

Hello,

Marlon here.

As you can see from the above agenda, in this issue I have a sizzling Dispatch excerpt for you. And lots of updates.

This is the FIRST BOOM newsletter.

And whether or not there's a second will depend on the response to this first one!

Excerpt: Why building your audience is the key to sales

Let's start off with an excerpt from my new 65-page Dispatch that shows how to build an monetize an audience.

Rule 1: You don't start with a product you like or want to sell. You start with building an AUDIENCE.

So here's the deal.

The money is not in the product.

Products are a dime a dozen.

NEW products are a dime a dozen.

There will be dozens of new products launched today just in the "make money online" space.

Just showing up in an ad or on social media with "Hey, here's a new (or old) product that does xyz thing everyone else claims too. Buy it. It's good."

That's just not going to do anything.

ESPECIALLY when no one sees the video or the Facebook post except 3 friends who hate marketing. And your mum.

And your mum is annoyed by it.

Contrast this to the person who has a LIST of 10,000 known opportunity BUYERS (not seekers, BUYERS).

Send an email to THAT list about an offer, and IF those people know, like and trust you, you'll make sales.

Just ANY list means nothing.

I see people offer lists for sale all the time online.

That has very little value.

What has value is a list of people with a COMMON need or interest who also know, like and trust you.

See, the magic is NOT in the product.

It's in the AUDIENCE who knows, likes and trusts you.

Do you see the difference?

You have a product you want to promote?

Props to you.

So do one million other people (literally) on the Internet.

But you know what most all those 1 million opportunity seekers are missing or lacking?

A LIST or AUDIENCE of people who know, like and trust them.

That's the magic elixir.

Every day I see emails and offers for rights to sell some magical product.

And people buy it, maybe for \$1,000 or more. Maybe \$500 or \$100.

Then, the next step is, it dawns on them.

“mmmm, I need to sell this to someone.”

Who do I sell it to?

They post it on their FB.

Their mum asks them why they're posting crap.

3 friends accuse them of promoting crap.

Now they're all down in the mouth and discouraged.

They have NO AUDIENCE.

What difference does a product make?

It's the sound of one hand clapping.

I'm exaggerating and joking. But you get the idea. Posting to crickets sucks.

When I was young, I got a job selling life insurance. Bad idea.

But here's how life insurance agencies back then made money. I don't know about now.

Step 1: Recruit new agents to sell their life insurance

Step 2: Provide some crappy training with no method to get leads or prospects

Step 3: Instructions to make a list of 100 friends, sell your friends and ask for referrals

The pitch is that you can KEEP selling from the referrals.

That seldom happens.

So you sell your friends.

You have no more leads.

No one to talk to.

No one to sell to.

You leave the agency.

The manager collects the renewal commissions on the friends you DID sell.

Then he or she goes and hires more people to sell their friends.

See, the money is in the list.

And in this case, it's the "friends and family list." Which will maybe last 6 months at most. Probably not that.

The same thing happens in network marketing.

You join.

They tell you to make a list of 100 or 200 friends and family.

You attempt to recruit friends and family.

Then you run out of people to sell to or recruit.

You move on.

The upline collects some percentage of revenue on the few friends who actually liked the products and keep buying.

Or out of the friends you recruited, 1 was actually a go getter and keeps building the business. The upline profits.

Rule 2: Your list is your cash cows or chicken coup

My grandad had a farm in Kingfisher, Oklahoma. Which was a horrible idea. Just terrible.

But he had this vision of a chicken coup or whatever you call it with 100 chickens. They'd lay eggs.

He'd sell the eggs.

Boom! Money.

The problem is a tornado blew down the whole shebang and destroyed his moneymaking idea.

He also had a cow or two. Great idea. Milk them. Sell the milk.

Boom! Money.

But a disease killed the cow or cows.

Your list or your AUDIENCE is your cash cow or your chicken coup. As long as you take CARE of it, it'll product milk or eggs for you in the form of sales and money.

And it'll do this over and over again.

Rule 3: If you have a list of people who know, like and trust you, a percentage will probably buy whatever you recommend.

You could recommend horse manure and someone would probably buy it.

Why?

Because they know, like and trust you.

Now, if you sell them horse manure, they probably won't like and trust you after you deliver that box of crap, unless they were looking to buy a box of crap to start with.

But let's say you have a nice, valuable product to promote.

You offer it to them.

They buy.

They're happy.

