

MMM

A SPECIAL
IN-DEPTH
REPORT TO
HELP YOU
SCORE LEADS
AND SALES
IN THE INFO
BUSINESS

MARLON'S MARKETING METHOD'S

HOW TO CREATE AUTOMATIC SALES PRESENTATIONS THAT SELL HIGH PROFIT PRODUCTS FOR YOU



BEST OF ALL, IT'S EASY TO AUTOMATE THIS, SO YOU MAKE MORE SALES WITHOUT HAVING TO WORK HARDER AT ALL -- ONCE YOU SET THIS UP

Hello,

Marlon here.

What if you could have a salesperson who never gets tired and doesn't need a salary NOR commissions?

What if they were expert at selling big ticket info products for you or even medium tickets?

Or perhaps they were expert at booking appointments for you.

What if they could take the most profitable item you have and go crazy selling it for you?

Or what if you could build a new profit center, income stream or business by plugging in this tireless and talented sales person to bring in orders for you non-stop?

What if they were willing to work 7 days a week without extra pay or salary?

What if they had no problems working days, evenings and deep nights?

What if they had no problems working weekends?

Well, the good news is such a sales person exists.

I'm going to introduce you now.

What we're talking about is software that allows you to create and deliver automated presentations.

Before I get into that, I wanted to give you a quickie update on our experiment from last week.

Quick Update On The Newsletter Experiment Last Week

Last week I put the newsletter on Warriorplus.

They don't have a checkbox upsell. But they DO have a killer free page. The newsletter is sold out now or I'd show it to you. Only 240 copies were available and they're all gone now.

But the short version is that the sales whooped up on the Thrivecart sales. I believe that is because the Thrivecart page looks more like an order page.

You can probably customize it more than I did. I'm just talking how it is off the shelf.

So the newsletter last week had \$200+ sales from the OTO. I think we also had that from the newsletter the week before on Thrivecart. But I had to really push it all week to get that.

It was the same OTO as bump. The difference is that the sales were a LOT higher sending people to the full sales letter. A lot of my customers apparently aren't willing to spend \$16 on impulse.

Here are the actual numbers:

⊕ New Bucket List Automated Siphon Methods	5 / 5	576	378	66%	\$0.36	\$209.32
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We had 576 visitors to the page.

378 entered their email to get the newsletter. So that was a 66% conversion rate. We sold \$209.32 on the OTO which was a .36 epc.

Now, 36 cents isn't a sterling epc. But it was off a freebie offer AND most of customers had already seen or bought the product.

I started out the day with an OTO (upsell) for my 12-video training on creating info products. That didn't sell well for whatever reason. Normally, it does really well as an OTO.

So I switched over the new product, "Marlon, where is my money?" That did ok.

In contrast, we had these numbers from the Connect The Dots issue on Thrivecart:

\$137 ⁵⁰ Gross revenue	\$0.00 Gross refunds	\$0.00 Sales tax	\$0.00 Shipping	\$0.00 Commissions	\$137 ⁵⁰ Net revenue
233 Total transactions	224 Total customers	\$1.00 Avg. order value	0 Refunded customers	0 Refunds	0% Refund rate

We moved 233 issues and had \$137 in revenue. That is roughly .58 Earnings Per Click.

However, the big difference is we had a LOT more people snag it (378). That's because of the design of the page.

There you have it. An update on how to turn FREEBIES INTO CASH.

Now on to this week's content.

Here's The Power of Automated Presentations

I have a friend who used to travel a lot and speak at seminars. I mean, he was a really talented speaker and always sold well.

If you don't know, in a lot of these seminars the seminar promoter gets ½ of the sales of the speaker. So if you can sell as a speaker, you always have plenty of seminars you can speak at.

The problem was, my friend had a family and kids to raise. Not to mention that flying, hotels and airplanes get old after the glamour wears off.

My friend put on his thinking cap and built a very clever service selling adwords services to local businesses, sometimes called the "agency" business.

However, this was a lot of work and time driving to appointments, making sales, dealing with clients and so forth.

One day he got a new idea.

So picture this. It's a REAL story from his life.

He took his family on an exotic trip to Africa.

While he was in Africa with his family, his ads were running. His auto-presentation was humming. Sales kept being made for \$1,500 and \$3,000 – without him being present at all.

He also took his family to Peru and other places on other trips.

Then, he decided to volunteer full time for charity work he believes strongly in.

The only reason he could do this while raising kids, paying for college and so forth is he has a secret employee who will never sue for wrongful termination, who he doesn't have to fork over payroll taxes on, who he doesn't have to pay out the noses for health insurance on.

This secret employee is his auto presentation software!

If you dream of a similar thing, then keep reading...

