

MMM

A man with short dark hair and a light beard, wearing a dark blue suit, white shirt, and light blue tie. He is looking off to the side with a thoughtful expression. The background is a blurred cityscape.

A SPECIAL
REPORT
FOR MARLON'S
VALUED
CUSTOMERS

MARLON'S MARKETING METHOD'S

**YOU CAN'T CATCH
A WHALE WITH
MINNOWS**

WHY ALMOST NO ONE REALLY GETS OR UNDERSTANDS 2-STEP MARKETING, FUNNELS, CLICKFUNNELS OR ONE TIME OFFERS

Hello,

The entire history of direct response is quite fascinating.

Since before 1900 there's one marketing formula that has almost never failed. It has sold everything under the sun:

- Filing systems
- Typewriters (in the old days)
- Advertising
- Cars
- Cigars
- Cakes
- Industrial equipment
- Services
- Computers
- Frankly, anything you can think of

But there's a secret to it most people don't understand.

PT Barnum said you can't catch a whale with minnows.

Let's drill down into that to see what it means to you, right now, today in terms of making sales.

The method that almost never fails is called 2-step marketing:

- 1. Get a potential prospect or buyer to raise their hand**
- 2. Follow up**

Yeah, I know.

That sounds incredibly simple. And the reaction is, “Marlon, surely today it’s a lot more complicated than that. What about OTO’s (one time offers), upsells, funnels and all the rest.”

Funnels = Sexy

2 Step Marketing = Boring

Which is sort of true.

HOW DO FUNNELS FIT INTO THE 2-STEP MARKETING MODEL?

Here’s the thing.

Most people just don’t get it.

They don’t understand the PURPOSE of funnels, even though Russell stated it a billion times.

Russell didn’t invent funnels. But he did make them fun and sexy.

The point behind funnels is this:

If you’re going to buy traffic or ads, you want to get your money back as FAST as possible, so you can roll it into more ads.

In traditional 2-step marketing, you generated a lead and followed up.

The problem with that is the sale can be down the road.

And your advertising bill is due NOW!

Or, if you're using affiliates to promote your products, your affiliates want commissions NOW. The only reason they promote you to is to earn commissions. The bigger the better.

ALONG CAME THE OTO TO SAVE THE DAY

Well, in direct mail, you had what was called a bounceback offer. You shipped an ad for something else with the product.

And there was the Fedex Gary Halbert "Thank you for your money, please send more money letter." This was a letter sent by Fedex to buyers selling something else.

But when selling online, the breakthrough is you can IMMEDIATELY present people with another offer and another offer.

These additional offers erase part or all of the cost of your ads and in some cases allow you to 2x or 3x your ad spend.

HOWEVER, THE REAL MONEY IS STILL IN THE BACK END

The money is still in the back end.

This is what people don't get. They THINK the funnel is the business. The funnel is how you bring in lots of new buyers at no cost.

Now, that's NOT to say it's all automatic and easy. Typically, those offers have to be really well executed to work. People think they can throw up any slop and it'll make money.

Nada.

People think because they have a software that builds a funnel, that is upsells or oto's that somehow they will magically sell.

Heck no.

You still have to get people to BUY the deal. People seem shocked when their funnel bombs. They don't even know what it is they don't know.

Anyway, the real value is in knowing how to get people to buy stuff, NOT in hooking up pages in a sequence.

All your funnel did was allow you to get the buyer.

Now, you go back to 2-step marketing.

You follow up to make your REAL money which is your back end.

HERE'S HOW YOU CREATE A 2-STEP FUNNEL

Here's how it's done.

1. What "Back End" do you want to sell?

By back end I mean your big ticket or recurring billing something or the other. It's where most all your profit is made.

Yes, if you're an AFFILIATE, this applies to YOU. It's simply what big ticket or recurring billing affiliate product or products you want to sell.

Yes, it applies if you only sell mid tickets and smaller tickets via my Cake Layering strategy.

In other words, we're figuring out where we want to END UP.

2. What can we offer that will get a RESPONSE from the person who will be our ultimate buyer?

You know where you want them to end up.

Now what do you offer them?

- A free product?
- A free service?
- A free audit?
- A free report?
- A free kit
- A free newsletter?
- A free video?
- A cheat sheet?

Traditionally, we offer free booklets or reports.



There are nuances here.

Sometimes you SELL the attraction mechanism inexpensively. This qualifies potential buyers and can fund the ads or give commissions to affiliates.

Here's another one of mine.



HOW TO GET THE WORD OUT ABOUT YOUR FREEBIE

Obviously, you have to get the word out about your freebies.

