

**The Amazing  
Formula That  
Sells Products  
Like Crazy!**

# **The Amazing Formula That Sells Products Like Crazy!**

*Commemorative Edition*

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## CHAPTER ONE - INTRODUCTION TO THE AMAZING FORMULA

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM} ) \times \text{BERC}$$

### IN THIS PROGRAM, YOU WILL LEARN:

- The foundation of all Internet wealth and riches
- How to get exposure for your web site: What really works!
- How to use product launches to generate traffic
- The real secrets of "opt-in" marketing -- revealed!
- How to collect a predictable Internet paycheck every month
- The single most profitable advertising on the Net dollar-for-dollar
- How to come up with hot new products to sell each month
- How to rack up the profits by rolling out your monthly products
- How and why this also works for high-dollar products

Dear Customer,

There are no "magic bullets" in this product.

What it contains is a formula. A simple formula that sells products like crazy for me. And I believe it will for you too if you follow it. It is not rocket science. Then again, rocket science isn't what makes you money.

Mastery of the formula in this product is what makes you money, according to my experience.

The *Amazing Formula* is a way to think about developing and selling products. It gets you to target, survey, create, test, promote, monetize and repeat cycle products. It differs from our other product *Gimme My Money Now* in several ways.

1. *Amazing Formula* covers a number of marketing strategies. *Gimme My Money Now* just covers one.

2. *Amazing Formula* applies to both online and offline marketing. *Gimme My Money Now* is just about online marketing.

3. *Amazing Formula* gives you a way to think about marketing. *Gimme My Money Now* is only an action plan.

4. *Amazing Formula* works for all types of products and services. *Gimme My Money Now* is just about creating and selling digital products.

There's a difference between reading my formula and going, "OK, I've got that." And mastering the formula. It's the difference between two 12-year-olds playing chess once and saying, "I don't want to play that game again because I already know it." And pitting your skills against Grand Master.

To me, my formula is crazy. Why? Because it's simple. Simple enough that a lot of people overlook it. And that, my friend IS crazy.

What I'm about is mastery. Mastery of the fundamentals. Any football coach worth his salt will tell you it isn't fancy plays that win games. It's mastery of the fundamentals. A little twist here. A subtle nuance there. That's what mastery is about.

If you're looking for magic bullets that make you money with no effort when you pop them in your marketing plan, you're looking for a Holy Grail that doesn't exist. This product isn't about illusions.

It's about the real stuff that really makes you money. And that isn't double-reverse marketing. Know what it is? It's understanding the fabric, the core, the essence of what makes people buy. Of knowing a few simple ways to generate leads that really work. Of knowing how people make millions of dollars with marketing plans that are so simple, a lot of people would scoff at them.

While *The Amazing Formula* is simple (and that's what makes it so amazing), it's also so powerful that it boggles my mind. When you put it together correctly and hit on all cylinders, it's as breathtaking as Niagara Falls. At least, to me.

I hope to save you a lot of time with this product. And a lot of money. How? By turning you on to the things that I know work. And by helping you avoid wasting time and money chasing illusions and blue sky visions.

In this program, I'm going to give to give you *The Amazing Formula* on a golden platter with a pretty red ribbon wrapped around it. Some readers won't get it. They're forever in search of the magical bullets that make money when you just add water.

I've never made money with magical bullets. I've never made clients any money with them. But I have done exceedingly well with a formula that is deceptively simple yet incredibly powerful. It's uncommon common sense. Uncommon because in my judgment most businesses don't grasp and implement all the elements of it.

I'm confident this will be the single most profitable information you have ever read on web site marketing -- I predict. That is not to put down other Internet marketing products. But rather to convey what a treat you have in store.

You can adjust the font size of this product using the "FONT" button at the top of this program. However, if you make the font size larger, it'll throw off some of the formatting. But if you like big text, try that.

If you'd like to print this file, simply click "File" then choose "Print". The file will print out the actual chapter you're reading at the time. So if you want to print the whole file you'll need to start on the Table of Contents, then open the first chapter, click PRINT, then click the NEXT button to move to the next chapter and repeat the process.

I know you've probably got 3 or 4 ebooks and programs (at least) about how to make money on the web, in addition to *The Amazing Formula*, and you're probably wondering, "is this any different than all the rest?".

You've read about increasing traffic by posting in newsgroups, using banner ads, getting listed in the search engines, using meta tags, and all the rest.

You're thinking, "I'm still not making enough money. What am I missing?"

The answer is -- a LOT, because most programs simply rehash each other. A lot of them just copy the works of my friends. Also, a lot of them copy me too.

But I don't insult your intelligence by regurgitating anybody.

My stuff is all mine as you're about to find out. That is, all the information is filtered through the lens of my own experience.

If you're struggling to make money on the Internet or from your web site, I'm going to make it so simple and easy for you that it's mind boggling.

As I always do, I'm going to remove all the smoke and mirrors, then tell you the truth AND give you a specific action plan.

This program is going to be your cookbook for making money online. You're going to have a very specific plan and know how to put it into action -- beginning today!

Without any further introduction, let's hop right into some meaty information for you.

## "HOW TO USE THE INTERNET MONEY EQUATION TO CREATE YOUR ZILLION DOLLAR PLAN"

A friend of mine living in Canada is named Scott Covert. He's a very bright and innovative Internet marketer. He came up with a simple little equation we're going to use as the basis of implementing *The Amazing Formula*.

**TrafficRequired = (DesiredAnnualIncome / 365) / (gross profit per sale X visitors-to-sales conversion rate)**

Hypothetical illustration: you sell a \$500 product and have \$450 gross profit per sale. You want to make \$1,000,000 pre-tax in 12 months and 1 out of every 100 visitors buy from you (.01).

$(\$1000000/365) / (\$450 * .01) = 608$ . You'd need 608 visitors a day to reach your goal with these numbers. That is actual unique visitors, not hits. Hits are different from visitors.

Yes, 365 days. Buyers don't take holidays online.

So, \$1,000,000 divided by 365 equals 2739.726. \$450 times .01 equals 4.5. Now we divide 2739 by 4.5 and come up with the figure 608.

That's over 27,390 visitors a month. Not impossible but a lofty goal. Let's say, though, that you only want to make \$100,000 this year based on the same \$450 profit.

100,000 divided by 365 equals 273. Then we divide 273 by 4.5 and get 60.66. Now there's a goal you can shoot for. If we can get 60.66 unique visitors a day to our site, we can reach our sales goal.

The problem is, we need to build in a profit. We can't spend all our money on advertising. We want to only spend \$150 to get a sale. The balance we want to hold out to cover fixed overhead costs and net profit.

So what we're saying is . . . We're willing to spend \$150 to make \$300. In other words, we want to double our money each time out. We're only willing to fork over \$150 in order to get back \$300.

The question is, can we buy 60 unique visitors for \$150? If we can do it, yahoo! We're in business. If we can't, it's back to the drawing board. A lot of people don't understand what I just explained. If you take just that one principle and run with it, I don't see any reason you couldn't potentially pay for this product hundreds of times over.

We're assuming we'll convert 1% of the traffic to buyers. Folks, these are all hypothetical numbers. They're based on what I do or people I know in this business do. If you look at the conversion numbers on JV Zoo and Warrior+ via their stats for affiliates, you'll see a lot of offers nowadays convert 10% of clicks to buyers.

That's partially because the visitors to those offers come from affiliates, which means it's not what we call "cold traffic."

On the other hand, I read the other day that the average conversion across the Internet if there's such a thing on cold traffic was 1/2 a percent.

That has nothing to do, though, with how these numbers will pan out for your own individual business. You have to crunch your own numbers. I'm just giving you an example of how to do the math yourself.

OK, based on converting 1%, we have to get 100 folks to our site to make 1 sale. Let's say that out of every 1,000 times your advertisement is displayed, 10 people click on the link and visit your web site. That's a 1% click through. Whether it's email advertising, banner advertising or affiliate marketing advertising.

To get the 100 click throughs you need to make a sale, you're going to need 10,000 ad impressions. That means the max you can pay for impressions is \$15 per 1,000. The average cost per thousand on the Net is around \$35 at the time I'm writing this.

However, in certain industries, you can do much better than that.

What you do then is go through options one-by-one. For example, if you only have \$15 per thousand to spend for impressions, you can try sending email to opt-in lists. Depending on your target market, that could work for you. It's common to pay .10 to .15 per name for opt-in mailings.

You look at free publicity services, ezine ads, associate programs and many other options. You try some and put others on the backburner. You carefully track the results of each according to your simple criteria:

**Can I buy a sale for \$150?**

Later, I'll walk you through a complete scenario of testing each of these options one-by-one.

The other day a friend of mine told me, "Marlon, you're like a Marketing Mercenary! You have this whole kit of weapons you use and turn others onto."

That's what I want to do as we go through the formula step-by-step. I want to turn you onto a whole arsenal of weapons you can use.

## HOW TO FIGURE YOUR OWN CONVERSION RATIO

One of the most crucial figures for your business is your conversion ratio. What percentage of unique visitors buy from you?

The first nut you have to crack is getting the number for your unique visitors. Some stats programs give it to you. Some don't.

See resources for recommended statistics tracking services.

Add up your unique visitors for 4 months. Then total the number of sales you had in that four-month period. Here's the formula:

**Conversion Ratio = Sales / UniqueVisitors**

For example, if I had 100 sales and 5,000 unique visitors, I divide 100 by 5,000 and get .02. So the conversion ratio is 2%.

Here are other key formulas for you:

**Net Profit = Sales - (Cost of Sale + Product Cost + Fixed Overhead And Capital Costs)**

This calculation is for a direct response business, which is the type of business my game plan is for. The cost of sale is how much you have to spend on advertising and promotion to get a customer. In the example above, that figure was \$150. Product fulfillment is the total cost to deliver the product to the consumer. Fixed overhead and capital costs accounts for the ongoing costs to run your business such as payroll, rents and utilities as well as the cost of borrowed money.

You also need to be able to figure your break-even point. Here's the calculation for that:

**Break Even = Cost of ad / (Sales Price - Product Cost)**

In the example above, our product sold for \$500 and it had a hard cost of \$50. By the way, for an information product, this isn't unusual. Of course, those figures are totally unrealistic for other businesses.

So let's say we pay \$675 on advertising. We take \$675 divided by \$450 and we get 1.5. In other words, we have to make 1.5 sales to break even.

Later, we'll come back to this example and paint different scenarios. But now it's time to lay some more groundwork. So hop over to the next chapter. Things are just starting to heat up. So keep on reading!

## A NOTE ABOUT THE "AMAZING FORMULA" GUARANTEE

**D**id you know that 10% of refund requests on most digitally delivered info-products come in the same day as the purchase is made? And 30% come in within 3 days of ordering.

My friend, I've spent a lifetime learning, devouring, testing, perfecting, honing and refining this formula.

If you really think you can absorb it in 3 days, I doubt your sincerity. Then again, you wouldn't even be reading these words if you weren't sincere.

To counter this, we save a great bonus for 30 days. You don't get it until after you've had the product 30 days. That is when your subscription to the Twister Marketing lessons begins. It's 160 pages that come in a monthly report.

### BASIC REFUND OF PURCHASE PRICE:

In the event you are not satisfied with the *Amazing Formula* and would like a refund, simply request a refund within 60 days from your purchase date at <http://getyoursupport.com>

Please make sure you provide us with your full name, email address, telephone number and mailing address.

### TRIPLE-YOUR-MONEY-BACK GUARANTEE:

You are required to try out the formula as presented to qualify for a triple your money back refund. This is clearly stated in the sales letter. If you are simply unsatisfied with the contents in the Formula, you are eligible to receive a basic refund (see above).

But don't worry, you aren't going to be wanting a refund. Because I'm about to blow your mind with some really incredible marketing information.

I'm going to share with you systems for testing, developing, rolling out and selling your products and services. It's a system that **MUST** happen like clockwork.

For example, just reading the chapter on how to write your KSL doesn't cut it. You won't really understand that formula until you write 10-20 sales letters with it. Only then will you truly begin to realize the genius of the formula.

Everything I give you in this product should become part of a system that you do ALL the time. Not some of the time. Not occasionally. Not, "I'm going to just get my toes wet and see if it works."

Rather: Day in, day out, in good times, and bad. When you feel like it and when you don't, every element gets implemented and executed as a system. A way of doing business.

That is the path to profit with the Formula. You do THAT and you WILL find out this formula works when you work it.

Are you ready? Let's rev up the engines with a nice sampler . . .

## CHAPTER TWO - THE AMAZING FORMULA -- REVEALED!

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

**"HERE IS YOUR AMAZING FORMULA FOR SELLING  
YOUR PRODUCTS LIKE CRAZY!"**

**Objective:** To give you an understanding of the basic elements of the Amazing Formula.

**Action:** Write each of these elements at the top of a separate page. Write down your action steps on each one as you go through this product.

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**A**lrighT. There it is. Everything else in this product builds upon this formula. It's your Master Key to unlocking the Internet floodgates. Let's walk through each element.

### **HPO=Hot Product Ownership:**

Key datum: There is no difference between a product or a service. They both solve a problem or give a result. When we use the word product, you can substitute the word service. So when I say the *Amazing Formula That Sells PRODUCTS Like Crazy*, I'm also referring to SERVICES.

The idea of a PRODUCT or SERVICE applies to a great many situations. For example, if you're a Church, you're selling a SERVICE. I understand it goes beyond that. But it's very useful to think of activities as selling a service.

Or how about the local Toastmasters club. The Toastmasters club sells or promotes a SERVICE that helps you become a better speaker.

The point is, you can apply this Formula to ANYTHING you sell or market.

To use the formula at its maximum velocity, you must have a product that you own or control with high demand. It isn't enough to promote products owned by others. I'm a major advocate of owning or controlling your own product. Controlling means that you have an exclusive on the product for a set time period.

The idea of ownership includes taking OWNERSHIP of the experience people have with your product, service, group, organization, or even the town, community, city or country you promote!

It's an all-encompassing concept. The more you "own" your product or service, the more you take CONTRL over the end result your experience provides to the end user, the buyer or the consumer.

If you're in MLM or Network Marketing, I still advise you to create and market your own product as a lead generator. However, I'm not saying you have to do that. You can use most every technique I teach even if you're selling products developed by others. I understand that some of my customers work full time and are just trying to generate a part time income.

Same thing with affiliate marketers. It's great to send out emails for affiliate offers to your list. But how did you GET that list to start with? The best way to GET a list is by promoting a product of your own because you can recruit affiliates to promote that product for you. Or you can run ads for your product and, since you keep 100% of the money, you can afford to run more ads.

If your primary business is retail or wholesale and the web is only an adjunct, I present a corollary of HPO that applies directly to your business model.

I emphasize hot product because you can't force the fish to eat bait they don't like. Many people are killing themselves trying to sell a product nobody wants.

You must have a system to continually identify and roll out new hot products. You can do this even if you sell products via associate programs or MLM. You use our 12-product survey system to do this. ***More about this later.***

Unless and until you're doing the 12-product surveys as we teach in this product, you have not even come close to mastering the *Amazing Formula*. You'll hear many people discount the value of surveys. While surveys aren't perfect, I've found them to be enormously helpful. And the people I know who are most successful at marketing also use them.

This is NOT something you sort of do, or sometimes do. It's a system you do all the time....on an ongoing basis.

The formula is NOT about hit-and-miss. Maybe we'll do it. Maybe I understand it. Maybe I have the skill. Maybe I don't.

It's about always doing it as a system. It's about MASTERY. Not just "kinda sorta" thinking you know it or understand it.

Not thinking you know it all because you read a technique somewhere else. You think you know the HPO step? Then show me your surveys. Show me how many products you sold yesterday and this week. Show me new products ready to roll out.

That IS mastery! That IS the formula.

## KSL/WSMS=KILLER SALES LETTER, WEB SITE MARKETING SYSTEM

Few web sites properly deploy a KSL (Killer Sales Letter) or KSM (Killer Sales Message) and many don't sufficiently use a (if any) WSMS. When I talk about offline marketing strategies, I split up WSMS into only MS or Marketing Systems.

Your sales will live and die by your sales letters, or sales messages. In the original version of the *Amazing Formula*, I only included the concept of the KSL. Today, we go far beyond the sales letter to the idea of the “Killer Sales MESSAGE.”

In other words, it doesn't matter if you put the MESSAGE in the format of a letter, video sales letter, webinar, or audio, it's STILL the message that converts the non action taker to an action taker, whether that action is buying or responding in some other form.

Few web sites online use sales letters. People have been selling billions of dollars with sales letters for the past 100 years. Yet uninformed people who don't know what they're talking about deny the past 100 years and claim they don't work.

To the person who thinks they know it all, I'd say, "Show me your sales letters you wrote this week or month." If you are NOT producing new sales letters every week and month for testing, you have NOT come even near to mastering the Amazing Formula.

I can write sales letters off the top of my head in 10 minutes. Until you can do that, you have NOT mastered the KSL chapter of this product.

What's interesting is that online marketing has gotten away from the things we know get the most response just as the “offline” marketing world did.

The basic tenet of direct response marketing is we market for a RESPONSE, not IMAGE.

However, you see more and more people going to highly graphical web sites, blogs and sales pages with less and less text on them.

That's because GRAPHICS are something you SEE. Everyone likes to have their mum, dad, brother, sister, boss or co-employee look at the page and go, “Wow, that looks great!”

Looking great doesn't equal a great response. While attention spans are shorter today, a LOT of the reason for this "graphics over sales message" mentality is that it's easy to SEE if the graphics are attractive. It's more TANGIBLE than a sales message.

It's easy to justify \$1,000 or \$2,000 for a graphic design that looks good. It's harder to justify the same \$1,000, \$2,000 (or more) spent on the writing of a sales message!

Sales messages are intangible. Yet, they and NOT graphics determine the bulk of the response you get to your offers.

Why? Because at heart, you OFFER something to another person for their MONEY. And they either take you up on your OFFER or they don't.

Sure, the graphics look good and imply VALUE. And thus are a selling tool. But they aren't what you OFFER. What you OFFER the other person for their money is the heart and soul of the sales message.

It's how you CREATE the perception of VALUE that exceeds the value of the money you'll receive in the buyer's eyes.

Or, if the action you're requesting is something other than making a purchase, the perception of value you create is for whatever that action is. For example, you build value for attending your club, church, group or organization or for participating in activities.

### **The key components of the KSL or KSM are as follows:**

ONE: The offer. There are 14 possible elements in an offer. Every sales letter as a system needs to have almost all these 14 elements.

TWO: The big promise. The function of a headline is to extend a promise to the prospect. Different promises have very different sales effectiveness.

THREE: The bullet points, or value summary. Extremely important in online selling.

FOUR: The bonuses. People are time-limit driven.

FIVE: The bargain appeal. People want a bargain.

SIX: The guarantee.

**The key factors of the WSMS discussed in this product include:**

These are a system. Every one of them needs to happen every day without fail. Without error. You MUST use the methods we give you to get traffic every day. You must capture names without fail. And so forth.

ONE: Traffic Generation

TWO: Name capturing

THREE: Entry-level funnelizing

FOUR: Systematic follow up

FIVE: Testimonial acquisition systems

SIX: Back-ending

You think you know the *Amazing Formula*? Fine. How many unique visitors did your web site get yesterday? How many names did you capture last week? How many follow ups will those names get? What is your entry level offer? How many testimonials did you get last week?

See, THAT is mastery. That is the formula.

**HTM w/M = Hungry Target Market with Money.** It isn't enough to have a target market. You must have a target market WITH MONEY! Or, if the action you're getting people to take is something other than making a purchase, the equation is w/LR, which means Likely Responder or Likely Action Taker, joiner or believer.

**TM = Targeted Media.** You must be able to employ media that reaches your target market with a minimum of waste and inefficiency. The more cost efficient it is to get your sales message to your prospects, the greater your sales.

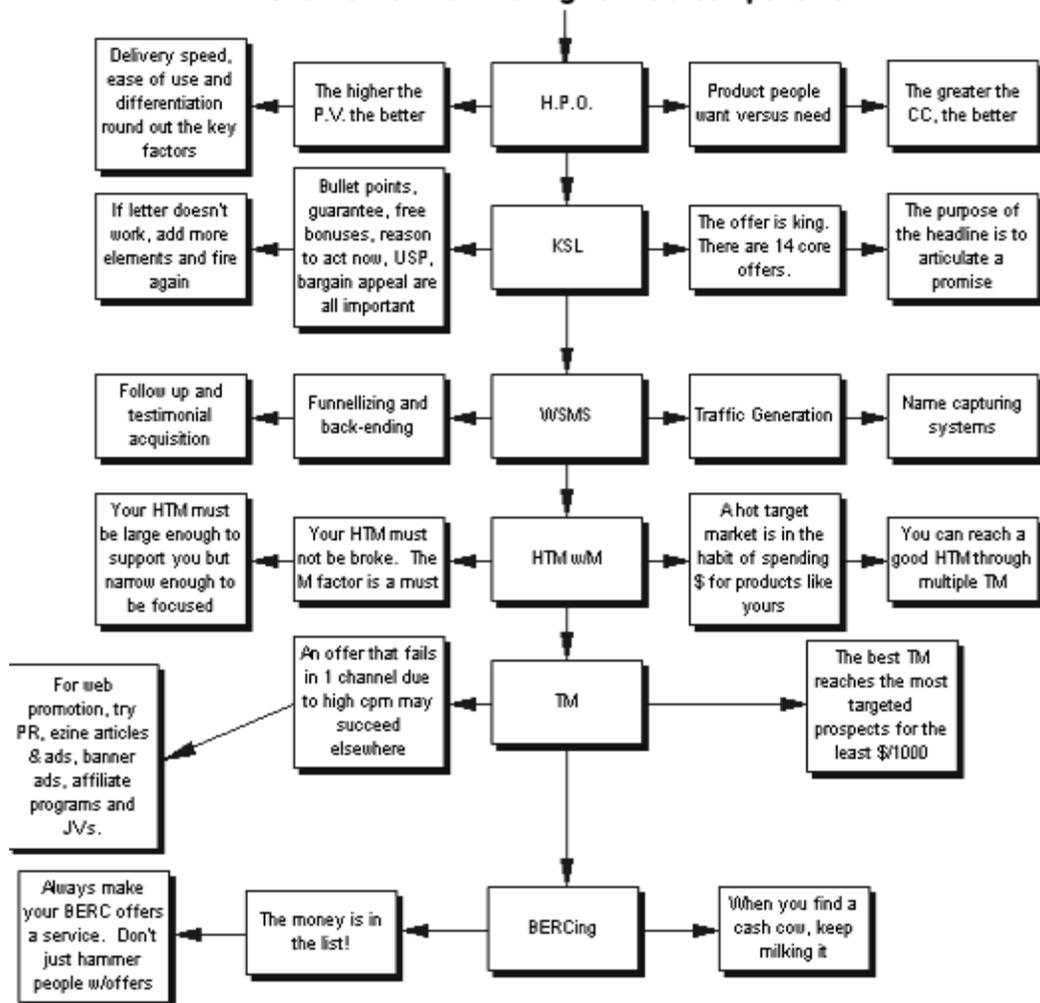
**BERC = Back End Repeat Cycles.** Once you get the front-end part of the formula down, you have to do it over and over. That is what I call BERC.

**Sales = (Hot Product Ownership + Killer Sales Letter / Web Site Sales System + Hungry Target Market w/ Money + Targeted Media) x Back End Repeat Cycles)**

Alright. There it is. Everything else in this product builds upon this formula. You'll notice that each chapter is key coded according to which step of The Amazing Formula that it relates to.

## CHAPTER THREE - OVERVIEW CHART

### Overview of the Amazing Formula Components



## CHAPTER FOUR - HTM: THE FOUNDATION OF WEALTH

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Step One: The foundation of all online and offline direct marketing wealth and riches"**

**Objective:** To get you to understand where the money is.

**Action:** Get a list and sell to it over and over again.

Step one is the foundation of all online and offline wealth and riches.

**Here is the secret:**

**The money is in the list, the list, the list.**

**I said this in the original *Amazing Formula* and it's probably the most quoted cliché in Internet marketing of all time now. There have been 4 billion variations created such as "the money is in the relationship with the list." Or Seth Godin would say "the money is in the tribe." Network marketers would say, "the money is in the downline."**

**Still, there is a gut level, core simplicity in understanding "the money is in the list."**

**T**his is core to the HTM segment of our *The Amazing Formula*. It's also basic direct response marketing strategy. Get a list and then sell something to it over and over and over again. What I'm saying is, the Internet is NOTHING NEW AND ALL NEW -- both at the same time. The basic way you make money is the same way people have been making money in direct response since early this century (and probably before that).

And that principle again is -- **GET A LIST AND SELL TO IT OVER AND OVER AND OVER AGAIN.** I'm going to elaborate on that in greater detail as we go along.

Or, if you promote a concept, idea, group or organization, the “selling” you do is to get people to join, attend, participate or “BUY INTO” the ideas, actions and concepts of your organization. That is the “SALE” you make.

I don't care what you sell. Whether you're a plumber, architect, attorney, consultant, publisher or travel agency, you must develop your list and obtain repeat business.

If you sell to customers, then *The Amazing Formula* will work for you! Period. End of story. "But Marlon," you object, "I have a one-shot sale. I don't have a BERC in my business."

Your BERC is your "Back End Repeat Cycle." It IS the action of getting a customer, client, member, joiner, or believer, and selling to them over and over again...with a system.

A lot of people sometimes market their back end or repeat business. They occasionally do it. They hit-and-miss do it. But this key is your system. You do it without fail.

Here's what I'd say: First, almost all businesses can have a BERC if you look for it. I teach my students all kinds of innovative ways to add BERC's. We'll go into some of those later in the chapter on BERCing. But let me say this: Let's say you rack your brain and still can't find your BERC. The formula STILL works for you. You simply use it in the context of lead generation.

The first thing you have to do is get a list of people to sell to. If you aren't selling all you want, if you aren't making all the money you want, you probably have insufficient list acquisition and development strategies.

### **There are two possibilities.**

1. You acquire, find, locate and exploit existing lists.
2. You create your own lists.

We'll talk about both of these.

The Formula is extremely clear on this point.

1. As a system you continually seek out, find, target, and sell to existing lists, sources of people, names, and traffic to your web site.

If you sell offline, you do this by finding direct mail lists and joint venture partners who will sell your product to their list. Or maybe they will invite their folks to a seminar. Or refer you to their vendors and suppliers.

We'll talk about the many possibilities. The many kinds of lists. In today's online marketing, even your "retargeting list" counts. You could have:

- \* Skype lists
- \* SMS text lists
- \* Retargeting lists
- \* Voice broadcast lists
- \* Facebook groups as a list
- \* Twitter lists
- \* Phone lists
- \* Meet up groups (and the list of attendees)

Or, of course, good ol' fashioned mailing lists for direct mail.

2. As a system you create your own lists.

You can do this by offering free reports through all kinds of ads, PR methods and so forth. If you sell online, you can buy traffic from pay-per-click search engines like overture.com. You can offer a free ezine or mailing list. There are many, many list-building strategies.

## STRATEGIES FOR GETTING A LIST

**Y**ou target your market and drive traffic to your web site. Let me explain that. A market is a group of people who are in the market to buy something.

That's why they are a target in the good sense of the word. It's like a pond of fish.

If you wanna catch fish, the very first thing you have to do is find a pond of hungry fish. THAT is your target market. A pond of hungry fish.

A lot of people are racking their brains trying to get fish to bite bait. The problem is, their fish aren't hungry! Man, you gotta have hungry fish.

And you gotta give them bait they want. A lot of people are bound and determined to force their bait (their product) down the mouths of the fish, whether the fish want it or not!

Fishing is simple. You find a pond of hungry fish. You find out what bait the fish want and give it to them.

Here's the system:

You target your market, your pond.

You have attention-grabbing graphic design. I've seen more web sites that lose sales because they have horrible, amateur designs. If you sell offline, your direct mail, your billboards, your ads all need pro graphic design.

Do-it-yourself sucks unless you're really talented. Your refusal to spend money on pro graphic design, paper, letterheads, logos etc. could easily be costing you a ton of sales.

Most importantly, you have a KSL (Killer Sales Letter...more about this in a later chapter) that totally explains and dimensionalizes all the benefits of your product or service, that presents your USP, (Unique Selling Proposition...which is that factor that differentiates your product from others) that sets the criteria for the sale, that builds the credibility and reasons for doing business with your company and that creates a compelling reason to request follow up information or a contact from a sales rep.

In most offline businesses, you use sales letters, sales messages, postcards, text messages or voice broadcasts announcing specials to your customer list. Or seeking out new business. Think creatively. Think right-brained. Your sales letter is your promo. It's your sales tool.

It could be a coupon that is sent to a list. It could be a sales pitch made by telemarketers. It could be your inbound phone pitch.

It IS the thing that gets people to take action.

The key is action. Whether you sell products on the Net or offline.

Now, that action can be a purchase, request for additional information, request for a quote, free report, in-store visit or whatever.

*It's the key promotional action you want people to take.*

If you generate leads online, what you need (and this is extremely important) is a form people fill out to request a contact. Do NOT just ask people to call you. At the same time, if you want inbound calls, display your phone number prominently on your web site. I hate it when someone is selling a high-ticket item but they don't even give a phone number. If you're running a part time business, at least give a number for a voice mail.

OK. Let's take another example. Say you publish an ezine online (that is a little newsletter that is emailed to people) and you sell advertising. How does the formula work for you? By the way, the same steps basically apply to an offline newsletter or communication vehicle also. Think in terms of principles and concepts. Not literally.

Apply whatever I say to your product. Your medium. Understand the principles and the actions will take care of themselves.

One: You need to build an opt-in list of potential advertisers that you regularly mail special advertising offers to, marketing ideas, success stories from advertisers, that kind of thing.

Two, you need to occasionally send a stand-alone email that gives your ad rates and includes a link to a sign-up form. I subscribe to a number of ezines. I'd probably advertise in more of them if they made it EASY by sending me the ad details in a simple email with a link to a sign-up form.

In addition, if you sell advertising, you need to write a KSL (or KSM) that makes a compelling case for running ads in your ezine. Don't assume that people are going to understand why they should give you their money for an ad! Explain who your customers are, how you built the list, how much money they have to spend, demographics if you have any, success stories from other advertisers, types of products your advertisers are interested in, and so forth.

Do NOT just give me a rate card!

Next. Let's say you own a small, local antiques store. How can you use the formula? When people come into your store, get them to sign up for your mailing list. Capture both their email address and cell / sms number or get them on your Facebook Messenger. Email a weekly or monthly hotlist, newsletter or customer special. There's also text messages, email, voice broadcast, skype messages or postcards.

Or try this: Write a personal letter about a specific product that explains how you found it, why you love it, the background, the sizzle, the romance. Send out a letter on one very expensive product.

You could even send a postcard that asks people to go online and watch your automated webinar!

One more example. You're a plumber. How can you use *The Amazing Formula*? A large percentage of your business probably comes from the Yellow Pages and coupon mailers. Always include your web address. At your web site, have an article that says, "Warning! Don't use any plumber until you read this." Then explain why you're the only plumber anyone with a brain should use. Include a few success stories. Have an article or two with free tips.

Then, when you go out on a job, get an email, cell number for SMS messages, skype address, and monthly send out a little newsletter, special offer, that sort of thing.

One of the things I want you to do is to begin thinking about your marketing model. The one I advise most people to use is to begin with the offer of a free informative report or the sale of an entry or lead item.

This is part of my *Twister Marketing™ system*. What you do is pull new customers into your marketing funnel with an incredibly enticing lead offer. You know how a funnel begins small and then gets progressively larger?

That's what you want to do with your marketing. You pull people into your marketing funnel with a powerful lead item and then you go after larger dollar sales.

Of course, this is all in the context of providing great value to your customers. Your customers should always get more value than the money they give you.

That's one of the things you'll find out from this product. If you get only one idea from this product, it'll pay for itself ten or twenty times over -- easily. And I can almost guarantee you're going to get more than one great idea.

I think some people don't understand the value of intellectual property. Let me explain it this way: What I'm selling is not words on pages. It's an end result.

So if you pay me \$100 and I give you one great idea that makes you \$1,000 or \$10,000, wasn't it worth the \$100 to make the \$1,000? How much are you making on your \$100 sitting in the bank? I bet you aren't making a 10-times return on it.

Do you see the value of that? Sometimes, the most valuable thing I get out of a product is motivation. Or expanded perspective. But one of the neatest things is just when it gets me excited and shakes loose the cobwebs.

Everybody gets in ruts. One of the jobs of a product is to shake your thinking up a little bit, get you excited and get you out of a mental rut. That's worth a lot of money to me.

*Twister Marketing*<sup>™</sup> has a number of Prime Directives. One of them is: Always, always, always give your customers more than they give you. That way, they always keep coming back. Never kill the goose that lays the golden egg. You want to baby that goose all you can!

Here's what you want to do to make your entry offer enticing: Use the bonus-up technique I give you later on to bonus the sale. Add in a whopper guarantee and a time limit for taking advantage of the offer. I'll go over these things in the ad copy section. In other words, you're going to juice up that front-end sale all you can.

That generates your initial, front-end sales.

Next you have your back end sales. You can have multiple low-dollar back-end sales, a few big ones, or a few big ones with multiple low-dollar offers.

If you're a part timer or you're the Lone Ranger, my suggestion is that you have a low-priced entry offer with several big-ticket, back-end items.

Then, after that you can endorse (on a highly selective basis) products and services from other marketers on a 50/50 profit split.

Alright. We're going to be talking a lot about making sales both online and offline. First a note about the Internet.

Spam is old news, but you still see newbies get trapped into spamming the search engines, spamming Facebook groups, spamming Linked In, spamming whatever.

If you spam, you'll end up losing your web hosting, or simply waste a lot of time and money on a very low return, high risk activity. There are easier ponds in which to fish.

On the Internet, the key is to get people to opt in to your list. What I'm telling you at this point is nothing new in a way. But stick with me because it's going to get exciting.

Offline marketing, as we have already discussed, is much simpler, since you don't have to get people to opt in to have the right to send them a promotion.

Here's what you must have to make money online. Most of these elements apply to making money offline also. If you aren't making money, it's going to boil down to one of these things.

## **1. A list**

Your list is part of TM in the formula. It's a highly targeted media. We're going to talk in a minute about how you build your list. If your product isn't selling as well as you think it should, the problem is probably your list. If you have a web site, the problem is the quality of your traffic. You may be getting lots of visits from broke people! Or individuals who aren't in your target market.

Did you know that a lot of "great" salespeople aren't great sales people? They are great prospectors! They know how to find high quality prospects to talk to. The best sales presentation in front of a broke, disinterested prospect doesn't hold a candle to a mediocre presentation to someone with great interest, an urgent need, the money to buy, and the authority to make a decision.

Instead of fretting over the fact that people aren't buying from you (if that's the case), create new strategies to present your product to higher quality, more affluent, better targeted prospects.

I used to criticize myself a long time ago when I was a young cub and trying to pay bills by selling products at a normal job. I'd call on people and no one would want to buy my product -- or even listen to my sales talk for that matter.

I didn't realize I was fishing in a pond where the fish weren't hungry and didn't like my bait!

You gotta have hungry fish! You gotta have bait they like!

You think the list is a simple idea. But even NBA basketball teams can use it. In his book *Ice to Eskimos*, Jon Spoelstra explains how he used customer lists to sell tickets to NBA basketball games. Interestingly enough, Jon's son Erik Spoelstra later won 3 championships with LeBron James at the Miami Heat. Jon's other book *Marketing Outrageously* is also a must read for serious marketers.

Judy Robinett is known as the woman with the "titanium digital Rolodex." And in her book *How to Be a Power Connector*, she explains how she manages lists of 5 people, 50 and 100 very strategically. She literally sends direct mail monthly to her top 100 power connections list!

Here's one of the biggest "jaw droppers" I've ever learned in marketing. Claude Whitacre set some crazy records selling vacuum cleaners, such as selling a high-end cleaner to EVERYONE on a street 22 total), selling 10 "high-end" vacuums in a single day and getting 24 "sits" (vacuum cleaner demonstrations) in a row.

The dude is a sales genius at something most of us would find quite challenging – selling high-priced vacuum cleaners! There's a lot to his story but the gist is that he found he could close 90% of referrals. As a result, he developed his entire system around getting referrals from buyers.

Interestingly enough, he found that referrals from non-buyers didn't close nearly as well as referrals from buyers. I recommend his book *One Call Close* as being an enlightening read.

Or how about Joe Girard, the greatest car salesman ever? He couldn't get a job selling cars, so he got his job by offering to bring in his own buyers. From day one, his business was built on referrals. Every month he mailed a postcard to all his buyers. He set up referral deals with other businesses. His whole reason for success was his LIST. Both his mailing list and the way he worked referrals.

This is the reason I've assembled a number of "instant referral" systems and automated traffic generators you can install on your web site. The best quality prospects are usually referrals from others. It's my belief that having these referral systems on your web site can make a major difference in the quality of traffic you enjoy. I spend a great deal of space in the big course talking about these instant referral systems.

The question in selecting your list or your target market is, how can you find and reach groups of people with money who have a problem that your product solves?

Look at mailing lists, newsletters, magazines, trade publications, ezines, banner exchanges. Can you target your market through one or more of those channels? If you can, you're off and running. If you can't, then you're not there yet.

Here's an example: Let's say you have a new product of some sort that stops back pain. What you might do is target people in a profession or occupation who have a high incidence of that problem.

You need a problem to solve and a group of people with that problem. You need to identify the price tag (financial and emotional) of having the problem. And the price tag for solving it. If the price tag for solving it is much less than the price tag of having the problem, that's a good sign.

## **2. An offer**

The offer is often referred to as "the deal." In other words, it's what people get for their money. The offer includes your product, guarantee, bonuses, reason to act now, and payment options. The offer is the engine that drives your KSL or KSM.

If you're an attorney or real estate agent, you're going to be limited in the elements you can include in an offer for your services. That's the reason I tell my students to use info products as front-end lead generators. You can add bonuses, guarantees and all the tricks because you're selling a product not a regulated service. Does that make sense?

On the other hand, if you're in a regulated industry, and you don't lead with an information product, then you're going to have to use only the elements of an offer that the law allows you to.

You can ZOOM your sales just by renaming your product or switching the makeup of your product. Adding things to it to make it more attractive. Taking out things the fish don't care about.

You can zoom sales by raising or lowering your price.

You can zoom sales by offering a more powerful guarantee.

You can zoom sales by adding new, very attractive bonuses.

What I just gave you is enormously valuable if you apply it. Man, don't just read this stuff. Take action. Do something about it.

Ask yourself, how can you make your guarantee more powerful? How could you add more attractive bonuses? And so forth.

Here's a break down of a powerful offer:

**The title:** The title of a product alone can make a massive difference in sales. In the book *The First Hundred Million* by E. Haldeman-Julius, the author documents this fact over and over. For example, the book title *Casanova and His Loves* sold 8,000 copies. A title change to: *Casanova, History's Greatest Lover!* zoomed sales to 22,000 a year.

That's only one example. I could create a whole product just showing how changing the title of the product causes big differences in sales.

**The product:** The elements included in the product make a big difference.

**The price:** You need to test different price points. People are always scared to do this thinking that customers will find out and complain. But most people have found this rarely happens.

**The bonuses:** Do you offer single or multiple? What are the bonuses? These things make a big difference. I've known people who took an offer that wasn't doing well, added in 3 or 4 awesome bonuses and turned it into a big moneymaker.

If you have competitors, compare your bonuses to theirs. Who has the better bonuses? Very important.

**The payment terms:** Accepting credit cards online makes a big difference. Splitting up payments makes a difference.

**The guarantee:** A powerful guarantee or double-your-money-back guarantee causes sales to skyrocket.

**The benefits emphasized:** The psychological positioning of your product, the hot buttons you push, the angle you take. These are intrinsic to your offer. I like to look at "The Big Promise." That is, what is the big promise that is being made to the prospect? Extremely important.

**How the offer works for high-ticket items:** If your objective is to generate leads versus make a sale, then your offer is going to be the bait or freebie you toss out to generate leads.

In the insurance business, for example, salespeople would offer a free map or pen and desk set in exchange for an interview. That's an offer. In my mind, it isn't nearly as effective as it could be. I'd prefer to offer a video, report or audio program on a hot topic directly related to my product.

For example, if I were selling insurance, I might offer a free video called, *The 10 Secrets of Generating Wealth And Keeping It*. Or it might be as simple as *How to Buy Insurance*.

Sometimes the offer is a BIG IDEA. Pamela Yellen wrote a book called *Bank on Yourself*. It promotes an idea of using whole life insurance to fund purchases. It's a very clever idea that gets you to buy whole life insurance.

Still, the simplest of ideas can work.

Let's say you're a dentist. What would your offer be? I've seen dentists offer free services such as a free teeth cleaning or free whitening. Those have proven effective for some practices. But offering a free service is tricky. You attract a lot of freebie seekers.

A client of mine did a twist on this where the patient paid for the teeth whitening but the proceeds went to charity. That worked out ten times better. Why? Because the charity then assisted with promoting the offer. That made a major difference. It's hard for a single practitioner to generate enough visibility to get a big response. But with a group of dentists pulling together and using the promotional power of a non-profit organization, that simple twist made a massive difference.

One more example: If I were a consultant looking for clients, I'd offer a free report through small ads in trade journals.

Here's the ad template: Free report reveals how to solve X problem.

You fill in the ad with a specific: **Free report reveals how to keep your accounts receivables from sucking the profits out of your business. Simple, proven plan that really works! 1-800-xxx-xxxx. [www.yourdomainnamehere.com](http://www.yourdomainnamehere.com).**

Obviously, you can run the SAME thing as a Facebook ad, changing it, of course, to meet their current requirements (which change all the time).

### **3. Killer Sales Letter (KSL) or KSM (Killer Sales Message)**

We'll talk about this in another section. I'm going to give you my own personal formula for crafting killer ad copy. I've had people create the most incredible letters with this formula the very first time out of the chute.

I mean, no prior experience or training. They have taken the formula and blown me away with it! Almost no web sites use sales letters. Yet these are part of the foundation of marketing that makes money. Your actual copy is far less important than the strategic decisions about your offer explained in number two.

I think this is the most rewarding thing I do: I show people in any type of business how to put what they do or what they sell into a letter that causes people to want to buy it.

Just yesterday I got an email from someone in Brazil who used my Formula to write a sales letter. They gave me the URL where it was posted. I was so proud.

It's an amazing thing when you have the skill and know-how to sell your products and services using letters, emails and web sites. I get a lot of pleasure when students put my methods into action and succeed.

I teach you the basics in the KSL chapter of this product. I also have absolutely phenomenal software you can buy access to that allows you to craft a pretty darned good sales letter just by filling in the blanks and clicking a button.

It's at: <http://www.pushbuttonletters.com>.

### **4. Powerful graphic design**

Online and offline, bad graphic design can kill your sales. You don't need the hottest design in the world. But you do need current graphic design. I've found that the standard for acceptable design on the web keeps increasing. So you need to keep pace with the market. I'm finding that graphic design is more important than it used to be.

In the early days of the Amazing Formula I had a simple web page with a 1 pixel red border around it and a sales letter split up into a few different fast loading tables. But since then the site has undergone many revisions. Right now I'm using a design with

a graphic header and a left hand bordered column. But that may change with the next re-design.

Graphic design trends are changing faster than fashions in Paris. According to some research I've seen, your graphics are as important or even more important than your copy.

## **5. Automated, secure ordering**

People have to be able to order on a secure server. To boost the profits in your business, you'll want to offer Real Time credit card processing or use a 3rd party payment processor, like PayPal, JV Zoo, Warrior Plus, or Clickbank (for digital products only). This means that credit cards will be automatically processed online.

If you're going to go with your own merchant account and payment gateway then you need to make sure ANY order forms that reside on your server are accessed via a secure server.

To do that you need to get a "Secure Certificate" installed on your hosting account.

That's something you'd need to call the sales department of your hosting company about and they can help you with that.

### **How I stumbled upon a way to double or triple sales:**

This one even blows my mind. This happened before I created The Big Course, when I was still selling a bunch of lower priced individual products. I had a product I wanted to sell. But I didn't want to go to the trouble of setting up the automated delivery. So I just stuck it on an old order form I had. (The form has a click-down box where all my products appear.)

What blew me away is that people started ordering 3 or 4 products just because they appeared on the order form! As far as I know, these orders were "cold". My customers didn't have a URL to get more info. They simply ordered from the title of the product and the price! Incredible!