What Could This Auto Presentation Software Do For You?

Info Product Sellers can use these presentations to sell \$997 courses, or set appointments or recruit joint venture partners.

Coaches can use these presentations to schedule appointments automatically and warm up "cold" leads, so they are more likely to buy on the first appointment with less resistance, objections and stress.

Mortgage brokers can use the presentations to set appointments, sell add-on services, obtain referrals or pre-sell their prospects.

Financial planners could do the same. Easy peasy.

Swimming pool companies could use the auto presentations to pre-sell their pools and automatically schedule appointments. By warming up cold leads, they decrease cancellation rates and increase the chances of a sale and reduce objections as trust is built in advance.

Dentists could use auto webinars to cross sell other high-margin services to their existing clients and set appointments for the same – automatically.

Chiropractors can educate their clients and potential clients without having to do the same old boring in-person presentations each week that are difficult to get people to attend.

Local business consultants can use the auto-presentations to obtain appointments, build rapport in advance of sales calls, reduce cancellations and cross-sell additional services.

Art Galleries could use auto presentations to walk clients through new exhibits and increase sales.

Sculptures could use the presentations to tell the “behind-the-scenes” story and build interest in their works of art.

The list goes on and on. About any business can use auto-presentations to increase their profits.

Why Use a Webinar vs. a Video?

The question can be asked, “Why should I use a webinar vs. a video?

If you have a sales presentation that is 20 minutes or less, then you can try a video. That often works, especially for setting appointments.

But if find that a 20-minute or less video just doesn’t do the trick, you need a more compelling, complete “sales job.”

This is where the webinar comes in.

There's often a lot of resistance to even making an appointment. Or, if you're selling a high-margin product or service, people often need a LOT of warming up before they're ready to purchase.

The advantage of a webinar is that it's an event. Most people aren't going to sit through an hour long video.

But if it's an event and they know it won't be easy to get on the event again, they're a lot more likely to “stick.”

It's very common on webinar presentations to have 80% or 90% of people stick until you get to the offer.

Not only that, with webinars, you get complete STATS on how long people stay, how many see the buy action or button and so forth.

What the software does is holds back the action button or buy button until just the right psychological time. For example, on a sale, the buy button appears just after you give the price.

Are Auto Presentations Still Effective?

Depending what niche or industry you're in, your audience may be exposed to a lot of auto presentations or what some call a "webinar."

If they are, there's certainly more resistance to attending as they know a replay will typically be sent later via email.

However, in spite of this, auto presentations continue to be one of the most effective tools that exists for getting appointments booked automatically and also for selling high-margin products and services.

If your goal is to set an appointment, there's something else: By watching a 45-minute or hour-long presentation, you know the prospect or customer is serious.

This pre-qualifies the prospect and eliminates people who aren't serious. This, in turn, reduces your "no shows" and increases the probability of a sale or decision.

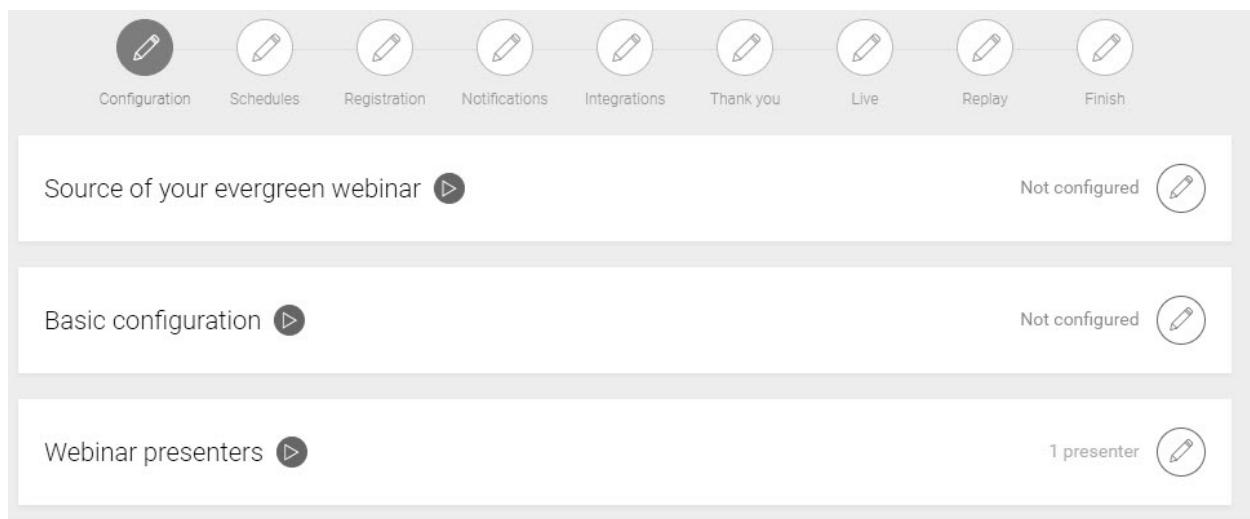
Let Me Take You Behind The Closed Doors Of Auto Presentation Software

Here is how it works:

1. You create and record your presentation one time.
2. You load the video into the Auto Presentation Software
3. The software creates your pages and emails for you. All you do is customize the templates.
4. Now you push GO!

