

# **How I Sold 70,000+ Products Online Using The Incredible Power of Leverage**

**It's something few know about or understand.**

**Even fewer know how to use it.**

**But those who do become insanely wealthy**

Hello,

Marlon here.

Let's talk about selling products online.

I've sold 70,000+ products online.

Most of those were over \$50.00 each.

In the following pages, I hope to shine a light to your path and show you step-by-step how you can also sell products online.

Or, if you're already doing it, how you can sell MORE products online.

I published part of this as an MMM. But in this super in-depth report, I'll go deeper and reveal a lot more things to you.

I'm going to BOIL IT DOWN...then we'll deep dive into different aspects of it.

**Secret 1: I had 30,000 affiliates selling products for me.**

That's a lot of LEVERAGE which is what I talked about in the training this week.

**Secret 2: I had someone RECRUITING affiliates for me**

In this case, it was Allen Gardyne from Associateprograms.com

Allen published a top 10 list of affiliate programs making him the most money each week. And I was in his top 5 for probably 3 years, if not longer.

If you boil that down, the secret is **LEVERAGE**.

Now, there are many, many kinds of leverage. There's hardly any books written on the topic. And certainly not from the angle we're talking about.

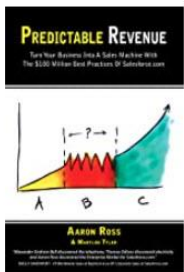
The kind of leverage we're talking about is the kind that sends you sales.

For Grant Cardone, that's his events and his phone team that calls all the people who attend his events and sell them stuff.

For Coach Burt, it's the same as Grant Cardone on a much smaller scale (currently). He learned the model largely from Grant Cardone from what he's said on trainings.

For Salesforce.com, it was innovating a way to cold email people in corporations to get information. And then network to the decision maker to make a presentation.

This was a **HIGHLY LEVERAGED** process explained in the book



Predictable Revenue: Turn Your Business Into A Sales Machine With The \$100 Million Best Practices Of Salesforce.com

by Aaron Ross and Marylou Tyler | Jul 26, 2011

★★★★★ ~ 752

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From Impossible to Inevitable: How SaaS and Other Hyper-Growth Companies Create Predictable Revenue

by Aaron Ross and Jason Lemkin | May 15, 2019

★★★★★ ~ 95

In those books, Aaron explains the whole system. He doesn't leave much to the imagination.

It was a brilliant system of leverage that many people have now copied or modelled.

For Clickfunnels, the leverage was running ads to a webinar. And also getting affiliates to promote trials.

Walter Hailey in his book *Breaking the No Barrier* explains how he would market and get introductions through the vendors and suppliers of his existing customers.

This resulted in closing 8 or 9 out of every 10 prospects. He did this in MASS. So it was extremely leveraged. He made \$600 million personal income doing that.

I have a friend named Virgil who became a millionaire by age 21. His big secret was selling his \$200 manual to libraries by sending them flyers.

Very leveraged.

T.J. Rohleder sends out 30,000 to 50,000 new customer-getting direct mail pieces a week. Then follow up with offers for higher tickets. That has sold \$100 million for him.

Agora has a formula for selling newsletters and making all kinds of follow up offers. They simply clone the same formula over and over and over in different businesses, publishing something like 350 newsletters total.

In the book *Sales Reps Are Free*, Bill Conifer explains how businesses double and triple just by adding more sales reps. It's an incredibly fascinating read.

Most companies stall out at 10 sales reps. And simply by adding more, they can grow sales.

Jon Spoelstra tells a similar story of how he grows the sales of all kinds of sports teams by hiring more sales reps on the theory that they're free.

There's very little information about methods of leverage.

I've only scratched the surface of studying it.

For example, I learned that the largest churches in the U.S. and the world mostly grow by creating hundreds or thousands of “cell groups” within their church that keep dividing into more groups.

Leverage.

In San Antonio, we have a gigantic megachurch that is known for their cell groups program.

Life, in fact, expands through leverage.

Our cells divide until we reach age 25 or 30, something like that. Then we stop growing.

But we reproduce.

That’s leverage. And life continues.

Some companies grow by adding new geographical locations.

Some grow by going into different industries.

Chess games are even won by understanding how to leverage the mobility of your chess pieces.

A Youtube channel is a form of leverage.

Let’s say you have 1,000 videos on your Youtube channel. That’s 1,000 videos going to work to bring you views, exposure and potential customers.

The FULCRUM is the point of leverage.

That is the key to the growth of every business.

I know.

I know.

You may just be starting out.

You say, “Marlon, I have no leverage.”

But you can answer Quora questions.

500 questions answered with affiliate links embedded is some list-building leverage.

500 videos on Youtube that lead to your offers and lists are a form of leverage.

Getting affiliates to promote your products is leverage.

Buying ads is leverage, even if it's just a \$5 or \$10 ad here or there.

I believe ALL FORTUNES are built on LEVERAGE.

Few people have written about it.

Few people understand it.

Even fewer know how to use it.

But it's the key to how fortunes are made.

Grant Cardone is building a billion dollars of wealth using the leverage of real estate, regardless of whether you like the man or not.

My dad serviced TV's for 30 hotels in Oklahoma City and got \$1 per set per month, whether any of the sets needed fixing or not. He had quite a healthy income from that. Not to mention the dish antenna installations and monthly fees.

Leverage.

Books on Amazon are a form of leverage.

The possibilities are endless.

Here's the simplest example possible.

In the 7<sup>th</sup> grade I did children's magic parties for \$10.

I gave every child a little trick that had my name and phone on it.

Our phone pretty much rang off the hook with people wanting parties.

Every party resulted in more parties.

That's leverage.

I've just taught you most of what I know about leverage. You can create your OWN forms of leverage that maybe only YOU think of.

The possibilities are endless.

They're the secret behind every growing company or organization.

**They're the KEY to PROFITS.**

It's up to you to expand your mind and thinking.

To always be looking for examples of leverage.

To always be thinking how you could increase your own personal leverage.

Could you outsource some things?

Could you hire a full or part time sales rep?

What do you see others doing that you could model?

What could you do no one has even thought of?

I was in sales when I was young.

One day a lady pulled out her address book and introduced me to all her friends.

Do you think that I had asked EVERY client to pull out their address book and introduce me, I would have had a form of leverage?

Walter would get vendors and suppliers and customers to send letters of introduction to their vendors and suppliers.

Was that leverage?

You bet. Big leverage.

Could you have "bird dogs" who run across your ideal prospects all the time who refer them to you?

That was the odd secret of Joe Girard, the world's greatest car salesman. He had LOTS of bird dog relationships he talks about in the book.

He also had a mailing list of his customers.

And had a little referral or affiliate program for them.

Leverage.

It's everywhere.

And in everything.

It's part of all of life.

Cell duplication.

Replication.

Duplication.

That's how everything expands.

Now, I don't think this book "nails" the insights I have above. But it IS a great example of how to take a theme like LEVERAGE and write a book on it. Then use the book to get appointments. And use those appointments to sell a coaching program built around the model in the book.

[Here's the book.](#)

It's a GREAT example of how to take 1 idea and build a whole business around it. Even if you're new, you can still learn a lot from seeing how 1 idea can become a whole business.

Now, I want to take you behind the scenes of how I sold my products and really do a deep dive.

You'll get more insight into how I created leverage.

**A Quick Summary Of How I Got Here  
Starting From Pennies**

One time I had to pay for deodorant with all pennies. I had a car that smoked like a bomb. Yet, I scraped together every dime and nickel I had to buy books and courses that would give me the secrets of selling. I was determined yet disappointed by some of the things I'd tried that were real stinkers.

Like my first info product *How To Avoid TV Repair Ripoff*. I made the classic mistake in selecting that product that many newbies make. Can you spot why it was a total zero?

Anyway, I kept keeping on and sooner or later, it paid off. And when I say paid off, let me give you really, hard numbers.

Here are gross sales of the months I had back then, beginning in March of 99.

\$23,254.99

\$47,093.18

\$49,949.95

\$42,288.42

\$45,161.60

\$32,670.86

\$19,646.07

\$23,923.07

\$23,373.40

\$25,900.62

Not too shabby when most people at the time were still trying to figure out what a domain name was. Or, you can go back to 1996. I'm looking at my 7-18 bank statement with deposits of \$18,994.35. Or 12-17-1996 deposits of \$12,866.38. And so forth. Now, back then, part of my income was also from speaking and writing. But the point is, I've been making real money on the Internet for longer than most.

And I've been doing numbers like those, or better, ever since. And most of those years, I did it from my home office with only a few virtual staff.



I have a long history of numbers like those or better, year after year, with 19 breakthrough products like these: *Gimme My Money Now*, *How To Create Your Own Products In A Flash*, *Marketing Dashboard*, *Design Dashboard*, *Cash Like Clockwork*, *Action Grid*, *Automation Secrets*, *Web Site Tricks*, *Push Button Letters*, *Pr Cash*, *Web Site Order Taking Machine*, *Milcers*, *Internet Profits Explosion Club*, *How To Write Killer Copy*, *How to Go From Broke To Prosperity*, *Product Dashboard*, *VBlog Secrets*, *Marketing Diary*, *Amazing Formula*, *Red Factor*, and that's the short list. It doesn't include coaching programs I've done, participation in other people's products or some of my lesser selling products.

I've cranked out winner after winner for years. It's one thing to be a Johnny one-hit wonder. And quite another to do it year after year. Most people would be ecstatic to have just one or two of those products on their resume.

I've innovated a number of techniques that are now commonplace including the 12-step formula for writing sales letters, 2-page web site model, structure of modern download pages, and the list goes on and on. Suffice it to say, I was a major contributor to what is just accepted practice in today's Internet marketing. The seminars I spoke at in Boulder, Colorado with Jonathan Mizel and Declan Dunn hold a special place in Internet marketing lore. And I spoke at the first four Carl Galletti events as well as Yanik Silver's amazing birthday blowout.

In addition, I've spoken at over 120 seminars around the world including Australia, Bermuda, Kauai, London and Birmingham in the UK, and all over the U.S. – including Seattle, San Francisco, Las Angeles, St. Louis, Chicago, Nashville, Philadelphia, San Diego, Houston, Dallas, Sacramento, New York, and Cincinnati.

With the help of Paul Myers and a long list of contributors, I played a crucial role in rallying the troops to speak out to the FTC about proposed legislation concerning the Can Spam law as it influenced affiliate marketing.

In addition, I was featured at the *Next Internet Millionaire* seminar produced by Joel Comm. I've had the honor and pleasure of speaking at Big Seminar not once but twice and most recently spoke at Frank Garon's event in London.

### **The One Book That Changed My Life**

In 1978 I ordered a book from an ad that said, "*Ohio Man Discovers 7 Step System To Escape The Rate Race*" or something like that.

He filled out forms in the comfort of his RV vehicle. And all this money came flooding in.

I thought that sounded good!

The book introduced me to direct response marketing and also a guy named Gary Halbert who Ben Suarez, the author of the book, had worked with.



This is a picture of the ACTUAL book. Remember, it was 1978 when I bought this. Things were a little more basic back then!