Here's a quickie example of what I mean by that, with a bunch of products listed on one page from back when I FIRST tried this.

- CD-ROM - **Amazing Formula (\$79.00)**
- CD-ROM - **Amazing Formula Bonus Upgrade (\$27.95)**
- CD-ROM - **Automate Your Web Business (\$134.95)**
- CD-ROM - **Gimme My Money Now! (\$104.95)**
- CD-ROM - **Push Button Letters 2.0 (\$107.95)**

I'll tell you a secret you can almost take to the bank. If you put a little check box on your order form with an upgrade option equal to 15% to 25% of the product price, you'll make a LOT of extra money from that simple upsell. On one product I used to sell, 85% of the buyers checked the box.

These little checkbox upsells have been a real goldmine for us. We've actually had people order \$500 products just off the checkbox upsells.

I published this information and method about 10 years before Russell Brunson incorporated it into Clickfunnels, which was a great move.

Thrivecart also has this ability, which is simply fantastic.

## **6. Automated fulfillment systems**

I digitally deliver my products instantly, right online. You want to automate as many aspects of your business as you can. That way, you free up your time to focus on marketing.

Here's the way it works. The customer clicks on the "secure server" link. They fill out the information, including credit card number. They push submit. The credit card is automatically processed and then the customer is presented with a download screen where he or she can download my products. Or in the case of physically shipped products, they're presented with a page that gives them information on when the product will ship out, which vendor will ship it (Fed Ex, UPS or USPS) and approximately how long it'll take to arrive.

Now, even if you have products that you ship through the regular mail, you still need to automate your fulfillment. You need it set up so that orders from your web site are automatically forwarded to you or the person or division that ships your products. This would be your "fulfillment" center.

You shouldn't have to go check for orders all the time. It should all be automated. A quality shopping cart program will do this for you, where it'll carbon copy the order to an email address at your fulfillment center.

Shopify software service has totally taken this to another level. Their software allows people to source products from AliExpress and make huge sums advertising them with Facebook ads or other places and shipping them via Shopify.

I have people from big and small companies as well as part timers order this product. I don't know which category you fit in. If you're a company with multiple employees, you don't have to be concerned with the automation as much, although it can be a cost saver.

On the other hand, if you're a small fish, automation can mean everything. It's harder than heck to create new products, promote your products, buy advertising, deal with associates, manage inventory, ship orders, do your taxes, update your books -- it's hard to do all that yourself.

You need to automate and sub out as much as possible. Your biggest point of leverage is marketing. You need to be able to focus on marketing.

In the auto-pilot section, I'll talk about digital delivery -- the good, bad, and ugly. No sugar coating!

When I wrote the original version of Amazing Formula, automated ordering was cutting edge. Today, you have a million choices like Infusionsoft, Nanacast, Optimize Member, Wishlist, AutomateYourWebsite.com, Clickfunnels, iMember360, and many others. More than I can even remember to list here. They're ALL pretty amazing compared to what I had in the old days.

This is a good problem because you have many terrific options.

## Chapter Five: HPO: Hot Product Ownership

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

### "Here is the amazing formula for hot product ownership"

**Objective:** Give you a system for locating Hot Products to market.

**Action:** Create and do a 12-product survey. Then do this as a continual and ongoing part of your business.

**HPO = Hot Product Ownership:** You must have a product that you own or control with high demand and differentiation. It isn't enough to promote products owned by others. You have to own or control your own product. Controlling means that you have an exclusive on the product for a set time period.

If you operate a retail or wholesale business that is not primarily web-based, then the rule of HPO morphs and becomes as follows:

You must sell or represent products in high demand according to the six elements below.

If you have a service business, the service you sell is your product.

If you're into Network Marketing, I still highly advise you to create your own lead product, but obviously you don't have to. It's your business. Virtually all the techniques I teach still apply. Basically, the only thing you can't do is start your own associate program.

If you don't have a hot product, you're sunk. There are six elements that compose a hot product:

**One: A product (or end result) people want versus need.**

People don't buy what they need. They buy (or buy INTO) what they want. Many people have wasted a fortune on a product because "everybody needs it!" But guess what? Not everybody wants to buy it.

It's a fact: People don't buy what they need. How many times have you paid a bill late or neglected something you needed to spend money on because you chose to buy something you wanted?

The way you find out what people want is by asking them. Here is a cardinal rule of my system:

**You MUST survey your market BEFORE you create your product or your promotion!**

This step is called my 12-product survey.

It's a system you need to be constantly doing. Not just now and then. Every month do this action.

I can't guess in advance what products my target market will most want to buy. And I doubt you can either. You MUST survey your market. Create a list of 12 products. Have a brief explanation of each product. Go to any search engine, type in "forums" and locate several forums that target your market. Post your survey and let your target market tell you what products or services will sell best.

Let's say you own a business with 100 products to market. Which one should you select as your door opener? Your lead item? You need to survey.

Or if you're a Network Marketer. Same thing. You can do a survey to find a good topic to create your own lead product. Or you can do a survey to find out which one product out of an entire line you should use as a door opener.

I suggest you get at least 30 to 50 responses to your survey. And your responses need to be from members of your target market! If your friends aren't members of your target market, then having them complete your survey won't do you an ounce of good!

If you have a customer list, you may want to just pick up the phone, call people and do the survey with them right over the phone. That way, you can ask a few clarification questions to learn even more.

Another thing I like to do in surveys is have people rank problems in order of importance. I like to do rankings on a scale of 1 to 10.

How do you find out what the fish will bite? You try different bait. The first way you do that is through 12-product surveys.

If you do NOT do a 12-product survey, do NOT bother to write me and say you tried out the formula.

I've had people write and say they "DID" the formula.

And yes, they did a survey. Which had absolutely nothing to do with my 12-product survey method.

Folks, listen up. The system is NOT to do any old survey you happen to think is a good idea. It's to offer people a choice a 12 products and let them tell you which one they want to buy -- BEFORE you invest any money in a product, before you write a sales letter or design a web site.

Before you do anything else.

Do your 12-product surveys!

And do them regularly.

For "push button" survey software, check out: <http://www.pushbuttonsurvey.com>

## **Two: High P.V.**

The greater the value perceived in your product, the hotter it is. P.V. or perceived value can be created in part through *The Formula* for writing sales messages that get results which you will learn later. One of the main objectives of it is to create perceived value.

Zig Ziglar said it best. One the one hand people imagine that stack of money they have to pay for your product or service. On the other hand, they imagine the stack of value they PERCEIVE they get from you.

The stack of perceived value has to be a lot taller than the price or cost stack.

Perhaps the biggest secret of creating high perceived value is comparison. People only perceive value in comparison with something else. For example, if I told you that 3,200 people had paid \$3,000 to hear my 90-minute speech on ad copy writing but you can hear it for \$595, does that create value? You bet it does!

Ask yourself, "do people see the value in your product?"

You want to sell products that people perceive as being valuable to them. In short, sell them what they want to buy.

Selling is easy as long as whatever they're buying is what you're selling.

In my mind, the greatest examples I've ever seen of creating perceived value come from Jay Abraham. One time I heard Jay create a \$30,000 perceived value for a one-audio bonus! He did it by taking five minutes to explain how he bartered \$100,000 of his personal time for the right to interview an extremely successful business owner for several days. Then he chopped it down and down and down until finally he had the best one hour!

My point is, it isn't the BEST product or service that gets the sale. It's the one that does the best job at getting people to PERCEIVE the value they offer. Their ACTUAL value can be far less than a superior product or service.

But if they do the best job at getting people to PERCEIVE the value they DO offer, then they'll get the sale. How many carpet cleaners, dentists or chiropractors do you know who are fantastic but get a lot less clients or customers than other businesses who offer less for more – simply because they do a poor job of getting people to PERCEIVE the value they offer?

It's ironic. People buy *Amazing Formula* because they want an amazing trick, secret or gimmick to increase sales dramatically. And there IS a GIMMICK that will do just that – it's called GREAT COMMUNICATION that gets your target audience to PERCEIVE the value you offer in such a way that your stack of value exceeds their stack of money in multiples.

That really IS pretty AMAZING when you think about it!

We all want cool software, 1 click things, gadgets, tricks, secrets. Yet, what REALLY works is far simpler. Get your target audience to actually appreciate the value you offer and how it gets THEM what they WANT, not what they NEED.

### **Three: Credibility with consumer (CC).**

The higher your credibility, the hotter the product. You can repackage a cold product with hot credibility and turn the tables on sales.

There are five core ways to create credibility that I teach my students. But the most important one is social proof as exemplified by the use of testimonials.

One interesting technique you can employ is audio or video testimonials. Yes, audio testimonials STILL work!

You can use InstantAudio.com for this. All you do is sign up there then give your audio hotline phone number to your customers. They call up your toll free audio recording hotline, record their testimonial for your product, then you login to the site and get the code to put on your website.

Audio testimonials can be up to 10 minutes long.

In addition to that, they also offer what's called a "Super Testimonial" recording hotline. This is where someone can click a link, go to a page with the recording hotline phone number, a form field to insert their comments and a place to upload their photo. So it's an all in one service.

When you're done reading the *Amazing Formula*, you're encouraged leave me YOUR testimonial for the *Amazing Formula*.

Of course, you can also just record a Skype call using Camtasia, Pamela for Skype or other Skype records. Then publish the audio on your blog using the Blubrry plugin. Just search Wordpress plugins for it.

Now, who knows if Skype will exist at some point in the future when you're reading this. Or ditto for Instant Audio. But there will ALWAYS be tools available. That's the good thing about the world we live in. There's no lack of choices.

#### **Four: Speed of delivery.**

The faster your product is delivered to a consumer, the greater the probability of a sale. Speed counts. That's the reason I love to digitally deliver products. It provides instant gratification.

This is the reason Kindle books are causing big problems for traditional bookstores. Instant delivery and ease of use.

Amazon at the time I'm writing this going to same day delivery, and even delivery within the hour. In the old days we used to overnight orders to get a boost in response.

#### **Five: Ease of use.**

The easier your product appears to be in terms of use, the greater the sales. People don't want to get involved in complex things unless they have to. The easier, simpler and faster, the better.

## **Six: Differentiation.**

The more you sell what everybody else is selling, the more price erosion you have. That means you need to have products that are differentiated based on the performance characteristics most highly valued by your target market.

Stated more simply, your products need to be different from what everybody else is selling. In marketing, that concept is called differentiation. But being different isn't necessarily an asset. You have to be positively different in things that are important to your customers.

For example, if your product is fast but what customers really want is reliability, then you're selling the wrong differentiation. You must find out what is important to your customers.

The reason differentiation is crucial is that it protects you from the erosion of your price. The lower the differentiation of your product, the more it becomes a commodity. In other words, if you sell something exactly like what everybody else sells, you're going to get into hardcore price wars!

But if you're selling something unique or different or more advantageous than competitive products, then you ward off price competition. The moral of the story is to find out what your customers want most and then give more of it to them than your competitors. And find out what they don't want and give less of that to them.

Remember: MORE of what they want. LESS of what they don't want.

If your product is not different, if everybody is selling the same thing, then USP or differentiation is EVEN more important. How could you offer different or better benefits to your customers?

How can you offer them more of what they want and less of what they don't want?

In my *Fast Start System*, I call today's environment hyper competition. Anything you do is likely to get copycatted or knocked off so fast, it'll make your head spin. AS a result, SUSTAINING your differentiation means you constantly have to be improving and even reinventing your differences.

In Chess there are two types of advantages: Static and dynamic.

A static advantage is one you get that lasts the whole game. The other is dynamic which means it lasts only a short number of moves.

In the game of business, it's getting more and more challenging to get STATIC advantages. Which means the people succeeding get better and better at creating dynamic advantages.

## **Why I emphasize product ownership**

I'm going to talk at length about associate programs where you sell someone else's product for a commission.

Sometimes what people want and what they need are at odds. For example, everyone wants to get rich selling someone else's product. That's one of the reasons you get the rights to resell this product when you buy it.

That's fine if you're trying to drum up a part-time income. Many "experts" aren't going to tell you to create your own products. They want to line their products with money from you selling theirs.

Or they want to make it seem really complicated to create and market your own products. A lot of the products I've seen on writing ad copy are like this. They make it seem really complicated. That way you'll be convinced you need to hire them to write your copy.

So under the pretenses of teaching you how to write ad copy or sales letters, they're actually trying to make it seem really complicated, so they look like a genius.

But let me tell you something. If you want to go for the gold, then I strongly advocate that you acquire ownership or control of your own product. Again, you can still use my entire system even if you choose to sell products created by others.

I'm just telling you that in the long run you'll probably end up losing on that deal. But it's your choice. My formula will still work for you.

After all, I have tons of associates and resellers for my products around the world. They are great for back-end sales. I even have some talented resellers that do quite well selling my products without owning any of their own.

But I do highly recommend you develop at least one of your own products.

Here's an example of gaining control of a product: You can go to someone who doesn't market their product on the Internet and negotiate the exclusive rights to sell the product on the Net. Now you have an exclusive product to sell. You do NOT have to create your own products if you're psychologically opposed to. However, it is often the simplest, easiest route to take.

If for some reason that turns you off, the next best thing is to look for products that aren't being marketed on the Net and try to tie up an exclusive. Don't settle for anything less than a Net exclusive. You want to be in the driver's seat. Not one of 200 passengers in the back of the bus!

If you have an exclusive on Internet marketing of the product, you can offer your own affiliate program to others.

Something common nowadays is the “dynamic” product control. What I mean by that is you're seeing teams of 3 people coming together to launch products. You have the product creator, a graphic designer and super affiliate and an affiliate/jv recruiter.

I call this “dynamic” product ownership because for the term of that launch, you're a 1/3<sup>rd</sup> partner, whatever role you're playing. It's a short-lived joint venture relationship that lasts until the launch is over.

In my opinion, the proper use of affiliate programs is as a back-end profit center. I'm going to talk about sending regular offers to your customer list. This is what affiliate programs are made for. To use several clichés: They are NOT your bread and butter. They're the icing-on-the-cake.

This morning as I'm writing this, \$78,98 in affiliate commissions have hit my JV Zoo account. That's from a product I sent an email for yesterday. It's not huge money. And depending on your list and the products you promote, you may get a lot more than that by 8:10 a.m. in the morning! But I'll take \$78.98 before I've even had breakfast. And that does NOT count sales of my OWN products. That's just a little icing-on-the-cake affiliate income.

What I get my students to do is to create their own information products. You can do it in an absolute minimum of time. And the mark up is substantial.

Here's the thing: Using my system, you can create info products in 2 to 10 hours. At least, I've done it, and I'm convinced you can too. So what you do is write your KSL for a product (or create your video sales letter or webinar), create it on the cheap and find out if it flies. If it does, you can always go back and enhance the product. If it

doesn't, you've only got 10 hours or less in the deal, plus the time it took you to write the promotion.

Every time I violate my own rule of **WRITING THE SALES LETTER FIRST**, I always pay for it.

You put all this psychic energy into creating your product. Then you get to the sales pitch and realize you have no bullets to fire because you **FORGOT** the product needed **SIZZLE** as well as substance!

I've created products with incredible **SUBSTANCE** but not a lot of sizzle. And in the end had problems selling the product because while I built **REAL** value into it, I forgot it also needed **PERCEIVED** value.

A cheap pair of jeans will last you just as well as the most expensive pair of designer jeans. The difference is in the sizzle and the perceived value.

I talk about how to do this in [Gimme My Money Now](#).

The difference is that in Gimme I cover the entire marketing process. I have just one chapter on creating digital products.

What drives me crazy is the occasional person who buys *Gimme My Money Now* and then says they "knew it all." My point is, if you know it all, show me. Show me your products. And not just one.

Show me you have a system for coming out with new products continually.

Until then, you have not even come close to mastering the material. You have no business asking for a refund. You need to bury your head in the product, read it 3 or 4 more times and do every freakin' step over and over until you can do it in your sleep.

How do you think coaches get football teams to win Super Bowls? By drilling them over and over again on the fundamentals.

Same thing for basketball and other sports. They do drills over and over again. They do the fundamentals over and over and over.

You think you can master this Formula or any of my other systems by reading them once? You absolutely, positively don't get it.

Master is NOT what you KNOW.

It's what you DO that counts.

And what you can do over and over again, consistently. In your sleep. You have it down cold.

National averages of direct response companies show that 1 out of 7 products is a winner. That means you need to be prepared to try out 7 products to find your winner. A lot of people try only 1 or 2 products that don't work and then blame themselves for being a lousy marketer.

### **Why You Can Succeed By Dumb Luck Alone!**

Listen, if you keep working at it, by DUMB LUCK sooner or later you should land a winner! It isn't rocket science folks. Look at what is selling and create something similar to it. Make sure it's targeted at a focused market with money that you can readily reach through TM.

Don't make it any harder than it is! And stop blaming yourself for products that people don't want to buy. People are weird sometimes. It's hard to guess what will catch on. I mean, whoever would have thought people would buy a pet rock?

If a product flops and you've given it a decent shot, do you know what the appropriate response is?

NEXT! That's right. Just go on to the next product. That's why it's crucial to keep your product development time to a minimum.

But let me share a dirty little secret with you. Do you know what some marketers do with their "bomb" products, the ones that don't sell well? They bizop them out. That means, they sell them as a business opportunity to others.

They put together the product with a supposed marketing plan and sell it to others.

The fact is, 90% of the people in the business opportunity market buy stuff and never do anything with it. That means even if they have a lousy product that won't sell, most people who buy the opportunity will never try it, so they don't know it won't work. Therefore, the company's exposure is limited. They know they won't get many refunds.

I'm hoping that all my students take a higher road. Produce a really terrific product that offers unbelievable value. Don't you already feel you've gotten more than your money's worth from what you've gained in this product?

If you don't, you will shortly. Time for the next chapter.

## CHAPTER SIX: TM: HOW TO GENERATE TRAFFIC

**Sales=(HPO+KSL/WSMS+HTM w/M+TM)xBERC**

**How to generate traffic:  
Here's what almost no-one is telling you about making  
money with the six top traffic generation methods**

**Objective: To give you ways to get traffic to a web site.**

**Action: Choose the model you want to use to get your traffic**

There are a lot of different models for getting traffic. For example, a lot of people go the Search Engine route. Some concentrate on Joint Ventures. Some do PPC advertising.

I've never personally played the Search Engine "game" very seriously because, as far as I'm concerned the rules just change too much.

The method I chose was "**affiliatemarketing**" and that's what I've become my own "expert" on.

What you need to do now is pick one MAIN traffic generating method and become your own expert on it. Be better at that one method than anyone else, then when you've mastered it, you can take a look at other methods to expand.

Please understand: Even though I'm going to spend the balance of this chapter talking primarily about online marketing, the principle applies to both online and offline advertising.

I'll cut to the chase and tell you this.

Right now, today, the MAIN sources of traffic for most people are:

- Affiliates
- Facebook ads
- Google Display network
- Youtube videos and ads.
- Content marketing

We're going to talk about other methods as an overview. But those methods are the only ones you should focus on to start with.

Facebook ads are always changing but can drive huge amounts of traffic as can the Google display network. If you're going to do either of those, you need to buy some training and develop expertise in it.

The great thing about Youtube videos is if you're engaging, have good content and upload daily for 6 months to a year, you can develop quite a following and channel. It's not rocket science. It's just about consistency.

Grant Cardone is my inspiration for content marketing and Gary Veynerchuck is the unofficial poster boy.

Grant's Youtube channel is amazing. He works Instagram, Facebook, Youtube, Linked In and much more. It's a hustle but you really can get a ton of qualified traffic and leads if you become great at social media and content marketing.

**To start with, pick one of the 5 models from the list below:**

- 1) Affiliate Program
- 2) Paid Facebook ads
- 3) Paid Youtube ads
- 4) Organic Youtube videos
- 5) Search Engine Optimization

**If you don't have a lot of money then you can try:**

- A) Writing Articles
- B) Getting Publicity
- C) Blog Advertising
- D) Free Reports
- E) Exit Pop-Ups

- F) Entrance Pop-Ups
- G) Use a "Recommend This Site To A Friend" Script
- H) Viral Marketing
- I) Establishing Inbound Links
- J) Content Marketing

Now let's take a closer look at each traffic generation method:

## **AFFILIATE PROGRAM MARKETING**

### **Affiliate Program Marketing:**

If you only have one chance to generate traffic, this is the one. You pay people a commission for selling your products. It's proven and works.

There are several advantages of affiliate program marketing, such as:

**A)** You pay ZERO money out of your own pocket until a sale has actually been made by an affiliate. If a lead is generated, but a sale hasn't been made then it doesn't cost you a penny.

**B)** If you pay commissions monthly, you have up to a 30 day float on your funds.

**C)** If you have a 2 level program, your affiliates actually help you recruit more affiliates. So the program becomes somewhat viral in that you have a lot of people referring the program to as many people as they can.

**D)** Once you obtain 10, 20, 50 or more TOP affiliates (the ones that make sales month after month without doing any special promotion, simply based on their incoming links) you are highly leveraged because those top affiliates can continue to make sales for you in the months and years to come.

**E)** The investment up front to run your own affiliate program is minimal if you use [automateyourwebsite.com](http://automateyourwebsite.com) or [clickbank.com](http://clickbank.com) to run your program.

(See: <http://www.automateyourwebsite.com>)

Of course, you can also use JV Zoo, Warrior+ or other newer programs that have come along. In Internet marketing circles JV Zoo and Warrior Plus are all the rage right now. Of course, these things are subject to change and who knows WHAT will be the popular one or two years from now. The only constant is change. Which is why you learn to change or die a metaphorical marketing death.

**F)** If you find yourself in a financial bind you can send a promotion out to your affiliates, which costs you only the cost of e-mail.

Anytime you do that, within a few hours or days you can quite possibly have a surge of sales come in. The same can be done anytime you want to raise your cash flow.

I did this just the other day with a new product I released and within 30 minutes of sending the new product link to my affiliate list, I started seeing sales for the new product coming in. So anytime you need to (potentially) generate some quick cash, all it takes is 20 or 30 minutes to write an offer for your affiliates to mail out.

Normally, a launch on JV Zoo or Warrior + takes 3 or 4 weeks to promote in the JV groups and so forth. But I have friends who have done launches with one or two weeks notice. Actually, on Warrior Plus, I've seen people throw them up with no advance notice at all to affiliates.

If the EPC or earnings per click is good (typically over a buck), then affiliates will see that and promote the offer. If you add on 2 or 3 upsells that convert, for every click an affiliate sends you, they'll likely get \$2 or \$3 a click, in which case your offer could really take off fast without even having to promote to joint venture partners and affiliates at all!

**G)** The cost to obtain affiliates is basically your time and energy in making some quality contacts and doing some networking.

In fact, as I pointed out above, if you have a great earnings per click, then you may not have to do any work at all in recruiting affiliates.

**H)** When you launch a new product all it takes is 1 e-mail to your affiliates and there'll be a virtual stampede to promote it.

The bottom line is that for a really small amount of money, for something like AutomateYourWebSite you can have an affiliate program that has a very high upside potential in comparison to what you've invested.

I'll also add this: Services like WarriorPlus, JVZoo and Clickbank allow you to run an affiliate program without owning any software. You just use their service. Thrivecart now has affiliate software built into it.

Think about this: The current cost of advertising via the PPC engines or paying for Search Engine Optimization just keeps going up and up, but when your model is "affiliate marketing", all you need to do is generate 1 or 2 sales a MONTH to cover your monthly fees. Once you've made that you'll have broken even on the costs and everything over and above that goes towards your overhead, labor and profit!

### **What most people won't tell you about affiliate program marketing:**

When we originally wrote this section of the *Amazing Formula*, setting up the affiliate program software was a royal pain. I had to get a lot of stuff custom programmed. And then there was the non-stop customer service from affiliates.

But nowadays, the biggest issue I'm facing (and I believe this applies to most everyone who promotes an affiliate program) is simply trying to keep affiliates interested and on board.

(I've put together a whole 54 page product on this topic which is available at [www.1in102.com](http://www.1in102.com)). That's a great little product that documents how I originally built my affiliate program. It's dated in that the examples are old. But many of the basic concepts and ideas still very much apply.

What very few people talk about is that only a very small percentage of your associates will sell anything. Out of 1,000 associates, you might have 10 to 40 who sell any significant volume. But you may have to put up with a bunch of people who continually contact you to find out why they aren't making any sales, most of which are implying it's "your fault", when the actual truth is, they only had 10 hits in the last month and they think they should've sold a truckload of your products!

Fortunately, any problems you encounter like this are counterbalanced by the good people who go bonkers selling your product for you. I love that part!

You have to do everything in your power to get your good associates to sell more. You have to provide tools, support, motivation, emails, training, maybe even conference calls.

It's important that you get people on track with your program within the first few weeks. After that, they're already on to the next program.

In fact, on launches, it's common to line up 3 or 4 big affiliates and 10 or 20 medium affiliates to promote the launch on the first few days. This pushes the launch up onto the top 10 list at JV Zoo or Warrior + or whatever platform you're launching on. And this, in turn, attracts other affiliates on board.

Pretend it's your sales team and you're the sales manager. Because that's the way it is. Also, one big advantage of associate programs is branding. You get your name out there. But I'm getting ahead of myself. I'll talk about that more in the bonus section.

One secret strategy people use with associate programs is to use them as a marketing ploy. By signing up as an associate, the customers get to buy the product at a discount. Therefore, they think they took advantage of the situation and made out like a bandit.

But what they don't know is, MOST marketers have it planned that way all along. He or she knows that everyone has a little larceny tucked away in a corner somewhere. And when it's perfectly legal, the temptation can be quite appealing.

So the slick marketer prices the product at a point where he/she is perfectly happy to sell it at the discount price. No big deal. It's part of the illusion and the game. I don't do this. But I know people who do.

***When someone signs up for my associate program I tell them right off the bat that I don't pay commissions on their own orders.*** So that weeds out the people just trying to sign up to get the product at a discount. And that's fine with me.

Here's another dirty laundry secret: What some marketers do is hype up how much money their resellers are making. In other words, they take the 5 people who are making big money and tell their stories as though everyone makes that kind of money.

But you and I both know most of the people aren't making any money at all. Now that isn't the fault of the person running the associate program. But to act like everyone is making big bucks is a trick.

Why would someone do this? To get you in the mood to fork over the money to buy the product. If you think you're going to make a million selling the product, you're a lot more likely to buy it. Plain and simple.

I'm not anal about this. In other words, it's OK if people talk about resellers who make a lot of money. That's totally legit because it's the truth. The deception occurs

when this is represented as being what everyone makes as a way to get you to buy the product.

Now you know the dirty laundry no one talks about.

I don't want to play that game. That's why I give my reseller program as a free bonus to people who purchase my product.

The other trick people use is to get friends to promote the product on day 1 with enticing bonus packages. This way, the EPC or earnings per click goes through the roof, and all the other affiliates jump on board. There's nothing wrong with that. But you SHOULD monitor email lists and know if bonus packages are being used by other marketers to haul down those juicy EPC's.

The competition for affiliates today is pretty big in markets like Internet marketing. In niches, this may not be the case. But in Internet marketing, some people are offering 100% commissions on the initial sale AND on the upsells or One Time Offers that are presented to buyers after they snatch the initial product.

You say, "Marlon, how can they afford to do this?" Well, usually there is a webinar held shortly after the launch. And on this webinar, a larger ticket product or coaching is sold. Usually, it's coaching for a high one-time price or monthly fee.

But if you have an autoresponder sequence with a known 30 or 60-day value, this can work also. Let's say that you know the average new buyer spends an additional \$70 with you after getting your 30-day autoresponder email sequence.

You're willing to give out 100% commissions upfront BECAUSE every buyer is worth \$70 to you after 30 days.

If you get 1,000 buyers (not uncommon at all), then you just made yourself \$70,000 after 30 days. Some people jack this up further by adding cash and prizes on TOP of 100% commissions.

But now they get say 3,000 buyers. After 30 days, that translates into \$210,000 if the 30-day customer value holds up. To GET that \$210,000 most people are willing to pay out \$21,000 of it in affiliate commissions.

Of course, there's a bit of a risk there. What if for some bizarre reason your 30-day customer value doesn't hold up? Now you owe these affiliate prizes and don't have the cash coming in to fund them!

This is why you typically only see this strategy used by highly experienced marketers.

You can do a whole product on recruiting and promoting through affiliates. In my product at <http://attractsalesnow.com/fastest> and in the upsells, I have some great info on recruiting affiliates.

## **BUZZ MARKETING**

### **2) Buzz Marketing:**

Have you ever given a stranger advice in the grocery store, as they stood there pondering which item to buy?

Have you ever said “I’ve got one of those and it’s really good!” or “I tried that and it didn’t really work for me, but what did work was...” As you proceed to “help them and educate them” by offering your advice?

Chances are within the last 24 hours you “buzzed” a product and may not have even realized you were doing it. It’s something we do all the time. We can’t help it.

That’s why “buzz” or “word of mouth” is one of the most effective forms of marketing there is.

Think about the effectiveness of buzz when it’s coming from someone with a genuine “love” of a product! Forget television ads, print ads, calls from sales reps and so forth. People can’t tune that stuff out fast enough. What they’re really paying attention to isn’t the latest and greatest advertisement...

**What people are paying attention to are WORD OF MOUTH referrals, also known as "buzz."**

If you’ve sold any products or services to anyone in the past, chances are that someone’s buzzed anywhere from 1 to 150 people about your product.

From what I understand, every person is able to socially interact with up to 150 people on a “personal level” at one time. This means if someone has something positive OR negative to say about your product, they can potentially share that on a personal level with up to 150 people.

Or stated differently, that's up to 150 potential “customers” from 1 person’s comments.

Now just imagine you've got a whole bunch of "opinion leaders" out there talking about your product to their contacts. The numbers are very significant if you do the math.

1 person = 150 potential referrals.  
10 people = 1500 potential referrals  
20 people = 3000 potential referral

Of course not everyone will know or be able to reach up to 150 people with their opinion on a PERSONAL level, but to make up for the ones that can't, think about the people with "big lists", that have a reach of tens of thousands. Those are the people you want talking about your product or service.

According to George Silverman, just 6 instances of 25 people telling 25 people is NEARLY the population of the United States!

Now we're talking some serious buzz here. And it's buzz that can't be ignored or tuned out, because it's coming from friends and family member

So how do you get "buzz" for your product or service? It's actually rather simple.

Here are the five steps you need to take in order to create a successful "buzz" campaign:

- 1) Find the right people
- 2) Give them something to talk about
- 3) Create tools to make it easy to talk about
- 4) Participate in the conversation
- 5) Track and measure

You accomplish step #2 by creating what you call a "seed kit" which contains a copy of your product, a letter explaining who you are and why you're contacting them.

Send the seed kit to as many "trendsetters" or "centers of influence" most likely to talk about your product, including:

- Speakers
- Writers
- Bloggers
- Authors
- Editors
- Forum Leaders

- Product Reviewers
- Prominent Group Members

When you send the letter to them, offer to take the time to set them up on your associate or affiliate program. So in addition to their being able to "help educate" people about your valuable product or service, let them know they'll have an extra incentive to tell as many people about it as they can.

Of course if your product or service provides real value and really gets the person "excited", they'll buzz it for you whether or not you've got them set up on your associate program.

In fact, many might prefer not to get paid for what they do naturally and love to do, which is to tell the story about a product they've used and love.

I personally think buzz marketing is going to be as big, or bigger than affiliate program marketing in the years to come, so even if you don't pick this as your main marketing model, definitely put together a buzz marketing "seed kit" as soon as you can and get that sent out to your centers of influence.

If you want to have your mind blown with ideas on how to generate buzz and "seed marketing," read the Kindle book *The Anatomy of Buzz* by Emanuel Rosen.

## **MARKETING THROUGH JOINT VENTURES**

### **3) Joint Ventures:**

I personally know a lot of people who spend a significant amount of their time marketing through Joint Ventures and this can be a very profitable model to follow, but I'm not sure you can thrive on this 100% of the time.

I'd suggest that in addition to marketing through JV's, that you also promote your own affiliate program. Or pick another model to follow, like PPC advertising or buzz marketing.

One thing to note is that most often when someone does a joint venture promotion, they're actually doing it through an AFFILIATE program to track the results and automate the commission calculations. So even if you don't want to concentrate 100% of your time on affiliate marketing or choose that as your main model, it still pays to get your program in place.

That way when you want ask someone if they're interested in a JV with you, all you've got to do is to send them a copy of your product, a short 1 or 2 page introductory letter and their affiliate information along with the specific amount of commission you'll be paying them per sale.

The biggest opportunity right now, today, for joint ventures is probably with webinars. If you get a webinar that converts well on a \$1,000 product, you'll have a lot of people willing to promote your webinar to their audience for half the profits.

## **FACEBOOK, YOUTUBE AND GOOGLE ADS**

### **4) Facebook, Youtube and Google Ads**

I have friends who do well with pay-per-click search engines like Google Ad Words, Bing or Facebook. To find a current list, go to any search engine and type in "pay-per-click."

You CAN get a lot of traffic with this method.

Facebook is just a massive source of traffic right now. Same for Google Adwords and their display network. You can also buy paid ads on Youtube.

Some people have made small fortunes advertising webinars with Facebook ads and sending people to an autowebinar page, usually from Everwebinar or Stealth software.

With Facebook ads, you really need to know what you're doing. For example, Anik Singal advises to avoid even using the word "you" in your ads! And they don't like "avoidance" phrases like "feeling stressed out."

It's a whole different world to run ads with them.

Your landing page or email capture page needs to have an address, phone, company name, customer support link, terms of service link, privacy policy and other things that make you look "legit."

Newbies often get banned because they do stuff like say "You can make \$XXXX." With Facebook, you can only talk about the money you yourself made. And, in general, they seem to hate the "make money" topic in general.

The BEST THING you can do is promote something REALLY low cost that takes almost no sales pitch and no claims or testimonials to get people to buy it.

After people buy, THEN they are your customer and you currently aren't restricted so much by Facebook rules. The BIG challenge of Facebook ads is to NOT get banned. Other than that, they're pretty incredible.

My own personal experience is that my traffic didn't buy. I needed to experiment with it more. I got too many clicks on words that didn't convert. I needed to weed out those low-performing words and focus on more targeted words.

There's an art to making money with pay-per-clicks. It isn't my speciality. I want you to know about it. Know that it exists. Especially if you're in a business where you can be on the first page of Google through Ad Words for a reasonable price per click, then it could be a good deal for you.

The good news is you can get started for almost nothing. You can test. Try different words. Find out what works and what doesn't cheaply.

It's a good way to get traffic if you're just getting started.

All you can do is know your numbers, test and track the results. I use a terrific Wordpress plugin called Pretty Link to track some of my tests. I also use [automateyourwebsite.com](http://automateyourwebsite.com).

Or, if you have associate program software, which you should, you can just create a reseller URL and use that to track your hits and sales.

What IS hotter than a tin roof in the summer right now is RETARGETING. With retargeting, you import your customer or prospect list to a service and they find matches in their system and then show ads to THOSE people.

Or you can paste some code on your site that will tag each visitor, so you can display ads to them.

Right now, as I've been writing this, I made an additional \$65.00 minus modest click costs from a retargeting ad for my Book of Secrets (<http://marlonsanders.com/secrets>).

All I did was paste the Facebook retargeting code on my blog. Now, when those people log into Facebook, they see my ad:



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Some people have really incredible numbers with retargeting. One of my friends offers the product they looked at but didn't buy for 1/2 off. And he gets a big response to that.

For me, I'm just selling my product at the standard price to existing customers. Whatever money I get is gravy train. It's passive income. Let's say I net out a whopping \$40 today. That's not much money. But it's still \$1200 a month. That's a payment on a pretty fancy car, an apartment or townhome (in SOME cities), or a lot of fancy dinners.

Now, in MY case, my *Book of Secrets* is selling but some reason I'm not getting any upsells off the purchases. I should be popping some \$100 or \$200 sales off of those \$65 purchases. Which means that even as I'm writing this, I popped into Time and Chaos (what I use to organize myself) and added a task for troubleshooting the upsells / OTO's to see what I can do to get sales from them.

It also occurs to me that I should try an ad for Cash Like Clockwork system. I don't know if Facebook will let this ad fly. They might come back and say I'm over the allowed text limit, even though what I'm showing are product covers (and several web page screen caps you can't read).



I'm also NOT currently retargeting via services like Adroll or Sitescout. If all this "retargeting" talk is new to you, don't worry.

## SEARCH ENGINE OPTIMIZATION

## **5) Search Engine Optimization:**

### **Hush-hush secrets about getting traffic via the search engines**

There are some people who can still get free traffic from Google. You need a lot of expertise to do it and it's a grind from what I've observed. But I'll turn you onto the best resources I've found.

It's interesting.

The first thing most people think about when they think of getting traffic is landing a position on the top of the search engines. This is something you certainly can do.

Here's a resource for Search Engine Optimization that I recommend:  
<http://www.bruceclay.com>

I get sick of hearing about search engines. There are a zillion articles in ezines that cover the same thing. Most all the Internet marketing courses all cover the same basic methods. I'm not going to waste your time on common knowledge filler like that.

If you're new to the Internet, just search under "search engines." You'll find more web sites with tips and tricks than you can shake a stick at.

Did you know that some of the top web sites report that 20% to 90% of their traffic comes from the search engines? Don't listen to people who say search engines are dead. That's a lie.

The disadvantage of search engines is that there are no guarantees you'll get listed at the top of the search engines, and they can be slow to spider your site.

It can take months for you to find out if your strategy is working or not. Compare this to an associate program launch where you can make some big bucks in only a week or two if your program hits it right.

If you don't have the time, money and energy to spend trying to get listed at the top then you can simply "buy your way in" using Pay Per Click keywords. But this can get pretty expensive, depending which keywords you're trying to buy.

The thing is, regardless of what tools you use, you still have to come up with your own strategy. See, you want to get to the top, right? But under what words? That's

the question. Your strategy is the single most important thing. The tricks and techniques simply allow you to better implement your strategy.

### **Here's how to find out:**

One: You need to use a web site statistics package that tells you what words people are searching on to find your site. Your host probably has a statistics program that does this for you.

Of course, the standard right now is Google Analytics. I find it confusing to track visitors across domains in order to track actions. You CAN do it but I haven't quite figured it out. You also have to get the visitors for each of your sites separately. If you have a lot of sites, you can't see the traffic to all of them in one tidy, convenient figure.

For many years I used Web Trends Live. The big advantage vs. Google Analytics (or one of them) is you can get one figure for ALL the traffic to all your websites.

*For more information on Web Trends Live, tracking unique visitors and details on how I got 1 in every 102 English Speaking Internet users in the World to visit my websites, just go to [www.1in102.com](http://www.1in102.com) and check out my product located there.*

What you do when you get a look at your statistics is to find the keywords that people are using to find your website. Then you look at other words and try to find two-word combinations. Most people search on two words.

Now, you have to narrow things down. Tons more people search on marketing than sales letters. But under sales letters I have a chance at getting to the top. I don't under marketing. The competition is too fierce. Especially if you're using the Pay Per Click Search Engines. I think the last time I looked "Internet Marketing" was over \$4 per click.

What you have to do is think in terms of feeder topics. What are the topics that can feed people to your site? For example, instead of marketing, I might try direct mail, direct response, copywriting, things like that.

Next, I'm going to write a brief but informative article on each key word set. In the article, I'll use the key words 5 or 6 times but no more. I can use several sets of key words in each article. This is a clever strategy I got from Matt Gagnon many years ago. It's common sense but effective.

A couple things that may be relevant for some search engines, but have largely fallen in the less important areas is the title of the page, meta tags and your keyword density. For advice on these and other search engine optimization techniques, I refer you to Bruce Clay (<http://www.bruceclay.com>) and Search Engine Watch. (<http://www.searchenginewatch.com>)

The key is that you can't get accused of spamming the search engines because you're writing honest-to-goodness articles. If you do a good job with these articles, you can also submit them to lists of ezines for publishing.

What's interesting is I outsourced all the content and linking for <http://salesletters.com>. Even though I have barely touched it in several years, it still gets traffic and makes sales. And all I did was the most basic things.

The problem with search engines is they're always changing. One site I love to read is [Matthew Woodward](#) because he built the site without doing any backlinking at all. Every month he publishes his earnings. For example, last month after expenses, he netted \$16,775.

The reason I love Matthew Woodward is he's not like some bloggers who are celebrities, speak at conferences and often personally very attractive. You don't know how much of their success comes from those things vs. their blogging. There's only one picture of Matthew on his site and his income comes from his blogging, not his personal celebrity.

Another content-rich site is Backlinko.com. And [here's an article](#) you'll like: *How To Generate 36,282 Readers – and 1,000 Email Subscribers – From Your Next Blog Post (Case Study)*

However, if you want to follow the very inspiring story of a nobody blogger who became a celebrity, then Pat Flynn is your man! And [Smart Passive Income](#) is his blog. He has branched out into being a podcaster, author, speaker and celebrity.

Still, his blog posts and podcasts are fantastic.

If you're a one-person business, you can only focus on one marketing method. So be careful which one you choose. Search engines can take months to work for you. But the traffic is "free" once you get it working.

Free publicity and associate programs are virtually instant traffic generators as are joint ventures. You have to evaluate what is best for you.

## HERE ARE FREE OR Low Cost MARKETING MODELS

Below you will find some free or low cost marketing models you can follow. If you're on a tight budget or are just starting out then pick one of these models and follow it.

Once your budget gets a little bigger you can then consider setting up your own affiliate program or taking a look at marketing through PPC engines.

### **A) WRITING ARTICLES . CREATING AND DISTRIBUTING CONTENT**

In the old days you'd publish your article to ezine directories. However after the spam laws in the USA changed, from what I can see a lot of ezine directories have vanished. I don't know the stats but I can see a lot less ezines are being published nowadays.

But don't despair. The old school concept of article marketing has simply morphed into modern day content creation and distribution.

You create articles, videos, blog posts, guest blog posts, slides for slideshare and distribute your content.

The best way to use this strategy today is to use your blog as “home base

One reason people don't write articles or create content is that they're afraid of writing. Being a writer, I understand that. Way back after I graduated from college, writing was difficult for me. I kept trying to remember all the grammar rules I learned in college. It just totally screwed me up.

Then later I found out that if you write short words and sentences, you solve 95% of your grammar problems. And the rest can easily be fixed by an inexpensive proofreader.

All that stuff you learned about compound-complex sentences in high school and college is a bunch of bunk. If you're a novelist, or you want to write professionally, sure you need to know that. But I'm not a novelist and neither are you.

I write simple business articles and simple courses. Nearly anyone can do this with practice.

There's a book called *Anyone Can Write*. It's a good one to help you get over the fear of writing. You can order it on Amazon.com. I also really like all the books by Rudolf Flesch, Ph.D. who totally blows away all the myths about writing. He shows how powerful writing uses short, simple words and sentences.

The main thing you need to do is not worry about it so much. Just write. Then go back and edit. Then if you have further problems, just get someone else to help a little with editing. Don't make a big deal out of it. You can search online for writers who will help you edit your copy. Go to [www.elance.com](http://www.elance.com) for help with proof reading. Or get a ghost writer there and have someone else write the articles for you if you feel you're not very good at it.

But I bet you don't even need to do that. I bet you know someone who enjoys writing and would be tickled pink to edit your copy for you.

There are companies like Hubspot who get enormous amounts of leads via content distribution. But they also hire a lot of people to do it.

Out of all the content distribution methods, at the MOMENT, the one doing best is Youtube videos. People in some niches are still generating a lot of leads by publishing videos on Youtube and developing a following.

Stay away from auto-generated content. It sounds good in theory but is a poor plan. However, it really isn't the end of the world if you have to fire up your video camera or webcam for 5 minutes a day and shoot a video.

I know a guy in the health and fitness market that has developed a very nice tribe doing this.

## **B) GETTING PUBLICITY:**

### **The Secret to Making Money With Virtually Free Publicity**

Let's talk about a few more innovative traffic building methods. One that is often totally and completely overlooked is getting online and offline free publicity. The results can be huge.

For example, a guy I know got 12,000 subscribers to his ezine in only one week using free publicity. Another guy I know adds 5,000 people a week to his opt-in list using free publicity.

In fact, the sites with the biggest traffic are probably doing it through free publicity. I'm not going to discuss it here because I have a whole separate chapter on it in this product.