They might buy the next thing you recommend and the next.

As long as you recommend good stuff and not crap.

If you aren't getting my Dispatches, I write them each month for Fast Track. You get a Dispatch each month AND 4 coaching calls a month for only \$197 a month.

Plus, you get my weekly MMM newsletter also.

If you were in the OLD Fast Track, you need to try out the NEW FAST TRACK because we do it live on ZOOM. It's very interactive.

The brainstorming and knowledge bombs are incredible.

[14-Day Trial Only \\$1](#)

BOOK OF SECRETS MADE HIM MILLIONS

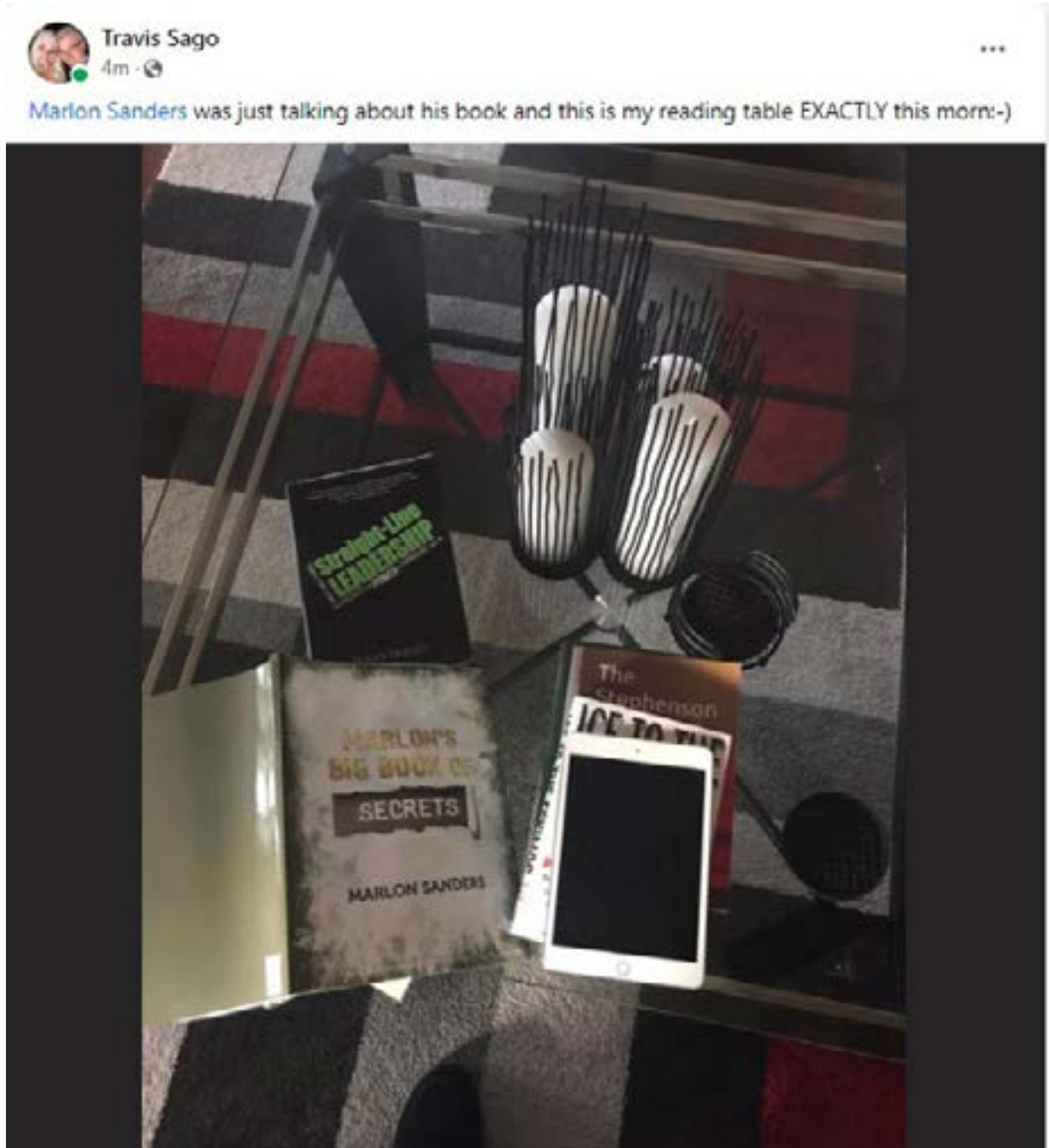
You probably know the name Travis Sago either for his current accomplishments, which are many. Or his past when he became famous for his original Bum Marketing System.