One place you can put them is on your blog. I'm in the process of doing that right now.

You can also run ads. The formula that's working now is:

1. Run a 1-minute video as an ad with a video views objective
2. Run a "retargeting" ad for your freebie with a reach objective to people who watch 50% or more of the video.

That's a simple formula but works for local businesses as well as national and international ones.

It's basically a modified 2-step formula. The video is the lead attraction mechanism (or what I call the hand raiser). When people watch the video they prove they have interest.

The retargeting ad is just like sending out a direct mail kit to people who requested a free report from an ad.

I haven't ran the numbers but yesterday a friend who is in a position to know said it's currently costing \$45 to sell a \$7 product on Facebook.

In other words, you're going in the HOLE to sell a \$7 product.

THAT is why you need the OTO's. You're trying to recoup as much of the \$45 cost to get the customer as possible.

Otherwise you're burning money every day and have a cash-flow lag.

THIS is why funnels are so critical. And here's a little side thing.

I hear a LOT of people who just don't get it say you can do the "same thing" as Clickfunnels with Wordpress.

No, actually you can't.

Clickfunnels lays out each step of the funnel with stats and includes all the pages they visit.

That's VERY time consuming to do with Google Analytics. You can do it with Improvely but you're paying for it and now your data is split amongst multiple logins, not integrated, etc.

And it's certainly NOT all done with Wordpress. LOL.

So people don't even understand the PURPOSE of a funnel – to allow you to buy customers via ads without going in the poor house.

And they don't understand why Wordpress can't do the same thing: Because it doesn't allow you to lay out the steps of your funnel easily nor track the stats.

Basically, people have no clue what they're talking about because they don't see the big picture.

HOW TO USE YOUR BLOG TO PROMOTE YOUR 2-STEPPERS

It's very simple: On your sidebar, you just link to each of your FREEBIE pages which each are the entry point to a funnel.

They could all lead to the SAME funnel.

Or they could lead to different funnels.

The LOST ART of blogging is to post useful content on your blog and send And while they're there they'll see your FREEBIE offers.

You can also then mix in promotional posts on your blog.

I've gotten out of the habit of using my blog this way. And I'm not proud of it.

Today, most people just blast out offers to their list.

It's an easy habit to get into. And a good one.

But you ALSO want to mix in content. Not everyone believes that but I do.

As long as it's content that is DESIRED by your customers.

So THIS is how you PULL people into your funnel or funnels.

1. Post highly attractive content on your blog
2. Send an email to your list or promote it via other channels like FB and Youtube
3. Move people into your freebie funnels

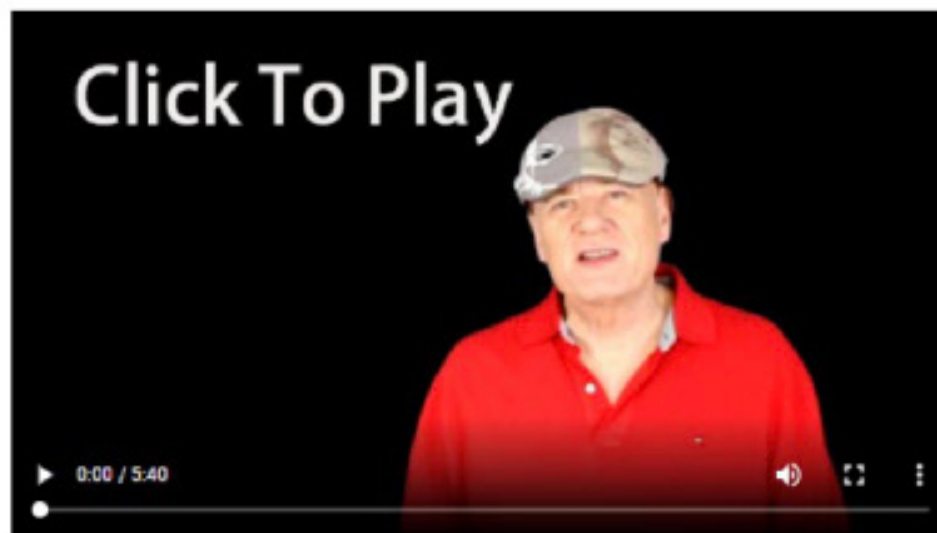
I'm adding images like this at the end of blog posts on marlonsnews.com. I have a long way to go but this is the idea:

How to Manage 30 Websites In 60 Seconds

Since you're probably using wordpress and a page builder plugin like this one to create your sales pages or blogs, you can end up with 10 or 20 sites real fast. And each site needs to have its themes and plugins updated.