Now, there is nothing new talking about getting free publicity. It's a concept that has been around a long time. But what I do that's different is make it simple and easy. I give you a formula that works. And it's as close to a total no-brainer to implement as you'll find. It's A, B, C, step-by-step, paint-by-number.

The downside of free publicity is it's far less predictable than buying banner ads. And if you have a one-or-two-person business, you can't do everything. You'll have to choose only a handful (or maybe even only one) promotion technique and focus on it.

I talk about it in the **chapter on publicity**. But to make sure you get it, let me give you the big secret of getting free publicity -- talk about NEWS not your product. Journalists want to publish news. You have to tie in your product to current events or other news items.

If you send out a bland release about your product, it's going to get dumped. I think writing press releases intimidates people. Why? Because it's something we've never done before.

But a press release is one-page. Three hundred words. Are you telling me you can't string together 300 coherent words? Of course you can. You don't have to be a genius nor a rocket scientist to write an effective press release. But you do have to talk about NEWS and tie your product into that.

I'll give you a very simple formula for this in the free publicity chapter.

Getting publicity through the online services is tricky. I have a product about ways to get publicity. Unless you want to become an expert on the topic, the simplest thing to do is hire someone who lives, eats and breathes publicity.

Let them tell you what they can and cannot do for you.

For awhile we lived in the golden age of press releases because Google was counting the distributions on websites as backlinks. That party is largely over, but not completely.

Plus, distributing press releases correctly WILL get you publicity and interviews apart from any search engine juice.

My favorite book on this topic is *Value Added Public Relations* by Thomas J. Harris. It's sure to ignite your brain with new ideas and possibilities you never before thought of.

I also really liked *The Consultant's Guide to Publicity* by Reece A. Franklin. And then there is my own [PR Cash](#).

## C) BLOG ADVERTISING

### **Making Money With Blog Advertising:**

In the original version of *Amazing Formula* I recommended advertising in ezines and in some business niches, ezine advertising is alive and well. But overall, it's my observation that the market has moved away from ezines to blogs and other concepts.

Here are several resources you can turn to for information on advertising in Blogs, or for blogs you can post your ad to:

- Blog Ads: [http://www.blogads.com/advertiser\\_html](http://www.blogads.com/advertiser_html)
- Crips Ads: <http://www.crispads.com/>
- Rhythm one: <http://www.rhythmone.com/>

Before you jump right in and start working on your ad what you need to know is that blog advertising isn't like banner advertising of the 90's. Technology has come a long way since then.

### **So what type of ads work best on blogs?**

When I think of a blog ad I immediately visualize the type of ads that Google's "Ad Words" program displays on the blogs I read. Or on the right hand side of my search results. like these:

[How I Got 2.8 Million Visitors](#)  
Marlon Sanders Reveals Traffic  
Generating Methods!  
**[www.1in102.com](http://www.1in102.com)**

[Discover the Amazing Formula](#)  
Your products sell like crazy,  
or triple your money back  
**[www.amazingformula.com](http://www.amazingformula.com)**

Although those seem to work well for Google AdWords, what seems to get better results (from what I've read at the time of writing this) are blog ads that are edgy, eye catching and rich. Unlike the text ads that work so well on Google, blog ads are very graphic rich and colorful.

- Blogads.com specs run 150 x 200 with a maximum of 300 words.
- CrispAds simplifies creative by only allowing text ads,

If you need help to design a graphic ad for your blog advertising, I recommend either Rentacoder (<http://www.99designs.com>) or Elance (<http://www.elance.com>)

*If anything happens to the links here in this section, go to [www.google.com](http://www.google.com) or your favorite search engine and look there for the resources by typing in "Blog Advertising".*

#### **D. FREE REPORTS:**

This is a basic, bread-and-butter traffic generation method. What you do is create a free report or a list of resources that nearly everyone in your target market will be interested in. Then you get the word out about it.

IF YOU SELL A SERVICE: This is a perfect way to generate your leads.

IF YOU SELL B-TO-B: This method is called "offering a white paper."

Let me give you several examples.

**If you're a real estate agent, you could offer one of the following lists:**

- \* Free report reveals 33 financing options
- \* Free report reveals 101 ways to sell your home faster
- \* Free report reveals 33 mistakes sellers make and how to avoid them. Plus, 22 tips for selling your home faster.

**A travel agent could offer one of the following:**

- \* Free report reveals 33 cheap dream vacations
- \* Free report reveals 29 undiscovered vacation paradises

\* Free report reveals 101 secrets of getting more vacation for your dollars. Plus, 10 ways to save on airline and hotel expenses.

### **A web designer could offer:**

\* Free report reveals how to avoid the 10 most common and costly mistakes in designing a web site.

\* Free report reveals the 10 hottest new trends in web site design.

\* Free report reveals how to avoid the 10 graphic design blunders that kill web site response and profits.

\* Free report reveals how to choose a web designer that will create what you want the way you want it without ripping you off.

### **Anyone with a service business could offer:**

\* *Warning! Don't hire any XXXXX until you read this shocking free report called [How not to get ripped off when you buy xyz services.](#)*

What you do is offer the free report via your autoresponder.

If you aren't familiar with autoresponders, you have got to get up to speed on this stuff. The company you host your web site with should give you free autoresponders. Although it's crazy because some really excellent hosts don't offer free autoresponders. That's why they are built into the [automateyourwebsite.com](#) software.

They're easy to use. Your web host should have a manual that tells you how to upload documents to your autoresponder. It's easy once you learn how. You'll also be able to access your autoresponder log file, so you can send a follow up email after a week or so.

The disadvantage of autoresponders from your web host is that they aren't sequential. They won't send out a series of emails at a predetermined interval.

The secret of making the free report method work is the BAIT. You have to have good bait the fish want to bite on. That bait is the freebie you're offering. When you're starting out, the easiest form of bait is a free report (or a free list). But you don't have to be an expert to have this information. You have to be able to collect the information.

In other words, if you put together a list of the top 100 whatever and offer it by autoresponder, that's all the credibility you need! The fact that you have the list IS the credential!

So you can put together a list. Or you can offer a free report on a problem-solving topic. How do you put the report together? By surfing web sites, participating in discussion groups and forums, reading and interviewing experts. No big deal. Choose a topic specific enough you can become an expert on it in short order.

But make sure the topic is HOT! Once you start surfing web sites and immersing yourself in your target market, I promise you'll come up with great ideas! If all else fails, simply write the report you'd like to read!

The single most important part of your free report is the title. You MUST have a hot title for your report. That's the secret of making your bait attractive to the fish. It's all in the title.

Once you come up with a hot report and a hot title, you have to get your bait out where the fish are. What a lot of people do is get their bait out in places where there aren't any fish. Then they blame the fish, blame the bait, blame the fishing rod, blame the fishing rod manufacturer and blame the store they bought the bait from!!

A much more productive way to spend your time is this: If you toss out your bait and you don't get any bites, move upstream! Try another fishing hole. And if after you move upstream several times you still don't catch anything, then try another type of bait.

## **E. EXIT POPS**

At the time I originally wrote *the Amazing Formula* I was making an extra \$30,000 a year from one single exit pop on my web sites. But those days are gone.

However, I do STILL make money from them. Yesterday I made \$114 from 2 sales of Push Button Letters. Again, it's not \$30,000 BUT \$114 a day x 7 days a week is STILL \$798 of passive income. That's more than a lot of people make on their job in a week, and in some countries in a month.

There are plenty of unblockable exit scripts available, but Google seems to crack down harder and harder on these. The modern ones now use a thing called "exit intent."

## **F. ENTRANCE POP UPS**

Google has taken a toll on the use of popups. They certainly aren't what they used to be.

But it is a proven money maker. What you do is pop up a little subscription box for your free ezine or mailing list the moment someone hits your site. This has been proven to double or triple opt-in subscriptions.

There are forty million different scripts that have been created for entrance and exit pops. Many are extremely clever. And new ones are being launched all the time.

The bigger issue on pop-ups is how do you get people to opt-in or subscribe to your list?

Here are a few suggestions that we have:

- 1) Use a headline that gives the reader a clear benefit to opting in.
- 2) Offer an original, fresh incentive.

We're still using 7 day e-courses sent by email to my new subscribers, but I plan to change this before too long because I consider them outdated.

Why? Because everyone is using them now.

Before 7 day e-courses everyone was using free ebooks as an incentive to get you to opt-in to their list. But now those too are outdated and ineffective.

What you have to do in today's world is think creatively. Think of things that no-one is offering. Stuff no-one is doing.

It has to be something with value or perceived value and it can't be something already offered by everyone and their dog.

Coming up with an idea like that is simply a matter of creative thinking or using your brain.

## **G. USE A "TAF" (TELL A FRIEND) OR VIRAL SCRIPT**

The first thing I want to say about the "Tell a Friend" services or scripts is that these have largely, although not exclusively been replaced by viral scripts.

The reason is that tell-a-friend scripts became too closely tied with spamming people.

In the old days we called them tell-a-friend scripts, so that's the term I use. But the modern term is "viral." Upviral is one of the modern scripts currently being sold.

### **Now let's discuss the cases where a "TAF" script might work.**

The idea is you have valuable content, good information or something that's funny. Someone comes along and sees it or reads it and wants to pass it on to a friend.

A TAF script is where they enter their friends name and email then click a submit button which refers the article or item to a friend.

The friend gets the email which identifies the sender as their friend and includes a short note on why the friend thought they'd be interested in the article. The friend visits a link in the email, goes to a website and reads the article or item of interest.

When they're done reading your article or looking at your item of interest, if your TAF script is set up right, you should give THAT person the chance to refer the article or item of interest to THEIR friends. So each time someone gets referred, they're given the option of referring 1 or more friends.

There are several modern derivations of a TAF script that use Social Media like Upviral and KingSumo. You might want to take a look at those two.

## **H. VIRAL MARKETING**

The difference between viral marketing and buzz marketing (in my perspective) is that viral marketing is something initiated by your customer and buzz marketing is initiated by you, the company owner.

The line has blurred between tell-a-friend scripts and viral marketing. They all start sounding the same.

Let me explain:

With viral marketing you create something that people will want to pass along. This can be a funny video, a list of jokes, or a really touching video.

At the time of writing this there is a resource that emails you a constant stream of "viral videos" produced by companies of all kinds, on a near daily basis.

When your viral marketing campaign is ready, whether it's a video, joke, or whatever, what you need to do that's absolutely crucial is to track your results.

If you don't track the results of your campaign, you'll never know if it was directly responsible for any boost in your sales. So always track the results.

The way I do this is by registering a new domain at NameCheap.com (<http://www.namecheap.com>)

Using a set up like this, you're able to track the exact results of the campaign.

I also recommend that you have your web site statistics tracking on the page so you can see where the traffic is coming from. This also lets you see return and repeat visitors so you can see how popular the item is.

For more ideas on viral marketing campaigns, go to your favorite search engine and type in "Viral Marketing Ideas" or "Viral Marketing Campaigns."

## **I) ESTABLISHING INBOUND LINKS:**

To build your search engine popularity using low cost or free methods, what you can do is concentrate on building a significant number of "inbound" or "incoming" links to your site.

In the past you would accomplish this by using a program to search the net for sites that have similar content or interests as yours, then send an automated email asking them to "trade links" with you.

This was called "building reciprocal links" and it was a very popular method to use. All you'd do is inform the person that you posted a link to their site on your page, then give them the URL of your page and ask them to post a "reciprocal" link on their site, back to your page.

As more and more links were established, it appeared to the search engines that your site "popularity" was increasing, and this often resulted in better search engine placement.

Nowadays you want to use a similar system, but aren't after a "reciprocal link" in the traditional sense. What you want is MORE INCOMING links to your site, but without having to reciprocate and link back them.

Of course you can still give a reciprocal link back. Just don't add it to the domain they're linking to you. Use another domain for this so the fact you have a high number of OUTBOUND links doesn't hurt that domain.

If you're not sure how to ask someone to link to your site, why not offer a free report or bonus that they can give THEIR visitors? Explain that all they need to do is link to your web page and anyone who wants to request the free report, bonus or whatever it is you're giving away just needs to click over to your page to get the item.

If they're concerned about losing traffic to people that click through from their site to yours, just tell them to set their links so they "open in a new window", so their page remains open while the person navigates your site.

The game of to a website to boost search engine results positioning is a constantly changing game. What works today usually won't work tomorrow.

## **J. YOUTUBE VIDEOS**

One of the best sources of FREE traffic is doing videos for Youtube.

The main key is to be consistent and stick to a schedule.

Keder Cormier and Brian G. Johnson are two of my favorite guys who teach how to grow a huge Youtube channel.

All you need to do is be consistent and have some decent content. It's not rocket science. You just need to be committed to doing it for at least 6 months. Most people stop after 10 days.

What I love about this is you can do it in 20 or 30 minutes a day. All you need is the persistence to stick to it and learn as you grow. By networking with other Youtubers, you'll learn how to do collabs, create great thumbnails, playlists and all the tricks of the trade.

## **HEAVY DUTY CONTENT MARKETING**

One of my big inspirations for content marketing as I've mentioned is Grant Cardone. I highly recommend you check out his Instagram and Youtube channels.

He publishes articles on Linked In Pulse (free). Does a lot of Instagram. Does a lot of Youtube videos.

There's so much you can do just using free social media if you really commit to it.

### **TO WRAP THIS CHAPTER UP**

All the methods we're talking about have the same thing in common. They are all ways to deliver your KSM (Killer Sales Message) to your target audience, through your TM (Targeted Media.)

So you have a group of people, a message you need to get to them and then you have some way to deliver that message to them. Whether it's something they read, listen to or a web site they go to.

In short, we're talking about getting your message in front of eyeballs.

The question to ask yourself is simply this:

"Where are the eyeballs as it relates to my target audience, and how can I reach those eyeballs for free, or for a fee?"

That's everything you need to know about getting traffic in a nutshell.

As you can see, then, getting traffic is not limited to online advertising or marketing. And regardless of where you find the eyeballs, if you can reach them with your product or service then you have a way to get them to your web site.

It can be on the side of building, matchbooks, billboards or leaflets dropped from an airplane onto a beach. It doesn't really matter what method you choose to get your message across.

Of course, there is the issue of economics. It's all about dollars in and dollars out. When you put out x amount of dollars, how many come back in?

If the same amount of money or more come in as go out, this is a good thing. If more dollars go out than come in, this is a bad thing, unless you have a healthy back end. (In Amazing Formula terms this is your BEREC.)

That's the most important information I have to give you for obtaining traffic to a web site. Regardless of the product or service you're selling.

## Chapter Seven - WSMS: How to Get People To Opt-In

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

### **"Step Two: Build Your List"**

**Objective:** To give you profitable ways to build your list.

**Action:** Select one method and do it.

**O**ur premise is that the money is in the list, the list, the list. Right? That's the goose that's going to lay your golden eggs. We talked about that as step one.

Step two, then, is to become an expert list builder. That's my job. To help you do that. I don't want to lock you into any one method for building your list. There are multiple approaches that work. You have to decide what makes sense for you.

Building your list is directly related to your income. So let's get on with the show!

### **Here are four basic approaches to list building and making money with your list.**

**Method One: Use your web site for one purpose and one purpose only -- to get people to opt in to your mailing list.**

Include enough free articles to build your credibility so people will want to be on your list. Offer free bonuses for joining your list. Focus all your energies on building your list.

One of my friends uses this method. He doesn't sell an entry-level product. He goes for the big sale right off the bat. So what he does (at my recommendation) is focus on getting people to opt in to his list. On his web site, he has video footage of a seminar people can watch. He has audio clips they can listen to. He has articles.

The purpose of all these tools is to establish credibility so people will opt in to his mailing list. Then, after people get on his list, he sends very informative emails weekly that end with a pitch for his high-ticket (\$695.00) product.

His feeling is that he doesn't want to mess with a lower-priced product. If he can get people to opt-in to his list, why not just go after the big sale right off the bat? Why mess with the small stuff?

He makes some good points. And the system makes a lot of money for him. So I can't argue with his logic.

By the way, you can use the same concept in offline marketing. One guy I know offered a free newsletter to build his list. He sent it out through plain old snail mail. You could also offer an email or print newsletter as long as it was only 2 or 3 pages long.

As far as the mechanics of allowing someone to opt in to your list, it's easy. The automateyourwebsite.com software has a little form you put on your website that lets people opt in. It's under "Custom Forms and then click on "Opt-In Forms"

All you do is paste this code on your web page.

As I mentioned before, you do NOT have to use automateyourwebsite.com to use my methods. I do recommend it. But you can piece together your own system using other resources if you want to. I just make this available because it's a service and makes things really easy, especially for beginners.

The method you just read about in today's language is called a "Name Squeeze" or "email capture page". When I first wrote the above in the original Amazing Formula, no one had given it a name. My friend Jonathan Mizel came up with the term Name Squeeze and that has pretty much stuck.

## **Method Two: Sell an entry-level product.**

Use that as your point of focus to sell your primary high-ticket, back-end product or service. Then use the primary back-end product as the springboard to sell your secondary back ends. This applies both to marketing online and offline.

I know people who make a fortune with this method. The nice thing about this approach is that if you get a system down cold for selling your front-end lead product, you can probably roll it out to mailing lists. That's a major plus because of the volume you can create.

If you have a list with 100,000 names that you're breaking even on or making a profit, you can roll out to the whole list in a flash. That's the cash in a flash method! People have made a lot of money in a very short period of time with direct mail. Then

again, it costs several grand to try out. And if it doesn't work, you just lost part or all of \$2,000 or \$3,000.

One of the largest direct mail companies in the U.S. says that most people will find that only one out of seven direct mail projects tests profitably. That's the beauty of marketing online. You can test your products there and find a winner. THEN you can sell them offline.

**Method Three: Sell a front-end consumable product for under \$100 and cash in on the repeat purchases.**

One of my friends with a million dollar company uses this method. He sells an online newsletter for \$100. Thirty percent of subscribers renew at the end of a year. Then he works multiple low-dollar back ends through his newsletter.

It's easy to program ongoing offers to your customers using your sequential autoresponder. Your offers can go out automatically to your customers and you don't do anything.

**Method Four: Create a number of businesses that sell one low-dollar product with one medium-ticket back end.**

Totally automate all product fulfillment. Expect each business to only net \$10,000 to \$25,000 a year. Develop five or ten of them. As soon as you get one system together and making money, put it on auto-pilot and create another one.

If you're going to use this method, I highly recommend digital products that are delivered automatically online.

One of my friends was using this as his marketing model. But what happened is he found a \$175 product that just soared. He built in a few software packages as backend products, marketed the front-end through associates and started cashing checks!

**The Ultimate Cash Out: The Best Way I Know To Start A Business  
And Become A Multi-Millionaire**

Here's a whopper of an idea for you. You know all about the stock market and how (at least at the time of this writing) Internet stocks are going bonkers. What you do is start a business, get your sales up to several million and then go public.

Listen up and listen good: If you want to become a multi-millionaire, in today's environment, the most sure-fire way to do that is to take a company public.

A client of mine developed a simple marketing system for selling insurance to employees of a company. He was only doing one million a year in sales or something in that range.

But here's the twist: He found a gigantic national company with something like 70,000 employees. He went to that company and said, "Hey, all your employees are buying insurance from other companies. If they were all buying it from you, do you have any idea how much money that would be?"

Boom! They instantly saw the light! Then he said, "I have the system!" I have a proven sales system for selling insurance to your employees. It's turnkey, ready-to-go, A to Z. Want to buy my company?

Guess what? He sold his company for over \$70 million dollars! The stock zoomed through the roof! It was trading with a price-to-earnings ratio of 120!

What does this mean to you? Hey, develop a system for selling a product and then find a gigantic company that stands to make a fortune with it!

Either that, or build up an online/offline business to several million in sales and take it public. In the past 5 years, nearly any company with a .com after it's name has gone bonkers! Now, I'm sure that's going to change sometime. The balloon will probably burst.

But there are always going to be big bucks involved in taking a company public. When you go public, as the founder, you get to keep a whole truckload of shares. When that stock zooms, guess who starts selling off shares? You!

Remember what I was saying about having a plan and a strategy for your business. None of the Internet marketing courses I see give you an overall plan, a strategy. They're very micro. It's like: Do this or do that. But how does it fit into the overall scheme of things? The big picture?

You're going to get a ton of ideas as you read this product. Connections and ideas are going to begin coming together at lightning speeds. You're going to feel the excitement explode as you see the big picture.

But if all you got was this one thing, you'd have benefited tremendously from reading this. What is your overall plan? What is your lead item going to be? What is your moneymaking system? what is your back end?

What is the goal of your business? To make \$100,000 a year? To make you rich? What is the goal? Then work backwards from your goal. If you want to make \$100,000 a year, how many products do you need to sell a month to do that?

I know the problem you may have is this: You can't envision or imagine making \$100,000 a year because you can't get more than 30 or 40 people a month to buy your lead product!

If you have 40 people in a month buy your lead product, then based on average results, you'll have 3% to 10% of those people buy your back end product. If you have a \$200 back-end product, then you have 4 \$200 sales or \$800. If your front-end product sells for \$50, that's another \$2,000. So you're making \$3,000 a month but working quite a bit doing it.

Here's the solution:

**One: Ramp up your front-end sales.** Use The Formula for ad copy to increase your conversion ratio. Mail your opt-in names who haven't bought yet a weekly sales letter. Use PR to blast open your traffic and to create an explosion in your opt-in list. Use the other traffic generation methods I give you.

Consider using offline methods to stuff more front-end sales into your marketing funnel. You can use direct mail, public speaking, multi-step ads, articles in magazines, and other methods.

You should also check out my quick fix strategy for obtaining massive front-end sales.

**Two: Rework your back-end strategy.** Figure out where it's broken and fix it. What is your plan? Go through the four methods I covered above and select the one for you.

For example, you may want to try a \$300 to \$600 back-end. Or if your back-end is currently a product, maybe you should try offering several services instead.

## My Big Boy Strategy For Obtaining Massive Front-End Sales

This is going to blow your mind. Just this one method has helped friends of mine make unbelievable amounts of money.

It's called the BIG BOY STRATEGY: Find a BIG BOY to do your marketing for you. (If you're a feminist, pretend I'm saying the BIG GIRL STRATEGY). But you've heard the term before, "They're the 'big boy' on the block"?

What you do is go to the BIG BOY on the block and get that business to sell your front-end product for you!

Here's how one friend of mine did it. She went to a major publishing company to whom she had some connections. She asked them what their hottest topic was. Then she found a way to build a product for that topic that tied into her back-ends.

Then she offered to custom-create the front-end product for them. They happily agreed. True story.

Another one of my friends built an amazing business this way: He found a direct mail company that sent out millions of pieces of mail a year. He offered them his book for free as long as he got the names and addresses of the buyers. He had to go in the hole on each book sale. But in quantities they were cheap to print. And he had someone sending out a million pieces of direct mail a year on his behalf.

He then back-ended those names with a home-study course priced at several hundred dollars (books and audios). And he back-ended that course with a seminar for \$400 or \$500. The sheer momentum has made him a ton of money and also famous. He has been on the cover of major magazines recently and on TV.

The reason is, he had momentum. That's what the BIG BOY strategy can do for you.

Now, let me share some loser ideas with you that'll never make you rich.

**Loser strategy one:** Do not have your own products. Only sell products by others that give you 15% to 30% profit.

Do you see the problem with this? A lot of people think, "Hey, I can throw up a web site, promote 20 affiliate programs and make a killing."

You might make some small change. But if you want the big bucks, it isn't going to happen. Why? Because you're the front end for someone else's back end. Does that make sense? You're selling entry-level products that get them the leads they need to sell their big-ticket items.

You want to turn that equation around. You want others to sell your front end so you can get the back end. Are you beginning to understand the dynamics of front-end and back-end marketing?

I'm not against associate programs by any stretch of the imagination. They can be excellent additional profit centers. But most of them only offer 15% to 30% profit, one-time fee. That is icing-on-the-cake. But you better have a cake before you fire up the icing!

**Loser Strategy Two:** Do nothing. Order everybody's course on the planet, read none of them and watch TV! I'm saying that half joking. But sometimes the hardest thing to do is take action because you then risk failure.

Get over it! Everybody has projects that don't work. I do. Everybody does. The important thing is that you get a few winners with the potential to create serious income.

The only way you're going to do that is by getting in action and screwing up a bunch. Go ahead and make mistakes. Just do your best to learn from them.

Buying courses and educating yourself is important. But at some point you have to take action. Let me tell you this: There are no gurus in reality. There are only people who have tried a lot of things, some of which worked and some of which didn't. You learn from both.

My mentor tells me there is never an unsuccessful marketing test. Every test gives you feedback. Therefore it can't be a failure.

**Loser Strategy Three:** Buy reprint rights to courses that never sold well to begin with or that are no longer viable.

I think some marketers have a strategy that goes like this: Sell a product until you milk the market for it and it isn't making money any longer. Then sell reprint rights to it to clueless people who'll never do anything with the product anyway!

That's maybe an exaggeration. But I have had people tell me that they can't make money with a product anymore so they're going to sell reprint rights to it.

For example, a lot of times the information is outdated, so refunds go through the roof. That's a sure sign to some marketers that it's time to "bizop" the package. By bizop I mean turn it into a business opportunity. That is, sell reprint rights.

Let me say something else: Some people I know who are doing this are (I believe) totally violating the law. If you go to <http://www.ftc.gov>, you can read the franchise laws. Some people I've seen who are selling reprint rights fall under the franchise laws. If the FTC ever finds out, they'll be shut down in a heart beat.

In addition, most states have business opportunity laws. They state that if you're selling people a business opportunity, you have to follow a number of laws. However, there are criteria that have to be met to fall under the business opportunity laws.

For example, in most states it doesn't count if the opportunity sells for under \$500. In a few states that figure is \$100. It has been over a year since I checked the laws on this. But the biggest criteria from my point of view is whether or not you represent that people can make money with your business opportunity.

In other words, if you simply allow people to resell your products or buy reprint rights but you make ZERO income claims, my understanding of the law is that you're clear. I'm not an attorney and obviously am not qualified to give legal advice. But if you're selling bizops you obviously need to do your own research.

But some people I know sell reprint rights for thousands of dollars, they claim they have a total moneymaking system ready to go with everything you need, and they say you can make a bundle with it.

To the extent of my legal knowledge, those people are treading in very dangerous waters. I would hope that you aren't doing something like that. If you do, go online and search under business opportunity law. You'll find lots of resources to help.

**Loser Strategy Four:** Order courses, send them back for refunds. Rip people off and never do anything.

I have no problem with people who buy my courses, try out a few methods, and then find out it just isn't their cup of tea. No problem. But I had a friend once who routinely ordered every product he could find and then always sent them back for refunds.

What goes around comes around. If you rip people off, it's going to come back to you. Furthermore, people who do this tend to be dreamers. That's why they send products

back for refunds. They know they aren't going to do anything with the information anyway.

I'll go the extra mile for the sincere person who gives it a shot and can't make it work. Maybe being in business just isn't that person's cup of tea. But getting blatantly ripped off is entirely another story.

Listen to me: Dreaming isn't going to make you rich. It isn't going to let you escape your job. It isn't even going to make you \$500 a month!

Hopefully you aren't in the dreamer category. But if you are, cut it out. I believe the reason people fall into the dreamer pattern is because they're afraid of failure. There's nothing wrong with them. They aren't bad people. They're just afraid of making mistakes and losing money.

That's OK. A little fear can be a motivator. But do not under any circumstances let it stop you from taking action.

**Loser Strategy Five:** Do almost nothing and expect to make a fortune. It's a sad fact in this business that some people want to get rich without working or extending effort.

Let me tell you a true story about this. A friend of mine had a friend who sold business opportunities at trade shows. He'd have chairs set up and do a little mini-seminar about his opportunity. What he found out is that anytime in his presentation he only mentioned the word "work" a bunch of people would get up and walk out.

If you want to get rich without work, go to Vegas or play the lottery. Also expect to lose your money because the odds are massively against you.

I'm about taking action and doing things. If you don't want to do that, no problem. File this product away on your hard drive for a rainy day.

But if you want to be a Player, then you have got to do some things, try some things. You've got to hunt down some ponds and get your hands dirty with bait. That's what turns me on.

Getting on the marketing playing field and giving it all up for the entire game. That's what it's all about.

That's what it means to be a Player.

**Loser Strategy Six:** Try one thing and if it doesn't make you a ton of money, quit, never try anything else again, and post in all the forums that it's a scam.

The other day I was reading posts in the online forums about one of the infomercials on making money in real estate. A bunch of people wanted to know if it was a scam or not. The successful people answered back that the course is great. The problem is people don't use it. That's why they don't make money.

A lot of people online are cynical in a destructive way. I'm not talking about healthy skepticism. That's OK. They are downright negative and cynical. Everything is a scam period. You can't make money with anything online. You can't make money with anything offline. Their employer and the government are out to screw them and their spouse is probably out screwing someone else while they're online!!

In this product, I've pointed out a bunch of scams and ways people rip other people off as well as things that are simply bad ideas. But I'm not cynical.

In the big picture, there is so much wealth being created online even as we speak that it boggles the mind. The Internet is this gigantic tidal wave that is changing business and the world forever just as the printing press, the radio, and TV have.

You might as well get with the program now rather than later! I'm hoping that you're already with the program. But if you aren't, now is the time.

Maybe you'll get rich marketing and selling products. Maybe you won't. But you can hardly go wrong by jumping on a tidal wave and seeing how far it can carry you. Does that make sense?

### **All about building your online opt-in list**

Once people request info from your autoresponder or visit your website, you have to get them to opt-in to your mailing list.

We do this by offering them a free gift for subscribing or joining the email list which is called "optin in."

### **Here are the Basics of Opt-In Lists**

I'm going to cover the basics here. For some of you this is old hat. I understand that. There will be other things in this product that are new info to you. But I need to cover these bases for the ones that aren't as advanced as you.

It's easy to develop your opt-in list. All you need is an autoresponder account with [AutomateYourWebSite.com](http://AutomateYourWebSite.com) or a similar service. The company that gives you the autoresponder service will have a "form" you can generate. That's the HTML code you put on your web page.

When you paste the code into your web page it's already pre-configured to include your list name and other autoresponder information, so it's virtually ready to go.

When people come to your web site, they see the form. They enter their email address which means they are "opting in to your list". When they check their email account, they'll see a message that asks them to CONFIRM their subscription. This is called "double opt-in" because they are not subscribed unless they click the confirm link.

The purpose of the double opt-in method is to prevent people from accusing you of spamming them.

As soon as the person confirms the email address, they're added to the list. And whatever email you've set to day 0 (instant delivery) will be sent to them on the spot. So within a few minutes they've opted into the list, confirmed their subscription and have a copy of the first email you're sending them.

For your protection, a record of their subscription is kept in your account, so if they ever ask to be removed you can do this for them. Or they can click on the remove link and they'll be eliminated from the list.

### **How to Use Your Subscribers First Name In The Confirmation Email**

I've used different types of opt-in forms. One I used to use asked qualifying questions before allowing someone to subscribe. That is a great tactic if you want to generate leads you can follow up on by phone or by email.

I used to read the survey forms and replied personally to them. I really liked that procedure.

### **Here's a Different Way to Get People To Opt In To Your List That Is Twice As Effective!**

There are several approaches to getting people to opt in to your list.

I just described the common practice in the industry in which you send an email requesting confirmation of the opt-in request.

Another method I have used is to ask the subscriber to fill out a form that requests name and address. This information serves as verification of the subscribe request.

There are benefits to both sides of the coin, to having people fill out questions versus sending a confirmation email that has to be replied to. Here's something cool. Another feature in the [automateyourwebsite.com](http://automateyourwebsite.com) software is a questionnaire that people fill out when they opt in to your mailing list.

The answers to this questionnaire go in a database and can then be merged into your autoresponder emails! That means in your autoresponder messages, you can refer to responses people made on the survey form! You set this up under "view codes" and "questionnaire form."

### **How to Increase Your Sales Ratios Greatly Using Automatic Follow Up Emails**

You can automate the sending of a series of follow-up emails to your customers and prospects.

This way, you can get information to your prospects while they're still hot. When prospects are HOT, you want to get several follow up emails to them about your number one "Funnel" product before they cool off.

In the early days, I found that I increased my prospect-to-buyer conversion ratios 300% the very first time I used sequential follow up letters. Naturally, if you're a \$50 million dollar corporation, you aren't going to increase your sales 300%. But you might increase your conversion of inquiries to sales 300% on any one specific promotion. Or you may even only get an increase of 5% to 10%. For a multi-million-dollar corporation, that can be very significant.

The percentages are going to vary depending on your product, price point and target market. But I can tell you definitively that systematic follow up has been proven to work and to be profitable.

Nowadays, you're at a real disadvantage if you don't use follow up emails. In the original version of the *Amazing Formula*, sequential followups were cutting edge. Now, they've become an essential part of Internet marketing and it's really hard to operate a business without them.

## **Autoresponder Secrets Revealed:**

In one of my autoresponders for the *Amazing Formula* (the one that delivers your Twister Marketing Lessons) I've got about 30 emails there all queued up ready to go out at different intervals.

Listen to this: One of the things the sequential autoresponders do for you is create a database of the people who hit your autoresponder. So in addition to sending out a series of emails, you also get the email addresses of everybody in a tidy format you can suck into most any database.

You can ask people questions and merge the answers into your follow up emails automatically!

One of the things that sequential autoresponders do nowadays is allow you to merge in what are called "custom variables". A variable is a piece of data that you can insert in your emails. So, for example, let's say when people optin to your list you ask them for their first name, email address and City.

Now, when you send out a promotion it can read like this:

"How People in San Antonio are using the Amazing Formula to Sell Products Like Crazy!"

Or, for someone in New York, it'd automatically read like:

"How People in New York City are using the Amazing Formula to Sell Products Like Crazy!"

At the time I'm writing this, some autoresponders allow you to add 10 or more variables so you can literally find out all kinds of information about your customers and merge those pieces of information into your out-going emails. This method is currently used by very few marketers and I predict you're going to see it as a wave of the future.

I also think you're going to see clever methods used to append additional information in variable fields in the autoresponder. For example, the initial opt-in will just ask for their name and email address, then after submitting that information, on a second page additional information will be requested then this will be inserted into variable fields in the autoresponder.

If you ask for too many pieces of information on the initial optin, you may decrease how many people subscribe. That's why you're going to see a lot of "second screen variable data collection."

If you're a newbie and this sounds over your head, don't worry about it. You'll learn more about this as you go along.

I wanted to add this here for the people who are a little more advanced.

Here's another important point I want to make:

Work hard to keep your opt-in list up-to-date. If you deliver a valuable newsletter, people will want to stay subscribed to it. Remind people to update you with email address changes or to click the link on the bottom of the email to access their account, so they can change their email address when necessary.

Also, don't be shy to mail your list on a regular basis, if not daily. You really need to. In the old days we mailed a few times a week. Today, daily is pretty much standard.

The bottom line is, you need a sequential autoresponder to build your list, then you need to send regular content and offers.

Programs like Infusionsoft and Active Campaign allow you to do mind-blowing things with your automated follow up.

## Chapter Eight: BERC: Creating a Predictable Monthly Income

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Step Three: Offer a new product to your prospect and customer list daily, weekly or monthly"**

**T**his is where the money comes in! This is your automatic annuity. This is the gravy train. This is the money you can rely on each month. This is the money you can collect even when you're in the Bahamas.

If you're an established corporation as I am, this is where you can plug in multiple back-end profit centers for your business. It's really a no-brainer. You have customers who love your company. Why not give them the opportunity to buy a new solution from you on a regular basis?

I've covered the cautions in another chapter. But obviously you have to make certain you're only selling high quality products. You want to offer these products as a service, not as a way to pound products down their throat.

This formula isn't carved in stone. It's a set of principles, concepts and guidelines that you have to adjust to your own business setting. What it says in short is that the hardest thing you'll ever do is get a new customer.

So after you get a customer, do the best job of customer service you can. And extend regular opportunities for your customers to buy problem-solving, results-getting products and services from you.

One of the mistakes I had been making was selling too many products around the same price range. People didn't know what to buy. They got confused. I had planned on selling the products in a specific sequence. But it didn't work out that way.

In the past, I created products in the \$50-\$100 range to promote to my customer and prospect lists. A friend of mine pointed out the error of my ways. He said, "Marlon, you're confusing people with all your products! Package everything up into one kit that has everything you got and everything they need."

Now, I think you have to test this. You may be in a business where selling a big back-end isn't as effective as smaller, incremental sales. I think this is individual to your target market and industry.

In my case, my friend was right, so I created "The Big Enchilada" as we say down here in Texas. It's the "Mother-Of-All-Offers" with everything but the kitchen sink in it! It has flowcharts, diagrams, checklists. Everything you need. It's like getting a master's degree in using *The Amazing Formula*.

It has most but not all of my products in it. But it's a real whopper. I call it appropriately enough -- The "**Cash Like Clockwork System**"

You are required to read *The Amazing Formula* before getting the "*Cash Like Clockwork System*."

I don't put the information in "*Cash Like Clockwork System*" in *The Amazing Formula* because it would overwhelm people. Plus, not everyone wants the in-depth training provided by it.

I want to emphasize that you do NOT need "*The Cash Like Clockwork System*."

You already have everything you need in *The Amazing Formula*. It's a resource I provide to people who enjoy my mind and want to explore further.

So relax, you don't have to have it. But it is a terrific tool for some people.

Now the way I conceptualize my business is like this: I have the product you're reading right now. That's my entry-level product. It gives a lot of information and really opens people's eyes to a lot of concepts about marketing online and offline.

On very rare occasions I'm criticized for promoting my back-end product. I honestly don't get that at all. The truth is, I have back-ends and you should too. I don't apologize for offering my customers more information, more services, more value, more tools, more advantages and benefits. And quite frankly, neither should you.

When you sell a product, if you deliver great value, you're doing your customers a service. Why should anyone hesitate to offer their customers greater advantage?

Some people are fooled by the digital delivery of some of my products. In other words, they somehow think that since I don't spend money on printing every product I have or by shipping everything I have on CD's, it ought to have 5-times the information as books at the bookstore.

In fact, if you spend an equivalent amount of money on several books at the store, here's what you'll find. In sheer bulk and number of pages, they beat me hands down. But then you have to look at the quality (not quantity) of information.

Those books have tons and tons of filler. I mean, the most basic, simple information you can get free on the net anywhere. And then, when it comes down to specific ways of making money online, specific formulas, what do you think they have? Nothing!

Some people get fooled by quantity. They think that just because there are a lot of pages in a book, they therefore got their money's worth. That's like thinking that a five star restaurant is one that puts huge piles of food on your plate. You can do that at a buffet. But what is the quality of the food?

I want to explain the dynamics of my business, how I make money. Hopefully this will help you conceptualize your back-ends and how you're going to make more money than are right now.

### **AFTER THIS PRODUCT I HAVE SEVERAL OPTIONS:**

#### **1) The Cash Like Clockwork System**

(<http://www.cashlikeclockwork.com>)

This product is a compilation of an number of our products and allows you to save money buying them as a bundle. If you buy them individually you save a lot more than if you buy them as a bundle.

#### **2) The Amazing Formula In Depth Course**

<http://grabyourbonus.com/afreloaded>

Then, as secondary back-ends, I [automateyourwebsite.com](http://automateyourwebsite.com) and other offers.

I set those offers up on a sequential autoresponder, so they go out like clockwork on a schedule to all new customers. That would probably be the ideal way to do it.

After my secondary back-ends, I'll promote products from others on a highly selective, hand-picked basis. That means I'll look for products that aren't common knowledge and quite often that are new. That way, I'm bringing value to my customers by alerting them to resources they probably don't know about.

What I'm trying to do is show you the strategy I'm using in my business so you can create your own strategy.

I want you to have a strategy for your business. Aplan. Most every Internet marketing course I've seen just throws out a bunch of stuff you can do. But how does it all fit together in the big picture? That always bugged me! And how do the online methods integrate with the offline?

If you're running a one-person show, here's the formula I want you to consider using:

**One: Market an inexpensive lead product or service.**

My preference is to offer a product. But let's take the example of a friend of mine who writes ad copy. He doesn't have a product yet. So his front end is a simple free critique of a potential client's ad copy.

If you're selling online, your lead product should be under \$100, unless your target market gives you a clear and convincing reason to have a more expensive front end product. For some target markets, \$1,000 might be a cheap entry-level product. The idea is to reduce the initial risk of getting a new customer. Make it highly attractive for people to do business with you the first time.

Be careful about having too many inexpensive lead products. You can confuse people, so they don't know which one to buy. I've made this mistake in the past.

If you have a hot lead item, then you can roll it to the lists of other marketers on an endorsed, joint venture basis. That's easy to do online because all you do is start an associates program. Be generous sharing the profit with others on the front end. What you're after is the back-end sale. We'll talk more about rolling out in a minute.

**Two: Back end that front-end lead product or service with an expensive product or service.**

If that's all you do, you'll have a very profitable business if you can drive the traffic and volume on the front end.

**Three: After that, assuming you have a list size to justify it, make an offer to your list every week or so for additional products and services.**

You can do this weekly or in the least, 2 times a month. You can offer products you develop or ones that are joint ventures with other marketers.

**Important tip: If you work at a real "job" and you're trying to do this in one day a week, creating and promoting your own products may be too big a chunk for you. Some people make a very tidy supplemental income by building their list and promoting to it via associate programs.**

When I give you the advice to create your own products, you have to take that in the context of your available time and resources and your goals. If all you want is to

make an extra \$1,000 a month (or possibly a week), then there are others who have found success doing this by only promoting other people's products via associate programs.

On the other hand, if you can create one or two audios, a report, an e-book or some other product for your front-end, you can then use it to fuel back-end selling of other people's products.

Even though you can create products quickly, if you get five or six products going, it's going to be more than you can easily manage. If you're a part-timer, you'll almost certainly have to use associate programs for your back end.

That's OK. If you negotiate with other marketers, they'll let you sell their products to your list for a 50% profit. Why? Because these products are their front end. They want the back end.

You may be wondering how smart it is to introduce other marketers to your list who have back end products to sell. I say it's fine as long as you are basically non-competitive. You can even introduce competitors. But then you might want a share of their back end. The problem with that is it can be really hard to track.

Now, there are several formulas you can use to make your monthly sales. There are different formulas for online or offline offerings. Here's one that works with one online method:

- One: Start a free newsletter you send by email at least once a month.
- Two: Post that newsletter on a web site just as this one is.
- Three: Inform your subscribers by email of the new issue.
- Four: At the bottom of the newsletter issue, include the sales letter for your product of the month. Refer to it once or twice in the issue.

**Note: Do NOT make the newsletter a pitch for the product.**

Include valuable information in the newsletter. I'm talking meat here. Not fluff.

But at the end of the issue, post your sales letter. I've found it works better to have it on the same page as the newsletter. Others would disagree and say you should only provide a link. You can try both ways.

The reason you offer a new product a couple times a week is because that's when most of your bills and overhead expenses are due! What I'm saying is, with this system, you in essence create your own predictable income. The closest thing to a salary you'll see as a self-employed person.

You'll can also offer several freebies via an autoresponder, if you want. Why? Because your newsletter will be read by a number of people not on your list. And you want to get their email address so you can follow up and get them to opt in permanently to your email newsletter.

Now, there's another formula that can work too. The only problem with putting your ezine on a web site is that a lot of people won't click over to it. You'll get higher readership if it's all an email.

You can do several things. Have one article you send via email and then refer them to the web site for other articles. And you include your sales letter in the email.

If you have more than one article in the issue, you can summarize each article and include links. The way I usually handle it is to post the ezine on a web page but send an email with lots of bullet point teasers to get people's curiosity up so they'll almost have to click over.

Do you understand the genius of what I'm saying? It's nothing to build an opt-in list of 3,000 or 4,000 names. That is not a particularly big list. Others have as many as 80,000! I've even heard of one list that is something like 600,000!

But just a little opt-in list can potentially make you \$3,000 to \$4,000 every time you mail it -- if you offer a hot new product in the \$30 to \$97 range, and if you structure your ordering process and your marketing letter as I teach.

For one thing, you **MUST** have a secure server for people to order on. Extremely important. At first, I nixed the idea of a secure server. I didn't think it was any big deal. I **WAS WRONG!** A secure server in my experience makes a huge difference. Again, your web host should provide you with a secure server free or low cost. If they don't, get a new web host. This is essential for business. You **MUST** also accept credit cards. And you **MUST** allow people to order online.

The point I'm making is, things have not changed in the last 100 years! People were making money 100 years ago with the exact same formula I just gave you. They built a list of inquiries and customers and sold new products to it every month!