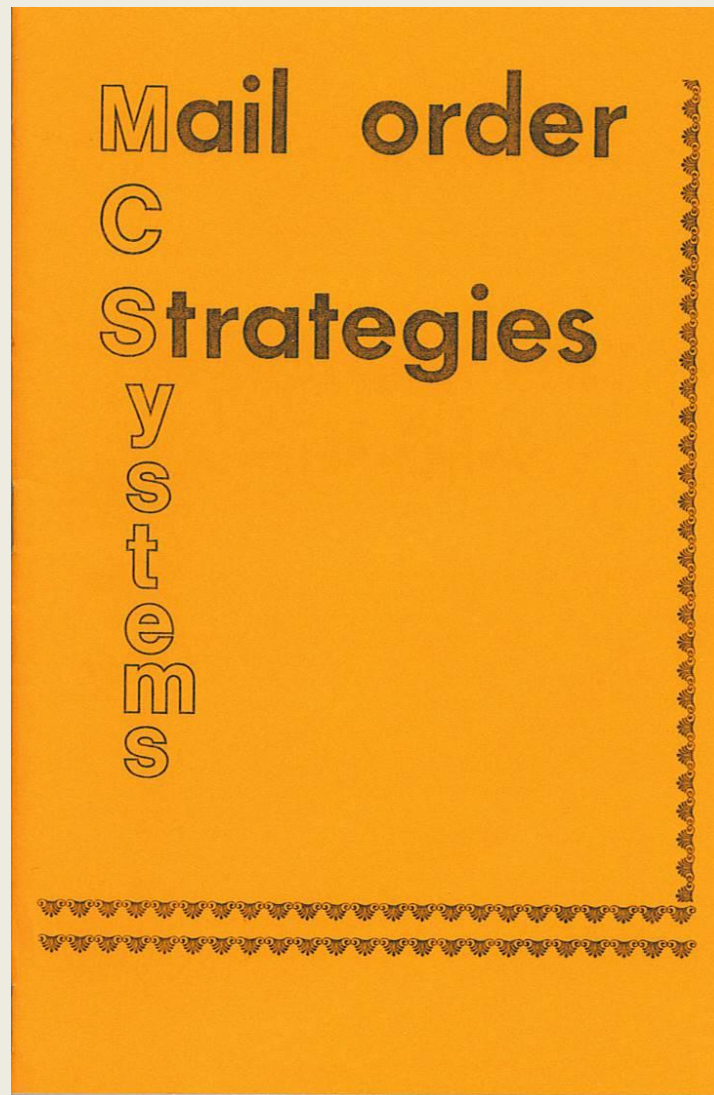
One of the ideas I learned out of this book was the 12-product survey. Ben Suarez would do 3 sets of focus groups surveying 12 products. So he got 36 total responses.

I created my scaled down online version I've used many times.

I fell in love with a thing called “direct response marketing.”

I piddled around and did my best to sell products through little \$5 and \$10 ads.

Here’s one of my awesome productions:



Yeah, I know.

It’s a beauty, isn’t it?

Here’s an ad I ran in a TV guide to sell a booklet on how to avoid TV Repair Ripoff:

JULY 8, 1981

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

**(4) (5) (6) REAL PEOPLE**

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

**(6) MacNEIL/LEHRER REPORT**

**(7) (8) MOVIE—Drama**

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

**Supporting Cast**

Jordana .....Anne Archer  
Samir .....Christopher Lee  
Dick Carriage .....James Franciscus  
Leila .....Olivia Hussey  
Rashid .....Ian McShane  
Yasfir .....Michael Constantine  
Hamid .....Armand Assante  
Ben Ezra .....Eli Wallach

**(6) NATIONAL GEOGRAPHIC**

Special: See 8 P.M. (60 min.)

**(8) (9) (13) CHARLIE'S ANGELS**

**—Crime Drama**

An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Ju-

**Wednesday**

5 PM to 8 PM

lie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

**Guest Cast**

John Thornwood .....David Hedison  
Monica .....Beegie Barkett  
Joe Fenell .....Harold J. Gould  
Barbara Stone .....Eloise Hardt

**(HBO) (E) MOVIE—Drama**

"The Human Factor." (R) See 10 P.M. for details. (1 hr., 55 min.)

**7:30 (5) SEASON TICKET—Magazine**

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

**(HBO) (W) BEST OF CONSUMER REPORTS**

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

**8 PM (4) (5) (6) DIFF'RENT STROKES**


**(CC)**

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

**(6) NATIONAL GEOGRAPHIC**

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING  
30 PAGE REPORT



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TOP AUTHORITY  
ON TV REPAIR  
IN THE MIDWEST

IF THESE  
QUESTIONS  
FIT YOU, PLEASE  
ORDER MY NEW  
INTRIGUING 30-  
PAGE REPORT

**TELEVISION REPAIR REPORT**

**CAN YOU AFFORD THE COST \* \* \* ?**  
WHAT CAN YOU DO IF YOU PAY \$200.00 AND YOUR SET DOES NOT WORK?  
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —  
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP.

- \* FIND OUT HOW TO CHECK YOUR PICTURE TUBE.
- \* FIND OUT IF YOUR TELEVISION IS REPAIRED PROPERLY.
- \* IS MY SET TOO OLD TO REPAIR?
- \* WHAT KIND SHOULD I BUY?
- \* FIND OUT IF YOU ARE BEING OVER CHARGED.
- \* FIND OUT WHO IS THE BEST REPAIRMAN FOR YOU TO CALL.
- \* WHERE DO I BUY A NEW T.V.?
- \* SHOULD I RENT, THEN PURCHASE THE SAME SET?
- \* IS MY TELEVISION REALLY A NEW ONE?

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ALL THIS AND  
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NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP \_\_\_\_\_

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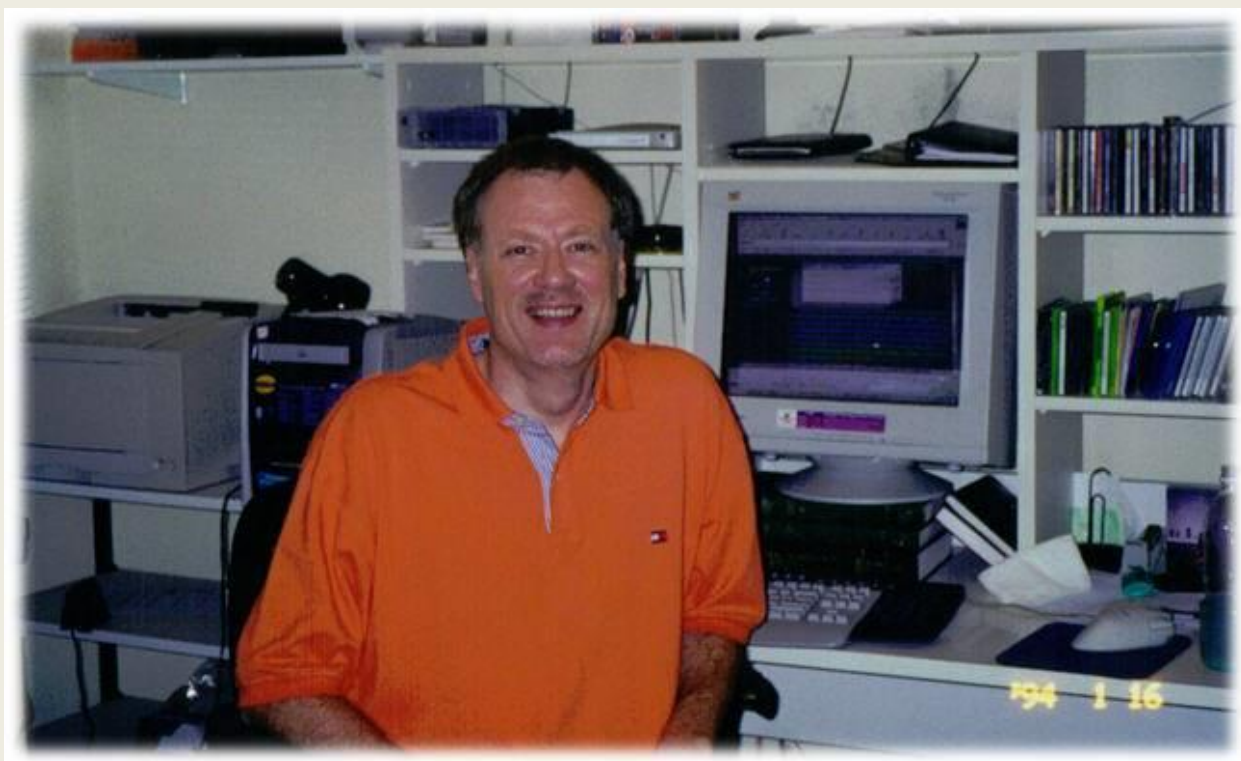
TV GUIDE A-53

Why anyone would be reading a TV guide if their TV was broken is beyond me!

Needless to say, I had a LOT to learn.

Fast forward a number of years and the Internet came along. I began marketing on AOL and Compuserve.





This was me back then.

I had hair back then!

Anyway, eventually I stumbled across a FORMULA for selling ebooks online. I contend I was the first person to sell 100% digitally delivered ebooks online via an affiliate program.

Certainly, I was one of the first.

Here's a bit of proof:

```
Registrant:
Higher Response Marketing, Inc. (HIGHERRESPONSE-DOM)
5636 Spring Valley Suite 18B
Dallas, TX 75240

Domain Name: HIGHERRESPONSE.COM

Administrative Contact:
Sanders, Marlon (MS7879) marlon@AIRM
Higher Response Marketing, Inc.
5636 Spring Valley Suite 18B
Dallas, TX 75240
(972) 788-0542 (FAX) (972) 788-2361

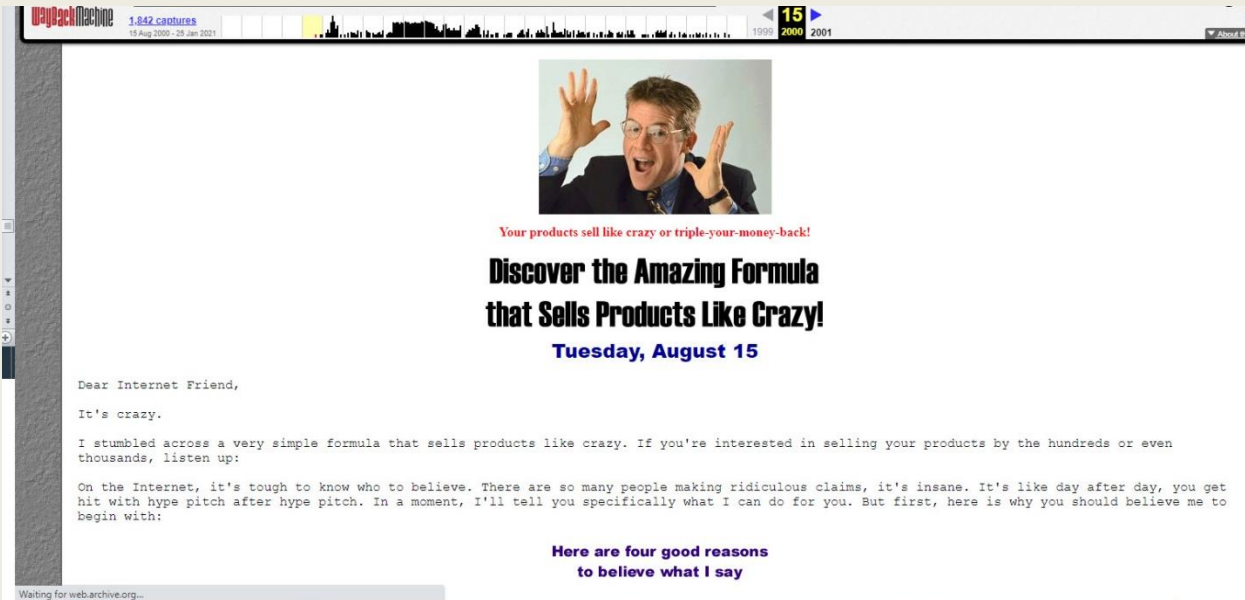
Technical Contact:
Bazyar, Jawaid (JB511) hostmaster@
Interlink Advertising Services Inc.
910 16th Street, Suite 1220
Denver, CO 80202
303-228-0070 (FAX) 303-228-0077

Record expires on 25-Jun-2003.
Record created on 24-Jun-1997.
Database last updated on 10-Jun-2002 22:32:41 EDT.

Domain servers in listed order:
```

## **Ebooks + 100% digital delivery + 12-step sales page + online order form + affiliate program**

Here was my “beautiful” sales page at the time:



Here's what happened when I discovered this formula:



The money poured in:

022 HIGHER RESPONSE MARKETING, INC. 5636 SPRING VALLEY #18-B DALLAS TX 75240-3170		
COMPASSWORKS WILL SAVE YOUR BUSINESS, AND YOU, MONEY. HOW'S THAT FOR A BANK STATEMENT? COMPASSWORKS FOR BUSINESS PROVIDES BUSINESS AND PERSONAL DEPOSIT ACCOUNTS, CREDIT CARDS, CREDIT LINES, AND MORE. ALL WITH NO FEE OR ONE LOW FEE, DEPENDING ON YOUR BALANCES. STOP BY YOUR NEAREST BRANCH. OR CALL 1-800-COMPASS TODAY. CREDIT SUBJECT TO APPROVAL. IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT 238-8600 OR 1-800-293-1017.		
INTEREST CHECKING	HIGHER RESPONSE MARKETING, INC.	
Interest Paid YTD		86.77
Deposit Account Recap		
Beginning Balance as of May	29, 1999	42,288.42
<u>58 Deposits</u>	(Plus)	<u>40,899.15</u>
Interest Paid	(Plus)	35.65
Service Charge	(Minus)	57.40
Ending Balance as of June	30, 1999	45,161.60

My affiliates did pretty well:

DirectTrack

Associate Search

Search

Direct Response Services

Other Services

MARLON'S AFFILIATES ADMINISTRATION INTERFACE

ASSOCIATE INTERFACE | MASTER ASSOCIATE LOGIN

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Configure Options | Datafeeds | Campaign Settings | Other Options | View Cookie Information

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Pending Items

Associate Records

Email Associates

Message Content

DNC List

Campaign Groups

Cross-Pollination

Community

Terms

Fraudfilter

Financial Management

Account Management

Manage Users

Bonus Program

Optional Features

Purchase Upgrades

Account Setup

Interface Setup

Configure Appearance

Email Settings

Financial Settings

Advanced Features

Direct Co-Reg

Help

Support Contacts

DirectTrack

info@directresponse.com

Voice Mail

(415) 921-1200

\*If you upgrade to a support contract you will have access to a live person

Account Executive

Grant Stegall

Phone: (415) 921-6881

DirectTrack Education Services

Click Here for more information

#	Product ID	Number of Sales	Price	Payout	Total Sale Amount	Total Payout Amount
1	28	47	\$597.00	\$249.50	\$28,039.00	\$6,336.60
2	2	569	\$100.00	\$55.00	\$55,910.00	\$21,156.10
3	2	567	\$79.00	\$47.40	\$42,556.00	\$14,613.10
4	1	1533	\$79.95	\$41.97	\$59,939.00	\$24,326.66
5	22	36	\$847.00	\$255.00	\$25,312.00	\$9,127.00
6	51	16	\$50.00	\$0.00	\$800.00	\$35.00
7	10	121	\$37.95	\$18.98	\$3,633.11	\$969.00
8	58	9	\$30.00	\$21.00	\$270.00	\$84.00
9	58	7	\$9.00	\$4.50	\$63.00	\$27.00
10	49	3	\$15.00	\$7.50	\$45.00	\$22.50
11	52	123	\$199.00	\$99.00	\$14,520.13	\$4,075.21
12	52	47	\$299.00	\$149.00	\$13,754.35	\$6,348.37
13	16	7	\$14.99	\$0.00	\$90.94	\$11.04
14	26	4	\$18.90	\$9.90	\$40.80	\$23.37
15	15	43	\$127.00	\$63.50	\$5,461.00	\$1,316.90
16	22	2	\$166.16	\$0.00	\$332.32	\$74.77
17	18	5	\$0.00	\$0.00	\$22.00	\$7.50
18	82	29	\$147.00	\$73.50	\$4,263.00	\$940.80
19	22	15	\$42.00	\$0.00	\$425.00	\$20.55
20	80	35	\$98.00	\$49.00	\$3,430.00	\$793.80
21	8	89	\$97.40	\$48.80	\$7,906.40	\$2,186.24
22	28	12	\$1,347.00	\$673.50	\$13,014.00	\$4,343.30
23	52	53	\$197.00	\$97.00	\$10,245.00	\$3,044.00
24	56	3	\$0.00	\$0.00	\$2.00	\$0.00
25	50	3	\$0.00	\$0.00	\$2.00	\$0.00
26	52	2	\$1.00	\$0.00	\$2.00	\$0.00
27	7	264	\$20.00	\$10.00	\$5,221.00	\$1,596.00
28	12	7	\$95.00	\$47.50	\$665.00	\$256.50
29	8	19	\$196.00	\$98.00	\$3,724.00	\$999.60
30	14	29	\$97.50	\$48.75	\$2,827.50	\$302.25
31	46	40	\$147.00	\$73.50	\$4,146.30	\$1,195.88
32	26	14	\$887.00	\$443.50	\$7,738.00	\$1,234.90
33	28	92	\$29.95	\$20.00	\$2,077.40	\$232.72
34	45	21	\$261.95	\$131.00	\$4,979.05	\$3,724.44
35	45	1	\$9.00	\$4.50	\$9.00	\$4.50
36	81	16	\$97.00	\$48.50	\$1,532.00	\$116.40
37	83	41	\$200.00	\$125.00	\$7,879.00	\$1,750.00
38	52	3	\$0.00	\$0.00	\$1.00	\$0.00
39	52	1	\$17.00	\$8.50	\$17.00	\$8.50
40	50	1	\$1.00	\$0.00	\$1.00	\$0.00
41	22	21	\$0.00	\$0.00	\$20.00	\$2.70
42	52	1	\$0.00	\$0.00	\$0.00	\$0.00
43	55	1	\$0.00	\$0.00	\$0.00	\$0.00
44	56	1	\$0.00	\$0.00	\$0.00	\$0.00
45	51	1	\$0.00	\$0.00	\$0.00	\$0.00
46	26	8	\$69.00	\$0.00	\$552.00	\$0.00
47	23	1	\$50.00	\$0.00	\$30.00	\$0.00
48	23	7	\$69.00	\$41.40	\$483.00	\$41.40
49	20	1	\$116.16	\$0.00	\$116.16	\$0.00
50	50	1	\$132.83	\$0.00	\$132.83	\$0.00
51	28	2	\$97.40	\$0.00	\$195.20	\$0.00
52	23	1	\$97.00	\$0.00	\$97.00	\$0.00
53	26	3	\$100.00	\$0.00	\$300.00	\$0.00
54	22	5	\$97.40	\$0.00	\$488.00	\$0.00
55	23	7	\$100.00	\$0.00	\$700.00	\$0.00
56	36	22	\$59.95	\$0.00	\$1,318.90	\$0.00
57	35	14	\$59.95	\$0.00	\$839.30	\$0.00
58	58	1	\$98.30	\$0.00	\$98.30	\$0.00
59	9	11	\$96.00	\$48.00	\$960.00	\$192.00
60	5	13	\$97.00	\$0.00	\$1,261.00	\$0.00
61	84	3	\$197.00	\$0.00	\$591.00	\$0.00
62	5	6	\$950.00	\$0.00	\$5,700.00	\$0.00
63	15	7	\$39.95	\$19.98	\$279.65	\$47.95
64	22	1	\$100.00	\$0.00	\$200.00	\$0.00
65	21	3	\$97.00	\$0.00	\$291.00	\$0.00
66	38	2	\$1.00	\$0.00	\$2.00	\$0.70
67	12	2	\$10.00	\$0.00	\$20.00	\$0.00
68	22	5	\$1.00	\$0.00	\$5.00	\$0.70
69	23	1	\$97.00	\$0.00	\$97.00	\$0.00
70	52	1	\$1.00	\$0.00	\$1.00	\$0.00
71	164	1	\$0.00	\$0.00	\$0.00	\$0.00
72	163	11	\$0.00	\$0.00	\$0.00	\$0.00
73	93	1	\$297.00	\$148.50	\$297.00	\$148.50
74	95	168	\$57.00	\$28.50	\$9,462.00	\$6,429.60
75	97	66	\$47.00	\$23.50	\$3,102.00	\$2,049.30
76	95	80	\$44.99	\$22.50	\$1,217.71	\$843.82
77	98	134	\$125.00	\$62.50	\$16,000.00	\$8,437.50
78	182	3	\$0.00	\$0.00	\$0.00	\$0.00
79	171	1	\$0.00	\$0.00	\$0.00	\$0.00
80	178	1	\$0.00	\$0.00	\$0.00	\$0.00
81	122	14	\$0.00	\$0.00	\$0.00	\$0.00
82	128	1	\$0.00	\$0.00	\$0.00	\$0.00
83	100	705	\$59.95	\$41.97	\$42,264.75	\$28,388.65
84	101	1658	\$79.90	\$55.93	\$131,335.60	\$91,948.92
85	182	9	\$0.00	\$0.00	\$0.00	\$0.00
86	183	21	\$0.00	\$0.00	\$0.00	\$0.00
87	182	1	\$0.00	\$0.00	\$0.00	\$0.00
88	186	1	\$0.00	\$0.00	\$0.00	\$0.00
89	188	1	\$0.00	\$0.00	\$0.00	\$0.00
90	121	1	\$0.00	\$0.00	\$0.00	\$0.00
91	189	4	\$0.00	\$0.00	\$0.00	\$0.00
92	102	130	\$59.95	\$41.97	\$7,613.65	\$5,330.19
93	122	2	\$0.00	\$0.00	\$0.00	\$0.00
94	56	1	\$9.00	\$4.50	\$9.00	\$4.50
95	209	2	\$0.00	\$0.00	\$0.00	\$0.00
96	103	495	\$79.95	\$55.93	\$39,275.30	\$27,475.66
97	210	17	\$0.00	\$0.00	\$0.00	\$0.00
98	211	17	\$0.00	\$0.00	\$0.00	\$0.00
99	105	17	\$0.00	\$0.00	\$0.00	\$0.00
100	106	8	\$197.00	\$148.50	\$2,376.00	\$1,186.00
101	212	1	\$0.00	\$0.00	\$0.00	\$0.00
102	214	16	\$0.00	\$0.00	\$0.00	\$0.00
103	108	56	\$78.00	\$39.00	\$4,369.00	\$2,184.50
104	216	5	\$0.00	\$0.00	\$0.00	\$0.00
105	217	8	\$0.00	\$0.00	\$0.00	\$0.00
106	221	10	\$0.00	\$0.00	\$0.00	\$0.00
107	384	9	\$97.00	\$48.50	\$485.00	\$242.50
108	228	9	\$0.00	\$0.00	\$0.00	\$0.00
109	222	42	\$97.00	\$48.50	\$3,441.00	\$1,667.50
110	230	1	\$0.00	\$0.00	\$0.00	\$0.00
111	235	9	\$65.77	\$32.88	\$526.16	\$263.04
112	205	95	\$99.96	\$41.97	\$3,117.92	\$1,182.44
113	239	60	\$79.96	\$55.97	\$4,294.80	\$4,477.60
Totals for report		2870			\$647,184.90	\$307,146.37
Get CSV						
Back						

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Here's the bottom line blown up for you:

101	<a href="#">212</a>	1	\$0.00	\$0.00	\$0.00	\$0.00
102	<a href="#">214</a>	16	\$0.00	\$0.00	\$0.00	\$0.00
103	<a href="#">106</a>	56	\$78.00	\$39.00	\$4,369.00	\$2,184.50
104	<a href="#">216</a>	5	\$0.00	\$0.00	\$0.00	\$0.00
105	<a href="#">217</a>	8	\$0.00	\$0.00	\$0.00	\$0.00
106	<a href="#">221</a>	10	\$0.00	\$0.00	\$0.00	\$0.00
107	<a href="#">384</a>	5	\$97.00	\$48.50	\$485.00	\$242.50
108	<a href="#">228</a>	5	\$0.00	\$0.00	\$0.00	\$0.00
109	<a href="#">229</a>	43	\$99.00	\$48.50	\$3,441.00	\$1,667.50
110	<a href="#">230</a>	1	\$0.00	\$0.00	\$0.00	\$0.00
111	<a href="#">235</a>	9	\$65.77	\$32.88	\$526.16	\$263.04
112	<a href="#">398</a>	55	\$59.96	\$41.97	\$3,117.92	\$2,182.44
113	<a href="#">399</a>	80	\$79.96	\$53.97	\$6,396.80	\$4,477.60
Totals for report		7870			\$647,164.90	\$307,140.27

**\$647,164.90**

Sales from a few products:

Net Income by Product	
Actions ▾	New Search Edit Criteria/Columns... Save... Print...
1-50 of 231	50 per page
Product description	Total amt
Big Course (OTO Special) - \$498.00	\$50,298,024.00
3 Hour Weekend Workshops Replay - \$40.00 - Replay of how to create 3-hour weekend workshops	\$36,000,800.00
The Traffic Dashboard - \$79.95	\$54,889.90
Marlon's Coaching System coach - \$1,269.00	\$46,871.00
The Traffic Dashboard Turbo -- Only \$79.97 - \$79.97	\$42,144.19
The Traffic Dashboard -- Only \$59.97 - \$59.97	\$41,119.72
The Big Course - \$498.00 - The Big Course	\$38,368.00
Wordpress Dashboard Test - \$0.00 -	\$28,867.56
Marlon's Book of Marketing Secrets Option 2 - \$65.00 - Includes a 90-minute Instant Genius video with extra scoop -- PLUS a transcript!	\$25,025.00
The Traffic Dashboard Turbo Upgrade - \$79.95 - The Traffic Dashboard Turbo Upgrade	\$23,205.50

To get to the total number of products I've sold isn't easy. You have to add numbers from multiple accounts.

