

MMM

A SPECIAL
FOR MARLON'S
VALUED
CUSTOMERS

MARLON'S MARKETING METHOD'S

PASSIVE SALES MACHINES

HOW TO CREATE “CONVERSION ASSETS” THAT MAKE SALES PASSIVELY FOR YOU

And How to Create a 4-Video Sales Sequence That Makes Autopilot Sells of Your Product Or Service AND Gets a 46% Opt In rate, Potentially.

Hello,

Marlon here.

Today I want to talk about how you can create a 4-video sequence to sell your product or service.

Here's what mine looks like:



The screenshot shows a website landing page with a dark blue background. At the top left is a circular logo with an eagle and the text 'INCOME · AUTO PILOT · LIFESTYLE', 'MARLON', and 'INDEPENDENCE'. At the top right are links for 'Author Bio', 'FAQ', 'Contact', 'Members', and a 'Join' button. The main content area has a red background. On the left is a video player showing a man in a red shirt and cap with a play button overlay. To the right of the video, the text reads: 'The Fast Track To Digital Profits', 'Get instant access to 4 videos that reveal my unusual secret to getting paid thousands of times for work I did only once.', and a 'Join Now For Free' button. Below this, the text says: 'Access The Digital Profits Video Series For Free', followed by a paragraph: 'The Digital Product Secrets Method is a powerful series of videos that take you behind closed doors and reveal the secrets of doing the work once and getting paid 70,000 times for mmy info products. I use a system called "the research method" to create content without needing a lot of expertise or experience. I create a forgotten type of product called "Secrets Products" because people love buying

The top video gives a little introduction and the purpose of it is to get people to opt in to watch the 4 videos.

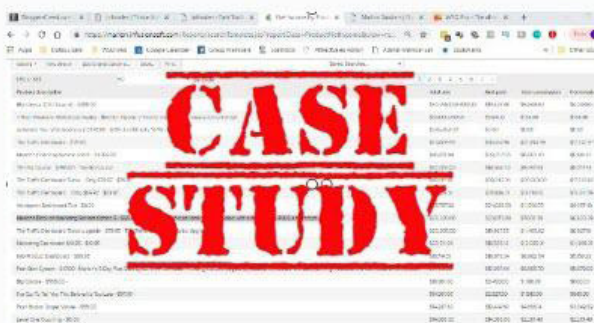
Below that intro part are the 4 videos.



In 1978 this ad changed my life. But what is "the thing" that caused me to buy it? What about the other ads I show? What secret allowed me to get paid 70,000+ times for info products?



In this video you'll discover what "the thing" is that I showed in video 1. What is that 1 thing that allowed me to get paid thousands of times for info products?



If you click on any of the 4 videos, it's brings up the opt in:

Enter Your Name and Email Address Below to
Get Instant Access!