Let's look at the hypothetical numbers for the purposes of illustration: If you have 3,500 people on your opt-in list and 1.5% of subscribers buy a \$50 digitally delivered product from you, you have a total of 52 sales for a gross of \$2,600. If you get a 2% response, you'll have 70 orders and \$3,500. Increase your response rate, the size of your list, or the prices of your products and your profits obviously increase. And this doesn't include the profits you can make in Step Four, which I'll get to in a moment.

You'll notice I mentioned using a digitally delivered information product. Why? Because at \$50, you don't want to go to the expense of producing a product and shipping it. It's much easier and far more profitable to have a product you can email to your customers.

Obviously, you can sell ANY PRODUCT with this system. I have a personal bias toward digitally delivered information products because then your sales are almost 100% all profit.

I want to go on a little divergence here about ezines. It's something I haven't discussed anywhere else, and this is a convenient place to cover it. I don't publish my ezine anymore. I once had one. But not now.

Why? Because for me, I found that I attracted quite a few freebie seekers, people who weren't willing to spend even \$50 on a product from me. I found this out by doing a survey of my subscribers.

In addition, I don't have time to create the content. Some successful ezine publishers use articles from other marketers to solve this problem. That's one way to handle it.

I can also tell you, though, that I know people who have scientifically tracked the results and made twice as much money by pushing the opt-in list and sending out regular offers.

But my goal in having the ezine was to build an incredible list. You know what? You have to aggressively promote an ezine to get subscribers. There are some people who do it really well. But what I realized is this: I didn't need it.

I can create the traffic I need ten times easier using associate programs, submitting articles to ezines, buying banner ads, ezine ads, and the other traffic generation methods I talk about.

That's what is working for me right now at this moment. The thing about Internet marketing is it changes. Strategies change. The market changes. I remember when

the hottest way to make money on the Net was to spam people. Now you practically have a death wish if you do it.

All I'm saying is, if you're a one-person business, think twice before you hop on the ezine bandwagon. That does NOT mean you abandon OPT-IN Marketing. Please read that sentence. I don't want to get emails saying, "Why don't you believe in opt-in marketing anymore?" I absolutely do. Everything I've said about list-building is still 150% true.

Here's why: Instead of asking people to subscribe to your ezine, just ask them to subscribe to your mailing list and offer them a free report or some other bonus when they join.

Now, you have permission to send commercial messages without having to produce content. Of course, if you send out crap that doesn't create value, people will unsubscribe right and left.

But that can happen with an ezine. One time I worked my tail end off to create a killer issue. But when I sent out the notice that it was ready, I tried out a new mailing program and screwed up the formatting on the email. The lines didn't wrap properly. I had like 200 or 300 people unsubscribe because I sent out only one screwed up email.

It was at that point that I realized I was going to kill the ezine. That's how little value people were perceiving in it. I created only a slight inconvenience for them and they wanted off the list! I was shocked!

So anyway, for the right target market, publishing an ezine can be a real goldmine. But don't assume you should publish one. It may be just as effective to build your mailing list without an ezine.

### **How to Use This Formula If You Sell High-End Services**

You can use this formula even if you sell high-end services. How? By using your monthly info products as lead generators. A lot of times, the best way to get people to spend a lot of money on a service is to first get them to buy an entry-level information product that informs and educates about your industry, your company, and your products. So you use the formula exactly as I'm laying it out. The only difference is, you use the information product as a stepping stone to your higher dollar services.

One advantage to selling information products that are also lead generators is that your lead generation can become a profit center or at least self-liquidating. In other words, if you sell a product that zeroes in on your target market, every person who buys it just told you they are a prospect for your products. In addition, you can use the information product itself as a lead generator.

Let's say that you had a car dealership and you wanted to sell cars. Or you sell extended warranties on cars.

### **One More Example:**

My friend Declan Dunn wanted to do more corporate Internet consulting. So he created several e-books about making money with associate programs.

He used to sell the book through his own associate program and joint ventures. What he has found is that the book is an outstanding lead generator for his corporate consulting services. Now, with Kindle, doing this is a breeze.

The cool thing is that he used the basic principles I teach to create the book. I don't know if he was able to do it in under 10 hours. But I do know that by adapting elements of my system, he was able to knock it out quickly.

You can do the exact same thing. Create an e-book that gives great, very valuable information but that also promotes your other products and services. If you examine the books in the business section at your bookstore, you'll find that is what almost all those authors are doing. Their books are, in essence, their self-funding lead generation mechanisms. Not rocket science. But it does work.

### **How This Works In The Offline World**

There are many possibilities. In some ways it's a lot easier since you don't have to get people to "opt in" to be on your mailing list. Thank goodness!

I'm telling you, in some countries it's practically illegal to advertise. You can only use very limited direct mail. No billboards. Limited TV advertising. No telemarketing. Then they wonder why they have 10% and 12% (or higher) unemployment. They're making it way too hard to sell products.

Does it not occur to people that their jobs depend on someone selling something. So the next time you hear someone complaining about junk mail, think twice. Chances are, that junk mail is used by their company to make sales and pay their salary!

Now then, here's what you do off line. I'm going to give you a variety of options because every business is different. But here are several tested and proven methods.

### **The Free Report Method**

I have a client who uses this and makes \$7 to \$10 million a year with it. I wrote the sales letters that make it happen.

**Step one:** Offer a free report through speeches, classified or display ads, postcards, or references in articles you submit to magazines -- anyplace that targets your market.

**Step two:** Send out the free report and a sales letter. Either get people to call you so you can close them or do a total and complete sales job in the information you send.

**Step three:** Send repeat mailings until it's no longer profitable.

You can vary this formula if your purpose is to get people to call you so you can sell them over the phone. What you do in that case is send simple 1 to 3 page letters every 2 weeks or so. Then you go monthly. It's called "trickling" the prospects. You just keep watering them until they sprout and call you.

Another variation is to send out the report with the sales letter. And then after 4 or 5 days, if you don't get an inbound call, you call out to them. Your closing ratio will be lower than if they call you.

This works best if they're a warm lead. Maybe they heard you give a speech. Or the initial letter was an endorsed mailing from a third party.

This example proves my point that great money making ideas are simple. A few people who buy this product expect some fancy smancy high-tech ideas that are going to make them go "woweeee!" I could lay on the b.s. and give you something like that. And yes, you'd be really impressed.

But that isn't "real world." I want to give you real world methods. I've found that at heart the things that make people money are simple. A friend of mine has made a hobby of studying the methods used by the world's wealthiest people to make money. He found that the ideas used by people to get wealthy are (at heart) very simple.

### **The Closer Audio/Video Method**

You can also send people to what I call "closer" audios or videos. I did this a lot with one of my clients. We create an audio or video with great information on it but also a sales presentation for a product. Then we send out that audio or video. It can even be done as a webinar. That works really well if you have a product with a price tag of several hundred dollars or more.

### **The Success Letter Method**

Another type of letter you can use is called the Success Letter. In this letter, you trump a success you had and then offer a free report. This is especially good for professional services.

You just get your clients to mail or email it to their vendors and suppliers or customers.

### **The House List Two-Stepper Method**

Finally, for making sales to your existing customers, here's my recommendation:

1. Send a 1-2 page personal letter offering a free report. All they do is call your voice mail and leave a name and number.
2. Send a postcard that drives responses to a voice mail where they leave their info so you can send the free report/sales letter combo.

A lot of people call their sales letter a free report. I don't like that. Others have a sales letter that is 30 pages or longer on folded 17" x 11" sheets. It's so gigantic and long that it appears to be a special report. At least, there's certainly a case for it.

The alternative is to send a true report and a sales letter. I prefer this in most cases.

The only problem with postcards is that they get easily overlooked in the mail. If you use postcards, I suggest using the largest size you can mail without bumping up the postage. I haven't used these in awhile. But if I recall the size is 4" x 5".

And yes, for you skeptics, postcards **STILL** work.

A final strategy you can use is the free newsletter. You can have a free newsletter you offer that is one front and back of an 8 1/2" x 11" page. You send it out with a sales letter for a new product each month. The advantage of this method is that it's a real list builder. You get lots of referrals just as you do with a good ezine.

My perspective is this: I hate all that printing and postage. If you start doing a lot of print stuff, you're going to be forced to hire part or full time staff. That's why I took my business totally digital.

For me, email reigns. Now, I'm probably going to experiment with sending mail to my customer list. Not prospects but customers. I'd also like to try "The Ultimate Text Message Method" with my opt-in list. I collect email addresses.

I don't have time to try everything and neither will you. You have to get a few methods that work and use them.

Elsewhere I discuss tactics of automating your mailings. Automation can be tricky but also a lifesaver.

## Chapter Nine: Every Single Bullet in the Sales Letter -- Revealed!

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Bullet-by-bullet, here is everything  
I promised you in the sales letter!"**

**Y**ou know what I hate? I hate it when I buy a product and the bullets in the sales letter sound terrific. But I can't match up the product to the bullets. I read the product, go back to the bullets, and then think, "Did they read the same product I did?"

So I've decided to make absolutely certain you know the answer to every bullet. I've copied them all in this chapter, and I'm walking through them one-by-one.

The one thing I ask is that you carefully read what I wrote here. If you skim over this information lightly, you're going to miss a lot of points.

Enjoy!

**The simple system a friend of mine used to build a multi-million dollar business and then cash out for bookoo bucks. What it has to do with my formula.**

I covered this in the chapter on how friends of mine are making millions. He's the one who had the software business where he sent out 50,000 mailers a month and 1.25% called in and 10% of those bought the product.

What this shows is the potential and power of offline marketing.

### **REASONS WHY YOUR WEB SITE DOESN'T MAKE MONEY.**

I'm going to give you a few reasons here. I don't mean these to sound critical. On the other hand, I have to tell you the truth.

1. You do not have your own proprietary or exclusive product aimed at a specific target market.

2. Your graphic design looks unprofessional.

You need to test different home page designs. It makes a BIG difference. When I consult with people who have poor web site sales, I find that more often than not, the web site looks amateurish.

Opinions on web site design vary greatly. I know this. I judge design by one thing:

DOES IT SELL?

That's all that matters to me. I have people email me who don't like my home page. So what? It sells like crazy.

3. You do NOT have a killer sales letter that clearly presents the unique advantages you give to your customers. Your sales letter does not give enough information. It doesn't have an extensive bullet-listing of all your features and benefits. It doesn't give a price justification. It doesn't give reasons for ordering now. It doesn't offer free bonuses. It doesn't have a powerful headline.

In fact, it doesn't use ANY of the elements in my KSL formula.

4. Your web site is totally unfocused.

I've been guilty of this in the past. Right now I have one thing on my home page -- a sales letter. That's it! The more I test, the more I feel that anything else detracts from the sale!

How many other people are telling you this? The truth is, if you have deep pockets as some companies do, you can have a killer content-oriented web site with a vast array of services and products -- and you'll probably make a killing.

But even companies in the \$1-10 million annual sales range often don't have the time to put together and manage a complex web site like this. To do it right, you probably need to start by hiring a full-time webmaster. If you can't afford to do that, then I say simpler is better.

5. You're selling the same products as every other site on the web.

I already covered this in number one. But I'll repeat it. If you're selling the same products as everybody else with the same anemic and/or over-saturated sales letters and a batch of ill-conceived web design, you probably aren't going to make the money you want!

If you're a part-timer and just want to supplement your income, you may well have to promote products created by others. But even then, you can hunt down products that not everybody and their dog is selling.

One of the hard things for me is that when I tell people the truth, some get hacked off and angry at me. Why? Because I popped the bubble. The illusion. I didn't say what they wanted to hear.

Some people want to hear me say you can get rich in 5 hours a weeks selling products created by other people through web sites that look like crap on an advertising budget of \$100 a month.

But that's not real world.

Real world is, you target a market, create your own product, craft your own killer sales letter, test your sales copy and ads until you get some that work fantastically well, write articles for ezines (and use them for the search engines also), buy advertising, start your associate program and get out some free publicity.

Like it or not. That's the truth.

### **Actual examples of multi-million dollar online businesses using variations of my formula. How it's done in the real world.**

I have a whole chapter on these, so I won't discuss them here.

You can find the chapter by [clicking here](#).

**Automating your web site, order-taking, product fulfillment and follow up. What no one else is telling you is that even with that, they're STILL working 14 hour days! Why? I'll tell you.**

The key to automating your web site is through programming, either in "CGI" or "PHP". Other technologies do exist but those are the 2 most commonly used ones.

Most people have never heard of CGI or PHP and neither had I until I got involved in all this several years ago. In fact, it scares me that I know what CGI or PHP programming is!

But here's the scoop: CGI or PHP are programming languages. Put simply, it's a way to write little programs that make your web site do cool stuff.

You can automate just about anything on your web site using CGI or PHP programming.

For example, before there were cost effective sequential autoresponders I had a "script" or program written that sends out follow-up emails automatically to everyone who ordered my product. I could have rolled over the names and addresses to an aweber sequential autoresponder and used that to follow up. But then I would've had to pay a monthly fee for every list I set up. So for a few extra dollars, I had the system permanently automated and there's no monthly fee.

Of course that was years ago. Now I use Aweber.com for my sequential autoresponders and it's extremely affordable because they went from charging you a set fee every month for EVERY account you set up, and a fee for every message you sent out past the 7 free followups included with each account to giving you the option to set up as many additional accounts as you want, all for the one monthly fee.

Currently GetResponse.com does this as well, giving you the option to create "unlimited" autoresponder accounts. So they've become very cost effective lately.

AutomateYourWebSite.com provides the same and you can check these out in your 30 day trial of the Ultimate Automation service.

Now, don't run out and try to learn CGI or PHP unless your goal is to become a programmer. These aren't easy computer languages to learn and it's much simpler just to hire someone who has already mastered it.

What I did was post a project to RentCoder.com and I found a full time programmer there that knows CGI and PHP so anytime we want something done, he's just an email or phone call away.

**BE VERY CAREFUL ABOUT SCREWING WITH A SUCCESSFUL SYSTEM!**

I'm afraid that if I added these other whizbangs to the web site, it would detract from the sales letter. For example, I have a number of new testimonials that in my mind are much stronger than the ones in the existing letter. But when I say be careful about changing a successful system, I mean be careful about changing ANYTHING!

I don't want to change even one testimonial until I have the time to conduct an accurate test of a letter with different testimonials.

Does this contradict my advice to test new methods and procedures? Nope. When I have time in the future, or after the punch of my sales letter trails off, I'll go back and test against my control.

My existing sales letter is the control. You never change your control until you test a new letter that you're certain outperforms it. For example, I could write a new letter and post it on my web site for one or two weeks. I could measure the conversion ratio of it versus the conversion ratio of the control.

To test one letter against the other, you use a nifty program written in CGI or PHP that gives you **SPLIT TESTING** software.

A simple one that practically anyone can install themselves (it only takes a few seconds and if you know how to FTP and how to set "permissions" them you should be able to do this fairly easily yourself) is SplitTestGenerator from: (<http://www.splittestgenerator.com>)

OK. Let's talk about automating your order taking and fulfillment.

I take all my orders online. I used to take phone orders but I don't offer that outwardly anymore, although because I use PayPal AND have my own merchant account, I can process phone orders if necessary. The problem is, when someone orders by phone or by check, it makes it much more difficult to track where the order came from and to pay my resellers their commission.

That doesn't mean you should operate your business the same way. You may find that using a 24-hour 800 number to take orders pays off royally for you. In my case, it ended up complicating things.

The most important thing to have for your order taking is simply your secure order form. Before signing up for web hosting with anyone, I'd make triple sure you get secure ordering, and that they don't charge you extra fees for it (other than a nominal set up fee).

I'm trying Thrivecart to see how it works for me. It's a new thing for me.

#### HOW TO ACCEPT CHECKS ONLINE:

In addition to currently using PayPal to process most of my daily sales, I also have my own merchant account and through that account I accept online checks using the Telecheck system. (<http://www.telecheck.com>)

If you want a simple, easy to set up solution to accepting checks online then I recommend you use PayPal (<http://www.paypal.com>)

In addition to paying for a product using their paypal "balance", credit card or debit cards, the customer can also choose "Electronic Checks" as the funding source. That means they are paying for your products through their checking account with their local bank. But it all works automatically.

### HOW TO AUTOMATE YOUR DIGITAL DELIVERY AND FULFILLMENT:

In the past I digitally delivered most of my products and did that through a system that Rick Hanson custom programmed for me.

But as time went by, in the fight to reduce chargebacks and refunds, I moved to physically shipping most of my products on CD's. So I don't use Rick's system anymore. In place of that I've got a system that automates my member management, order forms, product fulfillment, customer databases and so forth.

If you're planning on digitally delivering your products then I recommend you use AutomateYourWebSite.com (<http://www.automateyourwebsite.com>) which can give the customer an "instant download" link to retrieve any number of different file formats, including "secure ebooks" that require a unique username and password to unlock them.

If you use AutomateYourWebSite.com then the digital delivery options are all automated for you. Just load your products into the shopping cart, specify which ones you want to digitally deliver and issue the codes for and the system takes care of delivering the products to the customers after they order.

There are tons of systems available now for "members areas." Digital Access Pass is quite impressive as is Wishlist Member, Memberium (what I use), Customer Hub, Member Mouse, Teachable, Thinkific, Learndash, Kajabi, Clickfunnels and, honestly more than I can keep up with. The latest thing is gamification and interaction using themes like Social Learner.

But I'm not sure it's necessary. Some of my friends use a simple password protected directory with 1 username and password for everyone, and it appears to work fine.

Because I know you're wondering about this, I'll just come right out and tell you that the reason I don't use AutomateYourWebSite.com for my product fulfillment, order processing and affiliate systems is that long before it came out, I was already on a

heavily custom programmed solution and processed my orders through Verisign's "Pay Flow Link" which isn't supported by AutomateYourWebSite.com.

Note: AutomateYourWebSite.com does support Verisign as a gateway but you have to be on the service they call "Pay Flow Pro".

The thing is, most people don't have four months and a substantial budget to do all the custom programming I did to initially put my systems together. It's all done for you in automateyourwebsite.com. But obviously, creating your own systems gives you more control and flexibility. Which is fine if you have financing, time and programming contacts.

But most people don't want to go through all that struggle. That is the neat thing about AutomateYourWebSite.com (<http://www.automateyourwebsite.com>) because it has a lot of features built right into it and they're always keeping up with the latest technology.

Later, you may want to create your own systems. But to get started in a hour or two, there's nothing like it! In addition, if you go with a custom solution then you're always going to have to pay a programmer to update the software for you and that can be very time consuming and costly.

### **Here's another tip on fulfillment:**

If you're going to ship out tangible products through a "fulfillment center" then you can set up your order form on AutomateYourWebSite so it'll email a copy of the order straight to the fulfillment department!

You can also work miracles practically using Shopify, and you'll want to check it out.

In the early days of selling the Amazing Formula I also had a couple products that I shipped out to my customers, so I found an independent shipping service around the corner from me. It's similar to Mailboxes Etc., but independent. I used to have them handle the shipping of the original "*Big Course*" when I sold the print version upgrade years ago.

I've recently switched to Thrivecart where they can automatically send DVD orders to Kunaki.com for fulfillment, which is pretty cool.

If you're a part-timer or you want to run your business by yourself, then you **MUST** automate your product fulfillment. You just don't have time to handle this aspect of your business. One of my friends hired a part-time person to come in every morning

and fulfill orders for him. You might consider this arrangement.

Here's the deal: You aren't going to run a multi-million dollar business in 4 hours a day. At least, I don't know anyone who does. People I know with million-dollar businesses work long hours. They have to manage employees, oversee the development of new products, put out fires with vendors and suppliers and umpteen million other things.

The flip side is this: Let's say you don't want to be a multi-millionaire. You only want to (potentially) earn \$100,000-\$500,000 a year. Then these automation systems can be all important to you. Especially if you're going to have no employees or only a few part-timers.

Now, I do know of one exception to this: I have a friend who did something very clever. He hired an ace management guy to run his business. He gives him a percentage of the take. I don't know what that figure is, it's none of my business.

But the cool thing is my friend gets to do what he does best -- create and promote his products. The management guy has to hire people, run the company and all that. At the same time, I've heard horror stories from people who took a similar approach without maintaining adequate financial controls. What happened is, they ended up bankrupt because the manager didn't do their job correctly.

If you try this approach, you need to work with a CPA firm and have them audit the books and deliver periodic and independent management reports to you.

The other thing I'd like to point out is that my friend has a simple business: He sells seminars, books and audios. If the management guy walks away, someone else could step in and run the business.

If you have a complex business, then you have to consider what will happen if your management person sets up a complicated system that ONLY they know about or understand, then walks on you. How will you handle that?

The answer is that you need to develop and **document** your SYSTEMS.

If you have something custom programmed then ask the programmer to DOCUMENT everything. From details on the secure certificate, to the MySQL databases and everything else in between, make sure someone else knows about it.

The same needs to apply to your day to day marketing. You've got to develop systems for your most crucial tasks.

An example of developing a system would be this:

Every month I write a 12 page newsletter that I get printed and mailed out to my Gold and Silver Milcer members. (<http://www.milcers.com>)

I have someone design the newsletter cover, then take my written content and format that into the newsletter template using Adobe InDesign. Stock photos are added to spice it up, then it's saved in PDF format.

We pull the lists of Gold and Silver members then format those into an Excel spreadsheet and send that with the PDF file to a printing company. They're going to print the newsletters then mail a copy to every person on the Excel spreadsheet.

**The "systems" involved in this process consist of:**

- Downloading the list of members and formatting the addresses.
- Filling out an order form with company details and payment information.
- Specifying whether we want a printed insert.
- Specifying what color ink we want to use.
- Specifying how many copies we need.
- Specifying if we want extra copies and if so, where do they get sent?
- Specifying what thickness of paper do we want to use.
- Choosing the type of envelope. 6 x 9 or 9 x 12 inches?
- Specifying whether we want printed envelopes.
- Specifying whether we want to use real stamps, or not.
- And so forth.

If the person that does this every month all of a sudden gets sick and can't be here, without a documented system, how is someone else supposed to know how to do the task?

Just finding someone to design the newsletter cover in Photoshop would be hard enough, never mind finding someone who knows how to use InDesign, knows which EXACT settings to use to save the newsletter in an acceptable print format and knows how to pull, format and send in the customer mailing list. Then they have to tackle the order form and know what to specify for each question, etc.

With a "documented" system (I prefer to do mine on video using Camtasia) all that person has to do is sit down, watch a 10 or 20 minute video that shows how the entire process is done, then repeat the steps.

You can document pretty much every system you've got. And using Camtasia (<http://www.techsmith.com>) you can record the screen activity while recording the audio, so it's a virtual training tool for anyone that has to take over anyone else's systems at the drop of a hat.

## **WHAT YOU AREN'T BEING TOLD ABOUT AUTOMATING YOUR WEB SITE:**

1. So far my experience is that anytime you're dealing with computers, nothing works without maintenance. It seems like every once in awhile something goes wacko in my system, and I have to get someone to fix it.

Don't expect it to always go smoothly without a hitch, even if you use the automateyourwebsite.com software. Servers do go down sometimes. Backbones go down. Things happen. Databases do get lost. (I've had that happen to me twice by one host in the last year.) The system has backups and all that. Anytime you're relying on someone else's technology, you lose a degree of control because you can't personally go there and reboot the server or fix the problem.

All I'm telling you is that it isn't all hunky dory.

It sounds like a dream -- everything happens automatically and you do no work. You just hang out on the beach all the time. That's the dream. But the reality is someone still has to answer emails. You still have customer service. You still have to manage the fulfillment of your product.

So what I'm actually saying is, there is no way to completely "auto-pilot" your business but there are certain things you can do to create systems that you can hand off to someone else (eg: your co-pilot) so they can run your business for you while you're free to work on new product creation, spending time with your family and doing other activities you normally wouldn't be able to do if you were

### **Need a merchant account?**

## **WHERE TO GET A MERCHANT ACCOUNT:**

What you need to decide before setting up your order systems and product delivery systems is whether or not you want to use a real full blown merchant account, or whether you want to use "3rd party" credit card processing.

Currently I'm putting 95% or more of my orders through a "3rd party processor", which is PayPal. (<http://www.paypal.com>)

The other processor I use is STRIPE. I love using Stripe for credit cards.

**There are things to watch for in getting a merchant account:**

**WHERE TO GET 3RD PARTY CREDIT CARD PROCESSING:**

If you plan on digitally delivering products then I recommend:

Clickbank (<http://www.clickbank.com>)

PayPal (<http://www.paypal.com>)

Stripe (<http://Stripe.com>) – I actually accept BITCOIN through my Stripe account now! The world is changing with all the crypto currencies.

Unless you have your own affiliate program already in place then I recommend using Clickbank. The benefit is there are tens of thousands of Clickbank resellers just waiting to promote your products through the Clickbank Marketplace. So it's like having your own built in affiliate program.

**HOW TO ACCEPT CHECKS ONLINE:**

In addition to currently using PayPal to process most of my daily sales, I also have my own merchant account and through that account I accept online checks using the Telecheck system. (<http://www.telecheck.com>)

If you want a simple, easy to set up solution to accepting checks online then I recommend you use PayPal (<http://www.paypal.com>) or Clickbank.

Update: Through Clickbank you can actually take "PayPal" orders now. Just check off the types of payments you want to accept when you sign up.

With PayPal, in addition to paying for a product using their paypal "balance", credit card or debit cards, the customer can also choose "Electronic Checks" as the funding source. That means they are paying for your products through their checking account with their local bank. But it all works automatically.

The only drawback is, if you're digitally delivering products you need to keep in mind that most e-checks from US customers take 3 to 5 days to clear. It's about 7 to 10 days for International customers.

With Telecheck they would honor the check and if it didn't clear, they'd let you know and hit you with a "bad check" fee of a couple bucks. Of course once the digital download is complete there isn't anything you can really do if the customer's check doesn't clear. Unless you use secure ebook delivery, in which case you can remotely disable their product code and they won't be able to use it again until it's paid for.

With PayPal I've had great success using the e-check option because in the last 3 or so years I've been processing on that system I've only had 1 or 2 checks not clear. And if they don't clear, you don't ship the product out and you don't have to pay any fees so there's nothing to lose.

## **All about Affiliate Programs**

First it was search engines, then everyone started jumping on the associate program bandwagon. But is there a lion lurking behind door number two? You'd better find out before you go charging through.

I have a whole section on affiliate program marketing in the "bonus" section, so I won't cover the topic here in-depth. But I can tell you that the first thing you should know about associate programs is I'm convinced you should have one.

Don't let the potential pitfalls scare you away. I've built my entire business not on the search engine model but on the affiliate program model and it's helped me generate over 2.8 MILLION unique visitors to my web sites since I first came out with the Amazing Formula!

But when I talk about "lions lurking behind door number two", I'm referring to:

1. Distributors (resellers, affiliates or associates) who spam an offer with your URL.

That's one I worry about. The way affiliate software works, every reseller promotes your products using a URL that's hosted on YOUR server. If just one of them spams using your URL, your web hosting will likely be shut down without warning and you're up a creek -- overnight!

What really sucks is that hosts have zero understanding of the problem. If you're lucky, you get one warning. What I'm doing to protect myself is setting up a duplicate system using another host. I have set up extremely clear no spam guidelines for my affiliates.

2. Ultra-fast growth you aren't ready for.

If you can't handle 100-200 orders in only a few weeks, you better think twice about launching your program. There's nothing worse than launching a product on an untested system and running into problems.

No matter what, you can't ask prospects to come back at a later date when your systems are up and running if you just sent out a special promotion announcing your new product and your secure server crashes or your host goes down.

### 3. Order-tracking and commissions.

You need to sign up with one of the software programs that automates all this for you.

I talk about this topic further in the free bonus chapter on associate programs. But let me cover a few thoughts here.

When you launch your program, sales could take off virtually overnight! If you don't have your systems in good operating order, you could have some real headaches ahead!

You also had better set up your program with software that automates all the order-tracking and commissions.

The great thing, though, is you can have your associate program, autoresponders and everything else up and running in only an hour or two with new software. It won't take you four months like it took me.

The only hold up is if you don't have a merchant account to process your orders for you. You have to be able to take credit cards. To solve that problem you can just sign up for a PayPal Business account and get set up in a few minutes.

If you decide to go with a full blown merchant account then please keep in mind that they'll try to sell you a shopping cart program. That's part of their profit center.

Just about anyone you sign up with is going to do this.

The thing is, none of the shopping carts have the built-in autoresponders, customer database, ad tracking, coupon modules, questionnaire, affiliate program and everything else that [automateyourwebsite.com](http://automateyourwebsite.com) has.

In my opinion, the benefits of starting an associate program far outweigh the deficits. But you need to have your ducks-in-a-row (at least reasonably so) before starting.

Using services like Clickbank, JVZoo and WarriorPlus, you don't even need your own software. All you need is a Paypal account and you're good to go.

Now listen up: IF YOU ARE CONVERTING 1% TO 2% OF YOUR UNIQUE VISITORS TO SALES, IMMEDIATELY ROLE OUT YOUR AFFILIATE PROGRAM. DON'T DELAY.

You may very well have a (potential) gold mine waiting for you!

## **NEW HI-TECH METHODS AND STRATEGIES YOU CAN MAKE MONEY WITH.**

This was NOT a bullet in my sales letter. I never promised you my formula or anything in it was new. What I said in the very first sentence of the letter is that "I stumbled across a VERY SIMPLE formula that sells products like crazy."

That is 100% true. Let me say this: What you need in order to make more money is NOT something new. What you need is a better, more in-depth understanding of the in's and out's and subtle nuances of THE FORMULA.

"New" does not make you money. THE FORMULA is what makes you money. To me, it's like a martial art. Any beginner in karate can say they know karate and that it's nothing new to them. True?

But what chance do they have against a ninth degree black belt? It isn't knowledge that makes you money. It's mastery. If all you do is learn one subtle nuance to THE FORMULA that you didn't know when you read it, that should be worth far more than \$79.00 to you in only a few weeks.

The question is, do you want to be a ninth degree black belt or do you want to be a formula hack who thinks you know it all?

I'm about mastery. It's the fundamentals that make you money. But not knowledge. Mastery. Every week I learn a new nuance of the formula. Every week I get new insight into my target market that helps me write a better sales letter. Every week I find out new ways to to be a better marketer.

In a lifetime I'll never master the formula fully. The formula is NOT about the latest technology. That's an aid to using the formula. But the formula is about PEOPLE and PSYCHOLOGY! And it's about simple ways to generate leads, make sales and work your back-end.

If you're searching for some "new magic bullet" that will make your sales go bonkers, then start a two-tier associate program! But not that nor any other new technological method will explode your sales without a mastery of the formula.

OK. Now that I've got that off my chest, let me give you a few resources that you probably don't know about. I don't know if these will qualify as new to you. Again, new is NOT what makes you money. But these resources will prove helpful to many readers.

### **My single most powerful marketing method**

Have your customers, vendors and suppliers promote your product to THEIR customers, vendors and suppliers. This is the single most powerful method I could ever give you.

Want to make a great networking contact? Always get a customer, vendor or supplier to introduce you. Want to get your son or daughter a job? Get a company's best customer to introduce your child to the decision-maker. Want to get an appointment without hearing no? Get a vendor, supplier or customer to introduce you.

Want to make money fast? Get a company to endorse your product to their customer list. How do you do that, you ask? The how is not nearly as important as the motivation and determination. One of my friends wanted to do a joint venture with a newsletter publisher. They turned her down. She sent them testimonials every day for two weeks until they relented.

A guy I know just thumbs through a magazine and starts calling the big advertisers offering to do a joint venture. Out of 10 or 20 calls, he always gets a few green lights.

### **How one of my friends built a multi-million dollar business using dirt cheap direct mail.**

You'll find this in the "People I know who sell Millions" chapter.

The short version goes like this: He mailed out a consistent number of self-mailers every month that drove inbound calls. His sales reps pitched a high-ticket software product and closed the sales.

That was the whole business. I had a consulting client who used the same system in a totally different industry. Except he sent out a 2-page letter instead of a self mailer. His sales people worked on a 10% commission. No salary.

The heart and soul of any business is the lead generation and conversion system or systems. The businesses I see in the one to five million dollar range mostly rely on only one lead generation system that they work consistently and with skill.

A lot of these businesses generate inbound phone calls to sales reps who work on straight commission, draw against commission, or a combination of commission and salary. You also need a high-ticket item from what I've seen.

On the low-end, I've seen this system work with a \$50, repeat purchase. I've seen it work with a \$600 product. And I've seen it work with \$2,000 and up products.

Have you ever bought a package from an infomercial person? Several of them use outbound telemarketing to convert their back end. What they do is call up and offer to play a 10 or 15-minute recorded message from the infomercial guru. Then the sales rep comes back on the phone to close the deal.

### **How I have helped my clients make millions of dollars. Secrets you can take to the bank.**

Listen up and listen good: Often the greatest moneymaking ideas are extremely simple. Making money is deceptive. The ideas that make money are usually simple. But it's human nature to think it has to be complicated. That's why I cover some of the high-tech stuff in this product. But spend a lot more time focusing on ideas and strategy.

Let me give you several illustrations. One thing I did with a client is conduct in-depth interviews with satisfied clients on audio. We sent these audios to prospects who called about the program. The interviews were amazing.

Obviously, otday you'd just sticke them on Youtube on on your blog. CD's NOT needed!

Your clients will say more incredible things about you and your products than you would ever dream of saying. Plus, the addition of the audio component adds credibility. It's one thing to read a testimonial and another thing to hear it in the person's own voice.

Why? Because the written testimonial could be fake. But the audio testimonial carries much more credibility. One of the things I've done on many of my sites is to add audio testimonials.

I think it's extremely powerful.

I've just given you a very powerful but simple idea. Yet, I know I'll have 1/2 % of the people who buy this product say they didn't learn anything from it. I'll bet you anything they don't have audio testimonials on their web site. Or video testimonials. See what I'm saying? The ideas that make money are simple but they have to be executed.

It's much more appealing to look for the "magic bullet" that makes millions in ten hours a week with no effort, no money and no intelligence. I don't sell magic bullets. What I do sell is marketing that works. And I take out all the complexity and give you the simple things that make it happen.

Another thing I might do with a client is simply orchestrate monthly or weekly mailings or promotions to the existing customer base. It's easy for a business to get so caught up in running the business that they neglect the easy money. I look at a business, locate the easy money and put together a promotion that turns the opportunity into cash.

Of course, the number one thing I do for clients is help them articulate their sales proposition in letter format using "The Formula" I explain in another chapter. This blows people away. Few businesses have ever seen a sales letter that compellingly and convincingly paints a multi-dimensional picture of the benefits of their product.

What cracks me up is that an occasional person "pooh-pooh's" the formula. They think that somehow it needs to be more sophisticated, complicated or convoluted. They don't have any clue how powerful it is or how much money it has made me.

And it isn't just me. I've had customers and friends also experience excellent success with it. The challenge is that some people want things that don't exist. They want "magic bullets" that you just add water to and make millions.

My friend, there are no magic bullets other than this . . .

Matching the right target market with the right offer and the right letter can haul in millions of dollars. If you don't believe me, just check out the mailing lists available

in the Direct Mail Rates and Data at your library. You'll see thousands of lists that have generated a million dollars or multiples of that in sales.

There are also online directories of mailing lists available now.

The most profitable thing I do now for clients or likely will ever do is create sales letters and/or promotions that turn prospects into buyers and that get customers to buy again. Sometimes I'm very non-traditional about it.

For example, I may not always use a sales letter. You can take the psychology I give you in "The Formula" chapter and use it as the outline for an audio interview.

I did this with a client recently. I interviewed the company executives about a new product. We recorded the interview and then sent it out to the customer list with a cover letter. I got this idea from another marketer who sends out audio instead of sales letters.

If you can't write worth a flip, then try recording audio using SoundForge or some other audio recording software program.

By the way, when I say I helped clients make millions of dollars, I'm not implying it resulted solely from my letters and strategies.

### **Where's the traffic? Where's the money?**

**You've tried traffic exchanges, links pages, reciprocal linking, free classified ads, paid ads, submitted your web site to a zillion search engines, posted online in forums and you've sent off articles to every ezine you could find.**

**So when do the good times roll? Where's the traffic? Where's the money? How come there's trouble in paradise?**

Here's the thing: You have to generate volume. Hit-and-miss, spray-and-pray spaghetti marketing (where you toss it against the wall and see if it sticks) won't cut it. You have to pick a few methods and excel at them.

In the traffic generation chapter, I've laid out an action plan for you to follow. I've saved you a whole lot of time by giving you only the things I know work.

I know that submitting ads and articles to ezines works. I know associate programs work. I know that writing keyword-rich articles and submitting them to search engines works. I know free publicity works. I know that buying banner ads on private web sites works.

One of the frustrations I have is that some people don't listen. For example, they buy banner ads on a poor-quality banner exchange and then complain because "banner ads don't work for them." But I said to buy the banner ads on highly-targeted private sites. And you need to find sites where you can buy 100,000 impressions at a time to get your volume up.

I know that having other people email your sales letter to their customer list can create immediate and dramatic sales. I know this as a fact. I also know that you'll probably never get those JV's set up until you sign up for a quality associate software package.

The big traffic today comes from your affiliate program, Facebook ads, Youtube organic and paid, content marketing and Google Adwords.

These are the main things you should consider or focus on.

### **The one page builder I recommend**

Page builders have come a long way since the html days.

I love Thrive Content Builder, Clickfunnels, Convertri, Instapages, Profit Builder, Instabuilder and other modern page builders (too many to mention).

They all are pretty incredible.

### **People I know running \$4,000,000+ a year web businesses and how they're doing it.**

I cover this in the "Friends who make millions chapter." There are several things you'll find here:

1. A guy or gal with a staff of 10-20 people. He or she works 10-14 hours a day to make the business successful with the ultimate objective of selling out or better yet, going public.

The business is built around only a handful of products. Typically, you need a back-end ticket in the \$1,000 to \$2,000 range to reach the big dollars. Either that or you need a way to drive huge volumes. In the old days, people did this using spam. Those days are way over now. To sell \$1,000 and up products, you usually need to drive phone calls to inbound sales reps or hold conference calls.

2. The business that uses the web to expand. It's easy to find examples of this. For example, I know of a major magazine that leverages from print to the web. Nearly any business spending major bucks on print and TV advertising can get more results with a web site. Unfortunately, most people don't have the luxury of starting with a multi-million dollar business that can use traditional media to drive traffic to a web site.

### **How a friend of mine gets 10,000 hits a day to his web site!**

**Here's the deal:** He has developed a way to get 40% to 50% response to a certain type of email that people will pay through the nose for. This figure is astounding. Hardly anybody ever gets that kind of response.

My friend who does this barter this particular email service for free advertising on extremely high profile web sites. His ads are all over one enormously popular web site. He told me he gets 10,000 hits a day with this method! He saves TONS on advertising costs. I tell you the secret behind his incredible response rate. For \$250 you can use his method. This has NOTHING to do with spam, by the way. Relax, it's totally above board and in high demand.

He has a software program that lets you sound out a survey and then tabulate the results. The trick is that when you return the survey via email, you're immediately provided a graph that shows how everybody else has responded to the survey questions. He gets a 50% response because everybody wants to know the survey results.

Now, I don't know if he's still doing this. But in the past, he bartered his survey services in exchange for advertising on major sites. One extremely popular site has his banner ads everywhere because he does surveys for them. The thing is, mail surveys are extremely expensive. For one major online company, he sent 80,000 surveys to their house list and got 40,000 returned. To get 40,000 responses through traditional mail surveys would cost tens of thousands of dollars. That's why he can get the free advertising.

I would tell you the name of his software program. But he probably doesn't want anyone knowing that he bartered services for advertising. So I really can't reveal the name.

### **Multi-step marketing: What works and what doesn't. Why?**

The first thing that works is target marketing. You have to target your market. The reason you use multi-step marketing is to save money and increase your chances of success. In exchange for doing that, you sacrifice volume.

In multi-step advertising, you run an ad that gets people to write, email, sms or call for a free report. Then you send out the report and your sales letter. If the product is a big ticket item or has a big back end, you'll typically send out 3 or more follow up letters to inquiries.

In order to target your market, you have to throw out your line and bait where the fish are. For one thing, you need live fish. That is, fish with money. If you're trying to fish dead, broke or dead broke prospects, you're going to go home empty handed.

Do the people you're selling to have money to spend? How much? What are their incomes? Do they spend their money on products similar to yours? Are there enough fish in the pond to feed you? You need a target market large enough to support you.

For example, a guy I know does a lot of direct mail to cold lists (that is, lists of names he rents). He always looks for a list with at least 100,000 names. That way, he knows if the mailing is successful, he's going to make a very nice chunk of cash.

Another thing that works is using sales letters that tap into the psychology of your target market. People should feel like you've been reading their mail and listening to their phone conversations. That's how well you should know your target market.

The more you understand the feelings and emotions of the people you're selling to, the better off you are. Then you have to use that information in your sales letters.

For example, one client I have sells to a particular sub group of professionals. We know everything about them to the 9th degree. We know their career path. We know their fears. We know the most common psychological problems of people in their industry. We know the suicide rate in their industry. We know how much money they spend annually on the type of product we're selling. We know how much money new people in the field earn. In fact, there's almost nothing we don't know about them. We know every major business problem they have in order of importance.

Do you know how easy that makes it for me to write sales letters? You should select a target market where you can tap into the psyche of your prospects and customers in the same way.

I can give you all kinds of tricks, gimmicks and secrets. But that isn't what makes you successful in direct marketing. It's understanding people. Solving their problems. Knowing what they want and giving it to them.

But the sad thing is, a lot of people only want a magic bullet. They don't want to know the truth. I've had other marketers tell me, "Marlon, you need to sell a magic bullet. That's what people want to buy."

A magic bullet is something that requires no work. You take it and all of sudden it does something magical without any effort on your part. Now, I just told you to sell people what they want. But that has to be balanced against ethics and good taste. If I sell a magic bullet, then I'm lying. That's against my ethics. I hope you're looking for real world information and not illusory magic bullets.

A lot of my competitors are all too happy to sell magic bullets. This is the magic product. This is the magic ad. This is the magic web site. Give me \$1,000 or \$5,000 for it and you'll be rich.

I couldn't sleep at night doing that.

In several places of this product, I've talked at length about how marketing is like fishing. I've talked about the importance of the pond you're fishing in and finding the bait that the fish bite.

Everything else I talk about in this product is probably window dressing. If you understand (and I mean really understand) the fishing analogy, then you've GOT it. Everything else only speeds your learning curve and helps you avoid mistakes.

**The Ideal Business: How to turn what you know into cash. Speaking. Writing. Information products. Secrets you should know.**

I've already talked quite a bit about the business of selling information. Information products are built around helping people solve problems and get results. That applies to speaking and consulting also. It's all about solving problems and getting results for people.

It's a piece of cake to go in a studio with a transcript and record an information product. In the past, I recorded products at home. No big deal. You can create informational products on audio quickly. I'd highly recommend you do this BEFORE you write a report or manual. First find out if you can sell an audio that you recorded in only a few hours.

The real key is simply to know which problems and results people are willing to pay to solve and achieve. Just because someone has a problem doesn't mean they're willing to spend money to solve it. A lot of times people deny they have a problem. Or they think they know how to solve it.

So how do you know what problems people will pay to solve?

- a. Ask them through a survey, focus group, or telephone interviews.
- b. Look at the products they're currently buying. If they're already buying products centered around a specific need, you might as well join the party!

The speaking industry is huge. If you live in a large city, you'll have a local group called "The National Speakers Association." They have helped many people launch careers. As far as polishing your skills, I highly recommend Toastmasters groups. You probably have 20 or more right in your city. They're inexpensive and fun ways to hone your skills.

But one of the best ways to use speaking is as a lead generator. You give a speech for free (or low cost) to an association. Then you offer to send out a free, problem-solving report in exchange for a business card. You then send out the report and a sales letter with it. After that, you can keep sending trickle letters that prod the prospects to call in. Or you can make outbound phone calls.

One of my clients built a multi-million dollar business using seminars as a lead generator. If you get just one technique like this and really specialize in it, the results can be very powerful.

Here's an interesting observation: Most of the businesses I know of doing in the range of one to ten million a year have one primary lead generating activity they concentrate on.

I'm going to make a suggestion here that not many people will appreciate. If you're really a Player, if you're looking for simple secrets that work instead of complex garbage that doesn't, you'll totally get off on this.