But here's one of them:

20 displayed	TOTAL	1176.60
0 displayed	COUPONS TOTAL	0.00
42932 records found	GRAND TOTAL	2798022.05

1-20 [21-40](#) [41-60](#) [61-80](#) [81-100](#) [101-120](#) [121-140](#) [141-160](#) [161-180](#) [181-200](#) [\[>>\]](#)

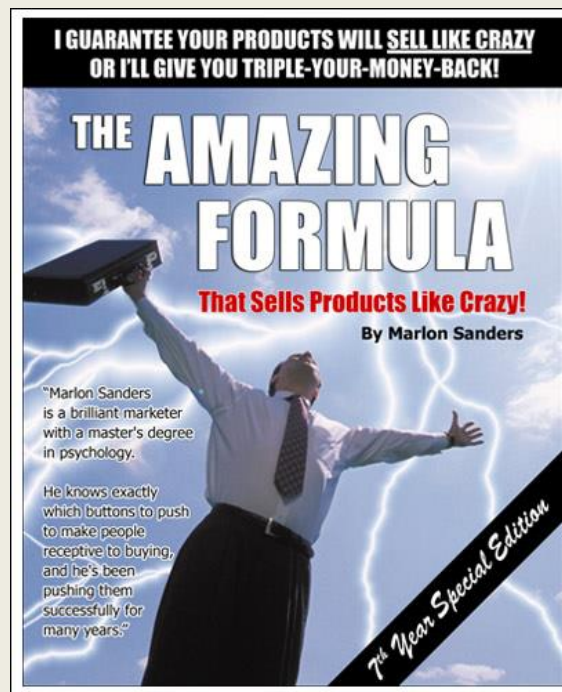
Here's some more:

14,792	591	\$683,133.55
--------	-----	--------------

I'm NOT showing you ANY of this to brag.

There are so many people today claiming to be experts, I just wanted to show you I know a thing or two about selling online.

Here's the current version of the product.



Actually, I have a new cover and the product has been updated several times since the above. I just don't have it handy.

### **So Marlon, How Did You Sell Those Products?**

As I said, I had a formula as I said:

**Ebooks + 100% digital delivery + 12-step sales page + online order form + affiliate program**

**1. Ebooks – When I started out, everyone was shipping printed books.**

The common thinking at the time was if you sold a digital-only product, your refunds would be through the roof.

I've heard of people selling ebooks back on the bulletin board systems. So I can't say I had the first ebooks. But far as I know, no one or almost no one as doing it at the time on the WWW.

In any event, this formula STILL works, but things have evolved.

I STILL sell ebooks for up to \$100.

But what works better is to COMBINE elements.

Combine a PDF with some videos and other doodads.

Maybe you have templates, checklists or other items.

This makes it impossible to compare your value with all video products being sold on Udemy for 10 bucks or Kindle books being sold for \$2.

I didn't think of this idea.

Dan Kennedy originally came up with the idea pre-www.

He would ship you this ugly notebook with cassette tapes stuffed in the front, certificates for consultations and other stuff.

It was a monstrosity!

But you sure as heck couldn't compare the value to a "book."

The enemy of profits is commoditization.

In other words, having your products relegated to the status of a commodity like apples or oranges.

Everyone knows how much an apple or an orange is worth. Not much.

This is the HUGE problem of platforms like Udemy and Amazon Kindle. They turn your intellectual property into a commodity.

There ARE ways to break out of this trap.

And those platforms have their uses.

But, in general, today you sell a collection of value, NOT just an ebook.  
Although you can sell just ebooks.

I do it by having extremely strong sales copy with big promises.

Here's an example:

If You Don't Have Your Own Product Yet, Don't Have a Sales Letter or Got No Traffic, Here's Your EZ Peazy Answer! Click Here To Grab Excalibur



# EXCALIBUR

Only Minutes from now I GUARANTEE You'll  
Know Exactly, Precisely how to CHOOSE  
YOUR NICHE, WRITE YOUR SALES LETTER,  
Create your Product In 100 Minutes and get  
Traffic 4 Ways



If You Don't Have Your Own Product Yet, Don't Have a Sales Letter or Got No Traffic, Here's Your EZ Peazy Answer! Click Here To Grab Excalibur



# EXCALIBUR

Only Minutes from now I GUARANTEE You'll  
Know Exactly, Precisely how to CHOOSE  
YOUR NICHE, WRITE YOUR SALES LETTER,  
Create your Product In 100 Minutes and get  
Traffic 4 Ways



[CLICK HERE TO SECURE YOUR COPY AND YOUR BONUSES](#)

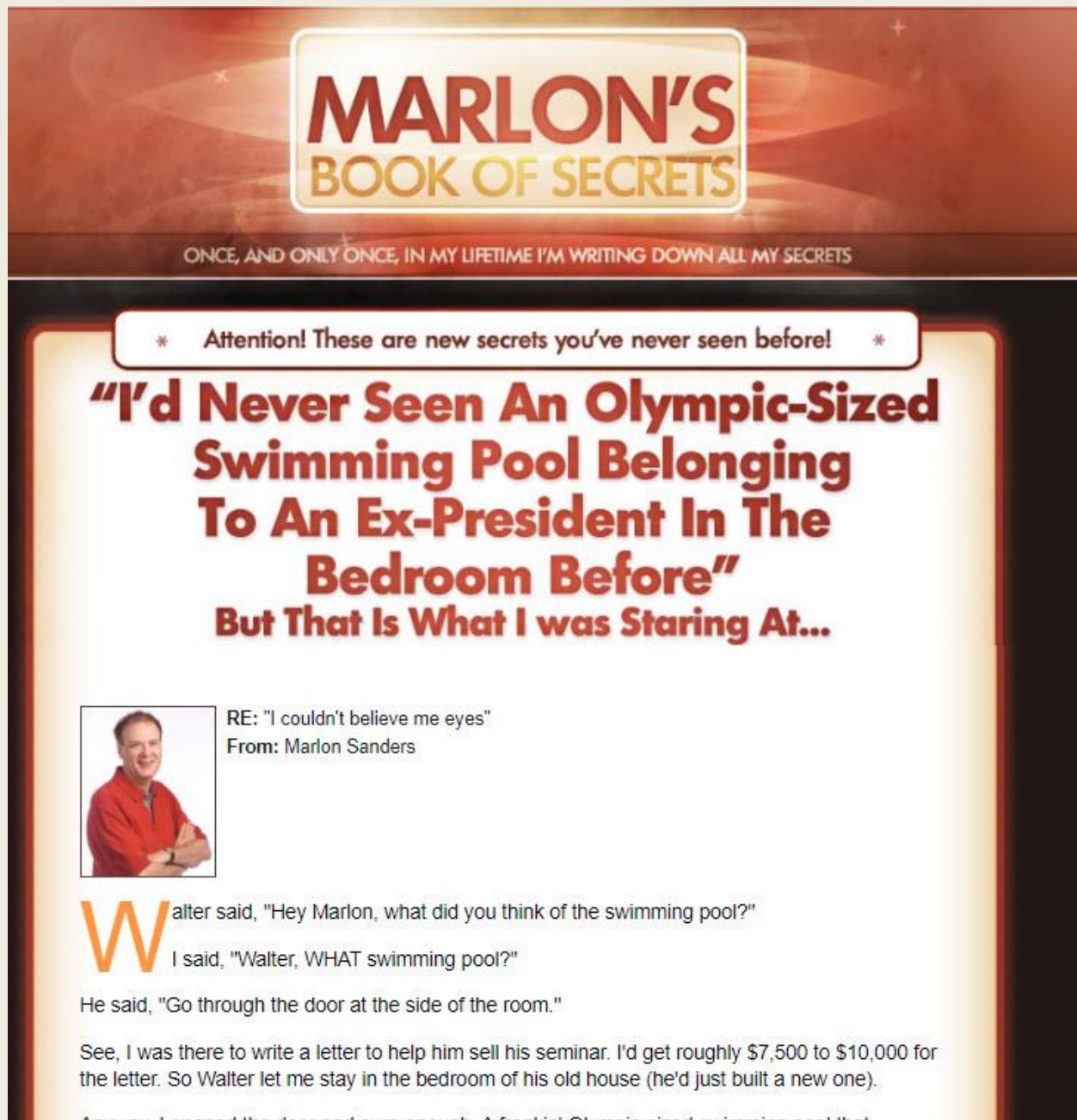
Important: THIS BONUS PAGE EXPIRES IN...

## So What Is Excalibur All About?

- New Ways To Find Your Niche - If this has been a problem for you before, Excalibur blows the door open with new places to find niches and a new Google Search "Code"
- Easiest Product Creation Ever - Creating the product and member's area couldn't be easier. If you got 100 minutes on the weekend, you can do this.
- Create Your 3 Scarcity Bonuses Fast - No hard labor here and NO pir (unless you want to use it!)
- 4 Very Practical Way To Get Traffic - We all know getting traffic is the key to the Kingdom. And Excalibur delivers 4 key traffic methods to you that work.
- Free and dirt cheap resources - In the past you had to spend an arm and a leg,

Or here's [one for an ebook that sells for \\$65](#). I've sold \$55,000 of it or something like this:





On this one, you can order the digital only book.

Or pay more, and I'll ship you a print copy.

## **2. 100% digital delivery**

That was element two.

Back then, it was a big deal. Today, it isn't. All these people today get excited about selling and shipping ecomm products out of their garage. What a nightmare!

I've been there and did that with CD's and manuals. Hated it.

So we'll move on.

### **3. 12-step sales page**

This is a critical part of the puzzle.

I was a copywriter for Phil Kratzer (a guru of the day) at National Response Corporation in Dallas, TX in Inwood Drive.

Gary Halbert used to fly in weekly to meet with Phil.

Remember that I had read about Gary Halbert in the 1978 book. So when I had a chance to write for a guy who knew Gary Halbert, I jumped at that opportunity!

Phil sold a book on copywriting by a fellow named Bob Serling. Bob had this 16-step (or more) copywriting formula.

It was the FIRST time I saw anyone codify a sales letter into a step-by-step formula.

This changed my life.

I took Bob's lengthy formula, extracted the elements that were most important to me and created a 12-step formula.

[It takes a whole PDF to explain the formula, so I won't cover it here. You can read about it here.](#)

Your report has been sent to your email and will arrive in 5 minutes. CONFIRM your email to download your template, cheat sheet or report. Search "email@marlonsanders.com" to find it. In the meantime, check this out...

## **The Amazing Story Of How a Crazy Oklahoma Kid Obsessed With Sales And Marketing Discovered A 12-Step Formula That Makes People Do Whatever You Want Them To**

Including Buying Your Product, Service, Idea, Concept or Even Funding Your Dream

Before I developed this formula, the best thing you had to go on was AIDA which stands for attention, interest, desire action.