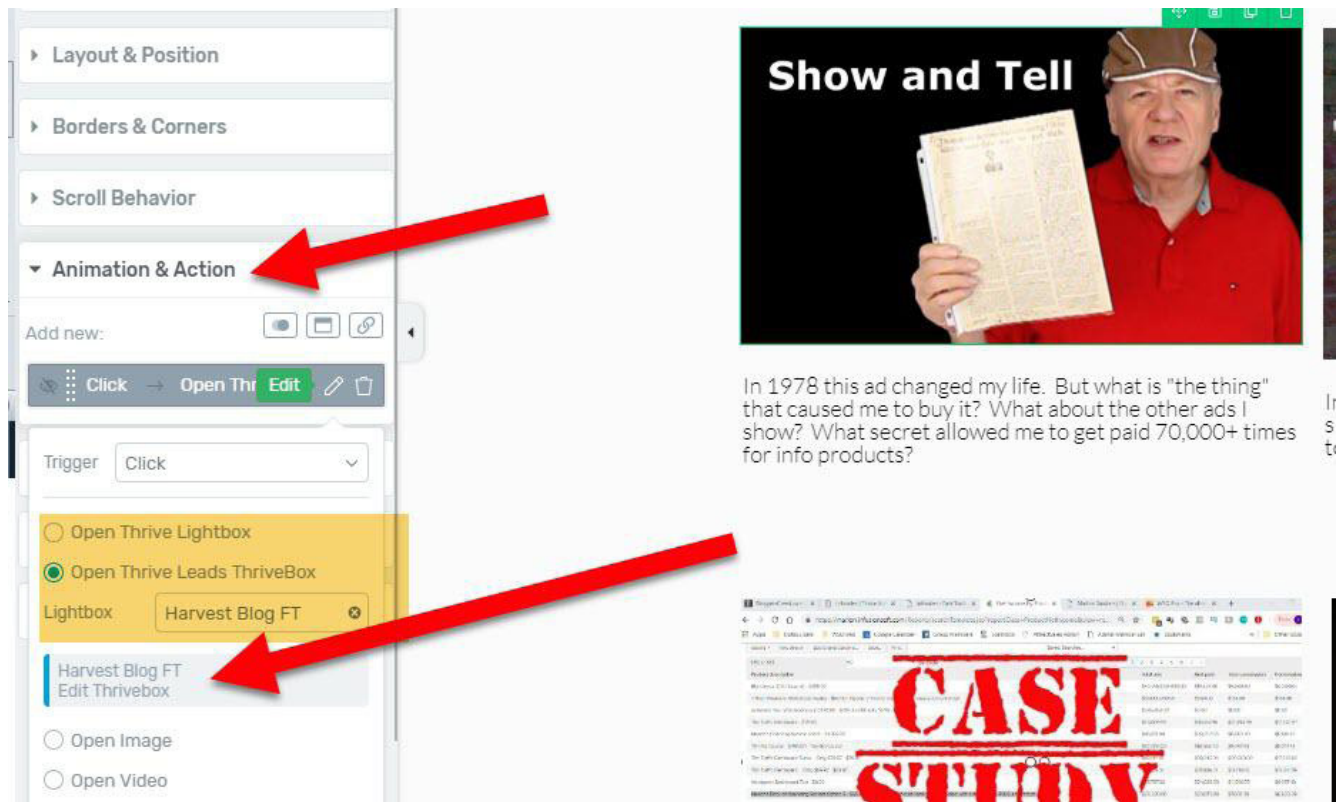
My Name Is:

My Email Is:

☐ Yes, I give you permission to send me emails, offers and newsletters.

Yes, I Want The Videos

I created the opt in using Thrive Wordpress plugin. Under animation and action on the left, I chose the Thrive Box I set up. Once you opt in, you go to a version of the page where you can actually WATCH the videos.

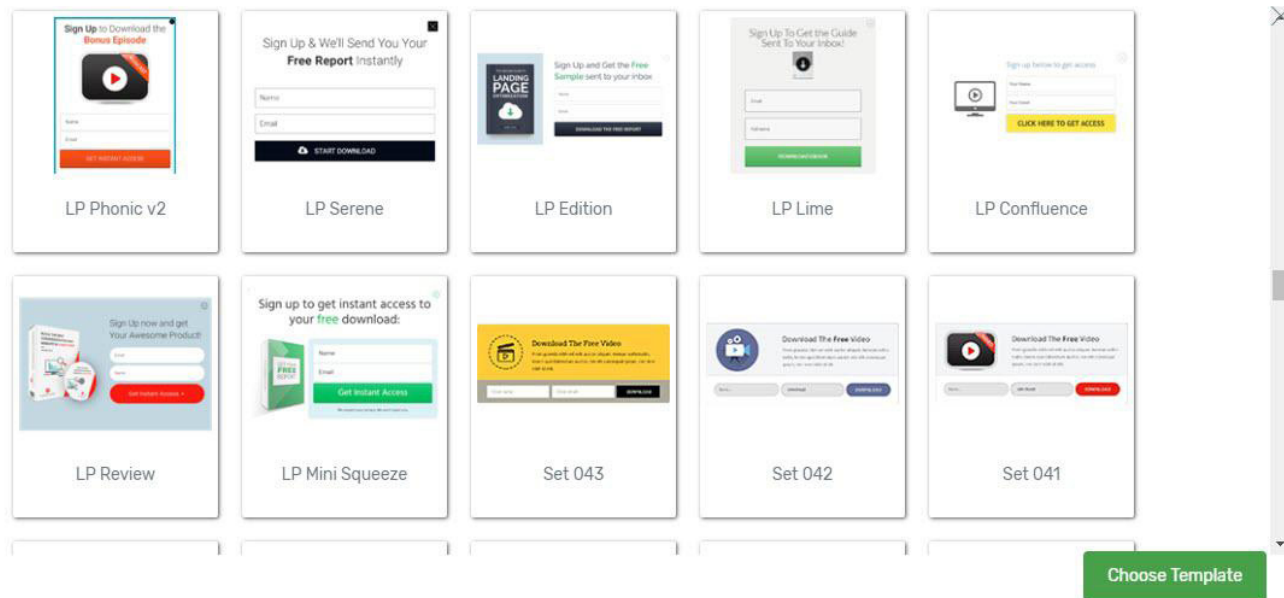


That means you have to set up a Thrive Box. I tried the Thrive "lightbox" and couldn't get it to work for the life of me. That was a little frustrating.