Updates are very important to limit your risk of getting malware.

To say thank you for being a customer, I've recorded a video showing how I update up to 30 of my sites in under 60 seconds.



Free 4-Part Video Training Reveals How I Sold 70,000 Info Products

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? [Click here for more.](#)

The video is the blog post and the 4 videos is the freebie offer. I plan on sending out that blog post to my list after I get the blog tidied up more. That may take some time. I need to finish up my free report funnel pages.

But Marlon, I Don't HAVE a List

No problem.

1. Figure out the END THING you want people to buy
Maybe it's just a big ticket affiliate product sold via a webinar. Or maybe it's your coaching. Or a membership program.
2. Brainstorm freebie ideas that would attract ideal customers likely to buy your "end game" product or products.

Now create your email capture page or low-cost offer.

3. Now make it known and visible

If you use free methods, that's all you need.

If you're using affiliates for free traffic like we're doing in Fast Track, then you need some OTO's, so your affiliates can make good commissions.

Same with paid ads.

MARLON, HOW DO I TEST THIS OUT EASILY FOR FREE?

Most people have a belief problem. For whatever reason, they don't believe it'll work for them to the extent that they're willing to invest serious time, money and energy into making it happen.

Because if they did, they'd be rocking things out.

No problem.

You can TEST THIS OUT for free and prove to yourself miracle of miracles it actually works. 2-step marketing actually works.

Go through the steps above.

So have something bigger ticket to sell.

Create a freebie to attract your ideal customer and get them on a list.

Now promote the daylights out of your freebie. Do live streams on Facebook and offer it.

Offer it in status updates.

Start a group that targets your market and pin the freebie offer to the top of the group.

Start a page that targets your audience and announce your freebie there.

Boost your post to your ideal audience for a few bucks.

Do youtube videos and have your freebie as a link in your description.

With permission you can offer it in Facebook groups.

Mention it in conversations with potential ideal customers.

They KEY is you want a freebie offer people will crawl over broken glass to get. That's the secret no one tells you.

HOW TO USE THE FACEBOOK POST METHOD

The most popular method right now is this Facebook post method:

You do a little post with bullet points about your freebie offer. Use an attraction-getting emoji for your bullet points (from <https://emojipedia.org/>).

In Fast Track we get REALLY freaking good at writing bullet points because they are a Swiss Army Knife. You use them everywhere.

Bullet-point writing is a very valuable skill. Most people think they can write good bullet points but they're really lame. And this is why people don't RESPOND.

You can design this post in Canva if you want to add some sizzle to it.

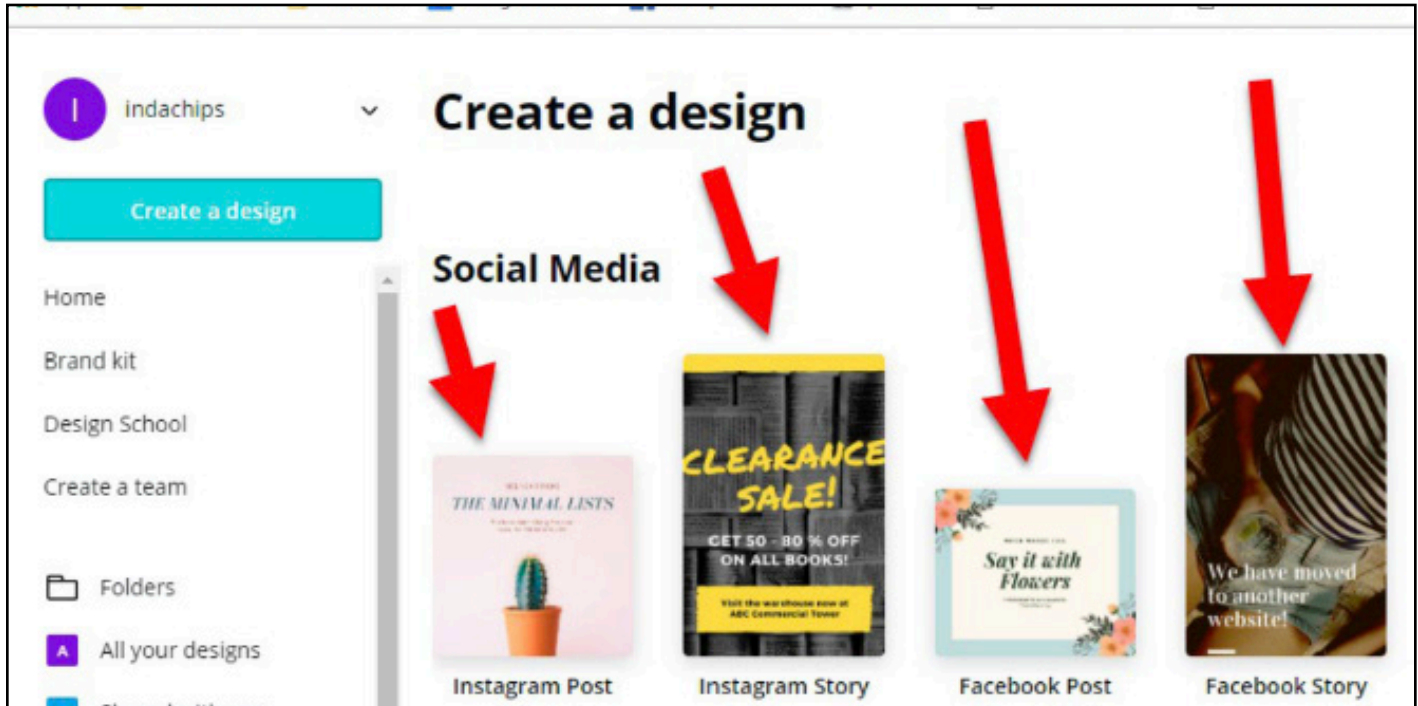
Now FOLLOW UP.