Boiled down, that means you have a headline, then talk about a problem you solve or opportunity you have for the reader, you present the solution and then have a call to action, often with bonuses and a deadline.

The problem is, it's hard to conceptualize a whole sales letter that really works based on that formula.

You can do it.

But it's not easy.

My formula broke things down a lot more.

A lot of people write sales copy based on what other people do. But they don't really understand the PSYCHOLOGY behind it.

You can START with understanding that almost all sales offers are simply presenting an idea on how to solve a problem or take advantage of an opportunity.

That's all you're doing in sales.

You're presenting ideas to people that help them solve a problem or take advantage of an opportunity.



People have a lot of misconceptions about sales. You start with this fundamental.

You're NOT shoving stuff at people. You're helping people solve problems or capitalize on opportunities they're interested in.

#### **4. Online Order Form**

I use several systems today to take orders.

[Thrivecart](#)

Warriorplus.com

Those are the main 2.

[Automateyourwebsite.com](#) is my private label and has a shopping cart built into it also. It's an all-in-1 system that has a lot of great features at a very reasonable price.

There are a million and one shopping carts. The most popular one works with wordpress and is called Woocommerce. I'm not that big a fan of it but a lot of people love it.

#### **5. Affiliate Program**

You need traffic.

That is, visitors to your sales page. Eyeballs on your offer.

Today, there are MANY options like Youtube videos, Quora, Facebook organic posts or paid ads and many more, including an affiliate program.

I write a weekly newsletter to help affiliates make sales and money.

This is also one way I attract affiliates to promote my offers.

The great thing about an affiliate program is just 1 affiliate who promotes your offer can send you a lot of sales.

You don't pay until AFTER the sales.

And it's all AUTOMATED.

For example, one time on a Friday night, someone decided to promote an offer of mine.

And that weekend something on the order of \$90,000 in sales came in.

That's quite unusual, of course. But you never know.

Here's a big tip: Put your link to your affiliate info page at the bottom of your sales pages where affiliates can see it.

You'll have affiliates click that link and sign up if they like your product.

### **Deep Diving Further Into The Secrets**

Here are things I didn't teach in the MMM and don't generally teach except in a high-end product.

### **The Secret Power of 2-Tier Programs**

**When Amazing Formula launched Rick Beneteau offered to promote it.**

He had a large following for his mirror ezine. He asked if he could recruit others to promote it and get a percent.

I let him structure his own deal. This was an informal TWO LEVEL affiliate deal.

He recruited Allan Gardyne who had a huge site called [associateprograms.com](http://associateprograms.com).

He listed Amazing Formula in his top 5 for 3 years or so. This recruited thousands of affiliates for me. I didn't even make Allan a 2-level promoter, although I should have.

The TAKE AWAY from this is simple: If someone can recruit affiliates for you, it's very powerful.

And if you have an evergreen product with good earnings per click, it's very viable. You just have to seek out the right people.

I don't recommend a true 2-level program where EVERYONE is 2-level and can recruit others. I believe it violates Paypal's terms of service. And it's legally dicey as it's technically multi-level.

Russell Brunson had a setup like this for Clickfunnels but as I understand it, he abolished it. The reason was, people got a bit over zealous promoting, which has legal implications.

But what you CAN do is make specific affiliates a 2-tier deal where you pay them say 10% on the sales of any affiliates they recruit.

It's just that those affiliates don't get the same deal. It's NOT a 2-tier program.

Back when Lee McIntyre was an info product marketer, he made a small handful of affiliates 2-tier. And they did a bang-up job of recruiting other affiliates for him.

**But Marlon, I Sell Services Locally.  
What Does This Have To Do WITH ME?**

Here's the interesting thing:

You can use similar ideas in about ANY field where you're selling something.

One of my favorite sales books is by Les Dane and it's called



It's the only book in existence I know of that teaches how to recruit, train and uses "bird dogs."

Bird dogs are people who refer potential customers for a commission.

It's a super fascinating book as he explains how he set up bird dogs in all kinds of different sales jobs. I mean, this guy was the maestro of bird dogs!

Extremely clever.

Now, you could actually have a bird dog who recruits bird dogs. I can't remember off the top of my head if he ever did that or not. It certainly wouldn't surprise me.

One of the HUGE differences in marketers is that your average person has zero ability to take a marketing method and think "laterally" to apply it to their situation.

Let's say they're selling coaching, NOT info products. NOT a local service business.

They read this and say, "Well, this doesn't apply to ME. I sell X."

I have friends like that. They really struggle to make even the most obvious application of a principle.

For example, if you sell coaching, you could set up 10 bird dogs who are employees of related businesses and refer potential clients to you.

They do NOT need to be an “affiliate.” That’s such limited thinking.

Let’s say you meet someone who works for an autoresponder company in customer support. And they talk to people who NEED what you coach people on.

So you set up a referral deal with them.

Give ‘em an affiliate link that goes to a little free training course you set up on Wordpress with Wishlist member or Learndash (or however).

Now they funnel people to you on the side. And listen, people in customer support aren’t on commission. So every \$50 or \$100 will mean a LOT to them.

But to take things 1 step further, Les Dane shows you how to put your bird dogs ON SALARY!

That’s right.

He put his bird dogs on a monthly salary. And would call them every week for referrals.

I mean, what he did was a total different level.

He one time turned taxi cab drivers into bird dogs.

Les was aggressive.

CREATIVITY in thinking makes a massive difference.

If you’re NOT a creative person, then read some books on creativity. I recommend Doug Hall and Edward DeBono to start with.

People don’t think.

That’s why we’re in business.

Most people are about as creative as a pet rock. No disrespect. But the good news is if you use a FRACTION of your brainpower, pretty much the sky is the limit.

Now, people today have all kinds of fancy names for stuff. They might call these bird dogs “centers of influence” or “influencers.”

The problem is, then their thinking gets limited to how you’re “supposed” to get business from influencers.

Most people are so influenced by crowd think that they can’t have their own ideas. They need their ideas to be “approved” by others because they have no confidence in their own ideas.

I’m a fan of a series of books about Neo-Think by Mark Hamilton. Much of what he writes about is abstract. But some of it is extremely practical.

**Purchased 3 times.**  
You last purchased this item on August 25, 2011.  
[View this order](#)



**The Nouveau Tech Package of Inside Secrets Paperback – January 1, 2005**  
by Mark Hamilton (Author), Tracy Alexander (Author), & 2 more  
★★★★☆ 46 ratings

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**Paperback**  
**\$285.09**

26 Used from \$4.99  
3 New from \$285.09  
1 Collectible from \$120.00

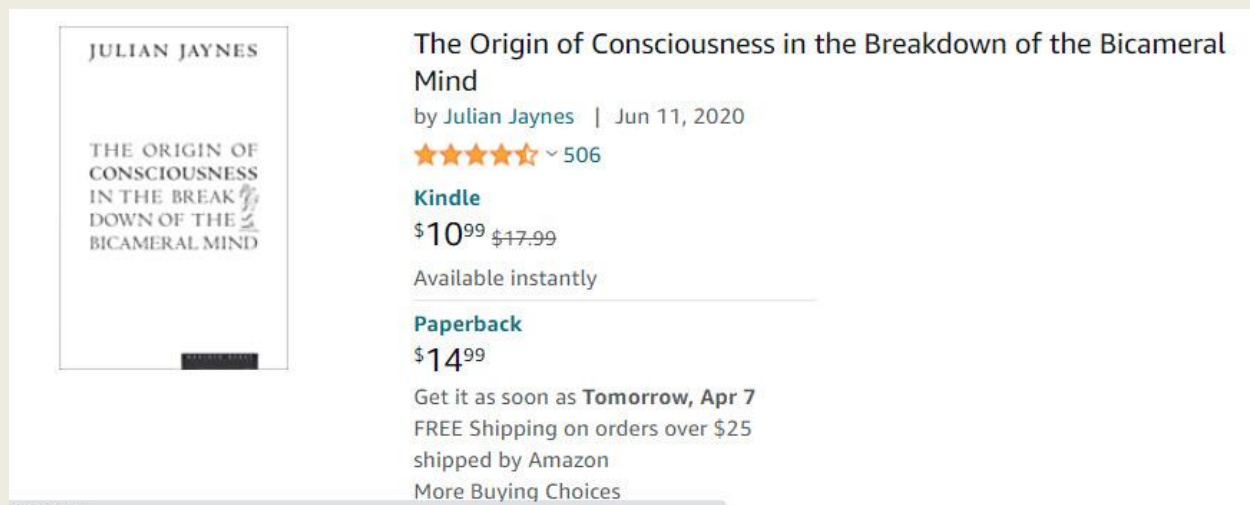
The Nouveau Tech Package of Inside Secrets

[Report incorrect product information.](#)

Print length Language Publisher

His books are gigantic and most people will never read even 20 pages.

But one of his main ideas is based on the theory of the bicameral brain:



Julian Jaynes had this theory that in ancient times the brain heard voices and depended on perceived outside guidance.

And his theory is that as a factor of evolution, people still rely on outside guidance vs. their own internal guidance.

This is one of the main themes of Neotech™ and Neoththink™. Both are trademarks, by the way.

### **Marlon, What In The HAY Does The Bicameral Brain Have To Do With Me Recruiting Affiliates Or Making Money?**

Actually, it has everything to do with it.

The reason you're in business is because MOST PEOPLE seek an expert to get them a result that they don't want to get themselves or don't trust themselves to get.

They want to outsource their thinking, their effort and their results to a perceived EXPERT.

Notice I said PERCEIVED.

The bar to become perceived as an expert is extremely low.

If you write a book or two, you're an expert. Heck, even a podcast or blog today makes you an expert.

Which ALSO means that most people won't try out new ideas because no "expert" approved or blessed the ideas for them.

THAT is your opportunity.

Most people can't think creatively because they're boxed inside the ideas officially approved by other perceived experts.

And they don't trust their own ideas nor their own thinking.

Most people fall apart if others disagree with their ideas.

So when it comes to books like the one by Les Dane, most people will read it and say, "Good gosh, I wasted my money on THIS! It has no application to MY xyz business."

When just the slightest dose of creativity would open massive doors of opportunity that no one else sees AT ALL.

I'll give you a simple example of this: Les Dane sold cars once.

So you know how he got his leads?

There were 16 mechanics working in the service department, 2 servicemen and a porter who washed the cars. That was a total of 21 bird dogs talking to people who had problems with their cars.

He talked to each one, asked for help and promised to pay a referral fee the day after the sale.

He got an average of 5 to 8 sales a month from those referrals.

LOL.

None of the other sales people thought of that.

Now, it was against the rules for the receptionist at the front desk to funnel walk-ins or phone calls to a particular sales person.

But what about her friends? He made a referral deal with her. You can read the story on page 67 of the paperback edition.



He would also give his bird dogs unexpected gifts each month.

It's a fascinating book with many examples.

In any event, Allan Gardyne referred me an awful lot of affiliates.

But I had other ways of getting affiliates.

I created howtoresell.com to train affiliates and recruit them.

I posted listings on affiliate program directories and such. This was before the days of JVZoo, Warriorplus, Clickbank and other affiliate networks.

There's a LOT of room to think outside the box.

Adeel Chowdhry is hitting a home run this way.





I don't even use Playstation.

But apparently a lot of affiliates do! It's a brilliant promotion.

Originally, no one did contests.

I studied how Mary Kay cosmetics ran contests.

I ran a contest for affiliates and published my top 10. Those are the affiliates Mike Flisaine recruited for his original Butterfly Marketing launch.

And he'll tell you I was the first person in the industry to run contests.

But my ideas were based on the Mary Kay idea of RECOGNITION more than tangible value.

Things have progressed today to where it's all about the money.

Anyway, Adeel added a dose of CREATIVITY and innovation and he's crushing it.

NO ONE else to my knowledge is doing what Adeel does.

I understand you read what I write for TACTICAL IDEAS.

But what you may or may not realize is that the MENTAL side beats the tactical side.

It's not even strategy.

It's about your overall attitude towards the business, towards creativity, towards self belief, towards listening to your own inner counsel.