So I used what is called the Thrive Box and it worked for some reason. As you can see it's getting a 46% opt in rate. But a bunch of those are from my list. Some are from Facebook.

ThriveBoxes		ADD NEW			
			Form Impre...	Conversions	Conversion ...
Sales Letter Thrive Box	[thrive_2step id='316']	COPY	0	0	N/A
Sales Letter Workbook Thrivebox	[thrive_2step id='516']	COPY	0	0	N/A
Harvest Blog FT	[thrive_2step id='1023']	COPY	322	151	46.89%

Thrive gives you a bunch of templates like this:



Thrive gives you a lot of templates which is a HUGE time saver. Some people are using the FREE version of Elementor, which is good if you have no money.

It works great.

But the thing is, if you want templates, which are the big time savers, you have to upgrade to pro.

Clickfunnels probably has the BEST templates. They have 70,000 active users and are the big kahuna on the block.

I would use them except they don't have api integration with Infusion.

There are other options for templates. I WILL say 1 thing. I see people opt for the cheapest solutions available. And from what I observe, if your pages look amateurish, it's 100% going to hurt your conversions.

I'd say a year or two ago it wasn't like that. But the bar has raised.

As a heads up, the same is happening with video. On my 4 videos, I used a green screen. That isn't ideal as everyone is going to live mini studio sets. I don't have a very large room so I have to figure out how to adapt to this change over the next year.

It's NOT to my advantage to tell you that. I realize 95% of my customers immediately spit back, "I don't want to do no freaking fancy video. I don't want to spend the money, etc."

The thing about markets is they change. And if you want to be in MARKETING, you have to change with the WHIMS of the MARKETS.

There will also be plenty of people who tell you what you WANT to hear: "You never need to spend any money, do crappy video, etc."

And it's sort of true. You CAN get started with almost nothing using totally free options. You really CAN if you are resourceful. But what I'm pointing out here is the trends and what it will take to compete on a higher level over the next 1-2 years.

By all means, START where you are with what you got. Bloom where you are planted. But keep 1 eye on the future.

Back to the videos:

Step 1: Decide on the topics for your 4 videos

Video 1: Attention – In this video I get attention by showing the ACTUAL ad I bought from in 1978.

It's not the strongest HOOK as I don't have an incredibly huge, fat juicy promise for this video series. But still, the purpose of video 1 is to get attention. It's only 3 ½ minutes long.

Video 2: The purpose is INTEREST.

Here I give the BENEFITS of the research-based product method I invented. Only I teach this. And it solves the BIG problem 95% of my customers have which is no credibility or expertise to create products from.

I custom -designed this solution for MY list. My folks. That means YOU. This means that YOU are now able to create info products on topics you are NOT an expert in. And it

means you aren't married to a niche or target market.

This video was 3 times longer and I cut out a LOT of benefits to get it down to 4 minutes as Facebook says most people don't watch videos longer than 4 minutes. This may have been a mistake. You're really concerned with buyers, NOT non buyers.

Video 3: The purpose is DESIRE

This is where I present my PROOF by showing numbers I've done using these types of products called "SECRETS" products.

They are a long forgotten art.

No one does them like this anymore. But they DO work. My latest new product I'll launch soon uses this very method.

What I did NOT do is use many of the DESIRE methods available. This video again is too short to do that.