He's a genius marketer. Hands down.

Well, on my Facebook, I published an article about a book I was reading. And Travis responded with THIS post:



And here's the photo he published of the books he's reading:

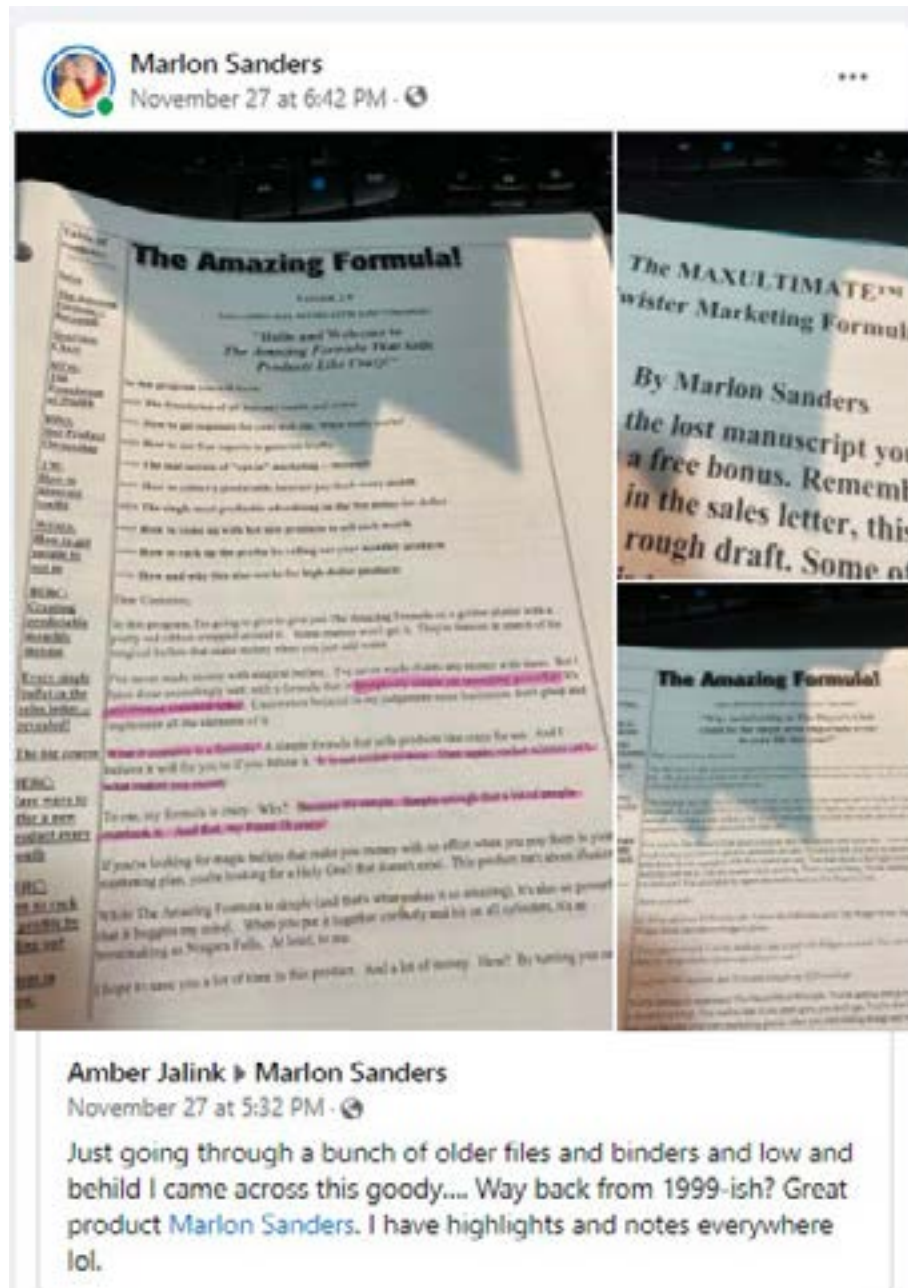


You can get the PRINT copy just like Travis has for [\\$125 including shipping here.](#) (marlonsanders.com/secrets)

And you can get the digital version here: <https://bigbookofsecrets.com>

AMAZING FORMULA MADE HIM 10'S OF THOUSANDS

Then, on the heels of that, Amber published this:



And none other than Andie Brocklehurst commented:



Andie and Amber, thanks for your great comments. You can get Amazing Formula at AmazingFormula.com. I updated it within the past year.