It's about having a little mojo, self belief, self confidence. Even a little cockiness. Just a small dose of cockiness is a good thing.

NOT arrogance. But a little edge of self confidence and self belief. That way when things don't go your way, you don't get discouraged.

That's the thing.

And people with self belief maintain a higher ACTIVITY LEVEL.

Most people take a small amount of action and then spend the next 90 days bitching and moaning on FB groups about they've tried everything and nothing has worked.

Yet if you ask, they have NO ebooks they've created, NO blog, NO products, NO youtube channel to speak of (maybe just a couple videos). They've not launched anything.

They don't have an email list. Or if they have one it's built from solo ads and consists of people who click but don't buy.

But "they've tried everything."

So while I realize how important a dose of tactics are, the DOMINANT thing is your attitude, your self belief, your CREATIVITY and your activity level.

Creativity is a double edged sword.

I think you need creativity to tests new things while majoring in the tested, proven methods.

So say 80% is tested and proven things. And 20% is testing or creativity.

You don't want 80% creativity and blazing new trails as you're too far on the side of reinventing the wheel.

But you DO need to be adding in some innovation and creativity in doses here and there, trying new ideas, new things.

This is how you LEARN.

### **What I've Done**

I don't speak from empty air.

In my business, we innovated affiliate contests, dashboards, a method for getting hoards of testimonials and literally dozens of ideas over the years.

We innovated a very unusual form of html emails back when you didn't get penalized for sending html emails.

If I were to list our innovations over the years, it'd be a very long list.

### **But Marlon, What Do You Have To Say To Make Me Money NOW?**

Yeah, I get it.

So this is an ADVANCED training.

I know what you and most people WANT to hear. See, we ALL get incredibly excited by NEW things.

Our brain actually releases ENDORPHINS when we learn something NEW!

But that things that make us money are usually less sexy and exciting. Don't get me wrong. I LOVE to learn new stuff. Do it all the time.

But neither do I confuse it with the most important things that make me money.

A friend sent me this message this morning:



That's a simple message.

But there's a huge marketing lesson in it.

See, I was after this friend for the past 1 1/2 weeks to MAIL their email list. That didn't happen.

Then finally this message.

See, the MONEY IS IN THE LIST.

Yeah, I know. To old-timers on my list, that's an old message. But you'd be amazed at how many highly experienced marketers forget it.

Go back to the early 1900's.

The money was in the list.



## Cut Out The Hard Labor of Letter Writing

It's as easy as turning to a number in a telephone book. The Automatic Letter Writer solves the problem of handling **correspondence** economically and effectively.

It will reduce the cost of **correspondence** to a mere fraction of the time and labor you are now putting into it, and—more than that—it will keep your letters up to the highest level of *force, tact, effectiveness and clearness.*

### Before The Automatic Letter Writer the day's mail melts away

There isn't a man living—no matter how efficient he is—who can dictate hundreds of letters, day after day, and make them all effective and forceful, and leave out nothing essential. The distractions of the office, the telephone, the wrong kind of luncheon—all sorts of interruptions put snarls and kinks into **correspondence.**

Use The Automatic Letter Writer, and your letters will always be *smooth, courteous, and with a red-blooded grip* to them.

### A Hundred Letters An Hour

The Automatic Letter Writer is a handsome, durable book—bound so it will open flat for stenographers' use—containing hundreds of numbered paragraphs, carefully written by trained and experienced correspondents, covering every business need. These paragraphs are tabbed and indexed for instant reference.

All you have to do in answering a complaint, or writing a sales letter, or replying to an inquiry, or giving desired information, is to turn to The Automatic Letter Writer, and write the numbers of the appropriate paragraphs on the margin of the letter. The stenographer does the rest.

**\$2** Sent with the coupon cut from this page will bring to you, for examination, The Automatic Letter Writer and the Business Correspondence **Library**—four volumes in all—covering the entire subject of business correspondence. Your \$2 is only a deposit, to be returned to you if the books are not satisfactory. Read our offer carefully, and get the coupon in the mail today. If you keep the books, there will be only three more monthly payments of \$2 each—\$6 in all. You cannot make a better investment, or one that will bring bigger returns.

### Write Letters with a Punch in Them

You will find in the Business **Correspondence Library**

lection of successful business letters in existence. The letters that have sold the *most goods*, collected the *most money*, settled the *hardest complaints*—are all in the three volumes of this practical **library** of letter writing.

The Business **Correspondence Library** is the result of a three years' search by SYSTEM to secure from enterprising and successful concerns in every part of the country, the letters that have helped them most.

### Gathered from the Actual Files of 2000 Concerns

Not only are the actual letters given, but the *reasons why* behind them. Weak and strong letters are compared, side by side, and their differences pointed out. This **Library** will make you a master of **correspondence**—will put in your hands the secrets of letter-writing success—will give you the benefit of the experience of the world's greatest letter writers.

### Become a Master Correspondent

These four books are indispensable to any man in business—no matter whether you write six letters or six hundred a day. Lose no time—you could use the books right now, if you had them.

The coupon brings the four volumes for examination—The Automatic Letter Writer and the Business **Correspondence Library**—and if you are not satisfied, we will cheerfully return your \$2 deposit.

This is an excerpt from an ad back then.

Even back then, mailing your list was of prime importance.

And here's the chapter out of a book from way back then:





## CHAPTER X

### Getting 40,000 "Live" Prospects on the Mailing List

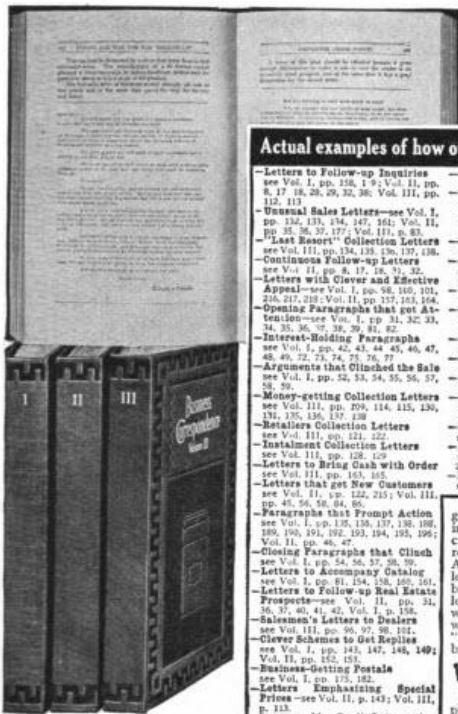
By C. L. Glenn,  
Advertising Manager, Wachovia Bank & Trust Co.

**I**N building up a list of 40,000 names, I have convinced myself that to get a mailing list and keep it level with present conditions is by far the most important single task in working out a direct campaign. Where to find desirable names for such a list, and how to keep them "alive" were problems which required a great deal of time and a lot of hard work from our officers.

It was first necessary to determine what classes of prospects are most desirable for each proposition. We had found in general that property owners are the best trust department prospects, that personal property holders are good investors, that business and professional men are frequently borrowers, that farmers are both savers and borrowers. This was only a beginning, however. We determined to carry the analysis further, and

They didn't have computers back then, so that was a 40,000 MANUAL mailing list with crude automation.

# Ready -- A whole Library of Business Letters -- the actual letters that have proved best -- gathered from hundreds of businesses.



## Actual examples of how other men have written

- Letters to Follow-up Inquiries see Vol. I, pp. 128, 131; Vol. II, pp. 8, 17, 18, 24, 26, 32, 36; Vol. III, pp. 112, 113.
- Personal Sales Letters--see Vol. I, pp. 132, 133, 134, 147, 161; Vol. II, pp. 35, 36, 37, 177; Vol. III, p. 83.
- Last Resort Collection Letters see Vol. III, pp. 134, 135, 136, 137, 138.
- Continuous Follow-up Letters see Vol. II, pp. 4, 17, 18, 31, 32.
- Letters with Clever and Effective Appeal--see Vol. I, pp. 105, 107, 204, 217, 218; Vol. II, pp. 137, 153, 164.
- Opening Paragraphs that get Attention--see Vol. I, pp. 31, 32, 33, 34, 35, 36, 37, 38, 39, 81, 82.
- Interest-Holding Paragraphs see Vol. I, pp. 42, 43, 44, 45, 46, 47, 48, 49, 52, 73, 74, 75, 76, 77.
- Arguments that Clinched the Sale see Vol. I, pp. 52, 53, 54, 55, 56, 57, 58, 59.
- Money-getting Collection Letters see Vol. III, pp. 109, 114, 115, 120, 131, 135, 136, 137, 138.
- Retailers Collection Letters see Vol. III, pp. 121, 122.
- Installment Collection Letters see Vol. III, pp. 128, 129.
- Letters to Bring Cash with Order see Vol. III, pp. 165, 166.
- Letters that get New Customers see Vol. II, pp. 122, 203; Vol. III, pp. 45, 56, 58, 84, 85.
- Paragraphs that Prompt Action see Vol. I, pp. 128, 129, 137, 138, 109, 189, 190, 191, 192, 193, 194, 195, 196; Vol. II, pp. 46, 47.
- Closing Paragraphs that Clinch see Vol. I, pp. 54, 55, 57, 58, 59.
- Letters to Accompany Catalog see Vol. I, pp. 81, 154, 158, 160, 161.
- Letters to Follow-up Real Estate Prospects--see Vol. II, pp. 31, 36, 37, 40, 41, 42; Vol. I, p. 158.
- Salesmen's Letters to Dealers see Vol. III, pp. 96, 97, 98, 101.
- Clever Schemes to Get Replies see Vol. I, pp. 143, 147, 148, 149; Vol. II, pp. 152, 153.
- Business-Getting Postals see Vol. I, pp. 175, 182.
- Letters Emphasizing Special Prices--see Vol. II, p. 143; Vol. III, p. 113.
- Letters asking Credit Information see Vol. III, p. 163.
- Letters to Turn Down Poor Credit see Vol. III, pp. 165, 166.
- Letters Offering Premiums see Vol. II, pp. 49, 160.
- Dealers Trade-getting Letters see Vol. II, pp. 193, 194; Vol. III, pp. 112, 113, 21, 22, 23, 24, 25, 26, 28, 29, 42, 43, 45, 46, 49, 50, 51, 52, 53, 55, 56, 78.
- Letters Emphasizing the "You" Element--see Vol. I, pp. 179, 180.
- Special Inducements to Retailers see Vol. II, pp. 174, 175, 187; Vol. III, p. 8.
- Letters to Get Dealers' Clerks Co-operation--see Vol. III, p. 87.
- Letters that Educate Dealers' Customers--see Vol. II, p. 111, pp. 61, 63, 65, 66.
- Letters Descriptions in Letters see Vol. I, pp. 42, 43.
- Arguments to Advance Prices see Vol. II, pp. 144, 145, 159.
- Clever Answers to Complaints see Vol. III, pp. 172, 173, 180, 181.
- Paragraphs to Increase Effectiveness of Enclosures--see Vol. II, p. 153.
- Letters for Collection Agencies see Vol. III, pp. 122, 123.
- Letters that Appeal to Women see Vol. I, pp. 203, 205, 207, 208, 209, 211, 212, 215.
- Letters that Appeal to Merchants see Vol. III, p. 175.

Maybe the kind of letter *you like*, doesn't pay. Maybe the kind you *write*, isn't the kind that makes the reader *agree* with you.

SYSTEM, the Magazine of Business, has for nearly ten years been gathering, sorting, checking up the letters of business men and business firms to find the kinds that actually *do* pay—that get the results wanted. Catchiness, cleverness, smartness—dignity, aristocracy of appearance, and smoothness—have been pierced through and the cold facts of *what the letters did*, ascertained.

The 553 letters that paid out best in results, with clear, keen analysis of *why* they paid, have now been published. All manner of letters are represented—Sales Letters, Collection Follow-Ups, Letters to Farmers, to Dealers, to Women, to Business Men, Answers to Complaints, "Policy" Letters, Follow-Up Letters, Letters to convey Business or Personal Prestige, Letters to get a Job.