Video 4: The purpose is to overcome 3 objections and prepare for action

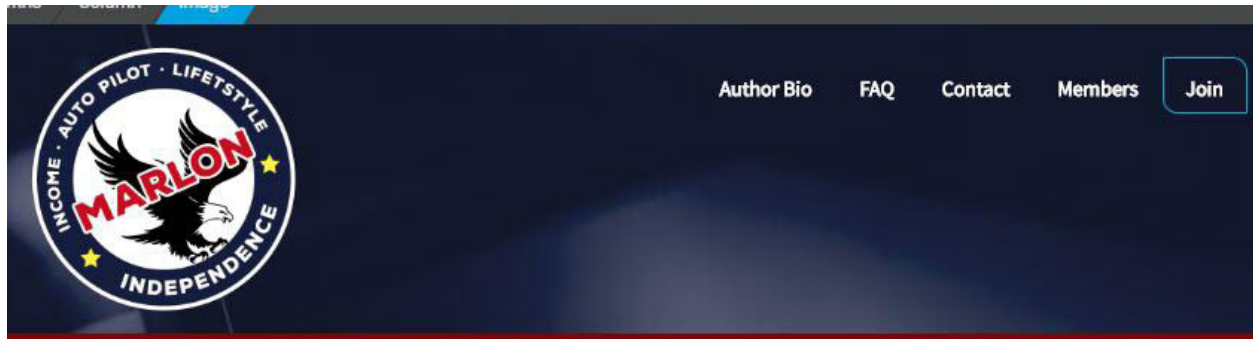
I cover 3 obstacles or objections everyone has to creating digital or info products. Digital products include apps and software. It's NOT just about info products. I've done very well with simple software.

I know some people who make a living doing just wordpress plugins they hire out.

Under video 4 is a button that leads to my free coaching programs and a trial.

2. Create Your Logo and Top Menu

Do a SIMPLE logo. \$5 on Fiverr and you're good to go.



The top right has a menu and it took quite a bit to get this right in Thrive Architect. I also; have a logo there with a color to match the page.

3. Create Your Opt In

You can use Thrive Leads for this. Or whatever you want. If you DO sign up for Thrive, become an affiliate and do your best to sell 3 so yours is FREE.


Do this with ANY software you use.

Always become an affiliate and try to make it pay for itself ASAP.


4. Create Your Follow Up Emails

Once you opt in, you go to a version of the page where you can actually WATCH the videos.

I created a short follow up sequence in Infusion:




Fast track harvest blog campaign




Harvest Email 1

Sent	Delivered	Opens	Clicks	Opt-Outs
9	9	3 (33.3%)	1 (11.1%)	0 (0.0%)



Income Layer PDF

Sent	Delivered	Opens	Clicks	Opt-Outs
19	18	8 (44.4%)	7 (38.9%)	0 (0.0%)



Thin Red Line

Sent	Delivered	Opens	Clicks	Opt-Outs
117	115	30 (26.1%)	13 (11.3%)	0 (0.0%)

And we have 17 still active in the sequence:



You can do your emails in Aweber, Getresponse, Convertkit, whatever. I don't have nearly enough conversion assets in my sequence yet and need to add more.

A conversion asset is something like a 4-video sequence, a video sales letter, a webinar, a sales page, or a case studies page.

HOW YOU CAN DO YOUR OWN 4 VIDEO SEQUENCE

Basically you figure out how you'll get attention.

Then you need an interest video. This is where you present benefits of the IDEA or concept you're promoting, NOT the product. You're talking about an IDEA. If people buy into the idea, they'll usually buy into your product.

This is key.

My idea in these 4 videos is that you can overcome your lack of expertise by creating a research based product. And it will make doing your sales page and product 100% faster and easier, which is true.

Video 3 is DESIRE.

Now I did PROOF in mine.

I MIGHT should have done the PROOF in the ATTENTION video.

If you have great proof, it DOES get attention!

Desire can also be case studies if you have them.

Or your own story of before and after told in more depth.

Or a demo.

The final step is ACTION.

Here I think it's good to overcome obstacles and possibly have your testimonials in this video if you didn't do case studies in video 3.

I'll be honest. It's not the easiest sell in the world to get you to spend a buck to check out what I have. My goal in video 4 was to get you to click the link UNDER video 4 and watch the video explaining my free coaching program and \$1 trial.

When people join, almost everyone sticks and stays.

One of the things you want to do in your videos is explain your USP or Unique Selling Proposition. This is your differentiation.

Here is the guts of my differentiation for Fast Track as an example of what you can do:

1. There's nothing else like what we do

NO ONE drills down on digital products 100% like we do.

Whatever YOU offer should have an element of only you do I or have it. I realize that's not always easy so it's something we noodle in Fast Track.

2. Weekly Mentoring

It's weekly coaching I SHOULD be charging \$500 to \$1,000 a month for and, indeed, I might in the future, once we get it all refined and perfected.

YOU need to figure out what price you'll charge for coaching or mentoring if you offer it.