Anyway, post and ask people to respond with a YES if they want your free report.

If you've got people on a chatbot or Manychat list, you can send out your freebie offer via Manychat, which is very cool.

THE REAL SALES HAPPEN IN THE FOLLOW UP

You can send emails, do live streams, do demos, do webinars for free using Zoom.us. You can run retargeting ads. You can create sales letters, PDF's, video sales letters.



As you can see, you can design Instagram posts and stories as well as Facebook. Stories are yet another way you can promote your freebie for FREE.

You can use Canva to create the initial posts and also follow up posts. You can even use it to design nifty-looking reports.

Snappa also works for this.

Obviously, you follow up by email, manychat, text messages if you have their cell phone and so forth.

One key in follow up is to always bring additional info to the table. Never just show up empty handed.

All of these things are like little MICRO SKILLS.

This is what I teach in Fast Track. We've worked on bullet point writing, research, sales page design, member's area design.

We just keep stacking little micro skills as we build our income layer foundations.

At least at the end of the month you can look back and see that you ACCOMPLISHED something LASTING.

Once you learn how to write really awesome bullet points, that's a skill you'll probably always have. You won't forget.

Same thing with headlines.

Same thing with the psychology of a sales page or an OTO.

At the end of the month you can look back and go OH WOW:

- I NOW understand the psychology of an OTO that converts
- I NOW know how to write a headline that is 10x better than I did 30 days ago
- I NOW know how to research and write really killer bullet points.

While you're busy learning it and doing it, you may not really realize what you've accomplished.

But when you stand back you can see you've acquired SKILLS that have value and that you can USE for a long time to come.

You can even close people just using Facebook Messenger chat. That is a whole skill by itself.

Selling over the phone is another skill.

BUT WHAT IF THEY AREN'T BUYING?

Here's the deal.

You do your best to find different angles. And present those in different formats like sales pages, PDF's, video sales letters, webinars and so forth.

You just keep following up and hunting for the right benefit that matches their unique situation.

CAN YOU REALLY SELL ALMOST ANYTHING

With This 2-Step Method?

In the history of direct marketing, almost every product you can think of has been sold with this method.

In the old days, they mostly offered free booklets to generate leads. Today, we have more options.

But the psychological process is the same.

You should KNOW with a good deal of certainty that the ONLY people who respond to get your freebie or low cost offer are people who WANT what you're offering.

Or they have the problem you're solving.

It's SIMPLE in theory but sometimes a challenge to implement in practice as you're learning and layering new skills.

I mean, most people don't really know how to write good headlines or bullet points. They don't understand the full psychology of a sales page. They don't understand the psychology of OTO's that sell. And they don't know how to follow up.

Still, the process IS simple:

1. Offer something that gets your potential responders or buyers to raise their hands.
2. Follow up with your main offer in multiple formats.

Best wishes,

Marlon

Every issue I close out with this poem. The REASON is what separates US from everyone else is I just don't give you the fish. I TEACH you TO fish. And that, my friend, is the rode less taken. Most people ONLY want a ready to go moneymaking system handed to them. And usually they are doomed to fail because they don't know the roots.



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