Here they are—for any business man to read and study and compare with his own ideas. The real letters of real men that really turned the trick—together with the clear, simple *principles* back of every letter, every paragraph every word, graphically explained.

SYSTEM'S trained investigators have for years scanned every letter coming into or going out from SYSTEM'S offices. They have been given free access to the correspondence files of many business concerns. They have answered ads, sent coupons, incurred debts and bought on installments, to get the genuine correspondence of actual business. Through newspaper men and Ad Clubs in big cities and small towns, the particularly good letters of local retailers, banks, real estate agents, etc., have been secured. And our experts have run down every striking letter to its source, learned the methods, ideas and policies of each writer—gone over his other letters that *failed* and compared them with those that *succeeded*. And out of them brought back for this great "Business Correspondence Library" not only the *letters* that win, but the very essence of the genius and ability that *made* them win.

## What You Can Do with Them

What can you do with *experience*? These letters, and the explanations that go with them, are the *actual experience* of the business firms and men who today can make the most money or gain the most advantage from a business letter. These are the kind of letters that will get you what you want whenever you have to or can get it by letter.

## Other men say:

If your own successful experience and the wisdom of your affairs makes you doubt the usefulness of the "Business Correspondence Library," in your consideration of the statement of S. L. Leonard, of the American Association of Business Men, we cannot resist the temptation to quote a statement of a man who has had most experience in the mail-order business. From the "Business Correspondence Library" of S. L. Leonard, Manager of the Multiplex Display Picture Co., St. Louis, we read a little of the "Business Correspondence Library" every day and every day I get a new idea. I can apply to my own correspondence. Our mail-order business is now four times as large as it was a year ago, and I frankly attribute all this increase to what you and your editors have taught me."

If you feel that perhaps you have not had experience or training to master the knack of writing great business letters, consider the statement of Malcolm McDonald, Hackensack, N. J.: "I have found this set of books a valuable compilation of actual working plans, with step-by-step instructions for their effective application. And consider the statement of Rob. Robinson, of Chicago, Ill.: "I find after looking it over that the 'Business Correspondence Library' is just what I have been looking for. I estimate it is worth ten times the price."

Consider that from New York, John H. Brook, of the Wm. M. Green Co., who first received our Vol. II, says: "Even though I never saw Volume I and Vol. II is worth several times the price." While from the little town of Bemis, Minn., the Bemis Drug Store says, in sending payment in full: "The books are worth 10 times the price."

Consider that the Reliance Ink Co., of Winnipeg, Can., says: "The

# Brings the Complete Library On Approval

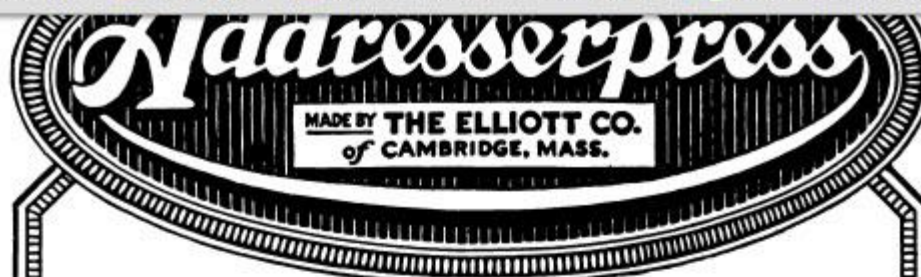
No business man need spend a moment in speculation as to the value of the "Business

Here's one example of how they kept track of people:





And here's how they sent mailings to them:



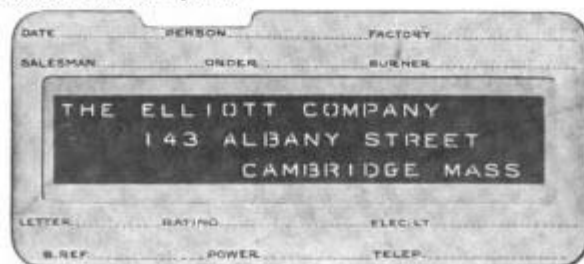
## Why the Addresserpress is Bought by Business Men who already own "other" addressing equipment



**Because** — When you remove the addressed envelope from the Elliott Addressing Machine it is **address side up**, so you don't have to turn each envelope over to see the address, as is necessary with **other** addressing machines.



**Because** — You can stencil your addresses into Elliott Address Cards with any regular typewriter. You don't have to buy an expensive address embossing machine and you don't have to send your addresses to an outside concern when you need additional address plates.

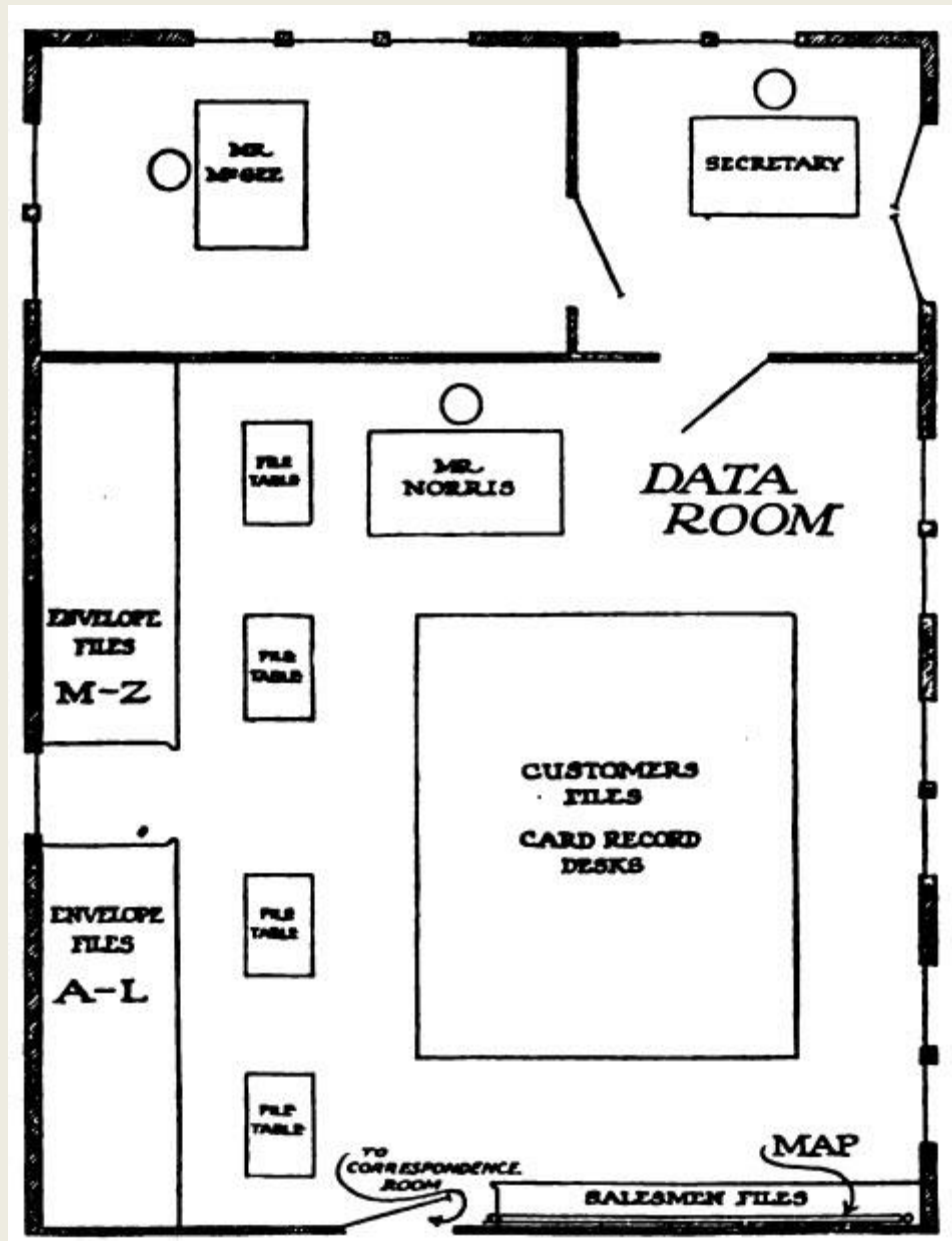


**Because** — Since Elliott Address Cards are made of **fiber** you can print and write on their frames. Any Elliott Address Card will print 10,000 addresses. Elliott Address Cards never get **stuck** when going through the Addresserpress. Elliott Address Cards are about one third as bulky and about one seventh as heavy as the **metal** address plates used in **other** addressing machines.

They had massive filing cabinets for customers:



And a complete layout for the database and typists:



Data was recorded like this:





In other words, way the heck back then, business was simple. You had lists of people and you sent them direct mail letters. Not many businesses used phones. It was too costly.

The Internet didn't exist.

Email didn't exist.

But what did exist was magazines for ads, direct mail and sales people.

So companies:

- 1. Ran ads in magazines offering a freebie**
- 2. Built a mailing list from that**
- 3. Sent out direct mail letters and catalogs**
- 4. Sometimes had a sales person do in person sales calls**

In other words, in almost 100 years, nothing has changed.

1. We run online ads or promotions
2. We get people on a list (email)
3. We send letters (emails)
4. We use catalogs (web pages, blogs)
5. We sometimes use sales people (webinars, phone appointments, text messaging)

These are the things that are TIMELESS.

And it's so easy to lost track of the fact that it ALL STARTS with building that LIST.

Sometimes a little CLARITY is everything.

**Here Are Key Points To Keep You CLEAR  
Whether You're Selling Affiliate Products  
Or Your Own**



## **1. Always have a “front end”**

Now if you're an AFFILIATE, this is your front-end offer that brings in new people to your world.

Remember my trainings on how Hassan runs his H-Educate.com business? He has supertools.com as one of his front ends.

This brings in new customers.

He got 10,000 opt ins during a 30-day period by answering Quora questions and linking to his H-Supertools website.

TJ Rohleder mails 30,000 to 50,000 pieces of direct mail every week for a “front end” to bring in new customers.

New videos on Youtube can promote your front end.

Quora answers you write can promote your front end.

Affiliates can promote your front end.

Bird dogs could give away your front end. Or find people for you who can.

## **2. Mail your list daily**

The lifeblood of your business is your list.

We don't have the cost of printing.

We don't have the cost of filing.

We don't have the cost of stenographers.

We don't have the cost of ink.

All we have to do is sit down for 10 minutes and type out an email.

## **3. Ascend your buyers**

This is where SKILL comes in.

The principle is that a buyer will spend more with you after they know, like and trust you.

#### **4. Be aggressive**

By this I mean always be promoting.

Don't sit around for 3 weeks and not do anything then wonder where your money is.

Every day is a promo day.

#### **5. Be a little cocky in your attitude**

Be self confident.

Don't let little setbacks blow you out of the water. Have faith in your ability and your ideas.

#### **6. Remember, the money is in the list**

Thus rule 1. Always have a front end.

#### **7. A few 2-tier affiliates can do a lot for you**

If they recruit affiliates for you, this can be huge.

The best people to ask are your successful affiliates who are already promoting you.

#### **8. Always deliver a baker's dozen**

Try your darndest to always deliver a baker's dozen to customers and affiliates.