Right now we're working really hard to overcome problems and obstacles our members run into. And figuring out accountability methods to assist them in actually getting the work DONE which is the MAIN obstacle.

I've found most people really struggle with the DOING part.

That is why we also have a big push on the BE part of the equation. Your EMOTIONS drive your ACTIONS.

We have a book we all follow which is kind of our mindset Bible.

Some people want to just lurk and learn. That is fine. I have no issues with it. But the people who want to take action and do it need to work on their MINDSET DAILY. Every day. Like brushing teeth.

The single biggest obstacle is people get discouraged really FAST and give up. So I do everything I can to help members battle this and keep the MINDSET up and activity UP.

YOU need to realize YOUR customers will very easily discouraged. And YOU must try to get them fast results. But also work on mindset.

3. Facebook Community

This is our HUB. For some reason, some of our members haven't joined it. I don't really know why. I just did a live stream last night in it. I post resources and updates every day.

You are NOT alone!

I even drill down and problem solve in the group if someone is having problems on headlines, research or whatever.

As a member you're welcome to LURK if you don't want to participate. But a shout out now and then is NICE!

You probably want a Facebook group or a Slack group as your hub. You MUST have a means to communicate with members other than email.

4. Income stacking philosophy

We stack income monthly or this is our goal and objective.

I'll be honest here.

There are people with big teams and staff who can offer coaching programs with tons of "perceived sizzle" I can't offer.

But there's one thing that's hard for them to offer: Someone who actually CARES. I mean really and truly cares.

And who will go overboard to help if and when needed. And who will try to get you back on track if you fall off the track.

This is our USP. YOU need to develop one for YOUR offesr.

5. Overcoming the expertise obstacle

KNOW the obstacles your buyers face and create methods, systems and strategies to overcome them.

This is what I call drilling down.

Others won't do this.

But if you do it, it sets you apart imho.

In the past I overcame the expertise obstacle by having people do interviews. Great method. It still works. I just found out 90% of people will never actually DO it. I don't know why.

But this is why I developed our Research-based Secrets method.

It solves the problem another way. And I'm the only person who has this method and I custom developed it to help you.

I really do NOT know what else I could possibly conceivably offer my tribe that would be TRULY and genuinely helpful and not b.s.

YOU have to make a decision if you're going to offer a FISH (done for you) or ONLY teach to fish info.

All the "done for you" stuff is very alluring. But if you give someone a fish, what happens after they eat it?

They still got NO FISH.

THAT is the whole problem with that method.

Today so many people want the RESULTS without the ACTIVITY.

People know this LOGICALLY.

The problem is EMOTIONALLY we all STILL want it to be almost overnight and involve almost no effort. This is a big challenge we have as marketers. We have to sell people BOTH emotionally AND logically.

I don't really know how to overcome that for my tribe. And you have to decide what you'll do about it in YOUR offer.

It's like rich people who make life easy for their kids.

Then they get kids who flop and have all kinds of problems.

It sounds good in THEORY.

Anyway, the problem I have to some degree is I KNOW my customers KNOW everything I'm saying is 100% true LOGICALLY.

But EMOTIONALLY most people still want the results without the effort and activity. We are ALL this way.

So you have to decide how you'll handle this with YOUR offer.

Heck, I'm this way 100%.

I really thought about buying this webinar product because they had copy paste scripts. My FIRST THOUGHT was "My gosh that sounds so easy!"

We are ALL I like that. And there ARE some "done for you" things that are legit. But more often than not, they pitch well and are a total waste of time and money to buy. Not always. But more often than not.

I don't have a magic wand.

Well, actually, I used to have one when I did magic shows. I may have one in a box around here somewhere. But still

One thing is I know people feel they are doing RESEARCH and not ready to take ACTION or get that serious about it.

No matter what digital products you sell, you'll run into this. And your people have 2 options:

- 1. It's better to learn now and do what you can so you DO have the skills already intact when a rainy day comes.**

We have a good number of "rainy day" people in Fast Start. Nothing wrong with that. They are getting some skills and knowledge under their belt.

- 2. The other alternative is to become an affiliate**

But the best affiliates STILL build their lists by creating and selling products, although if you do Youtube videos consistently, you can build a list that way.

With the way Facebook and Google are now, with the costs and rules, you CAN promote affiliate products but they need to be bigger ticket and probably software.

Matt Wolfe did I think \$300,000 last year in commissions promoting Thrivecart with FB ads.