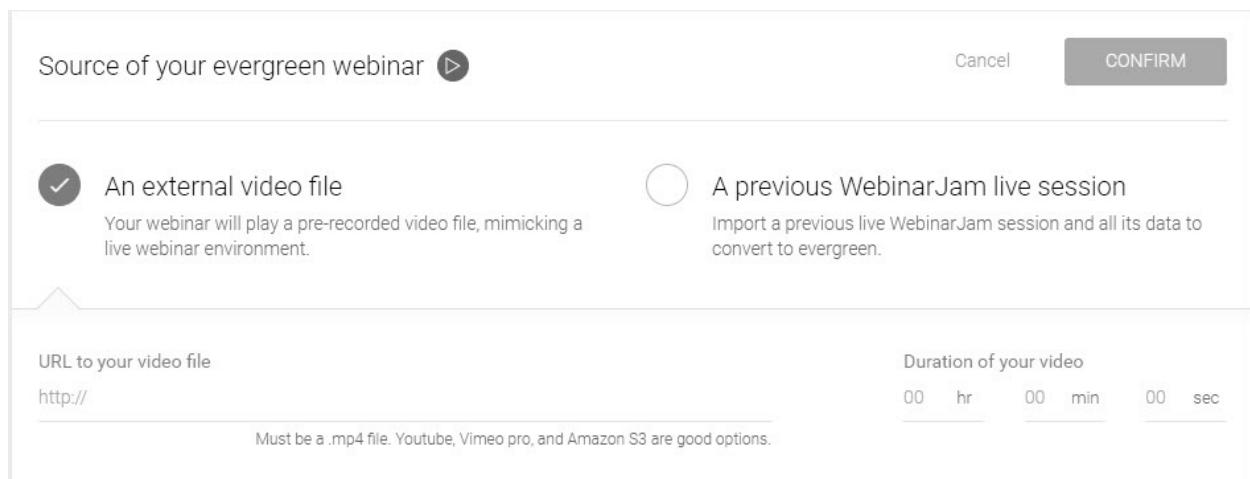
It's locked, loaded and ready to roll for you 24/7.

Here's what the software I use looks like:



It's very easy to use.

For example, to add my video, I just plug in the URL here. It comes with complete instructions on how to do this. There's almost no "tech" to it. So if you're scared of tech, don't worry. It's really OK.



[You can check out the software here](#)

It also comes with full training:

Welcome to Webinar Genesis

Registration

The best webinar registration tips to improve attendance with viral components and increased conversions.

Promotion

Reduce the cost per lead and increase the earning per visitor, by creating killer landing pages including headers, bullets, images and more.

Attendance

Tactics and strategies to increase customer success, relieve their pains, and improve their levels of happiness and satisfaction.

The Webinar

Learn about visitor value and conversions when testing video vs text on a landing page, using scarcity, trust building, offering replays, adding social media buttons, and more.

The Follow-Up

Qualify prospects through various tactics including soft sell, empathy, the shy yes, social proof, and more.

And, as you can see, it's very professional and in depth. This is just the section on how to create the webinar itself. There are 7 videos just on how to do the webinar itself.

The Webinar

Video 1	eye icon	star icon	lock icon
Video 2	eye icon	star icon	lock icon
Video 3	eye icon	star icon	lock icon
Video 4	eye icon	star icon	lock icon
Video 5	eye icon	star icon	lock icon
Video 6	eye icon	star icon	lock icon
Video 7	eye icon	star icon	lock icon



Video 1

star icon



Start about 5 Minute Early

Welcome Guests

Let them know how many people are in the room and how it is flooding in there lucky to be here.

Encourage people to chat and state their story

Ask questions to engage them



Mike and Andy go over what to do in the very beginning of the webinar to introduce yourself and make sure that the webinar runs smoothly.

Below the videos is a breakdown of contents by timecode:

Mike and Andy go over taking control of your customers reptilians brains and completely reverse all the risk for them, so that they really want to buy.