There's a guy named Ben Feldman. I believe I've talked about him elsewhere. He boils down money-making and selling to its absolute simplest essence. That's genius to me.

Genius is taking the complex and making it simple. NOT taking the simple and making it complex. *Guinness Book of Business* has called him the greatest salesperson in the world.

In *Ben Feldman's Creative Selling* here's what he says:

*So one of the keys to selling is simply to look for the problem. If I could find a problem that's going to cost you or your family money, you need insurance. Make sure that you have found the problem, that you recognize it, that you understand it so well that you know the price of doing something about it, and the price of doing nothing about it. I will show you that by doing nothing it will cost you dollars, but by doing something, it will cost you pennies. So find the problem...Explain to the man that there's a price tag on doing something, and there's a price tag on doing nothing. The price tag on doing nothing is a lot higher in the end.*

The thing about Ben is he made selling insurance sound like poetry. He makes it very simple. I wish I could quote more from the book. If you're really a Player, I recommend you read his book. You've never heard any insurance person ever talk about the product the way Ben does. It's sheer magic.

If you contemplate the above quote, you'll see that Ben used my dollars-for-dimes philosophy to sell insurance. And the interesting thing is, the same concept can sell many products -- including information...and many more.

**What are the secrets behind the people who have million dollar home-based businesses?**

**Here's what I've found out from people I know personally. By the way, I do very well. But being a millionaire isn't my focus. I'd rather be on the beach in Kauai.**

See the chapter on my friends who have million-dollar businesses.

**How corporations with established product lines can take advantage of my formula**

This is important. I know I've spent considerable time talking about the benefits of creating your own products. But let's say you've already done that. You're a multi-million dollar corporation with established product lines. How am I going to make you money?

Here's my advice:

1. Write a sales letter for an entry-level product or service and feature it on your home page. Either that, or write a sales letter that convinces prospects to send an email requesting a contact by a sales rep. The focus of your home page should be a specific action you want the prospect to take.
2. Offer a free report or ezine to build your opt-in list. Send out special offers to your list. Cultivate it. The same thing goes for your snail mail list. I've found that as incredible as it sounds, many companies don't extend regular offers to their customer lists. If I do nothing but convince you to use sales letters and to send regular offers to your customers, that translates into big bucks for you.
3. If you don't conduct surveys before you launch new products, start today. Never launch a new product without first doing market research and surveys to allow your customers to select the one product they want most. I suggest you survey product ideas in groups of twelve.
4. Get up-to-speed on associate programs. You should have at least one entry-level product you sell through an associate program.
5. Use banner advertising to sell an entry-level product or to generate leads. If you have high-ticket items as you almost certainly do, then this should be very profitable for you.

**What to do tomorrow morning to begin selling your products like crazy.**

If you have a list, it's easy. Send a mailing to your customer and prospect list. Piece of cake. If you don't have a list, then see if you can find someone who does and wants to split the profits with you 50/50.

Actually, if you have a good back end, you can afford to give a joint venture partner up to 100% of the profits. Why? Because all you want is the back end anyway.

Elsewhere I tell the story about my friend who built a highly successful business by letting a company sell his book and keep all the money. All he asked for was the names and addresses of buyers so he could solicit them for his back end.

Also make sure to check your Countries laws against sending Direct Mail, if the customer asks to be removed from your list. In the USA there are no "remove lists" for Direct Mail, but if someone asks to be taken off my direct mail list I do remove them.

Here's a quick start plan of 3 ways you can potentially make money quickly.

1. As I just explained, If you have an opt-in list then mail them an offer. A client of mine started a weekly program that has turned out to be quite successful. Each week he sends updates to his customers and with all the email spam and junk lately, his messages are guaranteed to get noticed, whereas email delivery is sketchy at best.
2. If you have your own product and a proven sales letter, do joint ventures with other companies to their mailing lists. You can do this tomorrow morning. Locate web sites or full-page magazine ads that sell to your target market. Call the business owner on the phone and propose a joint venture.

For online selling, I've found the simplest way to accomplish this is by starting your own affiliate program. It only takes a week or so to get a program set up. Before setting up my affiliate program, I didn't have a lot of success putting together joint ventures. I'm not sure why. But when you start an associate program, it can happen automatically for you.

3. Do a video for Youtube and post daily. You can also post it on Facebook.
4. Learn how to buy Facebook or Google ads. Facebook is easy to start with if you pay really close attention to their advertising rules.

**How to ratchet up the formula using free publicity, multi-step postcard campaigns, multi-step sms campaigns, and no spam email marketing.**

Let's see. I have a chapter in the bonus information on free publicity and another one on using direct response text messages and Facebook Messenger. I also talk a lot about building a list and sending out regular email promotions. Here are a few thoughts about multi-step postcard campaigns.

If you have a list of customers, one way to promote a new product is to send out a postcard that invites your customers to call an 800 number to receive a free report.

You can send out a short one or two-page letter or a postcard. Postcards are cheap and easy.

I also know of one company that used this method on a mass basis to obtain leads from cold list rentals. They sent out a very simple 3" x 5" postcard that invited people to call for a free report. Then they sent out a big kit of information.

The trick is, their product sold for \$10,000. It's hard to make money with direct mail on a product under \$100.00. And if you're using a two-step postcard method to a cold list, your product better sell for \$300, \$500 or more.

Otherwise, you might as well just try to make the sale in a single-shot mailing. The concept behind multi-step marketing is this:

If you sell a high-ticket item, you usually need to send a heavy-duty sales kit to your prospects. This often includes a video or audio, lengthy sales letter or report, brochures and other materials.

Since you can't afford to send an expensive promotional kit to every prospect, what you do is throw out bait that gets a bite. When you get a bite, then you send out your promotional kit.

Your initial bait can be anything from a one-inch ad to a column or full-pager. You can also send out postcards or one-to-three page letters. I've used all of these methods before. You can put a free report offer on a postcard and mail it out to a targeted list and do quite well with it, assuming you hit your target market in the bullseye.

### **Here's a cool trick you can use if you're in a service business:**

You write up a simple 1-3 page case study/success story and mail it to a list of prospects. Offer a free consultation at the end. I've found that success stories are very powerful.

You can use the same basic approach to generate leads for a wide variety of products and services. You send out a letter with success stories and then transition to your offer -- a free report, audio, pre-recorded conference calls, audio CD's, phone consultation or something like that.

**Why you can be too smart for your own good. The way to get the sales you want and the profits you need even if you're a dummy.**

I'm a creative person. I'm an innovator. That's a good thing. But when it comes to creating and selling products, you can outsmart yourself. Why?

Because it can be expensive to blaze new trails. The highest probability of success is to look at what people are already buying and join the crowd. The ideal thing is to find a product making tons of money in spite of poor marketing. Sell the same thing but with better marketing.

If you create a new product unlike anything anyone has ever bought before, that's a very risky way to make money.

You have no clue whether people will buy it or not.

There's a fine line between positive innovation and risky trailblazing. I like to be on the cutting edge but not so far away that I'm deviating from currently accepted products.

**What to do when you work your tail end off on a marketing promotion and it bombs. My killer trouble shooting chart. Just follow the steps to success.**

See the chapter: Trouble-shooting chart

**Can you really make money like they say by placing a little classified ad in a newspaper and then buying ads in more and more and more papers? The truth will shock you!**

This method has a very low probability of success. I used to write ad copy for a company that did this sort of ad placement for people. Most ads didn't test out.

Why?

Because you're not targeting a market. You're paying to reach everybody and their dog and their cat! But only the people who own poodles are interested in your product. You're better off advertising in a magazine for poodle owners. Does that make sense?

If you sell products about how to make money at home, get good credit or get loans, you can advertise those things in classified ad papers. But those are also risky categories in that government agencies tend to view them all as scams. Be very careful.

My advice is that you advertise in targeted magazines, newsletters, trade publications and ezines. You can run an ad for your product or you can offer a free report. My approach would be to run an ad for the product initially. But then if that didn't make money, try the free report approach.

For example, you can run an ad like this for The Amazing Formula:

**Discover The Amazing Formula  
That Sells Products Like  
Crazy! [http://www.amazingformu  
la.com](http://www.amazingformula.com)**

What you do is run an ad like that in targeted publications. If you aren't doing this for your own products, you're missing out on easy profits. As a reseller, it can be profitable because few people do it.

The disadvantage is that those classified ads in magazines take 2-4 months to come out. It takes patience.

**Another great type of ad to run is the free report ad, like this:**

"Free report reveals how I make money online and you can too. Simple. Really works! Proof in report. <http://www.amazingformula.com/freereport.htm>"

I don't care what you sell. There is some type of free report you can write up as a lead generator. In the free report you give some information and then sell your product. It's a slam dunk once you learn the system.

The higher the dollar of the product, the more you need to tell.

This is why the modern method of sellinig big tickets has evolved to webinars and also 1-on-1 phone coversations.

Webinars are practically a whole science in and of themselves.

**Would you like to get 1,000 referrals at a time? Everybody knows referrals are the best source of new business bar none. But normally they just trickle in. I know one marketer who uses virtually this one marketing strategy alone and hauls in millions. True story.**

This is a simple thing: You do endorsed mailings to other people's lists. You send out a letter on their letterhead and in their envelopes that endorses you and your product. You enclose your sales letter. You split the profits 50/50. You can get thousands of referrals at one time using this method.

The key is to convince potential joint venture partners that it's in their best interest to work with you.

What you're doing is borrowing credibility. Plain and simple. Another business has established trust with their customers. When they endorse you, you get to borrow that trust. Very powerful.

When I first graduated from college, I paid my dues by working at several sales jobs. No one ever explained this principle to me. They never told me to ask a customer to send a letter of endorsement or reference to everyone in their address book or Rolodex™.

I was taught to ask for two or three referrals. How smart is that? What you want to do is go for the juggler! Go for the address book or the Rolodex™! If you're selling to a business with an accounts receivables list, you can go for that also.

On a smaller scale, try to always get introduced to people you want to strike deals with or make sales to. Cold calling is terribly inefficient. Referrals and introductions are a hundred times more powerful. But you need to go for them in giant clusters, not one-or-two at a time.

Mark my word: The fastest, simplest, easiest way to make money is to get other people to sell your stuff for you. That's the great thing about the [automateyourwebsite.com](http://automateyourwebsite.com) software.

If you don't have the merchant account, then I suggest you either contact a merchant bank and sign up for one, or take the much simpler route and use PayPal to take your orders for you. In no time at all you'll be ready to roll.

One thing to note is, if you sign up directly with a merchant bank then you can avoid paying the fees associated with 3rd party processing, however what I've discovered in

a few cases is the 3rd party fees can often be LESS than you'll incur with a merchant account and payment gateway.

For example, you can sign up with PayPal and with a business account you'll pay 2.9% on all funds you receive on domestic orders and (I think) just over 3.5% on International orders. Now on the other hand, with your own merchant bank it can often run around 4% on ALL orders. Then you have to consider gateway fees, chargeback fees and so forth.

### **What you need to know about using direct mail.**

Rule one: Do not create mediocrity when you can copy genius. (Don't violate laws. Copy ideas and concepts in a legal way.)

Rule two: Test small before you invest big. I had a client once mail out 30,000 copies of a promotion. I begged them to try 2,000 first. They refused. They lost money.

If you rent 5,000 names, mail 1,000 first and see if you make a profit or lose your shirt.

Rule three: The most profitable list is your customer list. (This is a derivative principle of TM in our equation.) Test new promotions to your customer list first. If your customers don't buy, neither will outsiders.

The big thing to know about direct mail is that if you're going to lists of people who don't know you, it's high risk. It costs you say \$800 to get a mailing to 1,000 people out on one list. But you had to rent or pay for 5,000 names. But you may have to test 5 lists to find a winner. And the chances of doing that are one in seven.

I'm painting a fairly accurate picture here. But if you really know your target market and are smart, you can put the odds in your favor. Still, you shouldn't invest your life's savings in one or two mailings.

On the flip side, you have the advantage of being able to generate huge volume. There are lists of targeted prospects who have probably bought products similar to yours with 50,000 to 500,000 names on them!

Imagine the volume you can generate on the front end!

Rule four: On cold lists, expect a response from a fraction of one percent to two percent. Try to structure your offer so you break even at .5% response.

Rule five: The riskiest thing you'll ever do is sell a new product to a new market you've never sold to before. The safest thing you'll ever do is sell an existing product to your existing market.

When I write direct mail for clients, I'm very careful about accepting jobs from companies wanting to sell a new product to a new market. Why? Because I know that more often than not the mailing will fail. I usually turn down jobs like this to protect my reputation. People tend to blame the ad copy writer even though it isn't his or her fault.

I don't think that making money sending direct mail to cold lists is easy. If you're breaking even, you're doing good. If you're doubling your money each time out, you're rich, assuming large enough roll out lists are available.

The good news is that if you're sending mail to your customer list, it should very easy. I know as a fact that most people don't mail their customer lists often enough. I don't. My clients don't. And I dare say you don't.

### **How to get rid of "your price is too high."**

What you do is use my dollars-for-dimes method. You have to demonstrate that you're offering dollars of value for dimes. One way to do that is to throw in high-perceived value free bonuses. Another way is to solve problems and get results for your clients that are extremely important to them. Also, in the ad copy section, I show you how to use the Bargain Appeal method. You have to show people why the price you charge is a bargain. You have to show them how they're getting at least a dollar of value for every dime they spend.

The way I look at it is if I ask a client to spend \$10,000 on a sales letter, they better end up making \$100,000 from it.

Another option if you encounter stiff price resistance is to offer volume discounts, assuming you offer a repeat-type product. This is a common tactic taken by leaders in a market when price becomes an issue.

### **My famous "Scruffy" method for overcoming sales resistance and getting people to buy today.**

Refer to the chapter on crafting ad copy.

## **Should you digitize your business?**

Refer to the chapter on automating your business. If you sell information products, I'm very pro digital. But you have to assess the impact on your back end. I have to make digital products a lot better than print products. I could have a quarter of the information in this product and send it to you in print and have under 3% refunds. Why? Because it's such a big hassle to send something back through the mail.

But with digital products, all you have to do is ask for your money back.

I've found that print products do have higher perceived value. But it's much simpler and easier to sell digital products. You just have to work harder on the product creation end. The same applies to products shipped on CD's.

The big drawback to selling digital products is you don't have a signature when people claim they didn't order your product.

When we ship out products by Fed Ex, we have an actual signature on file which is your "proof of delivery" in case they contest the charge. But using PayPal in the last 3 years I've only ever had something like 2 or 3 chargebacks.

### **How the formula works in both online and offline environments.**

I've covered this in detail in each chapter. The formula works offline and online for any business that has to generate customers. Why? Because ALL businesses must target a market. I don't care if you're in MLM or you're an architect, dentist or plumber. All businesses should make it easy for customers to do business with them the first time. All businesses should have an attractive entry-level offer. And so forth.

I don't care what business you're in. You must target a market of some sort. You must generate prospects and leads. You must sell a product using some form of my KSL psychology. You almost always must make money on the back end.

The KSL psychology applies to verbal sales presentations as well as print. It isn't just for sales letters. It's a sales psychology. A process.

The one difference is that in offline marketing it's very common to sell products that are not your own. You can do that online too. But in my experience, in both cases it's better to have an exclusive on a product.

You don't have to invent the product. You just have to convince the product owner to give you an exclusive on marketing it. One way to do this is to find products that haven't been marketed in five years or so.

The product owner is making no money on the product. So any money you can make him or her is pure gravy. You can find these products by looking in magazine issues of your target market that are five years old. Find products that are no longer being sold. Ask the product owner for a 1-year exclusive, renewable if you hit a minimum sales target.

What do they have to lose? They aren't making a dime on their product right now!

### **Secrets of ad copy that sucks up cash like a Twister on steroids!**

There are a lot of well-intentioned people on the Net who sell information on how to write ad copy. Fine and dandy. But they've never written for a client before. Not once. I get paid as much as \$12,000 in 3 days to write. I'll tell you what really works in simple language you can understand.

I have a master's degree in psychology. I use all kinds of psychology when I craft my letters that soak up cash like wild. I take you deep on the inside and reveal secret strategy you won't hear or read anyplace else.

Refer to the chapter on writing ad copy.

### **A super cool program that automates all your follow up for you.**

**A super cool program that automates all your follow up for you. People fill out forms at your web site. Zap. The data goes automatically into a database. Boom. Your sales letters zip out without you ever raising a finger! A true thing of beauty!**

**This is a new service.** Go to: <http://www.automateyourwebsite.com>

It's very cool. Be sure to try out the free demo before spending your money. Just make sure it works for you the way you want it to. If you need an alternative, check out <http://www.aweber.com> for easy to use sequential autoresponders.

We also recommend <http://www.getresponse.com>

Jimmy Kim has Sendlane. My friend Chris Lang has Send13. There are really so many options today. Active Campaign. Covert Kit. The list goes on and on. They're all pretty fantastic compared to what we had in the "old days."

**The Money Is In The List! Always remember that.**

**A woman I know works from home, spends only \$1,000 a year on advertising and sells a very healthy six figures plus of her products using her unique spin on my formula. Oh, did I mention? She does this while taking care of her kids and hubby. What's her secret marketing method? Could this be your "missing**

She does two things:

One, she's the person responsible for the [prcash.com](http://prcash.com) course. She's an expert at getting free publicity. She concentrates on using that one marketing method and then joint venturing with big marketers. She finds out what products they need, she creates them and lets big companies worry about how to sell them!

Two, she uses the "Big Boy" strategy I talk about in another chapter.

One secret trick she uses to get free publicity that you can use right away is to create and send out a "tip sheet." What you do is type up a list of problem-solving tips with a little introduction and then send it out by text or email to ezines, magazines, newsletters and, if appropriate, newspapers.

You can write these little tip sheets in no time flat. Nearly anyone with decent grammar can write them. Magazines eat these things up because of two things:

- 1. They're aimed at solving problems of their readers**
- 2. They're short and to-the-point.**

There are online services that will zap these things out for you in a heartbeat. I'm getting ready to do one myself. I'm going to pay \$250 for distribution to 1,000 media sources. That's a huge bargain!

I'm busy this week editing the product you're reading, so I'm paying someone \$200 to write the release for me. My costs will be \$450. The potential return is gigantic. I'm really big on free publicity as a promotion tool.

If you want, you can cut costs even more. My friend I told you about compiles her own media contact lists. You can easily do this online. Then she sends and mails her press releases. And, of course, she writes her own. That's the reason she only spends about a grand a year on publicity campaigns.

One of my marketing mentors has been hugely successful with free publicity. He sold literally millions of products with simple one-page press releases anyone with common sense could write. Come on folks, there are 300 words on a page! I know you may have a fear of writing.

But are you telling me it's beyond your abilities to get 300 words on a page! That's ridiculous. If you have a brain and didn't flunk high-school English, you can do this.

Here is the really awesome thing about getting free publicity. It's FAST! Getting to the top of a search engine can take a long time of testing and tweaking. You may never do it.

But with free publicity, you can write a press release in 30 minutes or one hour. It's just 300 words. one of the other PR services. They'll zap out your release for you in a flash. I would give you a URL but they change all the time. So a Google search is best.

Within no time at all, you can be getting action.

The secret to writing your press release is stating a problem, quoting facts that support the problem, quote yourself talking about how big the problem is, giving 3-6 tips on solving the problem then referring people to your web site or a discussion board for more help.

Is that rocket science? No it isn't. It's a formula anyone with a brain can follow. You hardly need a brain. If you can't manage to get 300 words on a piece of paper, [newsbureau.com](http://newsbureau.com) will write the press release for you for a reasonable fee! They send it out for you.

All you need to do is put up your web site.

And if you follow my formula, your web site will be simple also. In this case, the home page will have additional information about the problem and possible solutions. Then it has several links to your sales letter for your product or service that offers a complete solution.

## **Are you looking for a terrific product to sell that won't die?**

**Are you looking for a terrific product to sell that won't die? How about this? I found out about a guy who started a very specific kind of mail-order business. He thrived during the worst economic time of the last 100 years! It's evergreen and tailor made for the net.**

His name is George Haylings. He started the business back in the 1930's out of a tent. He ran the same business for 48 years! He thrived during the great depression of the 1930's.

What kind of business did he run? He sold books, manuals and courses through mail order on off-the-beaten-path ways to make money that he researched and found.

The way he found these businesses was by reading magazines and newspapers to look for odd ways people made money. He was a very clever man.

### **Here are a few of the titles he sold:**

- Little Known Ways to Lifetime Profits.
- Vacations Unlimited: A retirement kit comprising of a collection of treatises, plans, data and secrets dealing with early, successful retirement.
- 2042 Unique, Proven Enterprises
- 225 Secret Success Plans

What this shows, though, is that even in the worst of times, people will still spend money for ways to make money! Does that make sense?

He usually found businesses that were unique. In other words, where there was little to no competition. Most people don't want to get into a business where there is a ton of competition.

If you're looking for a business to start, then consider selling products and services that help other people make more money and avoid competition.

**A down-and-out insurance salesperson changes tactics. One crucial discovery gives him a billion in sales. He ends up buying the company he was working for. How I installed his system into my formula.**

See the chapter on Walter "Itsy Bitsy" Hailey for more information on this.

**I have a client who was a failure in selling. He couldn't sell anything to anybody! Then he discovered a marketing method that turned his life around!**

The method is called NEER™, which stands for "Naturally Existing Economic Relationships." The gist is that you want to get your customers to introduce you to those they have an economic relationship with -- either their vendors and suppliers (to whom they pay money) or their customers (from whom they accept money).

What you do is get customers to introduce you to their vendors and suppliers and/or their customers. You want to leverage off the credibility and trust that has been established.

The way I incorporate this into my formula is in the rolling out step. You go to your existing customers and ask if they'd like to endorse your product to their vendors and suppliers and customers in exchange for a percent of the profits or some other arrangement.

Here's why this works: If I send a direct mail letter to you cold, and you don't know me, then you probably aren't going to read it. You've never heard of me, so you don't trust or believe what I say.

However, if you have a business and your best customer sends you my sales letter with a note attached, you're going to read it. If nothing else, you don't want to take the chance of alienating your best customer. Does that make sense?

That's the basic principle. There are whole strategies and systems built around the basic principle. But at heart it's very simple.

All my client did was convince a giant company to endorse his product to their employees. In his case, they didn't get a commission. Instead, he provided the product at a discount so it came across as a perk or benefit to the employees.

What you have to realize is this: If you contact someone who has never heard of you before via email, mail, phone or sms, what type of reception do you think you're going to get? Usually you're going to get the cold shoulder, right?

That's why you have to pre-heat your contacts. You can do this using the vendor/supplier referral method, by having contacts send pre-heat literature kits, by having key endorsers promote you in books, articles or seminars -- and many other ways.

When you live and die by the pre-heat concept as my client does, you'll increase your closing ratios or the rate at which you turn browsers and prospects into buyers. You'll get dramatically greater returns from sales calls, appointments, direct mail letters, and every other marketing expenditure.

The ramifications are extreme and far-reaching to every aspect of your business. Elsewhere, I talk about associate programs. In essence, these are ways to leverage the goodwill other businesses have with their customers in order to promote your contacts. So associate programs conceptually are a high-level derivative of Neer™.

Who are your vendors and suppliers? You're paying them money. Are they helping you sell your products? If they aren't, why aren't they? Don't they want you to make money? Do they not care? Why not do business with vendors and suppliers who will go out of their way to endorse you to their contacts and help you make money.

I know it sounds like a trivial idea. But that is a billion dollar idea -- literally, not figuratively. Applied at a very high level with great skill, that idea has sold a billion dollars (and actually much more. That's just one case I know about).

Here's a very simple system for making money: Have your customers, vendors and suppliers endorse or sell your product for you to their customers, vendors and suppliers.

Not rocket science? I don't know. Walter tells me there are very few industries where businesses are actually implementing this method to even a fraction of its potential. He could walk into almost any industry and make giant inroads by selling to end-users through their vendors, suppliers and customers.

**An ex-computer salesman in California applied my formula with a genius twist and developed an incredibly thriving online business. Find out about the ummmph he added and how you can use it too.**

My friend Declan Dunn used to sell Mac computers way back. He's a genius in many ways. In his most recent endeavor, he wanted to sell a product on affiliate and associate programs. But he wanted to have a built-in market of buyers.

So what he did was create the product based on interviews with key players in the industry. These players all have big LISTS! So after interviewing them and creating the product, he allowed them to sell the product to their customers (their lists).

In other words, he built in distribution for the product. The other advantage of interviewing all these players for the product is that he credentialized the product. In other words, by including interviews with all these high-profile people, he scored additional credibility for the product. His product is super hot. He did a great job of writing it. People love it. He back-ends the product with different high-ticket services (consulting and other things).

Remember, the best role of an information product is to be a front-end for big ticket back ends.

Now, you may be wondering how he obtained interviews with all those players. He had a friend who knew all these companies and was willing to set up interviews for him. The friend has a vested interest since he sells a product that is the perfect back end to Declan's book.

If you have a back end and industry contacts, you can do the same thing. Find someone else to create a front-end product for you. Introduce them to the players (your contacts) and let them do the interviews, edit the copy and put the product together with the understanding that you want the back-end action.

What I'm trying to do is explain the secret strategies that make people tons of money. And pay attention to this: You do NOT have to be an expert to create an information product. All you have to do is convince experts it's in their own self interest to let you interview them!

This same strategy is used in the seminar industry all the time. Let's say I want to promote a seminar. I invite 20 speakers. Every one of them has a large list of customers. I give each speaker a healthy commission on their own seminar sales.

That means the speakers sell the seminar for me. By inviting speakers with big lists, I build in distribution for the seminar without having to spend money. The speakers spend their own money to promote the seminar to their list in exchange for a commission.

Why would the speakers do this? Because they know that to play in the game they have to make ticket sales. If they don't, the next seminar promoter won't invite them to play.

The payoff, of course, is not in their own ticket sales. They just hope to break even on ticket sales. The payoff is in getting to sell products to all the attendees.

This explains why a lot of seminars end up being product dumps. The speakers aren't being paid a fee to be there. They're getting paid only from product sales.

Before you attend a seminar, ask if the speakers are being paid fees or if they're being paid based on the amount of products they sell.

**New ways to send your traffic through the roof. I'm NOT talking about the same old rehashed, regurgitated search engine stuff. These are new and different.**

I talked about these in the traffic section. You have to realize that sometimes a small twist in a method makes all the difference in the world.

What I'm saying is, you can take an old technique that never worked for you, add a spin to it, and now it works. That makes it NEW to me. It's new because adding or subtracting an element made it work.

For example, there's a huge difference between having an affiliate program where you tell people to stick up a banner on their web site and one where you target people with big lists and have them email your offer to their customers.

The difference is, one can produce big sales and the other one won't. The way to go is to find people with big lists who can email your offer for a commission. Remember our motto? The money is in the list.

Here's another example: Search engines. What I've told you to do is write 300-500-word keyword rich articles, post them to search engines and submit them to ezines.

Submitting articles to ezines isn't new. Doing search engines isn't new. But what I've done is added an element (writing short, keyword rich articles), and then combined two methods (ezines and search engines), so that by doing one activity you get double-impact.

I bet 99.9% of the people who buy this product have never written keyword-rich articles for the search engines and sent them to at least 100 ezines, newsletters and magazines also. So can you see how a little twist, a combination here and there makes a difference.

I've already explained how to create an information product with built-in distribution. That can be huge.

In the traffic section I give you different twists on traffic generation methods that turn them into winners.

**How to develop new products, back-end profit centers, lead generators and repeat business money machines in only hours.**

The way you do this is to create information products. You can interview someone, transcribe the interview, and have a product in a matter of hours. Or you can put the actual audio recording in a password protected area of your web site. Piece of cake.

I love info products as lead generators and back-end profit centers. If you're a consultant, you can use an info product to generate leads. Ditto for stock brokers, travel agents, architects, chiropractors and hundreds of other businesses.

In the product you give great problem-solving information, explain what you do for your customers that no one else does, pre-form the criteria for making a positive buying decision and extend an offer for a free consultation or some other set-up for your back end.

You can sell these products or give them away. But my favorite is to have other people give your product away to their client list. Giant winner there.

The flip side of using info products to generate leads is to use them as back-door profit centers on a web site. I'm shocked by how many web sites don't capitalize on this. Nearly everyone with a for-profit web site should create one or more information products as profit centers.

You have a web site. Why not sell a product you can deliver online at virtually zero cost?

**Where to spend money on a limited advertising budget. What NOT to waste money on.**

Banner ads on highly targeted private web sites are good. Ads in highly targeted ezines are good. Sending out articles to 100 or more ezines can be good. Don't waste money on software that mass submits your site to search engines. Don't waste money buying ads in non-targeted areas of banner exchanges. Don't waste money buying "spamming" software. Don't waste money on software that submits your ad to free places.

Again, I'm not saying some of those things don't have value. I'm saying that when you're on a limited budget you must concentrate on activities with the highest probability of success.

**A complete, step-by-step explanation of my crazy formula. Why it's different from what most people do.**

I have several chapters on the formula.

**How to track ALL your advertising results.**

How to track ALL your advertising results. I'm talking actual dollars generated. Not just hits. This is the real secret of advertising. Most people have no clue how much revenue an ad actually generates. Now, you can know for sure. Every time. To the penny.

What you do is use an ad tracking service like Hypertracker to keep track of your clickthroughs, actions and sales.

In the past I recommended that you set up specific associate program links to track this type of thing, but that was before ad trackers became so user friendly and mainstream. So for now, associate programs are a way to pay commissions to someone. You sell my product, and I pay you a commission. Since you're selling my product, I call you an associate.

Now, the problem is they aren't robust enough to use to track sales too. Plus, if you set an associate link on your site to track sales, it can end up overwriting an existing associate ID, which is something you do NOT want to do.

In the old days, you had to set up a separate URL or web page for each sales associate. You had to have a special code that let you know where the sales came from. It was a time-consuming procedure.

Then someone got the bright idea of creating an actual program that tracks this type of thing for you.

The program updates all sales for you in real time. So when you go into your admin section of the program you can see your stats there, including your ROI for any links you have set up for PPC keywords.

## **Think banner ads are a waste of time and money?**

Think banner ads are a waste of time and money? Then you should hear about how my pal in Canada rakes in as much as 5 grand a day using them to advertise his product. The first time I tried out his method, I got an insane 23% click through on my banner as documented by Smart Clicks ranking me #1 for that time period. In fact, they asked me to be a testimonial to their venture capitalists.

I cover this in the banner ad section.

### **A very clever strategy to use if you aren't getting enough traffic to your web site.**

It has nothing to do with "mirror pages" "metatags" or goofball free-for-all links spamming. This is a simple, practical, common sense strategy. But almost no one understands or uses it.

In the traffic generation section, I talk about several clever ideas. Here's a cool one I don't mention there. You create an e-book that is only a trial version. Some of the chapters are not enabled. You have an ordering set up like all shareware programs have where people get a key when they pay for the program that unlocks all the chapters. You upload this trial demo version to shareware sites.

People download the demo and then buy if they like it. When you put the demo on shareware sites, they always list the URL of your home page. That's a cool extra benefit. Free advertising on extremely high traffic sites.

Other cool strategies include the "recommend this site to a friend" script and the "reciprocal links script." I like both of those.

### **What you must do to get people to fork over money online.**

The good news is anyone with a few bucks can stick up a web site. The bad news, anyone with a few bucks can stick up a web site. That means you gotta be smarter than the next guy or gal to get people to buy from you instead of them. What you need is a secret psychological weapon. I'll tell you about one so slick it'll blow your mind. And you don't have to worry about your competitors ever figuring it out!

The first thing you need to do is use my ad copy formula to write a compelling sales letter for your product. That's a good place to start since almost no one uses well-done sales letters.

The second thing you do is set the criteria for the sale. Say, "Don't buy X product unless it meets these 5 criteria." If you can get people to accept your criteria, you'll make the sale. Why? Because your product is the only one that meets all 5 criteria. This is stealth selling. No one realizes you're selling them when you're explaining the criteria.

### **Should you sell a bunch of products or only one?**

I'm largely an advocate of single product web sites. But I do know of very successful web sites that sell a lot of products. Then again, they have huge budgets and can manage monster web sites.

If you're a sizeable company, you can manage multiple products. If you're a small fry, sell one low-priced entry product and then go for a few large back ends.

If you're a part-time person, you may not be able to manage one product. You may have to limit yourself to selling products created and fulfilled by others. But go for a 50% profit margin if you can get it. I pay out 60%. I think that's exceptional.

### **What to do if you don't have any of your own products? Can you really build a profitable income selling products by others?**

You can have a profitable income selling products created by others but not your optimal or maximum income. Why spend all your time making others rich? I suggest you create your own lead products and sell those, if you're trying to work your way into a full time business or you already have one. If you do it right, you may be able to manage it part time. I know people who have. But they're better time managers than I am.

I know this, if you're part time, one product is about all you can handle. You CAN create your own product. The easiest way to do it is to pick a topic and interview experts on that topic over the phone. Record the interviews, transcribe them and now you have audio and transcripts you can sell.

### **The spam controversy. What nobody has the guts to say.**

It's unpopular to say, but spam has made people tons of money. I'm not an advocate of spam. I used to know people who made money with it. But not anymore.

I highly advise you to stay away from it. But people who say no one has ever made big bucks with it don't know what they're talking about. They're pushing a biased, uninformed opinion on you because that's what they want to believe. They want to believe it never worked for anyone.

I have a friend who says he's making tons of money with it right now.

Personally, I think you have a death wish (in a marketing sense) if you're still spamming. Sooner or later.....

### **Why Johnny can't sell his way out of a wet paper bag.**

One: He doesn't target his market directly enough. In other words, he screws up on the HTM part of the Ultimate Formula.

Two: He doesn't qualify prospects and wastes tons of time talking to people with no money or without the ability to make a yes decision.

Three: He doesn't understand how to pre-heat contacts and get them to contact him. Your closing ratio is always higher when people contact you.

Four: He makes cold calls instead of getting referrals. Referrals are the way to go. Especially when you can use my systems to get 1,000 at a time. Why work hard?

Five: He doesn't understand how to sell dollars for dimes.

Six: He's in the wrong business. Not everyone is cut out to be a sales person.

All my systems and processes are designed to help you overcome these 6 problems.

### **The stupid-simple application of my formula one marketer used to sell tear gas like it was candy at a kid's convention!**

This guy was smart. He realized you have to leverage your time. He sold tear gas via free seminars on crime prevention that he gave to companies. That way, he could sell a room of people at a time.

Secondly, he'd target office buildings. He knew that if he could get into one business, he could get a letter of recommendation and go to all the others in the building.

Third, he got attendees at the seminar to give him referrals to other places he could give his speech.

The point here is time leverage. Don't sell one person at a time if you can sell a room full at a time. Try to sell businesses that are centers of influence and can open many doors for you. How can you reach big groups of people with your product?

This method is a tier-one derivative of the endorsement method, which is a natural subset of the TM part of the equation. It's reaching targeted prospects in numbers on an endorsed basis.

Ask yourself this question: How can I sell in bunches or numbers versus one-on-one? Answer that question and the key to the vault is in your grasp.

### **How to keep from losing your shirt on dog product ideas and promotions.**

The most important thing to do is find out if your front-end is going to sell before you invest a ton of time putting together back-ends. I knew someone once who spent a year putting together back-ends prior to a product launch only to find out no one wanted to buy the front-end.

Spend a minimum of time initially creating your front end product until you find out if people will buy it. With a dog product, you'll find it's hard to sell just a few of them.

**"Marlon, can you really do it? Can you really make money on the computer with a homebased business? Can you really sell products like crazy with your formula? Or is all this just a bunch of hype?"**

**Wanna know something that fascinates me? When I talk to people on the phone, you'd think I'd get a lot of questions about "What can I do to make more money tomorrow morning." That kind of thing. But do you want to know the one question I get more than anything else? "Marlon, can you really do it? Can you really make money on the computer with a homebased business? Can you really sell products like crazy with your formula? Or is all this just a bunch of hype?" I answer those questions for you.**

Yes, you can. I'm not going to say you can become a millionaire because the average person can't. The average homebased business earns \$50,000 according to the last statistic I saw. That's realistic. There are people who make tons more than that. But there are also people who don't make any money.

I guess the answer is, yes it's real. But there is risk just as there is in all of life. If you're looking for a sure thing, buy some insurance! Even jobs aren't sure things. Look at all the people who have been laid off in corporate restructuring. At least in your own business you're relying on your skills and talents and not on decisions out of your control.

To make money in direct marketing, you need a target market with money, hungry to buy a product or service. You need at least one great lead item and several high ticket back ends. Perhaps one that is a product and one or two that are services.

That's the formula I recommend.

**You've heard that 95% of web sites aren't making money on the Internet. Right? Guess what? That's totally false and misleading information designed to scare you into buying a how to product.**

**The truth is, the average web site generates an astounding profit figure.**

**How do you determine the optimal price points for your products? Are you selling way too cheap? Did you know you can often increase sales by raising your prices?**

Most people never test their prices. It's easy to get so caught up in stuff that you don't have time to test. That's the beauty of having a list. You can send one half of a list an offer at one price point and the other half an offer at another price point.

Many businesses have discovered after testing that their prices are way off the optimal structure. In fact one of my friends who has had over \$2 billion in direct mail sales tells me he has found that his clients almost always have their products and services priced incorrectly.

You can do a dirt cheap survey of your customers via email and find out the optimal price for generating the most sales and the optimal price for making the most profits.

**If you're having problems selling what you're selling, it's probably because you're selling the wrong thing to the wrong folks. Sometimes just a twist or**

## **two can shake loose the money like crazy. Here's how to shake, jiggle and jolt your money tree.**

One: Survey your customers and find out what they want to buy. Give them a list of 12 products and ask them which one they want you to come out with next. You'll be shocked. Sometimes products you are certain are winners will score very low. Listen to me: Always, always, always survey your market before you create or promote. I keep repeating that because it's a cardinal rule of my marketing system.

Always, always, always do a 12-product survey before you set your focus on any one product.

Two: Ask yourself if your customers have money to spend. If they're broke you won't get them to buy from you. A long time ago after just graduating from college I sold insurance for six months. I kept calling on broke people with no money and couldn't understand why I wasn't rich yet.

Three: Are your customers and prospects in the habit of buying products similar to yours? This is one thing I really like about direct mail. You can rent lists of people who have made multiple purchases from a company. That means they have high interest. It's a qualifying factor.

If your customers are buying products similar to yours, then look at the promotions for the products they're buying. Use my formula to write a similar promotion but with more punch.

You have several choices from safest to riskiest.

- \* Sell new products to your existing market
- \* Sell existing products to a new market
- \* Sell new products to a new market

A lot of times, a change in price can help. Test higher and lower prices. I could give you examples of where raising prices increased sales dramatically. And the same thing for lowering prices.

I've found that if your front-end price is too cheap, your back-end will suffer. So if your back-end isn't selling, raise the price of your front-end. However, I've also seen the reverse where dramatically lowering the front-end price brought so many people into the sales funnel that the back-end sales skyrocketed.

Another way to tweak is to change your offer. Change up the free bonuses or add more. Change your guarantee. Add additional payment options.

One of the main things most people need is a sales letter. I guess that doesn't qualify as a tweak. But I see very few businesses (either online or offline) that use the formula I present to craft a killer sales letter.

### **How to save \$750 on a merchant account or more.**

Think about it. The person selling you the merchant account has to make money right? That money is in the form of a commission. Who has to pay that commission? You!

Normally it's in the form of a monthly fee they say is for software. Maybe it is. But if you use [authorizenet.com](http://authorizenet.com) or [verisign.com](http://verisign.com) or another service like them, you are, in essence, using their software.

The only disadvantage of Verisign's Pay Flow Link service is that they don't work with [automateyourwebsite.com](http://automateyourwebsite.com). So you'd have to sign up with Pay Flow Pro.

Before signing with any merchant company you need to ask yourself whether or not you really NEED a merchant account.

I have one and use it now and then, but I process 95% of my orders through PayPal. And even they can give you a merchant account nowadays. The fees are low and as far as I know there are no monthly fees. And you don't have to pay someone to "sell" their service to you. Just go to <http://www.paypal.com> and sign up for the merchant account or grab a regular PayPal Business account.

### **How to get your web site design done for a fraction of the cost!**

Now let's talk about how to get your web site design done for a fraction of the cost. (I'm NOT talking about using an amateur at your local college)

What I did was went into an online forum about Internet marketing and posted that I was looking for an HTML person. I got a number of excellent responses. I gave a URL I liked and asked people to email me if they could do something similar to it. I found someone that way who is saving me a lot of money and time versus hiring an expensive firm or doing it myself.

There are tons of designers on freelance sites.

## Chapter Ten: BEREC: Easy Ways to Offer a New Product Every Month!

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BEREC**

**"How to have a never-ending supply  
of products to promote monthly or weekly"**

**Objective:** To give you a never-ending source of back-end products

**Action:** Find one and promote it!

**H**ow do you come up with a hot product every month? Ez. Ez. Ez. Well, it's easy if you follow my problem-solving information model.

I suggest you sell information products that solve problems. Since people never run out of problems, you'll never run out of products to sell them!

There are always NEW PROBLEMS to solve. I guarantee it! People always have new problems. They always want new things.

Now, if you don't have a new product to sell, you'll have to sell products from other companies and split the profits 50/50 (or whatever you can negotiate). Or you can sell products that already have affiliate programs set up.

If you sell hard goods, you may be wondering if information products are right for you. They may or may not be. But spend some time thinking about your customers. Do they have any needs or problems you could help them solve via an information product? Could that product help you sell more of your hard goods? Could you have an information product that is an entry item for your hard goods? Those are all questions for you to think about.

I'm convinced most web sites can add additional profit centers using information products.

Here's why: You don't have to spend a lot of time to create your own info-products. I'm convinced you can realistically do it in 2-10 hours.

I can tell you there's no good reason I can think of for it to take longer if you follow a few simple, proven guidelines. It isn't difficult. It really isn't. The product you're reading now took me 25 or 30 hours. I incorporated elements from a previous

product and added to it. The 25-30 hours figure includes the time spent creating the old product and this one. I probably spent less than 10 hours on the prior version.

However, it doesn't include proofreading time. I hired someone to do that for me. But here's the thing -- if I didn't know my market and didn't know my product would sell, I wouldn't have invested that much time in the product launch. In addition, I launched this product with a pre-publication offer on my web site.

Sales immediately took off. But if I didn't have any sales, or if I only had one or two, I would've drastically curtailed the time spent finishing out the product. Does that make sense? Now, if your product tests out successfully, you may want to go back and create a more impressive version of your product. True, then you might have much more time than 2-10 hours invested in the product. But at least at that point, you know if your product is going to generate sales or not.

People don't believe me, but I promise it's the truth. On a dog product, you'll often struggle to make your very first sale! That should be a huge gigantic flashing red light right up front!

The advantage of creating your own information products is you can digitally deliver them and almost eliminate your product costs. You pay a fee to set up your digital delivery system and then it's basically all profit from then on. You sell the products to your existing customer list via email, so you have no hard costs of advertising.

But if you don't want to take that route, you can also promote products that have existing affiliate programs. In other words, they have a system set up where you can sell their products for a commission.

Look at all the types of products available on just one directory I checked:

- Art / Photo (7)
- Astrology (3)
- Automotive (7)
- Banking (1)
- Banner Ads (15)
- Beauty (3)
- Books (14)
- Cards (4)
- Classifieds (7)
- Content (free) (10)
- E-Commerce (2)
- Education (3)

Finance (15)  
Flowers (4)  
Food & Wine (12)  
Gambling (10)  
Games (2)  
General (8)  
Hardware (4)  
Health & Fitness (14)  
Magazines (5)  
Marketing (25)  
Matchmaking (8)  
MLM (not rated) (5)  
Music (15)  
Real Estate (4)  
Retail Products (37)  
Services (15)  
Shopping (14)  
Software (10)  
Sports (10)  
Telephone (3)  
Travel (13)  
Videos/Games (7)  
Web Design (14)  
Web Hosting (25)  
Web Tools (28)

I know the formula I'm giving you doesn't sound profound but it really is. Do you have any idea how many people on the Internet have a mailing list of 3,000 or more and NEVER SELL NEW PRODUCTS TO IT? Either that, or they pound their list with junky products. Don't sell crap to your list. You can only sell a "dead duck" once.

I know companies that have lists exceeding 400,000 people and they almost never sell them anything! Can you believe it? My fine friend, this is what I call a no-brainer.