#### **9. Remember the power of bird dogs**

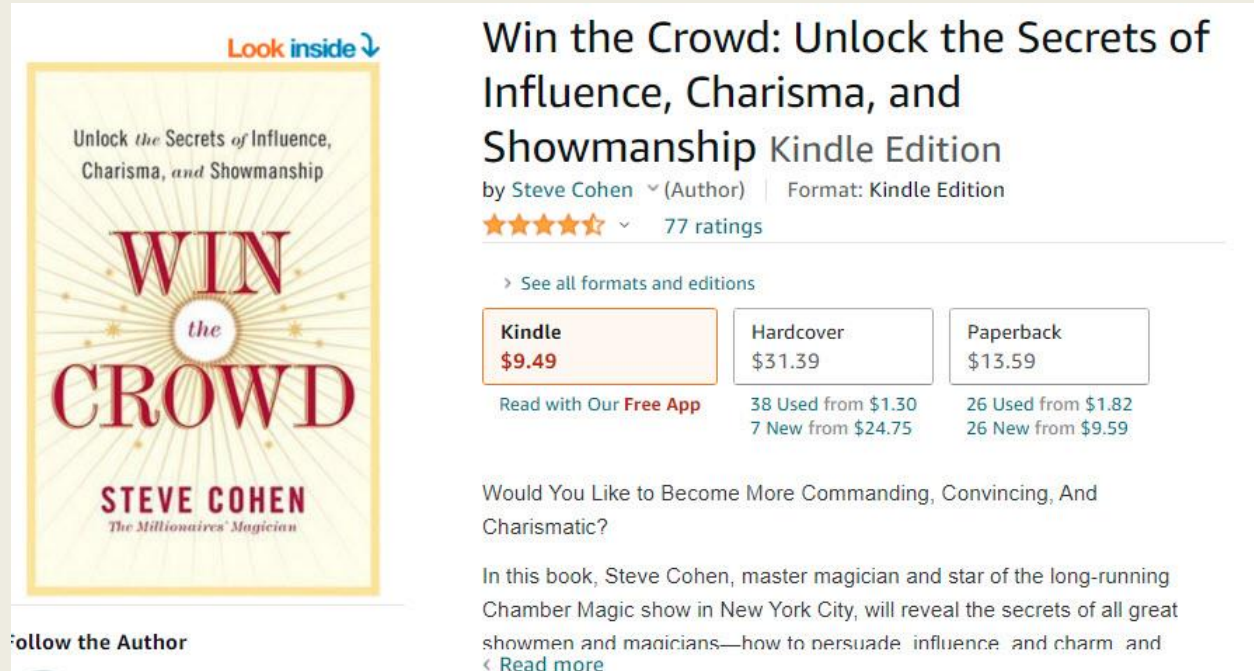
It's a method hardly anyone uses. Keep in mind that in insurance, real estate, legal and some other industries, there are laws surrounding the use of referrals. So abide by the laws.

#### **10. Add 10% or 20% innovation and creativity to what you do**

Major in what is already proven to work. But add your own flair and touches. And test new, bold ideas.

## 11. Add in showmanship

Here's a book about this by a magician who had a premium-priced weekly magic show in New York.



The image shows the Amazon product page for the book "Win the Crowd: Unlock the Secrets of Influence, Charisma, and Showmanship" by Steve Cohen. The page features the book's cover on the left, which has a yellow background with a sunburst design and the title in large red letters. To the right of the cover, the title and author's name are displayed, along with a star rating of 4.5 stars from 77 ratings. Below this, there are three boxes for different formats: Kindle (\$9.49), Hardcover (\$31.39), and Paperback (\$13.59). The Kindle box is highlighted with an orange border. Below the format boxes, there is a section for "Used from" prices, showing 38 used copies from \$1.30, 7 new copies from \$24.75, 26 used copies from \$1.82, and 26 new copies from \$9.59. At the bottom, there is a brief description of the book and a "Read more" link.

Look inside ↴

Unlock the Secrets of Influence, Charisma, and Showmanship

**WIN the CROWD**

STEVE COHEN  
*The Millionaires' Magician*

Follow the Author

### Win the Crowd: Unlock the Secrets of Influence, Charisma, and Showmanship Kindle Edition

by Steve Cohen (Author) | Format: Kindle Edition

★★★★★ 77 ratings

> See all formats and editions

Kindle	Hardcover	Paperback
<b>\$9.49</b>	\$31.39	\$13.59
Read with Our Free App	38 Used from \$1.30 7 New from \$24.75	26 Used from \$1.82 26 New from \$9.59

Would You Like to Become More Commanding, Convincing, And Charismatic?

In this book, Steve Cohen, master magician and star of the long-running Chamber Magic show in New York City, will reveal the secrets of all great showmen and magicians—how to persuade, influence, and charm, and

< Read more

**But Marlon, My Problem Is I Ain't Got No List  
Cause I Ain't Got No Traffic. Can You Hep me?**

No doubt about it.

Building your list is key.

We talk about this all the time in Fast Track. There are 1,001 ways to do it. But if you're starting out and have no list, I think the seminar on Internet Marketing Dreams Fulfilled and the H-Educate Youtube channel have some of the most practical advice.

But you know I also talk a lot about Coach Burt and his Youtube channel. He does showcase events to build his list.

These are basically webinars or seminars he does in conjunction with one or more other people.

That's a great method.

You have to find what works for YOU.

What's amazing is a lot of people have a list but don't email it.

Amazon SES charges only .10 per 1,000 emails sent. It's a pretty darned inexpensive way to mail your list.

## **All The REALLY Important Stuff I Saved The Best For Last**

### **1. Promote HARD – Go all in**

A lot of people don't believe in their promotions or products. Or they don't believe in what they're doing.

So they give it lip service or a half-hearted effort.

This won't cut it.

Go all in.

### **2. Give first**

The way to get anyone to talk to you just about is to PROMOTE THEM FIRST.

That could just be posting info about them in your FB group with 10 people. They don't know how many people you have.

Usually it's buying or promoting their product.

Sometimes it's hooking them up with someone who CAN sell their stuff.

The book *Networking With The Affluent* by Thomas Stanley will show you how to do this at a very high level.

### **3. Give sincere compliments**

It actually works if you mean it. Don't gush but give a good compliment.

### **4. Monthly launches**

If you can get in a cycle of monthly launches, it helps you get momentum. Not easy to do but very powerful.

## **5. Webinar back ends**

Doesn't have to be YOUR webinar.

But this is where a lot of people make the money in the follow up is inviting NEW customers to webinars.

## **6. First 10 days of new buyer's is CRUCIAL**

They may only follow you 6 to 10 days.

Promote that big ticket or webinar FAST!

Don't dilly dally.

## **7. One time design**

Kevin Fahey hires a designer once a year to design his sales page. Then he re-uses that design over and over for a year.

## **8. Cookie Cutter OTO's**

Having basically the same script for OTO's or upsells that you record over and over just customized to the new product is a HUGE time saver.

## **9. Get People On An Email, Phone or Direct Mail List**

Obviously after people opt in to your list, or buy your "front-end" product (which in some businesses is \$7 or \$10 and in other businesses the "front end" might be \$5000. It just depends on the business).

Now, you can also use other types of follow up like text messages or retargeting ads. And even direct mail still works, believe it or not.

Emails aren't an after thought. You need to make them engaging. There's a bit of an ART to writing emails. It's a learned skill.

Here's one of the best videos you'll ever see about follow up. It's "old school." Gary Keller founded one of the largest real estate companies in the U.S. I think it's 2<sup>nd</sup> largest now.

<https://youtu.be/ktfSmLegfFs>

Watch that video.

Wait.

Did I tell you to watch that video?

No really. Watch it.

A better term than list is DATABASE because it implies having all kinds of information about the potential buyer vs. ONLY having an email and name.

### **10. Sales letters, video sales letters, over-the-phone and webinars that communicate and persuade**

**(This applies to selling art, business opportunities, network marketing, business to business, chiropractors, sales people – and anyone else I can think of – NOT just info products.)**

You have to make sales, right?

Or get people to take action or commit.

You do that by making offers.

You can use long-form sales letters.

You can use video sales letters.

You can use webinars.

Now, there is a level of skill here.

Most people today seem to be doing the best with live or automated webinars. I think this is because they're a lot easier for most people to learn to do than writing.



Also, as a society, people are more and more oriented to watching vs. reading.

There's a PSYCHOLOGY to getting someone to BUY.

You've gotta get REALLY good at this. Now, you don't have to be good at sales letters, webinars, video sales letters and phone sales. But you need to be really good at ONE of them!

The largest sales by far come over the phone.

The most automated sales come from webinars, vsl's and sales letters.

The easiest methods are webinars or vsl's.

This is NOT really about vsl's, webinars or the phone.

It's about COMMUNICATION and PERSUASION, regardless of the medium.

It's so easy to focus on the technology. But the focus is on communication and persuasion.

That's where the magic lies.

NOT in technology.

Now, persuasion and communication are ART FORMS. Yes, there's a science. But there is also an art.

THIS explains WHY all the "get-rich-quick" pitches with products that "sell themselves" are BOGUS.

Products don't sell themselves, unless you've got something that sits on a shelf or sells the moment someone sees a picture of it.

Products have to be SOLD.

## **11. The World Is Your Oyster**

I'll boil this down.

When you know how to find potential buyers, get 'em on a list and communicate with them and persuade them to spend money, you have the MAGIC ELIXER.

You have the HOLY GRAIL.

You have MONEY ON DEMAND.

There are a billion methods, tricks, secrets and systems to HELP you accomplish the above.

But being a somewhat simple-minded person, I feel we get lost in details and lose the big picture.

Listen.

Right now, today, do you know who would be potential buyers for your product or responders to your offer or cause?

Do you know WHERE to find them online?

Do you have an idea of something really appealing that might get them to join your email list or give you their skype or cell phone number?

Do you know how to do a webinar, video sales letter or sales letter to extend an offer and give them REASONS to buy from YOU instead of someone else?

If you do, then you right now, today, are right on the cusp of discovering THE HOLY GRAIL.

## **The IRONIC Thing About Why 90% Of People Will NEVER Get This Right**

Chances are, 90% of the people who read this newsletter will never get this right.

If you do, props to you. I congratulate you.

We all want this incredibly romantic DREAM of what our life will be like if we can only find the Holy Grail.

OMG it's so amazing.

You just work 15 minutes a day, screw off and make a million dollars.

You don't have to be the sharpest tool in the shed to guess that's a little off.

Communication. Persuasion. Developing freebie or low-priced intro offers. Creating webinars, sales letters or phone sales scripts.

None of that matches up to this incredible picture we often paint in our minds.

Now, personally, I find communication and persuasion to be incredibly fascinating.

I personally find webinars that sell to be very fascinating.

I'm STILL fascinated by the art of writing letters.

There's so much to be learned.

Like did you know that you're perceived as more "credible" if you're known to give to charitable causes or support them?

Most people don't.

Did you know that you'll remember the FIRST thing I said in this newsletter and the LAST. And very little in between?

This isn't a complicated business.

We find potential buyers.

We make intro offers of some sort.

We build lists or databases (Again, watch "the box" video).

We make offers.

We communicate.

We persuade.

People give us money.

We deliver products or services.

It's the Holy Grail when you learn to do the above. AND when you're able to do it for stuff that isn't cheap.

The guy down at my pizza shop kinda struggles. His profit on those turkey subs I buy isn't all that much.

And there IS no big ticket. Unless he caters. Which I don't think he does.

Beyond that, you need to know how to communicate and persuade and get people to buy. I cover that a million different ways in my different products. From all kinds of angles.

There is no ONE product that teaches you everything.

The HOLY GRAIL is learning marketing. Not some magical business, process or product.

There IS a Holy Grail. It's just NOT at all what the vast majority of people THINK it is!

What I mean is, there IS a formula for building an online business that works and almost can't fail.

You can use this for almost ANY business. A wedding photography or video business? Check.

An antiques business? Check.

An info product business? Check.

This truly is the Holy Grail of building an online business.

Let's say you want to build an art business.

You find your people who are likely to buy your art. You get them on a list. You send them emails with links to articles on your blog, or Facebook posts, or podcasts, or Youtube videos.

Then you make a sale using a long-form sales letter, video sales letter or webinar.

You track your marketing until you know how much a customer is worth to you after 30 days.

You spend 1/3 to 1/2 that to get new customers.

If you use paid advertising, you gotta be pretty scientific about it.

If you're an affiliate marketer, you can be less scientific. You launch products via your affiliates. And all new customers go into your autoresponder sequence of emails. If it's a lot of money, you probably don't bother to look at the 30-day value because you're busy on your next

### **To Sum Up The Secret Of 70,000 Sales**

In short, I had 30,000 affiliates who promoted my offers.

The key to THAT was someone recruiting affiliates for me.

You can replicate this idea by very selectively choosing 2-tier partners.

But as I pointed out above, you can also buy advertising.

There are many roads to Rome.

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