GOAL GROUP MEMBERS FLYING INTO ACTION

We are on week 4 of our Goal Group on Tuesday nights.

We've made a LOT of progress in focusing and getting our esteemed members into action.

Steve has created a new Youtube channel and focused in on what types of videos he'll post and exactly how he'll make money on them. He's very clear on his model and the activity required each week.

He has a busy schedule of performing in his band and semi-retired work as a machinist. So this fits in with his schedule.

Duncan is on track to revive a method that worked great for him in the past. And he's focused on a second promotional channel. For him, accountability was the main issue. And we have him moving along nicely.

Carl is not able to attend the live sessions but I've guided him in the weekly sessions with my best thoughts.

And Allen went through a number of scenarios and is focusing in on his specific course of action. He feels more focused on aligned with his goals.

Dan is an affiliate marketer and we've worked on specific actions for him to expand his affiliate marketing business. And how to grow from where he is the to the next level.

FOUR NEW MMM'S NOW AVAILABLE

Four new issues of Marlon's Marketing Method were published.

How to find the One Lever That Gets You 10X the Sales and Money – this issue helps you nail down EXACTLY how to expand from where you are, regardless of whether you're a beginner or advanced. It's 13-pages of pure gold.

How to Create a Hook Even For Boring Products In 60 Minutes is just fantastic. Without a hook, no one will listen to you. It can be really challenging to find a hook but I make it EASY for you in this jam-packed 15-page issue.

How to Get Likes and Monetize Your Facebook Page is a \$5 million a year method I ran across and shared. It totally blew my mind. This person ran cheap ads to get likes on her FB page and used a very clever method to turn that into \$5 million bucks this year.

How to You Get Started Making Money is a 19-page PDF that explains exactly how to get started, just like it says.

If you don't get the MMM (Marlon's Marketing Method) newsletter, there's no telling how much you've lost due to NOT having this info. [Get on the track here.](#)

NEW GET TRAFFIC NOW BUNDLE GIVES YOU ACCESS TO MY MOST ADVANCED TRAININGS ON HOW TO GET TRAFFIC

You need traffic. Without eyeballs on your offers, you're sunk.

In my new Traffic Now Bundle, I've assembled an unbelievable collection of 9 of my most powerful trainings ever on how to get traffic now.

Check it out here: <https://marlonsanders.com/traffic-now-bundle/>

This is for you if you're really serious about knowing what I know about getting traffic to your websites, funnels, pages and promotions.

NEW INFO PRODUCT BUSINESS STARTUP BUNDLE SAVES YOU A FORTUNE ON WASTED TIME AND MONEY AND GIVES YOU IN-DEPTH TRAININGS TO SUCCEED

A request I get all the time is “Marlon, I’m a beginner. How do I get started?”

That’s why I put together my ultimate Info Product Business Startup bundle.

This is not an “intro” product. This is the real deal that lays it all out for you. <https://marlonsanders.com/info-product-business-startup-bundle/>

NEW BIG PERFORMING AFFILIATE PROMOTION AVAILABLE

If you want to rake in some serious affiliate commissions AND win cash or prizes (WITHOUT having to beat anyone else), then check this out.

It’s a top performing affiliate offer.

Hops	Sales	CR %	RPH	RPS	Commission
5,253	178	3%	\$2.02	\$59.69	\$5,570.54
1159	35	3%	\$2.11	\$69.72	\$1,172.08
751	39	5%	\$2.89	\$55.62	\$1,105.80
478	31	6%	\$3.41	\$52.60	\$787.63
277	24	9%	\$4.25	\$49.10	\$838.94
443	20	5%	\$2.61	\$57.90	\$590.75

Affiliates are getting up to 9% conversions on a \$47 product.

[Check out the promo here.](#)

While the contest is in December, this is an EVERGREEN offer. You can:

1. Put it on your thank you page
2. Put it in your autoresponder

Survey: What are you wanting to accomplish and what's stopping you? Help me help you.

I'd like to know what you want to accomplish, what you've already tried and what's stopping you. This will help me help you.

<https://www.surveymonkey.com/r/R6N7QCL>

Best wishes,

Marlon