For some weird reason, we get so concerned about bringing new folks that we totally screw up and ignore all the clients we already have! Yet, that's where the gravy train money is to me. Take my advice, and I'll help put you on the gravy train.

The basic principles I'm teaching you have been making people money for the last 100 years: Get a list and sell to it over and over again.

The difference is in the execution. For example, instead of paying to run ads in magazines (and waiting 3-4 months to find out if your classified ad works), you run an ad in an ezine and you know within a week.

Instead of selling products in the \$200-\$500 range, you can sell products for under \$97 profitably, since you don't have to cover mailing costs and you can digitally deliver your products!

The one thing you have to make sure of is that you promote quality products. Things that you have used and believe in. If you sell poor quality products, you can create ill will on the part of your customers. And that's the last thing you want to do.

Also, understand that what I'm presenting to you is an ideal scenario or your objective. Especially if you're a one-person business, at times it's going to be hard for you to keep up with everything. You don't have anyone to delegate your work to.

For example, I haven't made an offer to my list in 45 days as I'm writing this. Does that make me a hypocrite? Nope. It makes me a typical business person with multiple irons in the fire.

One thing I've been working on is this: In the past, I created products in the \$50-\$100 range to promote to my customer and prospect lists. I recently made a strategic decision to package all my smaller products together along with other things I had created in the past but stopped selling -- and create "The Big Enchilada" as we say down here in Texas.

That means any weekly or monthly products I promote to my customers will likely be joint venture arrangements with other marketers.

To further explain this concept, I want to pass along an article I wrote called "Just Click Send."

Here it is. I sent this article I wrote a long time ago that applies today.

As you read this, here's what I want you to say to yourself, "I can write that! I can do that!"

Honestly, as you read the article below, what I want you to see is that you don't have to be a genius to write simple little articles. Anyone can do this! The article is only 300 something words if I remember correctly.

You can write 300 words on one page. Anyone can write a one-page article on a topic that they are passionate about! I want you to understand that I'm not some guru that sits up in an ivory tower on with godlike abilities.

The stuff I'm about is all simple. Some people who teach Internet marketing take the simple and make it complex. That reinforces their guru status. I try my best to do the opposite: Take the complex and make it so simple anyone can do it in nearly any business.

You can do this. You can become a successful Internet marketer. You just have to get started. That's the hardest part.

### **The "just click send" formula for making money on the Internet**

I have a formula for making money on the Internet. Almost no one uses it. Yet ...

- \* It isn't new. People have been making millions with it for over a hundred years.
- \* It isn't hot and sexy. See above reason.
- \* It is tested and proven.
- \* You can use it TODAY to put cash in your pocket before the sun sets.
- \* It requires NO spamming or other frowned upon activities.
- \* It is completely legal.
- \* It costs virtually nothing.
- \* It takes very little time to implement.
- \* Even a dummy can do it.

What is this amazing formula? I call it "just click send." It's simple. You have a list of customers. People who have purchased from you. You have people who have specifically requested (i.e. opted in) to your mailing list.

These people know you. They trust you. In some cases, they adore you. All you need to do is sell something. Go to [associateprograms.com](http://associateprograms.com). Pick out a product you believe

in, preferably one you yourself have benefited greatly from. Write a brief endorsement letter.

Then click send.

Send your letter by email. Send it by sms. You can even send it snail mail. But the crucial thing is that ...

... you send it.

Simply because you endorsed the product, your customers WILL buy from you. You almost certainly will make sales.

Many associate programs have proven sales letters. They have tracking mechanisms in place. They have tested products that people want to buy. The only thing they need is a list -- your list.

I issue this challenge: For the next month, "just click send" every week. That's right. Once a week ask your customers to buy something.

Try this and just see if you don't immediately and substantially improve your profits.

I have a client that does \$7-8 million in sales annually. You know what profit formula I suggested to them recently?

Just click send! They have customers from whom they don't consistently and regularly ask for more money. But now that I gave them my "just click send" marketing formula, they ARE doing it. And I make a little piece from every sale for lending a helping hand.

As long as you only endorse high quality products that create outstanding value for your customers, you can milk this cash cow for a long time to come.

I urge you.

I implore you.

I challenge you

Just click send every week or two. And see what happens to your bottom line.

Article by Marlon Sanders, the ambassador of "Just Click Send" marketing. For

FREE software and tools to help you make more money with "Just Click Send" marketing, hop over to: <http://www.amazingformula.com>.

Subscribe to Marlon's FREE Marketing Secrets hot tips by filling in the opt-in form on the left hand side, in the red sidebar on that page.

## Chapter Eleven: BERC: How to Rack up Profits by Rolling Out

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Step four: Roll out successful products to the lists of other successful marketers"**

**W**hen you make a bunch of money from a product you develop, you can go to other business owners with customer lists and say, "Hey, I made \$XXXX when I mailed this to my list. Let's do the same to yours and split the bucks." That way, instead of making \$3,000 or \$4,000, you could potentially make \$10,000 or more!

The best thing about getting others to sell your front-end products is this: You get the back end!

⇒ ⇒ ⇒ **Repeat our mantras aloud right now:**

**"The money is in the list!"**

**"The money is in the back end!"**

Of course, not every product will be a hot seller. You'll have a dud in there every now and then. But some of your products will do better than expected. And if you also sell your products to the customer lists of other web site owners, you could do quite well, indeed.

Naturally, the system I'm presenting to you is still a business. That means, I don't guarantee or represent you'll make a dime from it. Common sense dictates you try it at your own risk. But compared to everything else you've ever heard anywhere on Internet marketing, doesn't this make the most sense?

### **The Simple Keys to Making This System Work**

To make this work, you have to invest a minimum of time in creating your new product each month. That's why I developed my system for creating products in 2 to 10 hours. It's more important that you focus on creating your product in a minimum of time than the literal 2-10 hours. For some of you that time frame is realistic. For others, it possibly isn't. It largely depends on the product you're creating and the scope of it. It's the concept that's vital, not the actual "by-the-clock" hours.

Another key is the marketing letter. I suggest you create your marketing letter BEFORE you create your product. Then make sure the product delivers what you promise.

I chuckle when I see ad copy writers claiming they can show you how to create marketing letters for the Internet. Most of them have almost no experience on the Net. And believe me, there IS a difference when you're creating letters for the net. I've got this thing boiled down to a science.

One secret of making this method work is the way you approach your customers with your new product offerings. If you're just shoving products down their throats, obviously they aren't going to appreciate it.

What you want to do is make sure you're providing a service to your customers by doing all the research for them. You spend time locating the best buys, deals, and resources so they don't have to.

Then when you send an offer, make sure they understand why you're doing it...that your goal is to create more value for them. The way you position and explain your mailings is critical.

What's more, it's the truth. If you only promote high quality, effective problem-solving, results-generating products to your customers, they're going to love you.

There's a lot of value in bringing the right information, resources, products and tools to the attention of people who don't know about them. Wouldn't you agree?

I think the problems come if and when you promote products you don't believe in only because they have a good profit margin. That's a tempting thing to do sometimes. But I highly advise against it.

⇒ ⇒ ⇒ **Don't kill the goose that lays the Golden Egg.**

If you try this system and it doesn't work for you, there are only a few basic reasons.

1. You haven't identified a target market with money to spend.
2. You created a product nobody wants.
3. You bored people with bland information in your email newsletter.
4. You didn't create a compelling marketing letter.
5. You made it too hard to order from you.

Problem one is solved by choosing a new target market. That should be obvious. Your target market needs to be a group of people with plenty of money to spend on your product who are in the habit of buying products similar to yours. You have to be able to reach these people through magazines, direct mail, or online avenues. If you can't cost effectively reach them, you can't sell to them.

Problem two is solved by doing research on your target market. I use a software program that allows me to send out email surveys and automates the tabulation.

It's from Push Button Surveys (<http://www.pushbuttonsurvey.com>)

But anyway, the important thing is that you present your target market with a list of possible products and let them tell you which one they want to buy. The results won't be 100% accurate but it's better than just flying by the seat of your pants.

Problem three is solved by giving people NEW information. If you're talking about the same things everybody else is talking about, you're screwing up big time. Be an original. Come up with your own deal.

In the section on ad copy I talk about problems four and five.

Now, you may be wondering what's so different or unique about this system. Sounds pretty simple, doesn't it? But how many companies do you know that are really doing it?

I bet not many. And those who are can do it much better. For example, one of my clients does a fantastic job of making the multi-thousand dollar back end sales.

But in the past they neglected the smaller \$200 and \$300 information product sales. Yet these can lead more people into their high-dollar funnel. So I'm helping them market lower priced information products regularly.

### **What's different is this:**

❖ One: I've given you a specific plan to generate a monthly income. Now you know what you're going to do and how you're going to do it.

❖ Two: By the time you finish the product, you'll understand key strategies about writing ad copy, using free publicity, taking advantage of associate programs and many other things.

I hope you value this information. It has cost me an enormous amount of time and money to be able to pass this information along to you. I spend hundreds of dollars every month and hours networking on the phone each month.

As you'll see from the chapter on people I know who make millions, I've done a good job of doing my research. What has taken me years to accomplish, you soak up through this product in a matter of minutes.

I have spent hundreds of hours surfing the web to find out what works and what doesn't.

I've spent over twenty years perfecting my ad copy formula. I own probably \$50,000 of marketing books, newsletters and courses. Those are the things it took for me to learn my online and offline marketing strategies.

Do you see what a great bargain this is? For the small price you paid for this product, you tap into all that knowledge and information. Only one little idea will make back your purchase price many times over.

And before you finish I hope I've sparked a lot more ideas in your head than just one. But it only takes one idea for you to get really, really excited if it's an idea that can make you a lot of money!

How many systems and formulas do you need? One! You need one that works. But it needs to be one that you understand inside out and that fits you and your business.

As we move along here, that's what I'm helping you find. When you find it, you'll feel a click and see how the big picture fits together. All of sudden, it'll all add up. You'll have that sense of, "Yeah, this is it!" That's when you discover the real Yahoo! that you can cash in on over and over again.

Once you find that, nobody can steal it. Nobody can take it from you because YOU OWN IT inside. Now, with my information and courses in hand, and with your insights, ambition, and willingness to go for it, who can stop you?

No one. Only you can stop yourself by not doing anything. I heard a saying once that said in essence, "You don't have to get it right or perfect. You only have to get started! The rest takes care of itself!"

There are several things that keep people from making all the money they're capable of. Some of these may apply to you.

1. They put effort into a project, it doesn't work out and they get discouraged. If that's you, read the book *Acres of Diamonds*. It's just a tiny book. But it really gives you a kick in the seat of your pants to keep going.

2. They don't acquire highly specialized knowledge. If you think the price of specialized knowledge is expensive, just compare it to the price of not getting education. Sometimes the most expensive thing you ever do is nothing. It's called opportunity cost. The price of ignorance is missing out on opportunities.

I found out that there are some people in the world who think any information product over \$30 or \$50 is a rip-off. God bless those people. I understand them. But they're out of their minds if they think I'm going to brain dump my entire lifetime of specialized knowledge and information for peanuts.

Folks, I'm not going to do it and neither is anyone else who has a clue. There is a price to be paid for high quality information. You get (in general) what you pay for.

The problem is, people who think that way don't understand the value of information. The reason information has a value is that it allows you to create a result. Why do surgeons get paid big bucks? Because they have highly specialized knowledge and skills. And it cost a lot to obtain that knowledge.

The value of an information product isn't the pages it's printed on. It's in the result it helps you achieve. And the value of the product is totally related to the result.

If I could write a little formula on an index card that would make you a million dollars, would you care that I didn't give you a book the size of *War and Peace*?

3. They listen to all the people who say it can't be done to the exclusion of all the people who are doing it even at that moment.

What you'll find out is people who say something doesn't work often executed the project poorly. I've seen people complain because their web site isn't making money. But when you look at it it's one page with almost nothing on it. No sales letter. A few banner ads. A picture. A price. And an address to send money to!

I'm totally serious! That's the problem with listening to other people. You have to watch who you listen to.

## **A Word of Encouragement**

Marketing success doesn't happen overnight. Usually, your first sales letter or two won't make you a lot of money. Your first product won't make you a killing. Your first press release won't be a blockbuster. A lot of times things flop the first time out. That's valuable feedback because you've just discovered some methods that don't work.

You have to try things and tweak them. There's a learning curve in anything. If you're learning to bake cookies or a cake, do you think your first time is going to be perfect? Nope. Takes practice, doesn't it?

If you're learning to drive a car, do you think you're going to be flawless your first time out? Absolutely not.

So why are we so hard on ourselves when our first attempt or two at something doesn't work? We're quick to proclaim ourselves failures and give up.

The very first time I wrote a newsletter practically killed me. It took a whole week. I thought I'd never be able to put one out in only a day. But guess what? After publishing a few, I got to where I could write them in only a day or two.

The first time you write a sales letter may take you a week or a month. But after you do ten or twenty of them, you'll find you can bang them out ten times faster. True story.

One of the most important lessons about marketing is to try different things and to keep learning. I still order products by others to this day. I keep learning. You should too.

What's funny is that if people don't blame themselves for a project that doesn't make money, they blame the Internet or direct mail or whatever. Instead of looking at it like a number's game, they have to blame something. As though the lack of success on a particular project meant something bad about them.

Even the best marketers in the U.S. find they have to test multiple products to get a winner. As I've said elsewhere, nationally the figure is one out of seven.

So if your first project or two doesn't succeed, chill out. Be easy on yourself. Follow my system and you'll put the odds in your favor. Always survey products with your

target market first. Spend a minimum of time creating your product until you find out if people will buy it.

Then have the good sense to roll out when your project is successful. If you get 5,000 hits to your web site and sell 50 or 100 products, that's good! If you have a direct mail piece that breaks even or doubles your money every time out, that's good! If you have a banner or ezine ad that doubles your money every time out, that's a winner.

What you do then is start rolling out. Get your ezine ads out. Or buy some banner ads. Get out some press releases and articles to magazines and trade publications, newsletters and ezines. Start an associates program. Get listed at the top of the search engines under a few key words. Do some joint ventures. Run with it.

You have to generate VOLUME. That's one of the principles of my Twister Marketing™ system. You have to submit an article to 50 or 100 magazines to get a few published. You have to get ads out in a number of ezines. You sometimes have to buy 100,000 banner impressions to ramp up your traffic. Once you get something that works, develop a REPEAT ACTION CYCLE so you can automate the roll out as much as possible.

⇒ ⇒ ⇒ **Get this down to a system!**

**Here's what I want you to get. This is a system. It isn't something you do once and think you have it down!**

My friend, you don't have this down cold till you've done it many times. Over and over and over. Whether your method is banner advertising, ezine articles, publicity or associate promotions.

Pick a method and become an expert at it. That's why you need to buy and read many other products. You have to become an expert. That means better than the next person at your chosen promotional method.

It isn't something that sorta happens or might happen or would be good if you got time for it.

It's a system. Just do it.

## Chapter Twelve: System in Action: Sample One

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**Here is a sample of how an email letter might look like, to sell this product to your customers.**

Here is the information you requested

Memo To: [FirstName] [LastName]

Memo From: Marlon Sanders

Re: FREE software trial

Hello:

As you may recall, in "The Amazing Formula That Sells Products Like Crazy," I talk about the importance of automating your web business.

At last there is a software program that does practically everything for you, literally allowing you to launch a new product in one hour.

It keeps you from getting bogged down in technology and lets you focus on marketing your product and making money.

This new program:

1. Takes orders for you
2. Sends a series of follow up emails to customers
3. Signs up people to resell products for you
4. Tracks associate orders
5. Drops new associates in an autoresponder series for you
6. Gives you unlimited autoresponder sequences
7. Has built-in ad tracking software
8. Processes credit card orders in real time
9. Manages your mailing list for you
10. Sends out surveys and puts answers in a database
11. Much, much more

12. Allows you to move your whole business to a new ISP in a flash

Before this program, automating an entire business took weeks or months. You had to hire a programmer and so forth. It was tough to integrate autoresponders, your associate program, real time credit card processing, a list serve and a shopping cart.

This program does it all for you. Best of all, it'll cost you less than several sequential autoresponders. And it'll save you a ton of time in trying to put all these systems together.

### FREE TRIAL

This software program lets you immediately implement so many of the strategies you learned in "The Amazing Formula."

You can grab your 30 day-free trial at:

<http://www.automateyourwebsite.com>

Best wishes,  
Marlon Sanders

P.S. This software program and the customer service is outsourced. Customer support is provided by a third party. However, they do have an online forum, email and phone support.

## Chapter Thirteen: How to Create Flawless Emails

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

### How to Instantly Create Flawless Emails To Send Out To Your List

If you're familiar with my products and my business you'll already know that I'm always looking for a way to simplify things. To make things easier for me, my customers and my staff. To free up spare time for the more important things.

If you're like me then you've got at least one autoresponder filled with follow up messages and frequently broadcast email messages to your mailing list. I know I do and man, if you're not super careful it's really easy to make mistakes!

Have you ever sent a broadcast message to your customers, resellers or subscribers then realized after it was too late that you forgot the autoresponder limit was 58 characters a line, not 62?

*When that happens your messages end up wrapping in a really funny way like this, where there's one or two words on their own line.*

In the past I used to get email from people all the time pointing this stuff out. Of course once the message is out it's too late to do anything about it. You can't go back and fix an email you broadcasted to your entire list.

That's why it's absolutely crucial to make sure your email formatting is 100% perfect BEFORE you hit the "SEND" button.

I still format my lines short even though the displays on email readers have changed greatly. I think it's good practice to keep your lines short.

## Tips on Formatting Your Business Mail

**Here are a couple tips on sending a professional looking email:**

### **1) Do not type in all CAPS**

Make sure to use CAPS sparingly. Don't hit the CAPS LOCK button on your keyboard and leave it there while you type your message. It's unprofessional and when you type to someone in all CAPS, it's the equivalent of YELLING at them.

Of course it's okay to use all caps for one or two words for EMPHASIS, but never send everything in all caps.

### **2) Avoid sound like an "MLM'er"**

Avoid sounding like an MLM'er with lots of exclamation points. Be a bit understated in the email you sent. No winky heads.

### **3) Check your autoresponder limitations**

Make sure to check your autoresponder limitation as to the number of characters you can use per line for your business email.

For example, GetResponse can work with up to 65 characters per line. Aweber says 60 characters per line is okay.

But I'd rather be safe than sorry, so I end up stopping at 58 characters per line and that's what the Push Button Format default settings are.

### **4) Always double check your variables**

Whether you're dropping a follow up email into the sequence or you're broadcasting to your list, make SURE you test the variables.

There's nothing worse than sending an email to your list and messing up the variable. *(This can happen quite easily if you copy the variable and paste it into your email, accidentally omitting part of the variable coding.)*

What happens if you mess up the variables is that the customer's name doesn't get integrated with the email and instead of their name printed in the email, they'll see:

**Dear {!firstname**

### **5) Before sending the email, send a TEST copy to yourself**

Make sure you send a test copy to yourself before broadcasting your email message and when you go through the test email, look for problems like these:

If you include today's date in the email, make sure it's right.

If you are going to personalize the email, make sure your variables are merging correctly.

Make sure you check ALL links in the email.

Make sure your formatting is correct.

## Chapter Fourteen: WSMS: How to Ensure Your Email Gets Delivered

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"How to make sure your emails get delivered and don't get buried!"**

One of the biggest problems in Internet marketing today is simply getting your emails delivered.

Because of the enormous amount of spam, ISP's have been forced to implement extremely stringent email filters, which can make it very difficult to get your emails through to your own customers and prospects.

Here are a few tips (based on our experience) for getting your email delivered:

Here's an example email I wrote with a LOT of spam keywords in it that ended up with a spam rating of 2.4:

Dear Friend,

If you're looking for a way to make more money on the Internet, then listen up:

I've got a system that'll run on virtual auto-pilot. You don't need to do anything. Just plug it in, then sit back and watch the profits roll in.

I guarantee it.

Click here for more information

**The rating on this email is:**

Subject	Spam?
How to Make Money Online, FREE!	2.4

If your spam rating is too high and you're sending a TEXT only email then you'll need to look at the results to see which words you can replace or edit.

What you do is double click open the rating number itself then follow the suggestions on the screen.

Here are the actual suggestions from the autoresponder based on the keywords used in the example email:

Points	Criteria
0.4	Subject contains "FREE" in CAPS
1.9	BODY: Dear Friend? That's not very dear!
0.1	Asks you to click below

From: "Marlon Sanders" <email@marlonsanders.com>  
Subject: How to Make Money Online, FREE!

Dear Friend,

If you're looking for a way to make more money on the Internet, then listen up:

I've got a system that'll run on virtual auto-pilot. You don't need to do anything. Just plug it in, then sit back and watch the profits roll in.

I guarantee it.

[Click here](#) for more information:

The MAIN thing is to know that what it takes to get your emails delivered constantly and you need to stay up on it through Facebook groups and by knowing people who are experts like Chris Lang.

## Chapter Fifteen: KSL: Killer Sales Letter

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"A crash course in the psychology of sales letters that make money like crazy"**

**KSL / WSMS = Killer Sales Letter:**

**This is the element in our Formula we're going to talk about now.**

**T**he sales letter is your pivot point, your leverage point. It's the catalyst that makes

everything else happen.

Yet, most all of your competitors don't even use sales letters. They have a list of bullet points, mostly features, and totally insufficient explanations. Why? Because they're afraid they might look like they're trying to "sell" someone and that might ruin their image!

Guess what? Their customers and prospects are dying for more information. They want to know HOW WILL THIS BENEFIT ME? They want more information. More details. More persuasion.

That's why I want to take you deep inside the psychology of the letter so you can grasp what goes on and what has to happen to get people to fork over their cash to you. Which, of course, is our objective as long as it's in the context of providing excellent value in return.

It's a given that you're operating from the context of providing value. If your customers lose or anyone loses along the line, you should probably find another product to offer.

YOU MAY THINK YOU KNOW THIS FORMULA. But until you can do it cold, do it in your sleep, write letters off the top of your head, you have no business thinking you are a master of the formula.

If you've ever seen me speak at a seminar, you've likely seen me do this. I often get ovations when I spout off a sales letter for someone off the top of my head. That's because of doing it over and over and over again.

It took me 20 years to create and perfect this formula. If you think you're going to master it by one reading, you truly don't get it. It's an art. Every detail is important.

Practice. Practice. Practice.

It's a drill. It's repetition.

Until you can spout off all the steps of the formula, write letters in 10 minutes, sell products like crazy, do NOT even begin to think you have mastered this information.

Many people in free ebooks and such have COPIED this formula.

But be careful because you're reading it from them second hand. They may add or delete very important elements.

I developed this formula and if you've seen something similar somewhere, they copied it from here and that's the truth. This was the first Internet marketing ebook 100% digitally downloaded sold on the Net.

Now everybody sells them.

But the *Amazing Formula* has sold thousands of copies around the world. So know that you're reading the best of the best.

OK. The letter begins with the big concept or idea. I call it the promise. You promise in the headline that your product or service will do something. Then you prove it in your letter and juice it up to the point where your readers have got to have it.

The typical marketing person writing a manual describes the process as attention, interest, desire, action, close. That and several bucks will get you coffee at Starbucks.

How do you get attention, build interest, arouse desire, and incite action? The answers to those extremely basic questions are almost always glossed over -- even in respected texts on copywriting and marketing.

Oftentimes the answers are so glib and unpractical it's sickening. It's obvious the person who wrote it is clueless about the psychology of the sale.

One: The promise is all important. Much hype surrounds writing and testing headlines. But you can waste a lot of money testing headlines if you're just stabbing in the dark.

There are actually 5 stages of the marketplace that determine which headline you use when. For example, there's one very clear strategy you use if you're first in the marketplace. There's another completely different strategy you use if you're second. If there are a bunch of competitors, there's another trick.

For example, if you're in a marketplace that is crowded with competitors (but not burnt out), what you do is use a device called A NEW MECHANISM -- it's a new process, means, or method of making the old benefits and promises work.

But because it's NEW, you skyrocket your position against the competition. For example, there are a zillion Internet marketing how-to products. It seems like there's one around every corner. But I have an honest-to-goodness mechanism -- a formula that works like crazy.

OK. So you see how this works? What I've done is created a new mechanism, a new formula for making money online and offline.

One of the things you have to understand and have down cold is the psychology of the sales letter. Once you get the psychology, you can write these things in your sleep after a little practice.

Your first few times out will take you hours and maybe days or weeks. But if you practice, before long, you'll be able to zip them out in no time flat. You just have to get The Formula down cold.

This is a simple formula. But let me tell you something -- it has taken me a lifetime to get to the point where it's a simple formula. What I'm about to give you is pure gold. Most people won't even recognize that.

Several of my friends have used the formula to turn mediocre sales letters into winners. And these guys are already terrific letter writers. All they did was rewrite their letters using the formula verbatim.

With a little imagination, you can adapt it for nearly any type of product.

Here's a condensation of the sales letter formula which is expanded in my "**Amazing Ad Copy Secrets**" course. (<http://www.salescopy.com>)

The key components of the KSL are as follows:

**Headline: Your headline has to grab people.** But it's easy if you just use proven, tested models. My favorite is the "how to" headline. It's hard to screw it up. That's how powerful it is.

⇒ ⇒ **Here's how it works:**

How to GET X SPECIFIC BENEFIT

How to AVOID Y PROBLEM

How to GET X RESULT

How to GET RID OF Y PAIN

You see how that works? You're going to show people how to get a specific benefit. Or you're going to show them how to solve or get rid of a problem. People are motivated to get pleasure or results and avoid pain. They want to take advantage of opportunities and avoid mistakes. They want to get a positive or get rid of a negative. All you do is fill in a benefit or pain.

Here's a little tip for you on the negative headlines: Be careful in using avoidance themes. Solving existing problems is usually a much more powerful motivator than avoiding a problem that hasn't happened yet. Not always but usually. I'll talk in a moment about ways I do use avoidance in my letters.

I recommend you save direct mail pieces and ads that have killer headlines. Then, when you need inspiration for writing a headline, you can review your examples. The guideline is to be inspired by great ideas but don't blatantly rip them off.

The purpose of your headline is to make a specific promise that helps you get a result or solve a problem? When you read a headline, ask yourself, "Does this promise me anything?" If it doesn't, by my criteria, it isn't a good headline.

If you're stuck for a headline, always go with the "how to" approach.

Be extremely careful about the claims you make in your letters. You'll notice that in my letter for this product, I have a link to a page of disclaimers where I carefully explain that any results indicated in the letter are not indicative of the average user, since I can't make promises about what the average user will do with my program.

There are laws (in the U.S. at least) that say your claims must be representative of the results of the average person who buys your product unless you state clearly otherwise. This is my understanding of the law. I'm not an attorney and you should always get your own legal advice.

But I wanted to make it clear in my letter that I wasn't claiming the average person who buys my product will sell products like crazy. Why? Because I don't have any control over what they do. I don't know their business, their market, their products nor their background.

The truth is, the average person who buys a book (whether an e-book or print version) probably doesn't even read it, at least not thoroughly. And I'm talking about just reading it, not to mention acting on any recommendations.

I also make it clear on the disclaimers page of the sales letter that I don't claim there is enough information in this product to allow the average person to implement it. I don't have any control over who buys my product. You need some basic computer skills to do Internet marketing. I don't teach those.

You need a brain. I can't give anyone that. This is one fantastic product in my opinion. But I'm very careful what I promise. In a \$67.00 product, I can't give anyone everything they need to target a market, test market a product, create a

product, write a sales letter, create a web site, generate traffic, follow up and make back-end sales.

I promise to give my formula and to reveal secrets. That's what I do. I get rave reviews in my email box every day from people thanking me for creating this product. But on rare occasion I get a note from someone who felt I didn't cover one particular topic in enough depth, and to them that was the only reason they bought the product.

People have to be reasonable. This is a \$67.00 product, not a college education! Wanna know something else? I have a master's degree in psychology and there are many things they didn't teach me. In fact, they sell a BACK-END COURSE called a PhD. Am I offended because they didn't teach me everything about the body of knowledge called psychology in my master's course work?

Absolutely not. In the same way, the body of knowledge about direct response marketing and Internet marketing is too vast to cover in only one product. I've spent a lifetime studying it and I'm learning new things every day. But I fulfill on every bullet I promised in the sales letter. I'm one of the only marketers I know who goes through and explains every bullet in the sales letter bullet-by-bullet.

On very rare occasions someone is offended because I have a back-end course to sell, and I didn't put that info in this product. Well, it's 1,200 pages! What do they expect for under \$70.00? A Ph.d. program?

Yes, I have a back-end product to sell and I'm very proud of it. I teach my students to have back-ends because that is how money is made in the business world. You don't make money without it. I have back-ends and you should also.

If you sell in the U.S. never promise people they'll make a specific amount of money. I see ads and headlines that say, "Make \$X,000 a week" or "Get XX,000 visitors to your web site in a month." That scares the daylights out of me. According to my understanding of the U.S. law, you just can't make claims like that.

I avoid saying things like that. What I do promise is to explain HOW my friends or people I know have done various things. But that is enormously different from claiming that you'll be able to do that just because you buy my product.

If you sell in non-U.S. countries and don't market to the U.S., then you have a totally different set of laws to abide by. The only laws I have a basic grasp of are the ones in the U.S.

To sum up, on the one hand the promise you make in your headline is extremely important. On the other, you have to really watch the promises you make and how they're worded.

**Hook: You have to suck readers into your letter with the first opening paragraphs.**

Actually, there are over 100 ways to hook the reader into reading more. Sometimes I just start immediately with bullets, which is actually step two. On occasion I'll also begin with a compelling story.

But typically I use an "If you, then" statement similar to: If you want to get a benefit, b benefit, and c benefit, then this might be the most important letter you'll ever read. Here's why...."

Another method is simply to elaborate on the promise you made in your headline. Most sales letters have a great first sentence hidden three to four paragraphs deep. Look at your sales letter and ask yourself if the first sentence grabs you or not. If it doesn't, start reading until you find something that does grab you and make that the first sentence.

Think of it this way: You have ten seconds to grab someone's attention. What can you tell them in 10 seconds that will make them want to hear more? That's your hook.

**Story or bullets: Use a story or bullet points to continue pulling your readers into the letter.**

I often use the bullet point method. It's incredibly powerful. You give a whole laundry list of the benefits of your product. It's really hard for anyone with a heart beat not to read this list!

In place of this, some ad writers like to do a pain invocation. In other words, they like to hash over the existing pain or problems the prospect has before offering a solution. This is another proven formula. You're trying to raise their awareness of the pain they're already in (not invoke new pain).

This works. I just don't use it very often.

The secret to bullets is adding extra emotional juice to them. For example, if I were selling a kitty cat litter box, I could say:

- \* Gets rid of bad odors

The problem with that bullet is it's bland. I have an ad in front of me with some dynamite copy. It's for a \$200 kitty cat litter box!

This kitty cat litter box eliminates:

- \* Embarrassing litter-box odors
- \* Worrying about how to clean the litter box if you go on vacation

Those are just 2 of the 6 killer bullets in the ad. But notice how they bring in emotion. The emotion adds juice to the bullet. And this is for a TANGIBLE product. You can do this with tangibles as well as intangibles.

I know I talk a lot about selling information. But my formula works for tangible AND intangible products. That's because it's all about psychology, insight and human behavior.

I use another technique in bullets that is powerful. I call it "The Extended Bullet" method. Here's how it works. Let's take the bullet above:

- \* Embarrassing litter-box odors

The Extended Bullet extends the benefit --

- \* Embarrassing litter-box odors (You may grow used to them, but your guests WILL notice.)

The part in parenthesis extends the thought of the bullet. I sometimes like to use what I call POLARITY BULLETS. Here's how they work. One statement appeals to the sympathetic nervous system. The other to the parasympathetic.

I'm reaching into my psychology background. It has been awhile. I think I used those terms correctly. See, there are only two ways to condition the brain -- pain and pleasure. In behavior psychology, the hardest type of conditioning to overcome is where both pain and pleasure are involved.

That's why addictions are so hard to break. You get pleasure if you do the addictive behavior and pain if you don't.

In POLARITY bullets, you use this psychological maneuver.

\* Eliminates embarrassing litter box odors (You feel totally comfortable and at ease when your guests come over because you KNOW there are no offensive or sickening odors.)

"Embarrassing odors" and "offensive or sickening odors" are the negative reinforcers. "You feel totally comfortable and at ease" is the positive reinforcer. Typically, I'll put the polarity part of the bullet in the parenthesis. So if the first statement is positive, the part in parentheses is negative or vice versa.

I'll also use this technique in headlines sometimes. I may use a POLARITY in a headline. Or you can make the headline a positive and the opening appeal a negative.

Stated differently, people move towards things and away from things. While I like to stay on the positive side as much as possible, it's a fact that about half the population is more motivated by moving away from things...what I call "away froms." So it's smart to use both appeals in your sales letters.

**Features and benefits: Somewhere you have to cover your features and benefits.** I use benefit chains. A benefit means B benefit means C benefit. You paint a picture of the whole chain of benefits. In SPIN Selling, Neil Rackham gives the results of scientific studies that show and prove that the implications of benefits are the single most important thing in the selling process. At least, that's my interpretation of it. Now, in the sales letter, I wouldn't say this is the number one thing. But it's certainly a powerful force to use.

A feature is what a product IS. The advantage is what that feature DOES. A benefit is what that feature and advantage does FOR YOU.

Here's a simple guideline: Who are you talking about in your letter? Your customers or your company and your product? If the focus is on your company and your product, you're totally missing it. You MUST talk about your customers, their problems, their wants, their hopes and dreams.

A lot of direct mail writers find it helps to visualize a specific person and write your letter with him or her in mind.

**USP: This is what you've got that your competitors don't.** It's simple. Look at what your competitors are selling and make your offer better. Give your customers more of what they do want and less of what they don't. But you have to tell them. Don't keep it a secret. I go into all this in total detail in [salescopy.com](http://salescopy.com) I spend at least 50 pages on USP -- literally. That's how important it is.

USP is the concept of differentiation. I talk about it some in another chapter. You must differentiate the benefits you give your buyers versus the benefits they get from competitive products. And you need to differentiate in a way that provides your customers more of what they want and less of what they don't want.

Differentiation for the sake of differentiation isn't productive. What's important is that you give people incredible, powerful, compelling reasons to give you their money instead of someone else.

**Credibility: Sometimes you want to put credibility earlier. You have to prove that you're legitimate.** Extremely important. You also have to prove you can deliver on your key promise in the headline and on your USP. The most common form of proof is testimonials. Be careful. Your testimonials have to be representative of the results the average buyer gets with your product, unless you state otherwise. I always include a disclaimer with testimonials.

You should include the collection of testimonials as a regular part of your marketing system. When people send me positive comments, I like to send an email back asking for permission to use them in a testimonial. I also send out a letter after two weeks (automatically) that requests comments.

I use 4 basic types of proof:

**Construction evidence: How it's put together.**

**Performance evidence: There are four sub-categories of this.**

**Social proof : What people say and think.**

**Demonstration : Let people perform a test that proves your benefit.**

If you're struggling with the proof section, think about products you've recently purchased. What convinced you those products would perform? Then offer the same sort of proof for your product.

**Bullets: I like to use bullets or a summary of benefits before I give the price.**

You get all this and you avoid all that. You're trying to build up the value before you hit them with the dollars and cents. This is part of a whole concept I teach my students called selling dollars for dimes or money at a discount. Selling is easy when you sell dollars of value for dimes.

Are you offering your customers a dollar of perceived value for a dime? If you aren't, see if you can restructure your offer so you are.

You'll notice that the sales letter for The Amazing Formula is chock full of bullets. I think most sales letters need more bullets. If you take your letter and quadruple the number of bullet points, you'll probably have a better letter.

Bullets do one of two things: They summarize all the benefits you'll get when you buy a product and all the problems you'll solve or pains you'll avoid. Bullets stack all the value you create for your customer in one tidy list. This stacks up the value, building dollars-for-dimes before you present the price.

To make a sale, the perceived value of your product must be 10 times greater than the money you're asking. I call that dollars-for-dimes. In other words, folks have gotta feel you're giving them a whole lot more for their money than they're paying.

**Price and bargain appeal: When you give the price, it's good to compare the value to something else, so it seems like a total bargain.** Again, dollars-for-dimes. You can compare your price to what you used to sell the product for, what you plan to sell it for or what your competitors sell it for.

You have to create a rational cost justification for your product. Show your customer how the product practically pays for itself through time and money savings, convenience, ease-of-use, or other tangible and intangible benefits.

**Guarantee: This is called risk reversal.** You want to take away the fear of making a mistake and getting burned. Give a better, more powerful guarantee than your competitors, if possible. There are 10 basic guarantees you can use.

There are two kinds of people in the world: Value Creators and Value Robbers. Value Creators build value for others and pay others for value. Value Robbers sells products that don't provide true value to others. They sell the illusion of value but not real value. And they rip off value from other people.

For example, they order every product on the market and send them all back for refunds. These people will never have sustaining success. Why? Because they're Value Robbers. And if they do this with others, they'll do it with their own customers which sabotages their long-term success.

First let me say this: I don't want the focus to be on Value Robbers. There are tons of incredible Value Creators in the world. It's gratifying when I think of how my life has been improved and enhanced by people like: Anthony Robbins, Mark Victor

Hansen, Jay Abraham, Lew and Anita Williams, Robert Collier, Bill Good, Benjamin Suarez, Roger Merrill, Dan Poynter, Barry Neil Kaufman, Ted Nicholas, Napoleon Hill, Bill Good, Victor Schwab, Godfrey Harris, Gordon Burgett, Eugene Schwartz, and so many other Value Creators

In contrast, I also know people who are Value Robbers. For example, they sell an info product on how to do something. But they totally don't believe in it or do it themselves. Let's say I produced a product on "How to Make a Killing Marketing Through XYZ Method."

Yet, I never marketed the business through XYZ Method. Why? Because I knew they didn't work. But since that's what people wanted to buy, that's what I sold them. That to me is Value Robbing. Because I'm creating illusory value, not real. I've seen multi-million dollar companies that are Value Robbers. But guess what? They go bankrupt sooner or later. Go figure.

You have to sell people what they want to buy. On the other, hopefully you want to live as a genuine Value Creator. Why not sell a tremendous product that REALLY DOES work? Are people really better off when they buy from you? I'm telling you these things not to add to your cynicism. People are so cynical, it's almost nauseating. The only reason I'm mentioning these things is to actually encourage you to sell real value and not illusions.

Instead of being a Value Robber and selling "how to" products on things that used to work but don't any longer, why not sell a product that creates real value?

Instead of being a Value Robber by selling a "how to" product that is totally beyond the skill of people (but making it seem easy and simple), why not do your best to give methods people can actually implement. I feel great every time someone reads this product and crafts a sales letter, creates their own product or acts in a positive way from what they've learned. It lets me know I'm making a difference.

This all may sound like one long-winded divergence from our topic. But it isn't. Selling and marketing is about being a Value Creator. You create a dollar's worth of value and sell it to others for a dime. If you're selling a penny's worth of value for a dollar, you're a Value Robber. If you sell a dollar's worth of value for a dollar, you're worn out because you're working too hard for a living!

**Bonuses: This is how you get immediate action.** One of the largest direct mail companies in the U.S. has tested this and found out that 10 days is the best time limit for getting the bonuses. But online I usually use 72 hours since it's an urgency driven technology. I sometimes use bonuses worth more than the product itself. But don't

be hokey with this. Some people are getting out of control with this. They're putting insane values on bonuses that obviously aren't worth anything near the price tag they attach.

You have to be believable. I love to use information products as bonuses. Why? Because they're inexpensive but can have extremely high perceived value. This is all part of the dollars-for-dimes method.

The purpose of the time limit is to create what's called THE SNAPPER, that is the fear of loss. Again, people are motivated by desire for gain and fear of loss.

I don't like that fact. Philosophically, I believe in motivating with total positives. Most of my sales letters are very strong on the positive motivation side and skimpy on the negative motivation. But I do use deadlines on offers and bonuses to help overcome inertia.

Recently I read a post in an online forum by Gordon Alexander. He said some states have laws concerning limited time offers. You have to watch stuff like this.

I usually say something along the lines of, "I can only guarantee you get the bonuses if you act before X time." Notice, I didn't say you wouldn't get the bonuses. I only said I didn't guarantee it.

I don't know if that strategy meets all the legal guidelines or not. I'm told that the state of Ohio has the strongest restriction. On my legal disclaimers page, I include a statement to people living in Ohio.

**Don't decide now: This is a step I have made popular again.** In the old days people used it all the time. But a lot of people had forgotten about it. Now you'll see other people who teach ad copy methods talk about it. That's largely because of me.

The concept is simple: People associate ordering to pain. Why? Because they might screw up and make a mistake. So don't let them be in pain when they give you money. Tell them "don't decide now." Check it out. Try it out. If it doesn't work, you can get your money back. What you're doing is telling them to defer making a decision until they try out your product.

I call this the "Scruffy" close: Don't decide now if little scruffy is for Jimmy and Suzy. Just take little Scruffy home for the weekend and let Jimmy and Suzy play with him. If you don't like him, bring him back on Monday. You'll never see little Scruffy again!

In the sales world, we used to call that the puppy dog close. However, what I did was adapt it to direct response marketing. Not by doing a literal puppy dog close but by extracting the psychological principal behind it that makes it work.

**Ordering information: Be specific in how to order.** Offer multiple options. Taking credit cards is essential online. Overnight shipping can be a business booster online since a lot of people are scared to death you'll rip them off and not deliver a product.

**The P.S.** You can use this for an upsell or upgrade option equal to 25% of the amount of your product. Or you can reiterate your time limit to get the freebies.

See, it's pretty simple, isn't it? Don't you think that after practicing awhile you could write letters like this?

People tell me, "Marlon, don't teach people to write sales letters. People are scared of writing. They don't think they can do it."

You know what? I agree that people think they can't write. But I'm convinced you'll be surprised at how well you do if you try my way: The only reason you may think you can't write is because you haven't tried my way. I use short words and sentences. It's hard to screw up when you write at a sixth grade level. And since that's the level newspapers are written at, it's a good formula to copy, wouldn't you agree?

I refuse to believe that if you have reasonable intelligence, you can't write a decent sales letters with my formula.

Try it. You'll like it. Pretty soon, instead of paying people like me \$750 a page, you'll crank out your own letters.

Am I scared? Not at all. I don't teach all my tricks. I always have ammo to get clients to hire me.

In my marketing letter for the product you're reading, I promised to reveal the psychology behind my formula. I have done that. If you're committed to mastery, you may want to get advanced training.

In my Amazing Ad Copy Secrets course, (<http://www.salescopy.com>) I spend several hundred pages talking about how to use the above formula to write killer marketing letters. Plus, I have an audio from a seminar I did. And more.

But I've given you enough information above so that even if you never get my course, you can run with what you know. You can take action now. No excuses. No one to blame. You don't need the course.

Really.

You need to write a clear letter that spells out your features, benefits, USP, reasons for ordering now and so forth in plain English.

You either act on what you just learned or you don't. You can be a sideline watcher (and there's nothing wrong with that) or a Player. If you want to be a Player, then I've put together a special place for you to hang out.

It's called The For Player's Only Club. More about that later.

### **Are You Using The Formula?**

Sometimes people "think" they're using the formula, but they aren't. It's easy to find out if you are. Look at your sales information.

- Do you have a headline?
- Does your opening sentence or two grab your attention and make you want to read more?
- Do you present a clear and compelling reason to buy your product or service from you instead of anyone else?
- Do you have a LOT of bullets that summarize your features and benefits?
- Do you compare your price and show why it's a bargain?
- Do you use the scruffy method?
- Do you offer a powerful guarantee?
- Do you have a convincing reason to take action today?
- Do you build a solid case for the credibility of your product?
- Do you prove it will do what you say it does?

### **Why you absolutely, positively need a Killer Sales Letter**

The reason you need a sales letter is to create emotion and persuade your prospects and customers to take action.

If I called you up and said, "Hey, I have this really cool walking cane. It's old and has ornate designs on it." How much would you be willing to pay me for that walking cane?

Twenty bucks? If you really, really like it, maybe \$100. But how about \$25,000? No way. Not in a million years.

Unless, of course, you happen to flip on your TV and watch the Antique Road Show. On that show, people bring antiques they've dug out of their attic and have the value appraised by the experts.