In This Video You'll Learn:

- 00:38 How to use risk reversal
- 5:22 How to use performance guarantees
- 6:44 How to get people asking: How can they do that?
- 10:43 How to give big benefits and massive outcomes
- 14:25 How to do the close
- 18:18 How to define common objections and overcome them
- 20:56 How to define the scarcity
- 23:39 How to focus on the end benefit and not the modules or the work
- 24:30 The importance of social norms and talking about how others made the decision

What if you've tried an auto-presentation but it didn't convert?

You may need to consult with someone for troubleshooting.

I do a 1-hour deep dive review for \$1,000. I create the presentation slides and strategy for \$10,000, if it's a project I can jam on.

This is a presentation I designed for a client in the dental industry:



The alternative is that you do your presentations LIVE for awhile, so that you can learn the common objections and test out different iterations of your presentation.

In fact, if you don't know your market really well, this is highly recommended.

However, doing live presentations can be a lot of work, which leads us to the next secret:

How to Do Live Presentations That Aren't Live (Hybrid Presentations)

Doing live presentations that aren't live can be a grind.

True, it's the best way to hear the questions and objections of your audience. But what if you don't have energy or aren't "on" that day?

Presenting the same information and slides over and over can be tedious. That's where the new hybrid model comes into play.

Many systems like Gotowebinar (which is what I use) allow you to be live then play a video. And you can pick up live again after the video.

So you greet everyone live. Do your introduction. Then you play a video of your presentation. Next, you pick up live again and answer questions.

This way, you don't have to repeat the same presentation over and over. It's the best of both scenarios.

Why Auto-Presentations Can Keep Your Facebook Account From Getting Banned

Facebook ads are a bit tough to deal with nowadays. They ban advertisers for the slightest infraction, even when the advertiser doesn't know what obscure rule they violated.

It can be a tad frustrating.

Normally, when prospects click your ad, you send them to a page where they enter your email address. This is called a "squeeze page" or a "landing page."

After they enter their email, then next page is often a sales page, usually a sales video.

The problem with this is that if the sales page or video violates any one of a long list of Facebook rules, overnight they can ban your account. And, in fact, they often do.

This is where a webinar comes in handy.

You don't need to give a lot of information to get someone to register for your free presentation that occurs an hour or two later.

While an employee could make note of the time, return and sit through a full 45-minute or hour presentation, it's less likely to happen.

This allows you to do your normal, standard presentation without worrying so much if it dots every I and crosses every T on Facebook's obscure and stringent, and often difficult to decipher advertising rules.

In other words, it can be the difference between you being able to run ads profitably and being banned.

Two Motivational Factors Presentations Have That Video Sales Letters Don't

Whether they are live or simulated live, auto-presentations have built-in urgency and scarcity that is difficult to replicate in a video sales letter or sales page.

On an auto-sales presentation, you can say only X are available. Or this offer is ONLY good until the countdown timer hits 0. And when it does hit 0, the buy button disappears or the page redirects.

It's much more difficult to simulate that sort of urgency and scarcity on a video.

Why Auto-Presentations Work So Well With "Cold" Traffic

By "cold" traffic, I mean people who are new to you and don't "know, like and trust" you yet.

They are people knew to you and your world. And are typically obtained through advertising.

These people are ice cold and need warmed up before they're ready to respond, call, book an appointment or buy.

That's what the auto-presentation can do for you.

You have a chance to introduce yourself, tell your story, build the case for your products, give customer testimonials and so forth.

In other words, you can do a complete job of telling your story, building the need, presenting the problems you solve and stirring up the psychology pain.

You have the opportunity to fully explain the benefits of your solution and create urgency and scarcity and answer objections completely.

Be Sure To Answer Objections Completely and Thoroughly

One of things I've noticed is that the presentations that sell really well do a thorough job of answering the most common objections.

One presentation I was on started answering objections only about 5 minutes into the presentation. This presenter knew EXACTLY what the objections were and started hammering on them almost immediately.

What About The New Changes To Auto Presentations?

Things change and evolve.

If you're in an industry like Internet marketing, there are changes you'll see occurring:

- a. Video testimonials

You're seeing these be used with great effectiveness. They're much more compelling than a written testimonial

- b. Office tours

People who have offices show video of a tour.

- c. Live case studies

On live webinars, people bring in a case study person on webcam to share their story. Basically, it's a testimonial disguised as a case study.

- d. Video proof

People know Photoshop can be altered. So just like video testimonials, you're seeing proof presented as a video, which makes it more believable.

Best wishes,

Marlon

PS: If you'd like a review of your presentation or webinar for one hour at a price of \$1,000 or if you'd like me to create a complete presentation for you for \$10,000, [schedule an appointment with me here](#).

Or, if you're interested in having me personally coach you through the process of setting up an entire Info Profits Business, [go here](#).



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