HOW DO YOU SHOOT YOUR OWN VIDEOS?

Listen, I really believe you better get on the learning curve for video NOW as it's the future.

I don't even like this trend.

But again, markets change.

You change with them as you have no choice.

There are great Youtube videos on how to shoot pretty darned good videos using your phone.

That is a great place to start.

MASTER video on your phone and NATURAL lighting.

Learn to take great photos.

Learn an editing program. The standard is Adobe Premiere. Another one of those programs people who make money use. And amateurs don't want to go through the learning curve. Although you can use Sony Vegas Pro which is what I use.

But I've been learning Premiere on the side. Once you get over that initial 5 hour learning curve, it's not bad.

It's just figuring out all the initial set up that kinda sucks.

I have friends that shoot some pretty amazing videos JUST using their phone, like Jesse Elder.

He is a master of phone video.

There are even programs like Filmora for editing videos. But really, most people edit on Adobe Premiere. BUT I have heard of some people editing video on their phone. There ARE new apps that are pretty slick.

I'm NOT saying you HAVE to learn Premiere. It's just the tool most everyone uses that I know about.

Alright.

My videos are shot against a green screen. I have NO desire to turn my house into a video studio. Maybe I'll have to turn 1 room into one eventually. I just use an image for the background of my videos.

The problem is, it doesn't feel as REAL and CREDIBLE as a natural setting with no green screen. I realize that.

I've shown you the psychology of the videos.

There are basically 3 questions people ask when they buy. And in YOUR 4 video sequence, you need to ANSWER these 3 questions:

1. Is it simple

I can say it's reasonably simple. We've really boiled things down as simple as I can possibly make them. So I advise you to make it as simple as possible.

2. Does it work

Absolutely, it works. My proof video #3 shows that. You'll want to have a PROOF video or case studies if you have them. If not, tell your story. And if you don't have that, use data from your research method. But people want proof it works.

3. Will it work for me?

This is the #1 thing your video watchers will want to know:

I'd say the odds are in your favor if:

- a. You do the mindset work daily
- b. You do the activities
- c. You don't get discouraged and quit

It's SO HARD to not get discouraged and quit if you don't have fast success. It really is. THIS is why Zig Ziglar taught goal setting.

I read Zig and STILL feel what he wrote about goal setting is as relevant today as the day he wrote it!

Goal setting is how you overcome discouragement.

There are no guarantees in life. Not really.

But I CAN tell you that for the most part, it works for you IF you work it.

Usually when “it doesn’t work” it’s a case of “I didn’t work it”

So whatever program you sell or offer, I think you need to INCLUDE MINDSET training and GOAL SETTING of some sort.

But the WORST case scenario is you LEARN a TON about sales and marketing. You learn how to write, present, think in benefits, sell, create and make offers.

This can never be a bad thing and can always help you the rest of your life, regardless.

WHAT ABOUT 4 VIDEOS VS. A WEBINAR?

Here’s my thoughts:

Webinars are awesome and conversion beasts if you get really good at them.

A 4 video sequence works.

PDF’s work.

Video sales letters work.

Given time, you do ALL of them.

So everything I’ve said in this newsletter boils down to this one take away:

You KEEP CREATING conversion assets that sell people passively for you over time.

Last newsletter, I showed you how Steve Alvey created an amazing conversion asset in the form of a video pitch.

Here’s another conversion asset that creates passive, automatic sales for you.

Here's a conversion asset I created called How to Find Your Money Spot:

<https://fasttrack.club/mmm-how-to-find-money-spot/>

Here's another one I created on a fast, simple, easy income stream I created for our Fast Trackers.

Those are some examples of MY conversion assets. You'll want to create your own and load 'em up in your autoresponder then get people on that list by offering a freebie.

So far, my 4-videos are getting a 46% opt in which is good. I think I'll test some FB ads.

Best wishes,

Marlon

PS: Who else writes you incredible newsletters like this for free and illustrates them. My friend Paul Myers does. 1 or 2 others do. Not many. I hear Justin Brookes has a good newsletter albeit not long like mine.

Let me ask you a few questions:

1. Why do you WANT to change how things are right now?
2. How ready are you to change on a scale of 1 to 10 with 10 being totally ready?
3. Assuming you're above a 1, why didn't you pick a lower number?
4. Imagine you've changed. What would the positive results be?
5. Why are those things important to you?
6. Are you willing to risk a buck and 90 minutes to make that happen?

If so then go here now.



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