On one show I watched, a guy had a cane. The expert says something like, Sir, this appears to be a cane made in the late 1800's by John Doe Craftsman. He was one of the elite European craftsmen. This carving here is the insignia that appeared on all his works. It's like his fingerprint.

You'll notice the fiber is rosewood. This particular grain came from the famous cane forest in the mountains of Tibet. It's extremely rare since the forest only had 5 trees. Recently at an auction, a similar cane brought in \$25,000.

However, this is the nicest cane I have ever seen at one of our road shows. The quality is pristine. It shows almost no wear. It's hard to say what it will bring at auction. But \$25,000 would be a minimum estimate.

I made that up. But it's very similar to what you'll hear on the show. The point is, the cane is only worth \$25,000 after the explanation. That's what a sales letter or online ad does for your product. Instead of just pointing out bland features and benefits, it builds a compelling case for the value of your product. It creates perceived value.

Why do you need a sales letter or online ad? Because people aren't going to know the value of your product unless you tell them. Most web sites contain far too little information about the items being offered.

Imagine this: You call me up to have me write an online ad for you. I spend 30 seconds telling you about my services. Then I stop and say, "Ooops, times up. I don't want to overwhelm you with information. Here's my price. If you want help, get in touch with me. You know the number. Gotta run. BYE!"

Or how about this. You've met the love of your life. You're going to get married. You're shopping for wedding rings. The person at the jewelry counter displays two rings with a large price tag. The salesperson begins telling you about the quality and cut of the diamond, the construction of the ring, the craftsmanship. The he or she says, "Give me the rings back! I've exceeded my 30 second quota for this sale. I'm sorry but I have to go talk to the next customer. Feel free to look around all you want. BYE!"

Do you know how many web sites and sales letters say BYE! to their customers at the point of the sale? It's amazing.

I don't care if everybody reads the ad or not. What I do care is that a percentage of people read ALL the ad and feel compelled to take action. That's what matters. Your job is to present the most compelling case possible for your product or service.

Your job isn't to get 100 people to listen to your 30-second presentation. It's to get 2 to 5 people out of 100 to go through your complete presentation and buy.

What if your objective is to generate leads, not make sales?

Different campaigns have different objectives. The goal of a letter is similar to the goal of a sales person. If you sell a high-ticket item, you may have a pre-planned sequence of calls you make before you go for the close. In that case, what you have are mini-objectives for each sales call.

At the end of each call, you want the prospect to agree to the next logical step. If the next step is to request a quote or participate in a survey, your sales call is successful if the prospect agrees to take that step.

In the same way, the objective of your online ads and sales letters can be to convince your prospects to take the next logical step. That's the close. The close doesn't always have to be "asking for money." It can be many things.

Your objective may be simply to have a prospect fill out an online form to request more information. Can an online ad and/or sequence of sales letters help you? Yes. How? By increasing the percentage of prospects who fill out the form and request more information. And, if you have salespeople who follow up, you can also decrease the amount of time required to qualify your prospects and move the sale forward.

In other words, you can shorten your sales cycle. I know of companies that have cut their sales cycle in half by using direct mail and smart marketing strategies.

### **Illustration of how this would work for a travel agency**

Let me take this out of the abstract and make it tangible for you with an illustration. I signed up with an airline to receive regular notices of special "sale" prices on travel packages.

Once a week I receive an email that gives me the latest hot deals.

That's fine. And I'm sure it makes money. Doing anything is 100% better than doing nothing. Does that make sense?

The economy is so good right now that you don't have to be genius to make money. You don't even have to be good. About all you have to do is answer your phone and ask for money! You know the economy is booming when you call companies ready to spend money and you can't even get someone on the phone who can take your credit card number. You literally have to leave your name and number on a voice mail and wait for a return call!

That happens to me quite often. That's how great our economy is right now. I guarantee you that in the next recession I won't have any problems getting sales people on the phone!

Anyway, here's what I would do if I were a travel agent. I'd pick a vacation destination and write a letter about that one place. I'd tell what the trip would be like, why people go there, what you do while you're there. I'd walk prospects out on the sunny beach and squish the sand between their toes. I'd put the relaxing sound of ocean waves in the background. I'd sit them down at an outdoor grill underneath the palm trees, drinking the freshest glass of pineapple juice they've ever had. I'd paint compelling mental pictures that begged for completion.

Can you see the difference between that and sending an email announcing a cheap price?

**The question is, are you giving your prospects and customers the cheap price approach or walking them on the beach?**

There are many proven offers you can extend with online ads and sales letters. These offers have been selling products for literally the last 100 years. And they'll be working 100 years from now. Because they're based on an understanding of human nature.

- You can have a once-in-a-blue-moon sale
- You can send a "may I ask a favor" letter
- You can have a "damaged goods" sale
- You can offer a limited edition
- You can send out a price increase letter
- You can have a limited time price reduction
- You can offer a free premium lead generator
- You can request referrals and offer a reward

- You can send out a "try this experiment" letter
- You can have an advance reservation sale
- You can have a preferred customer sale
- You can offer a free trial
- You can have a "distressed merchandise" sale
- You can send out a membership offer
- You can send a "tale of two people" letter

And that's just the beginning. There are many appeals that have worked over and over in direct mail. Almost all of these approaches can be adapted to your online marketing.

### **The biggest obstacle between you and the formula**

I'm convinced the main reason people don't use my Formula after they learn it is fear -- fear of making a mistake.

Well guess what? That's part of business. Business is about doing things. Taking action. And anytime you take action you're going to screw up. You're going to make mistakes.

So get over it and get busy!

When I first started writing sales letters, I sucked. It took me a long time to learn this. But with my Formula, it blows my mind how quickly some people have caught on. I've seen students write killer sales letters their very first try.

Blows me away.

## Chapter Sixteen: TM: The Amazing New Money Formula

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"How to use the formula in your offline marketing --  
and a lot more. This chapter is required reading"**

**D**o NOT skip this chapter. It's required reading. All the way through. From beginning to the very last word. It contains some extremely important data concerning the *Amazing Formula*.

As I've pointed out elsewhere, this formula isn't new in overall strategy. You get a list and sell to it over and over again. Nothing new there. Except that most companies don't do it. At least not consistently and effectively. Furthermore, even those companies that do can get better at their systems.

For example, let's talk about offline marketing and some of the newer, innovative ways you can use the formula offline. For example, Facebook messenger and text messaging are hot right now.

This eliminates all your mailing, printing, and postage costs. But it can be more effective than email, since certain categories of people are inundated with email. For some target markets, text messages or Facebook messenger communications are far more likely to be read. If email starts to get out of control, I'll begin relying on Facebook messenger or text messages to my customer list more. That's my plan B.

You can also use retargeting ads.

A very wise man once told me: *Always have a plan B.*

You can also send a 1/2 page message, email, letter, or whatever that acts like the beginning of a direct mail letter. It has a headline and then begins "Dear Customer." It gives several benefits that suggests the customer go to a URL for more information.

Let's run through a hypothetical scenario here. For example, if I wanted to sell the product you're reading right now through a 1/2 page email, letter, newsfeed ad or the equivalent. You can actually get a lot of text in a Facebook newsfeed ad.

I'd create something like this.

### **Discover The Amazing Formula That Sells Products Like Crazy!**

Dear Customer,

It's crazy.

I stumbled across a very simple formula anyone can use to sell products like crazy. If you're interested in selling your products by the hundreds or even thousands, listen up . . .

- This formula works online and offline.
- I've proven it works time and time again in my work with clients
- I've taught it to a few close friends who are making bundles with it
- It's simple and step-by-step.

**Free details respond now:**

**<http://www.salesletters.com/key.htm>**

I wrote that off the top of my head. I'm sure if I concentrated on it for 15 minutes, I could punch it up. But the point is to demonstrate the overall basic technique. Of course, when they respond, in return they'll receive your 4 to 6-page sales letter or video sales letter or webinar crafted according to the formula I relate in the big course.

For an inexpensive 800 number just go to Google and type in "800 Number Services" to find one.

Here's something to think about. As emails get more and more plentiful, the response will go down because they'll get overlooked. Here's another GREAT headline to use for your postcards:

Free report reveals xxxxxxxxxxxxxxxxx

People love free reports. Of course, you can vary this with free video, free audio, free conference call, free ezine, free newsletter, and so forth.

You can do the SAME thing in FACEBOOK newsfeed ads but you have to switch up the wording because Facebook is so picky.

### **Other Ways To Use The Formula Offline**

Everything that applies online applies offline in one way or the other. For example, the KSL. You can MAIL KSL type letters to your customers to get them to purchase additional items.

Or, you use what we call the KSM -- Killer Sales Message. That's a benefits-laden message that you deliver via ANY media that reaches your customers and prospects.

You can put a KSM on a postcard and mail it to your customers.

The concept of TM or targeted media applies to media you use both online and offline. Online you use an affiliate program, ezines, articles, search engines and banner ads. These are media.

Offline you use billboards, radio, TV, newspaper, magazines, direct mail, and a host of other options. But no matter what media you use, you're still delivering your KSM to your target audience.

Everything I've said about lead generation applies offline.

You get someone to raise their hand and you follow up. Raising your hand can be an incoming phone call. A coupon redeemed. A card mailed in. It's any contact that separates a person from the vast ocean of potential suspects and turns them into a prospect with known, active interests, wants and needs.

After that, it's simply a matter of following up via phone, email, direct mail and any other way possible. Then, after someone becomes a customer, they drop right into the BERC system.

As you can see, *The Amazing Formula* works just as well for offline businesses as it does online ones.

## ⇒ ⇒ ⇒ **Read Every Word Of What Follows!**

The whole point of the formula is that you target a group of people, find out what it is they want to buy then give them really compelling reasons to buy it from you instead of anyone else.

By definition, if no one wants to buy your product or service, you didn't follow the formula. Because the formula tells you to target a group, find out what they WANT to buy (not what you want to sell), then give them really great reasons to buy it from YOU instead of someone else.

If someone claims they read the *Amazing Formula*, tried it and it didn't work for them, you KNOW they didn't read or didn't understand the formula to begin with.

How can it NOT work?

The formula is to sell people what they want to buy. By definition if they aren't buying, you aren't selling them what they want to buy. And therefore you aren't operating on the basis of the formula!

The formula obviously applies to both online and offline selling. How could it not? The other thing the formula tells you to do is generate a lead and follow up. You can do that online or offline. You find a group of people and a way to communicate with them (your TM). You come up with a lead freebie offer and communicate it to your audience.

Then you follow up like crazy!

If you say that you sell offline, what you're really saying is that the TM you use, your targeted media is not internet-based. It's a non-Internet media.

Doesn't matter one iota.

As long as you have a targeted audience or market and you can communicate the message to them about your lead generator, free report, freebie or introductory free service, and as long as you can follow up with them after they request your lead generator, then the *Amazing Formula* applies to you!

I don't know of ANY business it doesn't apply to. Why? Because every business has to target an audience of people who are likely to respond, generate leads (people who demonstrate an active interest), then follow up.

What's more, the formula works for virtually ANY RESPONSE you want to get. Not just making a sale. Maybe you're getting donations or trying to get people to join your group, move to your city or promote a cause. It's all the same.

You target the likely responders, offer a freebie to get them to identify themselves, you follow up by communicating your killer message (whatever it may be) and you follow up like crazy.

That system flat out works. Period. End of story. Done deal. Anyone who doesn't think *The Amazing Formula* works or applies to them just hasn't read this chapter!

Whatever you need, the Amazing Formula can help you get it. Does your kid, friend or family member need a job? Get together a list of likely responders, find out what they WANT in someone they'd hire, put that in a 1-page letter using a mini KSL format, then offer more details in an in-depth letter if they call, text, or email.

Then, you write your super duper KSL letter fully explaining how you meet ALL the criteria you've found out employers are looking for in someone and how the person you're promoting meets those criteria.

And you ask them to contact again for an initial exploratory meeting. See how that works?

I don't care what it is you want to accomplish in terms of marketing. You find the people most likely to be interested or have a desire, you give them a good reason to contact you for something free, you follow up with a Killer Message that targets exactly what it is they want. And you keep following up giving them more of what they want.

More benefits.

Write it isn stone. There is only ONE reason people will do what you want them to!

O-N-E.

**BENEFITS.** There are benefits TO THEM for doing it. You put those benefits into a letter or some other form of communication and give an urgent reason to respond.

There you go. *The Amazing Formula* in action.

Want your kids to behave better? Your parents to do something for you? Your spouse to agree to something?

You gotta give them one thing! The benefits to THEM of doing it. That's *Amazing Formula* 101 right there!

Online, offline, on planet Pluto. Doesn't matter. The Amazing Formula gets you responses.

## Chapter Seventeen: MS: How People I know Sell Millions

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

### "How people I know sell millions online, and offline"

**A**ren't you curious when you see a business raking in millions? Don't you wonder how they do it? I want to take you on the inside of businesses I personally know that sell millions -- and in some cases net millions.

Some of these businesses are online. Some are offline.

You're going to see some common themes here. Pay close attention to these. Notice the price points that keep coming up. If you're selling a product for \$100 with a back end at the same price point (as in a newsletter renewal), then you'll need a large market.

On the other hand, with high ticket items, a lot of times the sale is closed over the phone. Let me give you some examples of what I mean.

One guy I know built up his business and cashed it out of a jackpot payoff, if you know what I'm saying. His method was oh so simple. He sold a software program for \$1,500 to \$2,000, depending on the options desired.

#### **Here's his marketing system:**

1. Send out 50,000 self-mailers a month (no envelope). He found out the main 10 magazines his existing customers read. So he simply rented those lists and mailed them monthly.

When he ran through all 10 lists, he'd start over. But he didn't rent all names on the list. He only rented the names with job titles that matched the titles of the majority of his customers. He found this out with a simple survey. By the way, in another chapter I talk about how you locate lists to rent online.

2. 1.25% of people who get it call in.

3. Sales reps pitch the product on the phone.

4. 10% of people who call in buy. Usually it takes a sequence of calls to get this result.

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**A consulting client of mine used this formula:**

1. Send out 1,000 two-page sales letters a day offering a free trial of their product. It's a consumable so people who buy it use it again and again.
2. People call in to speak to the sales reps to get their free trial. The reps develop rapport and send out the trial. These sales reps work on a straight 10% commission. But they start out for 3 months on a draw against commission.
3. They follow up to ask for an order. If people don't order, they send UPS out to do a pickup so they can get the free trial product back. In the majority of the cases, they're able to retrieve their sample.

They dominate their target market. This is a multi-million dollar business and that is the crux of the marketing system. The owner spends most of his time travelling the world and having fun.

Now can you see why you get a whole offline training system with my big course? There's a lot of money to be made online. But you can't ignore or overlook offline. You just can't. I talk about all kinds of different offline systems for getting leads and making sales. Complete systems people I know are using to make tons.

You could follow a similar system as my client if you have an expensive product. You need something that sells for \$300 or up to use this method. Or that would be my recommendation.

Find the good lists that target your prospects. You can access all these lists right online through a service I tell you about. All the known lists available for rental are in an online database you can access -- FREE!

You can also find out what magazines they read and rent those lists. You send out a letter or mailer that generates a call. And you close the sales over the phone. As your business grows, you hire commission salespeople to answer the phones.

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Here's another cool story. Two guys I know had a service that helped you locate people -- ex-classmates, birth parents, that type of thing. They had the number one company in the nation in that field.

Anyway, advertised a 900 number on their web site (this was back when 900 numbers were all the craze). You could call the 900 number and have a search performed for you right while you were on the phone. They made an extra \$20,000 a month from doing that. Just something simple to them.

They also were on TV talk shows all the time. They located people and reunited them on the show. They had a course on how to do it. I think it sold for \$300, if I remember. They gave out his 800 number on the shows. People called in for information on the course. They had 100 ladies who took names and phone numbers.

Their sales reps called back the people and did a one-call close. And there you have a multi-million dollar business. That simple. They started this business at under age 30 and became millionaires.

This shows both the power of web site marketing (when you have traffic) and the power of a simple sales system. One or two products and tons of leads. He doesn't even work his back end much because there is so much money on the front end.

If you can drive a lot of inbound calls consistently, then all you have to do is keep tweaking your inbound call script until you have it down to a science. Just sheer trial and error can teach you most of what you need to know.

But if you add in the formula I use to write ad copy for products and turn the key elements into a telemarketing script -- now you've got a tiger on your hands!

All of the above is what I wrote in the original *Amazing Formula*. One of the guys has since sold out the business to his partner. I imagine for a very princely sum. This is an example of a simple business based on targeting an audience, generating leads, and then selling them.

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Back when I was a sales letter writer for a living, I had a client with a \$7 to \$10 million a year business. It was very simple. They did free seminars for associations in their target market. (You can locate these through a directory. Piece of cake.) They did free seminars from one hour to all day, depending on the situation.

At the seminars, they had a system to get business cards from everyone. They followed up with a short sales letter I wrote that got people to call in. When people called, they were directed to an inside sales rep who begin a sales pitch and often followed up with an 8-page sales letter I wrote.

They closed callers on a seminar that costs \$2,000. Again, their primary lead generation method was free seminars.

You should see a common theme here. People who sell high ticket items use direct mail, direct response, and web sites to get people to call in. You close a lot more sales when people call you versus you calling them.

The owner of this company was worth several hundred million. His first breakthrough was something like 30 years ago. He developed a very clever system to sell insurance. He sold a BILLION in 8 years and bought the company he was selling for. He later sold the company for \$78 million. Not a bad cash out for your first deal! The basic system he created can be used by almost any business. Few people understand it.

He used the same system to build five multi-million dollar businesses.

I have a whole section on his method in the *Cash Like Clockwork System*, if you're interested. I go into great detail on it because it's one of the most breakthrough marketing systems I've ever seen that literally applies to any business -- from plumbers to web designers to travel agencies to professionals.

The point of this story is the same: You target an audience, generate leads, follow up and make sales. That's the whole *Amazing Formula* in a nutshell.

.....

A long time ago I wrote ad copy for a company with an interesting method. They developed a system for getting people to refer customers to their company. They got 40 to 60 calls a day like clockwork. The sales reps were on commission. Maybe there was a basic draw. I don't remember. But if there was, it wasn't anything big at all.

Anyway, the people called in because they wanted to buy some cheap advertising. But they convinced most of the callers they first needed to buy a course on how to run a business. They sold it for \$695.00 and had a company that did one to two million a year.

In the big course, I talk more about their referral strategy and many other referral strategies, systems, and concepts. Just one referral strategy like this one can create a million dollar business if it's handled correctly.

Again, notice the theme of the inbound calls with a product over \$300. Are you beginning to see some kind of pattern here? Am I giving you any ideas?

Just because you have a web site doesn't mean you have to sell people directly from your web site. You can also use it to generate leads or inbound calls. Food for thought.

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Another one of my friends is an extremely well-known Internet marketer. His formula is simple: He spends \$20,000 a month on banner ad buys. Now, if you have \$20,000 a month to spend on banner ad buys, you too can be an Internet millionaire!

Actually, everybody thinks he makes his money through his associate program. But he doesn't. It's the banner ad buys. He has a product with a price point of several hundred dollars. Yes, you can make a ton of money through banner advertising if you know what you're doing. But you need a fairly big ticket sale. If you have one product for \$50 or \$75, it isn't going to happen.

What you do is advertise on private web sites.

UPDATE: My friend who spent \$20,000 a month online moved his marketing to direct mail. Not because he didn't make a LOT of money online. But because he found that he was too visible to potential competitors. By moving his business to direct mail, he found that he was more "invisible" to potential competitors.

The whole banner advertising game is still being played. The numbers fluctuate. But the principles of the advertising game remain the same. If you can bring in more than you spend, you can make money in virtually ANY media. It's simply a matter of numbers.

Plus, if your back end is large enough, you can use almost ANY front-end media. Why? Because you can afford to lose money on the front-end and make it up on the back end.

.....

I had another friend with an incredible banner advertising method. He bought banner ads in far, far smaller quantities than my other friend. He typically paid \$10 per 1,000 impressions. He got 4% to 8% click through, which is considered abnormally high. 1/2% at the time was normal. He does it with a gimmick banner. It looks like you're searching for something.

Anyway, he was willing to pay \$1.00 to \$2.00 per sign up for his weekly mailing list. He then sent an informative email/sales letter to his prospects every week until they buy or ask to get off the list!

The secret to his success was in one of the little tricks I teach in *Cash Like Clockwork*. He learned it directly from me and he'll tell you that.

Anyway, something like 8% or 10% of the people went ahead and bought his course for \$695.00. Are you seeing this theme again? You need a big ticket item to make big money. He has many days where he sells \$5,000 of courses in one day. Now, my friend isn't a millionaire because he has a partner in the business who pays for all the ads, creates the products, and writes the weekly email messages.

But I believe that between him and his partner, it's a million dollar business or it's getting close to it.

What he liked about banner advertising was that it's very predictable. He knew exactly how much it cost him to get someone to sign up for his weekly email list. He knew exactly the cost of a customer. He knew all the stats.

You'll find that people who do a lot of advertising are very good at numbers or have someone working for them who is. Why? Because it's all a numbers game of dollars in and dollars out.

UPDATE: This story concerns a friend I've lost touch with over the years. Time flies! What I think you should learn from this story is NOT that you should buy banner ads, although you shouldn't rule it out. It's simply another example of someone who developed a system, tried different targeted media, tracked the results, knew the numbers and then scaled up the promotions using the BERC principle. That's the point of the story.

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Another friend of mine has a very popular web site. I can't tell you the name or he'd be mad. See, he's a spammer. But no one knows it and he gets in very little trouble for several reasons:

1. He sells a product about getting listed at the top of the search engines. All webmasters want to know about it. So they aren't offended when they get his spam.
2. He has name brand clients, so he has credibility.

3. He's technologically very sophisticated. If you try to track him down through the administrative or technical contacts in Internic, both of those numbers ring into his office on separate lines.

4. He lets almost no one know what he's doing. He trusts no one.

I don't know if he's still spamming or not. I imagine he is. The thing is, he has an email database now of 1,000,000 web site owners he has collected. Plus, he has a giant customer list. He can "Just Click Send" and make a ton of money.

I don't like or advocate spam. But let me tell you, people who have claimed you can't make money with it (at least in the past) were totally uninformed. I do have another friend who makes good money through spam. I would never do that personally. For one thing, the risk of getting your web hosting shut down is very significant.

Everybody worries about losing their dial-up account. But those are easy to get. The big problem is if someone looks up your web hosting service through Internic and complains to them. Or worse yet, complains to the backbone provider your web host uses.

.....

Some time ago I had the privilege of speaking at a seminar on a cruise ship. A famous old time mail order guy named Joe Cossman was there. Joe is an incredible man. He's over 70 and can still charm a woman with a glance and a smile!

Anyway, Joe made his fortune primarily with press releases and trade shows. He used to send out his press releases to just about every magazine he could get a mailing address for! I'm not sure that approach would work anymore.

But here's one that will: By sending out the press releases and getting lots of print, guess what he attracted? Dealers and distributors who wanted to sell his product.

So his marketing formula was simple:

One: Acquire exclusive rights to market a product. Joe always wanted an exclusive.

Two: Send out a press release and get media coverage. He could be very creative about this!

Three: Be ready with direct mail letters to send to people who inquired about becoming dealers for his products.

Four: Promote the products at trade shows, get them in catalogs, and use other marketing channels. But the press releases drove everything.

That's why I think the PR section is crucial to the big course. You know, I might mention this too. We focus a lot on list selection. How you manage your PR lists. Who you send to, how, and why. The other PR courses I've seen only gloss over this. And the list is about half your success!

He also used sales letters all the time. Especially to get his dealers to take action. That's why it's absolutely essential to your wealth building that you get my ad copy formula and the psychology behind it down cold. I cover this in another chapter.

Wanna hear something funny? In the past, I sold my ad copy formula by itself. I had a few (not many) returns from people who said they had seen similar formulas in other products they bought.

Here's the funny part: Those "other" marketers stole the formula from me! Do you want to get it from some copy cat or from the horse's mouth? The choice is yours!

It's OK. I'm not mad or at odds with those other marketers. In this business, to some degree everybody steals from everybody else. But you can understand why I'd be annoyed if a customer thought I got my formula from someone else!

That's why I now take the formula to a totally higher and new level. Here's the thing: The people who rip off the formula often don't really get it. They don't understand it. It took me 20 years to develop it.

Yeah, it's simple. That's why it took me 20 years! I could've taught you a very complex version 10 or 15 years ago. But to boil it down to a very simple strategy that really works takes a lot of refinement.

Let me say this: Anytime you hear anyone teaching the "don't decide now" method. And especially if they tell the scruffy story. They got it from me. I just want you to know that.

## Chapter Eighteen: WSMS: What No-One Tells You About Auto-Piloting Your Business

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BEREC**

**"What you need to know about automating key aspects of your business"**

In order to free up your time so you can spend it creating new products, working on new promotions and attending to other important areas of your business, there's a concept I'm going to have to introduce you to.

It's called "auto-piloting".

To put something on auto-pilot you need to first develop a method that works, then create a system and finally, find someone to operate the systems for YOU.

The system operator can be a freelancer, someone from Elance, a staff member, family member, friend and so forth.

When you have someone running the systems for you (you can call them your "co-pilot") they are the ones that free up YOUR time to go on to other things in your business, to grow and expand.

So on the one hand we do teach what we call "full or semi auto-piloting" where you have stuff running on auto-pilot. But on the other hand, I think it's a misunderstanding to say that we think your business can be put on 100% auto-pilot while you go on a permanent vacation.

I suppose you could do that if you put a CEO in charge who can competently run everything and you just check in one time a month to make sure everything's okay.

As a matter of fact, recent I paid \$3000 to a buy a course from someone I met that did just that. Just to see how he did it. I found out he'd come in once in awhile and check in with his "co-pilot", but even under those circumstances he's still going to have to continue to work on his business because the law is, grow or die. It's a misunderstanding that with no more thought or attention that you can "leave it and forget it".

So while we believe in auto-piloting processes or systems, you've got to have someone running them for you. And of course once the bugs and kinks are worked out of your systems things will run a lot smoother.

### **#1) Help Desk software:**

This is a software program you have installed on your server that allows your customers to open a support request in the form of a "support ticket", anytime they have a question or need help.

Once they open their ticket they will be issued a tracking number which they can use to trace the response from the support staff.

Unlike email which can be lost quite often, the customer has access to the support desk where a copy of every inquiry they've posted can be found.

### **#2) Live Chat software:**

Live chat support software enables your customers to click a button and be able to chat with a sales or support rep live, right on the spot.

The service we use is currently called Live Person (<http://www.liveperson.com>) although the name changed once and may change again so if you go to the link and it says something else, don't worry about it. Chances are it's just a new version of the software that's marketed under another name.

There are a number of vendors you can use for this if you want to explore your other options. Just search Google for keywords like "Live Chat Support Software"

If you're just starting your business and you're on a thin budget, don't feel like you're obligated to buy these programs. You're not. But as you progress and can afford it, they can be a real life saver.

### **#3) FTP Software:**

As soon as you finish your first website, you're going to need FTP software so you can UPLOAD your web pages to your server.

I use Filezilla. You'll find it in Google. To upload files to Amazon S3, I use Cloudberry.

### **#4) Anti Malware Software:**

Malware Bytes is a great program. I recommend it.

## **#5) Web Page Design Software** (Also Known as an HTML Editor)

I covered these earlier. Thrive Content Builder, Clickfunnels, Convertri, InstaPages. These are a few of the programs that are simply incredible.

## **#6) Your Autoresponders:**

The single most important auto-pilot tool are your autoresponders. I can't see how you can run a web business without them. They do all the follow-ups to your customers.

For autoresponder service we use:

- 1) Aweber (<http://www.aweber.com>)
- 2) GetResponse (<http://www.getresponse.com>)
- 3) Automate Your Web Site (<http://www.automateyourwebsite.com>)

Although it's nice to have all the software you need, if you're just starting out or you're on a tight budget the two things you absolutely MUST have are:

- 1) Web Site Hosting
- 2) Shopping Cart
- 3) Autoresponders

My "Ultimate Automation" service has all of this wrapped into one, including affiliate tracking software, your shopping cart, survey forms, discount coupon, ad tracking and much more, all wrapped into one solution.

I covered these also. There are many other services like Active Campaign, Jimmy Kim's Sendlane, ConvertKit and many others.

## **Your Merchant Account and Order Taking Systems**

Today, I mostly use Paypal and Stripe.

Stripe replaces what you used to pay a ton for. It is, in essence, a merchant account.

If you're dealing with your own merchant account and you get over 2% in chargebacks, you can be on the terminated merchant list which means that you're

unable to continue processing orders through your regular merchant account and you're unable to sign up with anyone else. Basically it means you're out of business.

The same problem applies if your refunds get too high. For example, Visa has a rule that says refunds must be under 10%. *(This figure may vary as Visa changes or adjusts its terms and conditions so double check with your merchant bank if your refunds & chargebacks are nearing this percentage.)*

Keeping your refunds UNDER 10% while selling digital products is tough. People think digital products have "no value" and no one will be hurt if they refund it. So you have a lot of people thinking "why not just ask for a refund and get it for free?", after they've already downloaded it to their hard drive.

That's why I hold back on some of the bonuses I deliver with my digital products for 30 days. People who refund the product "just because they can" don't get the additional 160 pages of information that I deliver starting 30 days after they buy. So what happens is, if they instantly refund just because they can, they screw themselves. I think that's fair. I'm not giving my intellectual content right upfront to someone who just plans on not paying for it.

That's why I think it's so unfair that people order a digital product, don't read it and ask for refunds immediately. 10% do that the very first freakin' day. 30% do it within 3 days.

The problem is, those people don't realize they are screwing with putting that business out of business.

So make sure you're watching your refunds and chargebacks like a hawk.

There is a system you use to calculate your refund percentage (refunds divided by sales) and a system you use to calculate your chargeback percentage (chargebacks divided by sales) so make sure you're keeping an eye on this weekly. Or at least monthly.

What you need to do before starting to make these calculations is to contact your merchant bank and ask them whether they calculate the percentages based on the volume of sales (number of products sold) or whether they base it on the dollar amount.

In other words, do they take the number of refunds divided by the number of sales? Or do they take the VALUE of the refunds and sales?

## **An example of each would be:**

Here's the formula for calculating your refund percentage based on dollar amounts:

\$750 in sales and \$225 in refunds = \$225 divided by \$750 = 30%

Here's the formula for calculating your refund percentage based on number of sales:

50 Sales and 7 Refunds = 7 divided by 50 = 14%

So just to make sure you're always covered ask them what figure they use and then set aside 1 day a week to do these calculations. Like every Friday. Or at least once a month.

Now I want to share with you my personal experiences with automating credit card processing online, digitally delivering products and follow up. I'm going to give you the most realistic assessment of this technology as I can. This isn't a big sales pitch. It's educational to help you make a well-informed decision.

For the first year and a half I was in this business, I ran it by myself. I responded to customer service emails, processed orders and so forth. After awhile, product sales reached a point where manually charging credit cards, fulfilled products, videos, manuals, packaging and shipping were sucking up all my time and I knew I had to make some changes.

I didn't want to expand to an office with employees, but I realized my time was best spent promoting my business and writing for clients, so I decided to automate as many of the systems as I could.

I set up real time credit card processing which means my orders are processed automatically and my products are automatically delivered to the customer when a digital download product is ordered. As a result, I'm able to spend my time focusing on aspects of my business that are revenue generating.

One of the things I think is important with technology is that you understand it isn't all a bed of roses. But it beats the heck out of the alternative...

Awhile back I'd changed a password that ended up stopping the orders from being processed. I didn't know this happened until several customers informed me. Of course, it only took a phone call to straighten out the situation, but the point is that often technical issues can arise and now and then they can go undetected, until someone tells you about them or you discover the problem or problems on your own.

In the last few years, things like that have happened to me two .... maybe three times.

The bottom line is, if you get a customer complaint about their order not being processed, you need to look into it immediately and fix whatever is wrong. Test your systems and see if you can find the glitch. You can usually spot it right off the bat.

When you're first getting your systems set up and automated it'll probably take a few days to a week to work out any problems that may arise, so go slow the first week. Don't launch a new product on a new system. Trickle a few orders through first to make sure the orders are being processed correctly. Make sure the money actually shows up in your bank. Then monitor it carefully over the next month. Once you have everything in place, it works smoothly with only an occasional glitch. Or that has been my experience.

The credit card processing works better than I actually thought it would. I'll tell you ... I am not a person who likes doing detailed things. That's why it's such a relief to have these credit cards processed for me automatically.

In the past I'd process them myself which is a huge pain and it can take several minutes to put through all the customer payment information. But now all they do is fill out an order form and in less than a minute (in most cases) the order is processed, the money is in my account and the product is delivered to the customer. Or on it's way to the fulfillment center, in the case of any products I ship out on CD-ROM or in print format.

When people order, you receive a receipt via email that gives you the order details. You also have access to an online web site (password protected) where you can view your daily batches of orders. On that site, you can issue refunds, search transactions and get customers contact information.

In the case of using PayPal (which I currently use in conjunction with my own merchant account) it's EXTREMELY EASY to use, because all you do is link to the order form link that PayPal gives you. That's it. Nothing to install or fuss with. I love that feature. Everything works over their secure servers. So you don't need your own secure servers. And you don't need your own payment gateway.

Using PayPal, everything is automated. But even if you go with your own merchant bank and payment gateway, you can set everything up to run on auto-pilot.

Some people are concerned about online credit card fraud. And whether or not you sell a digital product or tangible goods, you'll run into this problem.

You'll find out that orders from certain overseas countries are dangerous. You may want to decline orders from those areas. I've had a few problems with orders from this country or that. But I also have some terrific customers from the same country. Others seem to have problems with orders from a specific country.

If you decide to process your orders through PayPal then you're automatically given an advantage because they'll only accept orders from certain countries. So it helps weed out a lot of fraud right off the bat. The disadvantage is that you'll also eliminate good customers who happen to live in those countries.

If you're using your own merchant account then you're going to have to be very proactive about fraud. Look at every order for "red flags", like the name of the cardholder NOT matching the name used in the email address. Or a street name that just doesn't look right.

Strange as it sounds, one thing I notice consistently with fraudulent orders is that for some reason, they just don't use proper Capitalization when they type the cardholders name. I don't know why, but 99% of the time when a fraudulent order comes in, it looks like this:

john doe  
123 fake st  
some city  
state zip

Of course that doesn't mean ALL orders written that way are fraudulent. It's just one small extra you can look for. If they have a free mail.com email address, the name doesn't match the name of the email address and it's all in lowercase letters then get the IP address if you can and SEARCH it at [arin.net/whois](http://arin.net/whois) to see if the person placing the order is from the same country as the cardholder.

Another thing you can do is call the phone number they enter in the order form to make sure it's valid. On fraudulent orders, it's usually a disconnected number. Or it's a number for a business and the receptionist answering will tell you she's never heard of the person before.

I used to ship my products as tangible goods versus digital delivery to lower fraud issues. But Paypal is so great at screening for fraud, I don't do this anymore.

The most important thing you can do to eliminate fraud is to make sure your order form is set to request the 3 digit code printed on the back of the customers credit card. (Commonly referred to as the CVV2 number.)

I know it's possible for fraudsters to get ahold of these numbers but since implementing the CVV2 number as a required field, the amount of fraud has dropped considerably through my merchant account.

For additional anti-fraud information (you may need it if you're going to use your own merchant account) there are some companies that advertise that they run your inbound credit card orders against a database of known scoundrels. My merchant account vendor tells me he doesn't think this helps. Since these people use fake names, stolen cards, and bogus email addresses.

Oh, one last thing:

Real Time Credit Card Processing means they process your credit cards for you live online. The service does not include a merchant account. They can interface with virtually any merchant account. But you still need to have a merchant account set up.

If you're just starting out and want the easiest to implement system then I recommend PayPal and AutomateYourWebSite.com

Or get your own merchant account, then use Authorize.net for the payment gateway and AutomateYourWebSite.com to set up your shopping cart and other automated systems.

### **Tips On Digital Product Delivery**

Now let's talk about digital delivery. It works well also. When credit cards are processed, the customer is presented with an immediate download link where he or she can download the product. Again, on occasion I have someone contact me via email who can't figure out how to download or open up the file. It doesn't happen that often and is usually easily solved.

If you want, on your download page, you can include screen captures that show how to download the product. For the few products I've got that are digitally delivered (at the time of writing this most of my products are shipped on CD, but that may change as time goes) I always include "step by step" instructions to show how to download and open the file.

There are several advantages to digital delivery. One, you can afford to sell lower-priced products and still make a profit. Two, you take advantage of impulse buying. Three, you eliminate spending time on product fulfillment and delivery.

When you digitally deliver a product what happens is, once the customer has finished paying for the product, they're taken (via a unique user/pass) to a download site where they can get a copy of the product. That reduces the chances that they'll have a problem "getting" the product, because they're able to download it right on the spot.

When you get your account set up, make sure your account is set up for immediate download.

Do NOT rely on your customer to download the product from an email with a link. You want the download to happen at the point of the order, on the order confirmation or "thanks" page.

The primary disadvantage of automating technology is that since the systems are custom designed, glitches do happen on occasion. You need to place a trial order weekly (with a fake credit card they give you) to make certain everything is happening as it should. You need to start out slowly and make sure there is a smooth transition of money to your bank.

If you use PayPal then what you need to do is have a personal PayPal account you can use for testing. It's against the terms to send your own self money on Paypal but you can have someone with another account place \$1 test orders for you. That's how I do it.

I'm an advocate of automating when possible. You just have to understand that it isn't all going to be a bed of roses.

I also have automated the sending out of my follow up letters. For example, the day after people order, they receive an email asking if they were able to download the product OK.

After 4 days they get an email offering additional tips and up-selling another product. In two weeks they get an email requesting a testimonial. This is all automated. Over the next year or two, you're going to have more and more choices as far as automation goes. The prices are going to come down and the quality of service is going to go up.

This is all a good thing.

You can never totally automate your business. You're always going to have to be involved in trouble shooting and other aspects. But the goal is to be able to walk away from your business for a month and have it run trouble free.

That's the ultimate goal. OK. Let's say you're ready to get all this set up. What do you do?

If you need a merchant account or prefer to use 3rd party processing (Like PayPal, for example) here are some resources for you:

Clickbank: <http://www.clickbank.com>

If you're selling digital products then you'll want to sell them on Clickbank. The reason is, unlike PayPal, Clickbank has a built in Affiliate Program. So as soon as you start selling your products there, an "army" of Clickbank sellers just waiting to promote your product for you.

The second choice is PayPal: <http://www.paypal.com>

Using PayPal you can get your product ordering set up in just minutes. They also offer recurring billing subscription payment options, so you can use them if you plan on selling access to a private membership site or the equivalent.

What I'm not sure about is when the majority of those complaints were lodged. I do know that I've never had a problem with PayPal myself. I've had excellent support, great help from our PayPal account manager and have had nothing but good luck using the service.

But there are apparently a number of people on that site that don't feel that way.

So I do recommend them but urge you to do your own research and conduct your own due diligence before signing up with ANY merchant account.

Although you still have to watch for fraud and need to keep your refund percentage down, with PayPal it's so much easier than when we were using our own merchant account.

But for people who don't want to use PayPal, there are other 3rd party processors. But they come and go so you may want to use your own merchant account and watch your refunds and chargebacks like a hawk, if you really don't want to sign up with PayPal.

You need to keep on top of all the rules and regulations with Visa, Mastercard, Discover and Amex if you're going to sign up with a merchant bank. Find out what they deem acceptable for a refund percentage, chargeback percentage and so forth.

Please note: The links I've given you to Clickbank and PayPal shouldn't ever go bad but I've seen my fair share of 3rd party processors come and go. So if you see a link here that's outdated just let me know by posting a support ticket here: <http://www.getyoursupport.com>

A lot of these companies end up merging with other companies or get put out of business so if the links are outdated or redirected, it's probably the result of a merger.

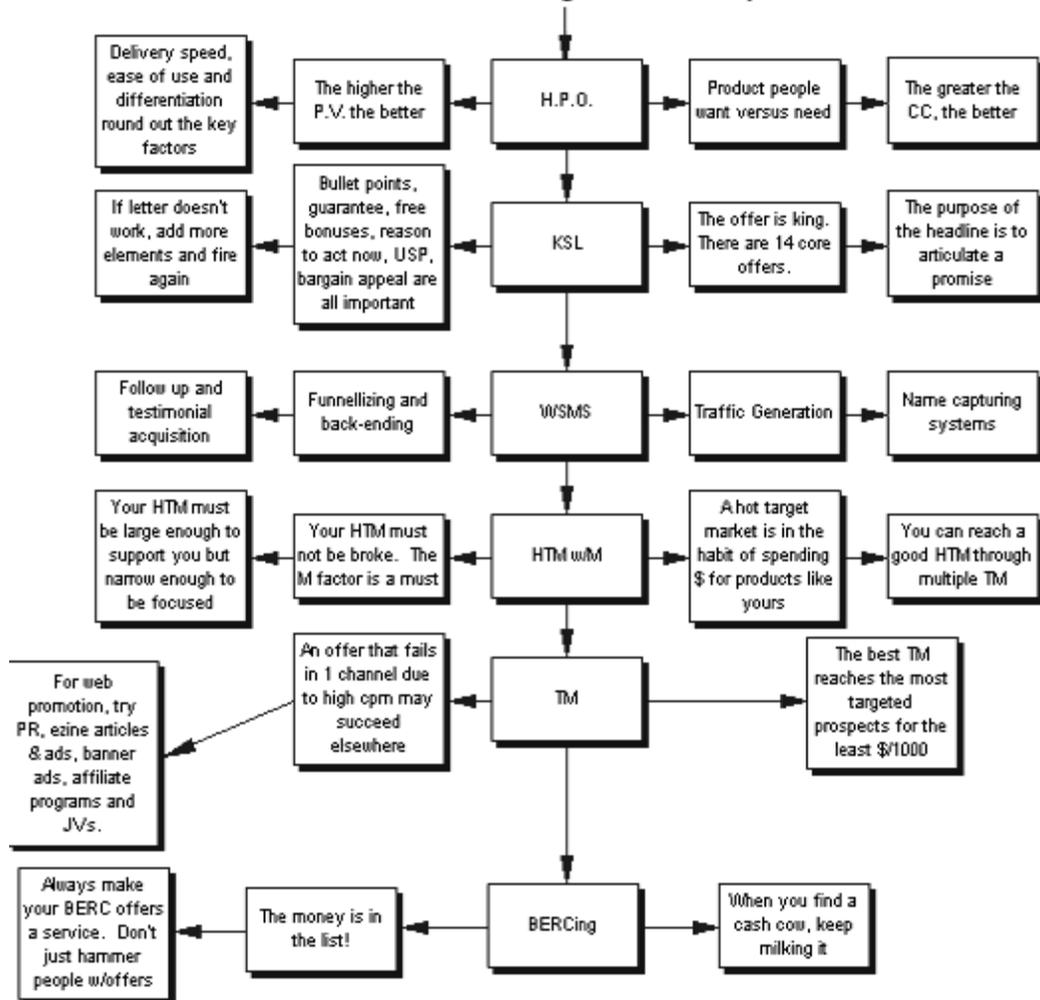
I believe PayPal will continue on for a long time to come because they have the power of Ebay behind them, so I feel safe using their service, at least for the time being.

Just to make sure you realize, if you're processing orders on the Internet and don't want to use 3rd party processing like PayPal or Clickbank, you do NOT need to lease card processing equipment.

The only thing you need is the software and the merchant account and for that I recommend Stripe Currently. I love Stripe.

# Chapter Nineteen: WSMS: Troubleshooting Chart

## Overview of the Amazing Formula Components



## Chapter Twenty: The Quick Start System

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Here is your quick start plan for using The Amazing Formula!"**

**Objective:** To give you a step-by-step plan to get started.

**Action:** Do it!

**I** realize the following plan isn't going to be verbatim applicable to everyone. You may already have a product you're happy with. Fine.

You can kick it into high gear with the other elements of The Formula.

Then again, you may not have your HPO (Hot Product Ownership) at all. You may be a marketer in search of a product. A lonely soul in that sense.

If you are, then don't despair. Help is at hand. Let me walk you through some simple rules to getting started and avoiding costly mistakes and entanglements.

### **Here's the short version:**

1. Find your pond of hungry fish
2. Try different baits till you find one they bite on
3. Fish till they stop biting!
4. Go find a new pond or try a new bait!

If the fish don't bite, if your products don't sell, you're selling to fish who aren't hungry or you're using bait they don't want! And that's basically all you really gotta know about marketing.

That isn't so complicated is it?

Here's the sophisticated version of the same plan:

## ❖ **Rule One: Take an inventory of your passions in life and the things you have experience in.**

The first thing you need to look at in creating or acquiring a product to sell is your background. I recommend you sell products related to an area of passion. You should also look for ideas based on the areas you have experience and expertise in.

When I talk to people on the phone, I find that almost everyone tries to sell a product unrelated to their background and experience. What's up with that? You want to put every advantage possible on your side. One way to do that is by selling a product related to your passions and interests.

And if you can't do that, then look to your immediate family and friends for help. Does your father, mother, brother, sister or friend have expertise you can market?

## ❖ **Rule Two: Target a market**

A product that "everybody needs" will usually be hard to sell. Why? Because marketing is based on identifying a targeted audience you can reach cost effectively with a targeted message. Your target market needs to have money to spend and be in a habit of buying products similar to yours. You need to be able to get your targeted message to your audience through magazines, ezines, speaking at association meetings, that sort of thing. Can you rent mailing lists of your target prospects? Can you run ads in ezines, newsletters and magazines they read? Or can you submit articles and press releases to those sources?

Here's a sample discussion that highlights the point:

**Question: "What product are you selling?"**

Answer: An MLM nutritional product.

**Question: What's your background?**

Answer: I made six figures a year training horses.

**Question: Have you considered a product called, "How I made six figures a year training horses and you can too?"**

Now, I'm NOT against MLM. What I'm saying is, oftentimes when I talk to people, there's a great logical product that is simply being overlooked.

While the idea of targeting a market is simple, it's another thing almost everyone screws up on. If you have your own product and you're having trouble selling it, ask yourself if you can define your target market.

One of the things I try to do is to explain the reason WHY concepts work. It's the understanding that gives you power.

The reason targeting a market is important is as follows:

1. You lower the cost of advertising because you aren't trying to reach "everybody" with your message.
2. You amass psychological leverage by zeroing in on the specific problems and wants of your target market.

❖ **Rule three: Never launch or create a new product until you do a 12-product market survey.**

Don't run with your first idea. Do a survey and find out which of 12 products or services people are most interested in buying. I've found many times the idea you think is best will score low.

And an idea you think is marginal will stand out of the crowd. Please listen to me: You're almost always making a mistake if you don't survey before you create a product. It's EASY to survey.

Find a forum or forums that target your market and post your survey there. I like to survey 12 products. You can provide a free report or bonus if you want to generate more responses. Get at least 30 responses to your survey. I like to see the response distribution flatten out so that new responses don't change the number one product. That's the point when you have a reasonably valid survey.

What I've found is that ACTION is power. In other words, I can tell you how magical a survey is. But few people will ever actually DO a survey. It isn't the whizbang hi-tech stuff that's going to make you money. It's doing the simple things.

What I do is sift through all the junk that doesn't work and give you only the stuff that does. Do you understand how much time and money that saves you?

Some people get all caught up in technique. "But Marlon, I don't know how to do a survey." Listen, I have a friend who is enormously successful in marketing who uses the simplest survey possible.

Her publisher wanted to know her marketing research method. They thought it was some big convoluted, expensive procedure. Nope. She invites friends over to her house and asks them to vote on the product idea they like best.

But her friends are all females who fit her target market description. The point is, if you're looking for me to bamboozle you with some b.s. marketing research methods, believe me, I could do it, but I'm not going to.

Why? Because that isn't going to make you money. You know what is going to make you money? Having a target market that you're really in touch with and selling them a product they have told you they want.

**❖ Rule four: Make sure your HTM (Hungry Target Market) has money to spend on products like yours. That's the w/M part of the equation. It stands for "with money."**

If your target market is broke or doesn't spend money on products like yours, you're wasting time.

**❖ Rule five: Spend a minimum of time launching new products until you find out if people will buy them. The importance of this can't be overstated. You must know if people want to buy your product before you sink your life or savings into it. Or even a lot of time.**

**❖ Rule six: Write your sales letter. Then create your product.**

I like information products. But you can use the formula with any product you're selling. The same principles apply. However, nearly every time I talk to someone who is NOT making money online, they're trying to sell someone else's product with a sales letter that bears no resemblance to my formula.

I'm not criticizing. I'm just pointing out a fact because I want you to know the truth. What you choose to do with it is up to you.

Before you create an information product, always write your sales letter first.

Never invest a ton of time writing a report or manual before you know if it will sell. Start out with an audio. You can record one in only a few hours for nothing at home on a decent cassette deck or boombox and a dynamic mike from Radio Shack. I like to interview people. That's the fastest way. To find someone to interview, post a note in a forum. If the product sells, you can always write a report or manual or create a video or whatever.

I discuss this whole method in depth in *How to Create Your Own Products In A Flash*. Again, you do NOT need that product. You have enough information here. A lot of success boils down to just doing it. But if you enjoy my brain and my ideas, you may want to explore further with me via that product.

❖ **Rule seven: Always use a KSL (Killer Sales Letter).**

See my chapter on this.

❖ **Rule eight: Juice up your sales letter as much as possible with a strong guarantee, bonuses, reason to act today and unique benefits the competition doesn't offer.**

If your product looks about the same as everyone else's, you're going to have a problem. I spend probably 100 pages in The Big Course talking about how to establish your USP. But in a nutshell, this is how you do it.

If your offer sounds like your competition, you need to change it. Differentiate yourself by giving your customers more of what they want and less of what they don't want.

How do you find out what that is? You can survey them. Call them. Or simply keep writing more sales letters until one clicks!

❖ **Rule nine: Don't ignore your competition. You must have a compelling uniqueness to keep price competition at bay.**

❖ **Rule ten: Always know your back-end before you create the front-end product.**

This is a good place to tap into associate programs. I like the 2-tier ones.

❖ **Rule eleven: Never spend money on a business venture, on marketing, on my products or anyone else's products that you really can't afford to lose.**

Betting on the outcome is not a good idea. All business involves the possibility of loss. Business is risky. That's why people have jobs. Then again, relying on a job today is probably riskier than having your own business!

We go into this basic outline in much more depth in [gimmesecrets.com](http://gimmesecrets.com)

It's like a step-by-step action plan for digital publishers. People who want to create and sell digital products. It's awesome for beginners.

I would say the data in it isn't different from Amazing Formula. But it's much easier for most people to apply because it's an action plan. And just step one do this. Step two do that.

And so forth.

I highly recommend it if you want to create and sell digital products and you're an action oriented person. If all you want is to learn "new" information, then don't buy it. You've already read the information here.

## **Your Quick Start Plan #2**

If you have a product or service that you know people are buying, or will buy, then you don't need to do a 12 product survey. But you can only skip that step if you know people will buy your product or service.

A lot of times people skip the 12 product survey step, then find out too late that no one wants the product they thought was great. The problem is they thought it was something people would want, but in reality, the market didn't want to buy it.

So assuming you have a sellable product, you can skip the survey.

**Here is the formula you use if you plan on skipping the survey:**

**Step #1: Pick your HTM:** Who are you going to sell this to?

**Step #2: Select your TM:** How are you going to reach them?

**Step #3: Choose your Bait:** What will you use to generate leads with?

Example: Provide them with a free service or free report.

Tip: Try to avoid "free estimates" which is something everyone offers.

**Step #4: Create your KSL (Killer Sales Letter) or your KSP (Killer Sales Process):**

The "Killer Sales Process" could be a sales presentation by any means OR media. It can be an ad in a newspaper, a telephone call, a conference call or direct mail and so forth.

Yet another way to look at it is as a "KSM" which means "Killer Sales Message."

I don't care what you sell or who you sell your product or service to. At the end of the day they're not buying unless they get your sales message with the reasons your product or service will benefit them.

There's only one reason in the world your potential customer will give you money for your product or service and that is for the benefit they receive.

Your "KSM", "KSL" or "KSP" is the crystal clear articulation of those benefits and reasons why.

A lot of people contact us that already have a successful product or service and want to know what our advice is on selling it on the web. For example, just the other day we spoke to a man with a successful gourmet coffee business and asked how we recommend he get started selling online.

### **It's very simple:**

You need a sales letter on a web page with a clear objective. If it's an impulse purchase or low ticket where people buy it over the web then the purpose of the sales letter is actually to make a sale.

If it's a big ticket product where there's an additional sales process, such as talking to a sales person then your objective is to get the person to request a free report or "whitepaper", or some other freebie.

The means by which you do that is by creating a "me-to-you", personal letter that explains the features, the benefits, the differentiation, the reasons to act, the urgency and the other elements I'm going to describe below.

### **There are 3 major myths concerning sales letters:**

**Myth #1:** People don't read long sales letters.

If you're skeptical about this then you can always split test.

This is done by sending traffic to two versions of the sales letter. One long and one short. But I can already tell you that in the majority of cases, the long letter is probably going to win if you're selling a high involvement product or service.

If you're selling a low cost impulse item, you don't need a long letter to sell it. You need short copy. But the more someone has personal involvement in the order process, the more information they'll want, the more you need a long letter.

**Myth #2:** Is that sales letters are too "hypish" or are equivalent to hype.

A sales letter should seem to be personal communication. There's absolutely no reason that message must contain hype.

What it contains is the message that you are communicating to your target audience. It's just that a lot of experience shows, a letter laden or loaded with features and benefits or reasons to act has been proven over and over again to get more responses and more results than a brochure-type web site.

Which leads us to Myth #3

**Myth #3:** A web site should be a brochure, not a sales letter.

Everyone wants to turn their sites into a brochure. If you're in a meeting and you give them a brochure, what do they do with it as soon as you turn your back? They toss it into a trash can. You think that's not going to happen on a similar level with a web site?

Of course it will. The solution is to have a headline that directly addresses the wants, needs and desires of the potential customer and gives them a very good reason to read on.

And it has to be a letter that sounds like you've been sitting in the person's office, den or living room listening in on their conversations and you know exactly what they're thinking, what they want and where their pain is.

Having eliminated these 3 myths, lets move on to the actual content of a "KSL"

If you're following my model for a website, which is a sales letter on a web page then you want to write your sales letter.

The fastest, easiest way to write your sales letter is using the "*Push Button Letters Software*." (<http://www.pushbuttonletters.com>)

But that doesn't mean you don't need to know more about writing sales copy itself. *Push Button Letters* is a shortcut to get you off to a fast start. So it's useful, but it's not 100% sufficient in the long run. It's a tool you can use right now, while you learn more about sales copy.

**Step #5: Get your traffic.**

**Step #6: Implement your follow up process.**

Online we use autoresponders (sequential) that are part of AutomateYourWebSite (<http://www.automateyourwebsite.com>) to follow up automatically with people.

But there are many follow up processes. Maybe you have sales people making telephone calls or use direct mail systems.

Whatever your process is, you need to implement. Plan it out. Plan the sequences. Figure out what's going to happen when, in what order, in what sequence, then implement it.

**Step #7:** BERC: Once your system works you need to polish, tone and refine it. Then get other people or systems to operate it so you can go on to the next big thing. Or your next objective.

**Step #8:** Monitor and tweak: You have to constantly monitor, tweak and improve your marketing. Nothing is ever 100% on auto pilot without human observation.

**Tips On Coming Up With Different Types of "Sales Processes"**

Earlier we mentioned a fellow who called us who was marketing gourmet coffees and wanted information on how he can move his business online.

My response was that he needed to write a letter and post it online. Write a sales letter, tell the features and benefits of the coffee, offer a free or low cost sample of the coffee, then give people a way to order it.

Then to get visitors to your web site you create an affiliate program that pays out a 50% to 90% commission on the coffee samples. And also possibly part of the revenue generated on an ongoing basis from coffee refills.

The other alternative is to have a conference call that sells the coffee to your customers or distributors.

A lot of people are using conference calls to sell products or services now as much or more than they are with sales letters.

People ask us, how do you sell through a conference call?

My answer is to use the formula I just gave you.

All the elements of the formula I presented are part of all sales processes, whether it's in person, direct response, infomercials, advertising, conference calls and so forth.

We've taken the same basic formula I'm talking about here and divided it up into modules and chunks, then created a magazine out of it which was distributed in PDF format.

If you'd like to see a sample of that, go to:

<http://www.amazingformulacash.com/magazines/milcers/milcers.pdf>

If you'd like to see samples of how I took the basic formula and created articles out of it just go to <http://www.milcers.com/articles/index.html>

You'll notice how, at the end of each article it links to the main sales letter page.

When we have the available time I'm going to optimize these articles for the search engines based on what's currently working for SEO positioning.

If you're interested in what's currently working for search engine optimization and positioning just go to <http://www.google.com> and type in: **SEO Positioning**

These things change weekly, daily and monthly so it's extremely hard to make any recommendations here, but you can always find the most up to date services and SEO tools through the search engines.

The one real advantage of articles is you can put them on a site that's designed to be search engine bait. Or you can give them to affiliates, send them to your customers, create free e-books out of them that you use as a viral marketing tool and more.

They're really a powerful resource.

And the best part is, this really isn't likely to change. These advantages aren't likely to change. Article marketing is here to stay.

## **There are Five Things You Absolutely Must Do**

**#1:** If you have a conversion site (this would be a web site that sells a product or service through a direct response sales letter) then it needs to be kept separate from a SEO site that generates search engine traffic.

Your SEO site can have lots of contents and articles for the purpose of enticing people to link to your page. But none of that should appear on your "conversion" site.

You can link from your SEO site TO your conversion site, where your sales letter is located.

If you're promoting via an associate program then you only use a sales letter site.

If you already have a website and want to use it for an affiliate program and want to make sales then remove all the articles and outside links. Get everything off there. Feature one thing, which would be your entry level product or free report.

**#2:** Write a killer sales letter using the "KSL" formula.

If you don't know how to write sales copy then use the Push Button Letters Software (<http://www.pushbuttonletters.com>) which will give you point 'n click web page design tools as well.

**#3:** Add your order link to PayPal or order taking system. Or your response system if you're generating a lead.

**#4:** Make sure you put web site tracking on ALL your pages and TRACK YOUR RESULTS.

**#5:** Add your Fly In, Drop Down or Hover Ad opt-in subscription box to build your mailing list.

If you're not using a fly-in or drop down hover ad to ask people to subscribe to your mailing list (see [www.amazingformula.com](http://www.amazingformula.com) for an example of a hover ad) then go to Google and type in: NON BLOCKED POP UP WINDOWS or "Hover Ad Pop Up Windows" to find a software program to use to create one.

I use a product called Exit Splash.

There are many plugins for Wordpress sites that do popups.

That's it!

If you offer an introductory product or service and get traffic or links to it from your SEO pages or PPC pages, you'll convert far greater than a web site with a bunch of products or services advertised together.

## Closing Comments

**Sales=(HPO+KSL/WSMS+HTM w/M+TM)xBERC**

**"The purpose of education is not knowledge  
but action -- Walter Hailey"**

Here is what you have learned:

- ◆ The foundation of all Internet wealth and riches
- ◆ How to get exposure for your web site: What really works!
- ◆ How to use free reports to generate traffic
- ◆ The real secrets of "Opt-In" marketing -- revealed!
- ◆ How to collect a predictable Internet paycheck every month
- ◆ The single most profitable advertising on the Net dollar-for-dollar
- ◆ How to come up with hot new products to sell to your list each month
- ◆ How to rack up the profits by rolling out your monthly products
- ◆ How and why this also works for high-dollar products

Dear Customer,

At the beginning of this program, I promised to give you a specific plan to potentially make \$1,000, \$3,000 to \$20,000 every month online, depending on several factors.

I promised this would be the single most profitable information you had ever read about Internet marketing. I walk through every bullet in the sales letter. How many people do you know who do that in a product?

Did I fulfill that promise for you?

I hope I did. If you feel I did, please write and tell me about it. Tell me how this information compares to other things you've seen, heard, and read about Internet marketing.

You can contact me by posting a Support Ticket here with the subject line of "FEEDBACK FOR MARLON" <http://www.getyoursupport.com>

I told you that I would boil it down to a simple formula you could easily follow. I said I was going to remove all the B.S., tell you the truth, and give you a specific action plan.

Hopefully, I have done that and more. I hope I have earned your confidence and the right to go to the next stage with you. My client Walter Hailey and the President of his corporation Steve Anderson have a favorite saying, "The purpose of education is not knowledge but action." I hope you take action on what you've learned in this product.

If I have, then I hope I've earned the right to share even more secrets, tricks, and strategies with you. I have much more to share. Specific details. Many things I wasn't able to cover in this program.

If you're serious about marketing online or offline, and you want to go to the next level, I recommend recommend one of 3 things.

- 1) The "*Cash Like Clockwork System*" (<http://www.cashlikeclockwork.com>)
- 2) If you want to go much deeper in the elements of Amazing Formula, I recommend <http://grabyourbonus.com/afreloaded>

Of course, as I've said a million times, you do not need the course. You have everything you need here. But if you want to explore further with me, check it out. It's just another resource and tool for your success.

Let me caution you against one thing:

Preparing to the exclusion of taking action. Some people are so scared of making mistakes they keep reading and preparing forever and never try anything. I give you permission to go out, screw up, make mistakes, get disappointed -- AND keep going.

My friend Joe Schroeder from [mlmbigfish.com](http://mlmbigfish.com) has it right when he says, "You don't have to get it right, you just have to get it going."

Get it doing my fine friend. You're never going to get all your questions answered. It's never all going to make sense. You're in the real world and there are no 100% certain, correct answers with a quiz at the end.

The only answer is to test and find what works for you. Testing is fun. It's a blast. Go get your feet wet. Screw up. Make mistakes.

Keep going till something works. And then I pray you'll have the good common sense to stop testing for awhile and run like crazy with what works. Roll it out. Make it go.

Best wishes,  
Marlon Sanders

### **A Note About The Triple-Your-Money-Back Guarantee**

In the unlikely event you try out the formula by following all the methods presented to you in the Amazing Formula and aren't satisfied with the results, I do have a triple-your-money back guarantee. The terms of the refund are explained in the sales letter and in the legal disclaimer.

To get triple-your-money back, you are required to DO something. Triple your money back refunds are not for people who "didn't like the product." They are for people who try the formula and it doesn't work for them.

Here's what it says in the sales letter:

*All I ask is that you try out my simple, easy formula and give it a shot. Just give it a fair effort. If you aren't very satisfied with your results, I don't want your money. Furthermore, I'm going to give you triple your money back. Just show me you tried my formula as presented, and I'll give you triple-your-money back.*

What I'm asking is that you read the product and "try the formula as presented."

Here are the simple steps to get a triple your money back refund, if that's what you want. Keep in mind you won't have continued access to The Player's Club if you do this. The Player's Club is only for Players.

The reason I ask you to do something has been explained thoroughly in this product. It's also a way to prevent fraud from those who simply want an easy way to

triple their money and could care less about marketing. I think you'll agree that is a fair approach.

❖ **Step One:** Read the product. That's a given. I'll know when you read it because in one chapter I give you a special email address to drop me a line at that shows you read the product.

❖ **Step Two:** Try out the formula in a simple, basic way.

The formula is:

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

**a.** Do a very simple, basic survey of 12 products you want to market or 12 product ideas. Nothing fancy here. Just show me you made an effort. All I need to see is a sample of the survey. I'll take your word for it that you actually used it.

**b.** Show me that you either created or acquired ownership of your own product that meets the criteria in the HPO chapter. The formula says you need to own the product or an exclusive on it. But ANY product will do for the refund as long as it meets at least 4 of the 6 criteria which are:

- ◆ One: A product people want versus need.
- ◆ Two: High perceived value
- ◆ Three: Product with credibility
- ◆ Four: Fast delivery to buyers
- ◆ Five: Easy-to-use product
- ◆ Six: Different from competitive products

**c.** Email me a copy of the KSL (Killer Sales Letter) you wrote for the product using The Formula. You don't have to write the perfect letter. Just show me you tried, made an attempt. I'll even accept a letter scribbled on the front and back of a napkin. You've got to make a legitimate, honest effort. That's all I'm asking here.

**d.** Tell me who the HTM (Hot Target Market) for the product is. The market should have the money to buy your product and must be accessible through newsletters, magazines, ezines or other targeted media. That's what I teach. If you're selling to broke people or you can't reach them with your marketing message, guess what? You aren't going to make money.

Again, you don't have to go to great lengths here. Just show me you've put an ounce of thought into it and that you've identified folks with money to spend and a way to reach them cost effectively.

**e.** Finally, the TM. Tell me the Targeted Media you used. Did you send the offer to your mailing list. Tell me the name of the ezine, where you ran the banner ad, that type of thing.

Again, you do NOT need to spend much money. Just show me you did SOMETHING to promote the product.

By the way, my suggestion would be that you write the sales letter and simply mail to the names on your opt-in list if you have one. That's the best way to test a new product.

### ❖ **Step Three: Submit The Information To Us**

Write out the above in a support ticket here:

<http://www.getyoursupport.com>

In the subject line of your SUPPORT TICKET put the word 3 X REFUND.

If you don't receive a PERSONAL RESPONSE back within 72 hours, please re-send the support ticket. (You'll receive an automated notification with a tracking number on each inquiry as soon as you post it.)

The instructions above are **only for triple your money back refunds.**

We honor all refunds that follow the simple guidelines above.

### **How to Get Immediate Support and Help**

If you have a question about the product or a problem you need support with, here are THREE ways you can contact us. Please **do NOT send email** for support.

You can post a support ticket in my help desk at this URL:

## Chapter Twenty-Three: Next Step

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

**"The purpose of education is not knowledge  
but action -- Walter Hailey"**

### **Here is your next step:**

**Y**our next step is to buy and go through "*Gimme My Money Now*" which is an action plan for what you've learned in this course.

You will find this course at:

<http://www.gimmesecrets.com>

You can also benefit from my Push Button Letters Software, from <http://www.pushbuttonletters.com>

## Chapter Twenty-Four: Legal Stuff, Disclaimers, and Fine Print

**Sales = (HPO + KSL / WSMS + HTM w/M + TM) x BERC**

**"Read this for important disclaimers,  
legal stuff and disclosures"**

**B**y keeping this product, you express your understanding of and agreement with the following information. If you do not understand the meaning of any of these statements, please send an email to: [clarify@higherresponse.com](mailto:clarify@higherresponse.com)

The following are things my legal counsel advises me to tell you. They are commonsense but need to be said.

Any statistics quoted in this letter are based on third party research. Because I quote a statistic does not necessarily mean I have validated that particular piece of information in my business or in the businesses of my customers. Having said that, these statistics are commonly held as true by the peers I associate with in this business.

Any and all claims or representations made in this letter are to be considered exceptional results by talented individuals who actually use the information, NOT the average result of anyone who buys the product. This applies especially to those who buy the product but do not read it, apply it or those who follow directions only partly. For example, because it's possible to get 10,000 hits a month with a banner program does not mean that everyone who starts a banner program will get 10,000 hits. Nor that the average person will. It means that either I have done it, someone I know has done it or it's theoretically possible.

Because I have a banner ad for a specific market that gets a 23% response or 10% response does not mean that you will get equal results. The product, the timing, the market, the sales promotion are all involved in response.

The definition of a "killer marketing letter" is any letter following the formula I present that generates either leads or orders in any amount.

A lead is defined as anyone expressing interest in learning more or receiving additional info on the product.

All information is provided for educational purposes only and may or may not represent factual information.

Common sense: You recognize that all marketing and any business endeavor encompasses risk. You freely and of your own will risk any and all capital you may choose to spend implementing *The Amazing Formula* and concepts. You will do so with skill and common sense. You will not hold Higher Response Marketing Inc. nor Marlon Sanders liable or accountable in any way for any failure of the formula to live up to your expectations.

Do NOT spend any amount of money you cannot afford to lose on marketing. Marketing is a business venture and, by definition, it involves undefined risk. I recommend you test all strategies inexpensively and roll out progressively to limit any losses.

I do not in any way guarantee you success in using The Amazing Formula. What I guarantee is triple-your-money back that you spent for the product in the event you try it and it doesn't work for you.

In short, let me sum up this way: You're an adult and I'm an adult. I'm sharing information based on my experiences, those of my friends, and that which I've learned. You'll use your own brainpower to implement these methods at your own risk.

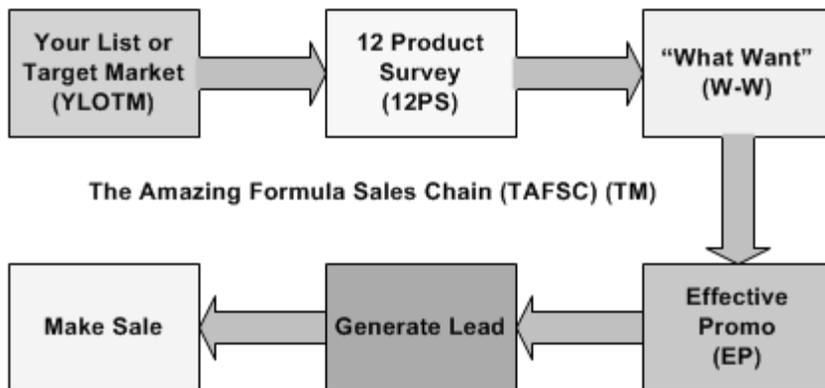
## Bonus Chapter One:

$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

**The foundation of all online and offline direct marketing wealth and riches**

**Objective:** To get you to understand where the money is.

**Action:** Write out 3 things you will do based on what you learned in this chapter.



Step one is the foundation of all online and offline wealth and riches.

Here is the secret:

**The money is in the list, the list, the list.**

But to really cash in on that concept, you have to find YLOTM, do your 12PS (correctly), identify the W-W, execute your EP, then GenL and MS.

Let me explain...

This is core to the HTM segment of our *The Amazing Formula*. It's also basic direct response marketing strategy. Get a list and then sell something to it over and over and over again. What I'm saying is, the Internet is NOTHING NEW AND ALL NEW

-- both at the same time. The basic way you make money is the same way people have been making money in direct response since early this century (and probably before that).

And that principle again is -- **GET A LIST, DEVELOP A RELATIONSHIP AND SELL TO IT OVER AND OVER AND OVER AGAIN.** I'm going to elaborate on that in greater detail as we go along.

By the way, this is the most packed chapter in the Formula. That's why there is so much highlighting in it. I want you to be pay extra special attention to this as you read through the product 3 times as explained in the introduction. Remember, your first time, you're just reading for the big picture and to understand the WORDS used in the Formula. I am careful to define these words as we go along.

I don't care what you sell. Whether you're a plumber, architect, attorney, consultant, publisher or travel agency, you must develop your list and obtain repeat business.

If you sell to customers, then *The Amazing Formula* will work for you! Period. End of story. "But Marlon," you object, "I have a one-shot sale. I don't have a BERCTM in my business."

Your BERCTM is your "Back End Repeat Cycle." It IS the action of getting a customer and selling to them over and over again...with a system.

In marketing, you have the front-end and the back-end. The front end is your lead generation and initial sale. The back-end is the repeat business. The gravy train is in the repeat business. Yet, almost everyone focuses on the initial sale.

### **Step One: YLOTM™**

Your List Or Target Market: This is the foundation of everything. You have to have a list or a target market.

So many people struggle with this step. I don't know why. It's simple. You aren't going to struggle with it now that you are an Amazing Formula Fanatic! But Marlon. I'm not a fanatic. Well, once you understand maybe for the very first time how to really and truly target your market, you will be, won't you!

Just on the merits of that one discovery alone. Isn't that worth a lot to you? Of course it is. For the first time, someone is going to explain to you in plain English what a target market or list is and how to get yourself one!

People teaching marketing don't even know what the heck they're teaching. Why? Because they apparently don't understand the difference between marketing and sales.

They are really teaching advanced selling methods when they think they're teaching marketing. And you wonder why you're confused! Don't worry. I'm going to straighten it all out for you.

It's really very simple.

Marketing doesn't mean selling any product that a company decides to make. Marketing is finding out what consumers really need and filling those needs with the right products and services. (From: Marketing Fundamentals by Husted, Varble, Lowry)

How many ebooks or courses on "marketing" talk about that process? How many of them tell you HOW TO FIND OUT what consumers really need? Almost none.

They all talk about how to SELL your products and services to markets that they presume you already have identified. Marketing is about finding the MARKETS you're going to sell to. Finding the market and the demand for a product or service.

Here's another definition:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services *to create exchanges that satisfy personal and organizational objectives* -- American Marketing Association

How many people teaching marketing talk about pricing or distribution?

Marketing finds what people want and matches up those wants with products and services priced to make the most money.

**The P's of marketing are:**

Product: What products you sell

Price: How much you charge

Place: How and where you distribute the products

Promotion: A combination of advertising, personal selling, sales promotion and publicity activities that communicate product or service benefits to the public. Marketing Fundamentals by Husted, Varble, Lowry.

Hardly anyone teaching marketing shows you how to FIND MARKETS to sell to. How to price. Or how to distribute. All they teach is how to promote.

There are 4 forms of promotion: advertising, publicity, personal selling and sales promotion.

No one ever told me that when I was studying all this stuff. It makes everything crystal clear when you understand that really, there are only 4 ways you promote a product.

That's it.

Just 4.

**1. Advertising:** Paid, non-personal promotion of a product or service by mass media. Is the Internet a mass media? Sure is. So when you sell your products on the Net are you advertising? YES!

**2. Personal Selling:** Promotion of a product or service through a personal one-on-one oral communication.

**3. Sales Promotion:** Giving customers a reason to buy right away like contests, premiums, product samples and price discounts.

**4. Publicity:** Unpaid promotion for a company or product.

That's not nearly as overwhelming as feeling like there's a million ways to sell your stuff. You've ONLY GOT FOUR. That's right. Four basic ways to promote.

I bet you've read other books, ebooks and courses on marketing. I bet you've been to a seminar. Yet, no one has ever told you there's only four ways, right?

That's what is so amazing about The Amazing Formula. It just takes away the b.s. and boils it right down so anyone can understand and use marketing right away.

You use all 4 of them when you truly implement The Amazing Formula. I've heard people say, "Marlon, I read the Formula but I don't know how to promote my product."

Dude, you have four options. Pick one or two and start. It's really that simple.

The next time someone comes out with that hot new promo method that they swear makes a million dollars overnight, you KNOW it's only 1 of 4 things. That really narrows it down, doesn't it?

To put that simply, in marketing you target groups of people called markets. You do this by looking at potential markets and figuring out which ones are most profitable to pursue. Then, you find out what what they need and want and assemble products and services to sell them. You price those products and services, promote and deliver.

That's it in a nutshell.

Few people talk about how to identify potential markets and lists, find out what people want, price and distribute! It's amazing. And these are the people teaching YOU about marketing!

What most marketing people are really teaching you is sales methods. How to sell. But selling isn't marketing and marketing isn't selling.

Marketing figures out WHO buys hotdogs, WHY they buy hotdogs, HOW to reach them with a message. ADVERTISING communicates a WHY WANT. People respond to the advertising and call or visit a SALES PERSON who sells the product.

A Why Want is why people WANT the product. The benefits. The ONLY reason on earth people buy your product or service or anyone else's is for benefits.

People get all confused about sales letters and they think letters won't work for them. That's fine. There are many ways to advertise. But it's all basically the same.

ALL ADVERTISING AND SELLING DO IS COMMUNICATE BENEFITS.

That's all.

Period. End of story.

Why? Because ALL anyone buys is benefits. That is the only motivating factor for a purchase. The only reason anyone buys is it provides a benefit (of some sort) to them.

Now that isn't so complicated, is it? Do you have to have a PhD. or be a rocket scientist to get that? I don't think so. People right these gigantic, huge, massive books about advertising. They develop all this lingo and everything. That's all well and good.

But it'd be nice if they started out by explaining really all you have to do is communicate benefits. That really simplifies everything, doesn't it?

## **Step Two: 12 Product Survey (12PS™)**

After you identify your list, you do your 12PS™ or 12 product survey. Everybody skips this step because they think they already have a HPO. Huge mistake. Crazy. Crazy.

What you think is hot may not look so hot after you do your 12PS™. Always do your 12PS™. I'm virtually the only person in the Internet marketing industry teaching and preaching this. Lucky you are now an *Amazing Formula* Fanatic. Or at least a beginning one.

Do you have any idea of how much time, money, energy, effort, wasted days, months and weeks doing a correct 12PS will save you? A lot of people don't know how to do a 12PS™. Most online marketers and "gurus" have probably never even did one. And if they have 12PS'd before, they probably goofed it. I want you to be goof proofed.

Let me also address the bigger picture. The 12 product survey is a tested and proven method. It's designed for entrepreneurs. In a larger company, your step two may be a wide variety of market research covering both demographics and psychographics. I'm trying to paint the big picture here for all types of readers.

If you have a budget, the BEST market research is to bring in your target prospects to live focus groups. You give them spend-able cash. Then tell them they can take 1 of 12 products you describe or walk out the door with the money.

This is the real acid test. You can assemble all the data you want. But in the end, the question is, do the people take the product or walk with the cash. For a little more info on conducting this sort of focus group, I refer you to *7 Steps to Freedom II* by Benjamin Suarez. There is a small chapter in the book on this method.

## **Step Three: Find the AF W-W™**

When you do your 12PS™, you'll know the What Want of your market. That is the Amazing Formula W-W™. That is, what do they want. The What Want. You can't

do anything properly and correctly until you are certain you have identified the W-W™.

Virtually no other marketing products teach people to do the W-W. Have you ever had anybody else tell you if you didn't get the W-W you were goofing and would foul things up royally?

No.

And that's why a lot of your marketing or maybe all your marketing hasn't worked for you.

### **Step Four: Amazing Formula Effective Promo (AFEP™)**

We're going to talk about this in the KSL chapter. See, originally when I wrote *The Amazing Formula* 7 years ago, the main thing I concentrated on was sales letters. Back then no one even did that much.

Now, after having sold thousands and thousands of the product and making things so simple with the pushbuttonletters.com software, I can take this to the next level.

Beyond KSL is KSP, which is your Killer Sales Process or Killer Sales Promo. I also call it the KSM or Killer Sales Message. Any message to your audience that contains benefit statements is a KSM. I mean, it could be the label on a can of beans, assuming that label has text on it about the benefits of the beans.

More on this later.

### **Step Five: GenL™**

After you have your AFEP™ out, then you will be able to GenL™, which means you generate leads. You target an audience with common wants or needs, you get your promo out, and you generate response, which is also called a lead.

A lead is when someone takes a step that demonstrates tangible interest in your product or service. This could be requesting a free report or white paper. It could be filling out a form at a trade show to be on your mailing list. It could be filling out a form on your web site or joining your opt-in list. It could be agreeing to meet with a sales rep or attending a conference call. It could be buying a low-priced intro product.

These are all leads.

You will learn how to use introductory offers and free reports for this. For example, today I was talking to someone selling bookkeeping services. They said that every time they sell a certain introductory service, the client almost always hires them for full-blown bookkeeping.

There is the perfect GenL™. You gotta have GenL in your marketing. This bookkeeper had been trying to skip GenL and just sell, sell, sell. But I showed her that she FIRST had to do the GenL step and then the sales would come.

In her case, I told her to put together a "white paper" on her intro service that almost always caused people to buy her monthly bookkeeping services. I told her to offer this white paper free through top sponsorship ads in ezines and through solo mailings to ezines.

This is a CHEAP way to advertise.

She could also offer the white paper through free publicity. We'll talk about publicity later. It's so important I put together a whole course just on how to get publicity at [prcash.com](http://prcash.com).

What is a whitepaper? It's a report that you save as a PDF file using a tool such as Adobe Acrobat. There are different software programs that let you make PDF files. This is an accepted way of distributing information that has perceived value. White papers are NOT ads. They give valuable information.

However, when you use the "setting the criteria" approach in the KSL/KSP chapter, it doesn't matter. When people buy the criteria you educate them about, they end up buying your product.

And you never had to give a pitch or "sell."

So if you hate selling, learn the white paper method and "setting the criteria."

### **Step Six: Make Sell (MS™)**

This is where all the ebooks and bookstore books and everything else on marketing start. They all start with Make Sale. But you can't Make Sale (MS) correctly until you first YLOTM™, 12PS™ and W-W™.

That's why things have been falling apart on you. Or you aren't making nearly as much as you could! It's all starting to make sense now, isn't it.

See, you've been omitting the absolutely crucial steps in marketing that NO ONE TEACHES.

A lot of people sometimes market their back end or repeat business. They occasionally do it. They hit-and-miss do it. But this key is your system. You do it without fail.

Here's what I'd say: First, almost all businesses can have a BERC if you look for it. I teach my students all kinds of innovative ways to add BERC's. We'll go into some of those later in the chapter on BERCing. But let me say this: Let's say you rack your brain and still can't find your BERC. The formula STILL works for you. You simply use it in the context of lead generation.

The first thing you have to do is get a list of people to sell to. If you aren't selling all you want, if you aren't making all the money you want, you probably have insufficient list acquisition and development strategies.

**There are two possibilities:**

1. You acquire, find, locate and exploit existing lists.
2. You create your own lists.

We'll talk about both of these.

**The Formula is extremely clear on this point.**

1. As a system you continually seek out, find, target, and sell to existing lists, sources of people, names, and traffic to your web site.

If you sell offline, you do this by finding direct mail lists and joint venture partners who will sell your product to their list. Or maybe they will invite their folks to a seminar. Or refer you to their vendors and suppliers.

We'll talk about the many possibilities. The many kinds of lists.

2. As a system you create your own lists.

You can do this by offering free reports through all kinds of ads, PR methods and so forth.

If you sell online, you can buy traffic from pay-per-click search engines like overture.com. You can offer a free ezine or mailing list. There are many, many list-building strategies.

## **Strategies for getting a list**

In the HTM chapter, we're going to cover this more in depth. But the big picture is: You target your market and drive traffic to your web site, into your store, to your sales reps or to your inbound sales team.

Or you target a market and proactively communicate your BENEFITS to this market through Facebook ads, outbound phone calls and so forth.

Let me expound on that. A market is a group of people who are in the market to buy something. That's why they are a target in the good sense of the word. It's like a pond of fish.

If you wanna catch fish, the very first thing you have to do is find a pond of hungry fish. THAT is your target market. A pond of hungry fish.

A lot of people are racking their brains trying to get fish to bite bait. The problem is, their fish aren't hungry! Man, you gotta have hungry fish.

And you gotta give them bait THEY want. A lot of people are bound and determined to force their bait (their product) down the mouths of the fish, whether the fish want it or not!

Fishing is simple. You find a pond of hungry fish. You find out what bait the fish want and give it to them. Fish bit the bait, the BENEFITS they want. Not what you like. Not what you want to eat. What THEY want. The benefits that turn them on.

Here's the system:

You target your market, your pond.

You have attention-grabbing graphic design. I've seen more web sites that lose sales because they have horrible, amateur designs. If you sell offline, your direct mail, your billboards, your ads all need pro graphic design.

Do-it-yourself sucks unless you're really talented. Your refusal to spend money on pro graphic design, paper, letterheads, logos etc. could easily be costing you a ton of sales.

Most importantly, you have a KSL (Killer Sales Letter...more about this in a later chapter) that totally explains and dimensionalizes all the benefits of your product or service, that presents your USP, (Unique Selling Proposition...which is that factor that differentiates your product from others) that sets the criteria for the sale, that builds the credibility and reasons for doing business with your company and that creates a compelling reason to request follow up information or a contact from a sales rep.

In most offline businesses, you use sales letters announcing specials to your customer list. Or seeking out new business. Think creatively. Think right-brained. Your sales letter is your promo. It's your sales tool.

It could be a coupon that is sent to a list. It could be a sales pitch made by telemarketers. It could be your inbound phone pitch.

It IS the thing that gets people to take action.

The key is action. Whether you sell products on the Net or offline.

Now, that action can be a purchase, request for additional information, request for a quote, free report, in-store visit or whatever.

It's the key promotional action you want people to take.

If you generate leads online, what you need (and this is extremely important) is a form people fill out to request a contact. Do NOT just ask people to call you. At the same time, if you want inbound calls, display your phone number prominently on your web site. I hate it when someone is selling a high-ticket item but they don't even give a phone number. If you're running a part time business, at least give a number for a voice mail.

OK. Let's take another example. Say you publish an ezine online (that is a little newsletter that is emailed to people) and you sell advertising. How does the formula work for you? By the way, the same steps basically apply to an offline newsletter or communication vehicle also. Think in terms of principles and concepts. Not literally.

Apply whatever I say to your product. Your medium. Understand the principles and the actions will take care of themselves.

One: You need to build an opt-in list of potential advertisers that you regularly mail special advertising offers to, marketing ideas, success stories from advertisers, that kind of thing.

Two, you need to occasionally send a stand-alone email that gives your ad rates and includes a link to a sign-up form. I subscribe to a number of ezines. I'd probably advertise in more of them if they made it EASY by sending me the ad details in a simple email with a link to a sign-up form.

In addition, if you sell advertising, you need to write a KSL that makes a compelling case for running ads in your ezine. Don't assume that people are going to understand why they should give you their money for an ad! Explain who your customers are, how you built the list, how much money they have to spend, demographics if you have any, success stories from other advertisers, types of products your advertisers are interested in, and so forth.

Do NOT just give me a rate card!

Next. Let's say you own a small, local antiques store. How can you use the formula? When people come into your store, get them to sign up for your mailing list. Capture both their email address and text message (cell) number. Email and text a weekly or monthly hotlist, newsletter or customer special. Or try this: Write a personal letter about a specific product that explains how you found it, why you love it, the background, the sizzle, the romance. Send out a letter on one very expensive product.

One more example. You're a plumber. How can you use The Amazing Formula? A large percentage of your business probably comes from the Yellow Pages and coupon mailers. Always include your web address. At your web site, have an article that says, "Warning! Don't use any plumber until you read this." Then explain why you're the only plumber anyone with a brain should use. Include a few success stories. Have an article or two with free tips.

Then, when you go out on a job, get an email address and cell number and monthly send out a little newsletter, special offer, that sort of thing.

One of the things I want you to do is to begin thinking about your marketing model. The one I advise most people to use is to begin with the offer of a free informative report or the sale of an entry or lead item.

This is part of my *Twister Marketing (tm) system*. What you do is pull new customers into your marketing funnel with an incredibly enticing lead offer. You know how a funnel begins small and then gets progressively larger?

That's what you want to do with your marketing. You pull people into your marketing funnel with a powerful lead item and then you go after larger dollar sales.

Of course, this is all in the context of providing great value to your customers. Your customers should always get more value than the money they give you.

That's one of the things you'll find out from this product. If you get only one idea from this product, it'll pay for itself ten or twenty times over -- easily. And I can almost guarantee you're going to get more than one great idea.

I think some people don't understand the value of intellectual property. Let me explain it this way: What I'm selling is not words on pages. It's an end result.

So if you pay me \$100 and I give you one great idea that makes you \$1,000 or \$10,000, wasn't it worth the \$100 to make the \$1,000? How much are you making on your \$100 sitting in the bank? I bet you aren't making a 10-times return on it.

Do you see the value of that? Sometimes, the most valuable thing I get out of a product is motivation. Or expanded perspective. But one of the neatest things is just when it gets me excited and shakes loose the cobwebs.

Everybody gets in ruts. One of the jobs of a product is to shake your thinking up a little bit, get you excited and get you out of a mental rut. That's worth a lot of money to me.

*Twister Marketing* has a number of Prime Directives. One of them is: Always, always, always give your customers more than they give you. That way, they always keep coming back. Never kill the goose that lays the golden egg. You want to baby that goose all you can!

Here's what you want to do to make your entry offer enticing: Use the bonus-up technique I give you later on to bonus the sale. Add in a whopper guarantee and a time limit for taking advantage of the offer. I'll go over these things in the ad copy section. In other words, you're going to juice up that front-end sale all you can.

That generates your initial, front-end sales.

Next you have your back end sales. You can have multiple low-dollar back-end sales, a few big ones, or a few big ones with multiple low-dollar offers.

If you're a part timer or you're the Lone Ranger, my suggestion is that you have a low-priced entry offer with several big-ticket, back-end items.

Then, after that you can endorse (on a highly selective basis) products and services from other marketers on a 50/50 profit split.

Alright. We're going to be talking a lot about making sales both online and offline. First a note about the Internet.

Spam is out. I differ with a friend or two of mine on this topic.

If you spam, you'll end up losing your web hosting. And you might get death threats.

There are easier ponds in which to fish.

On the Internet, the key is to get people to opt in to your list. What I'm telling you at this point is nothing new in a way. But stick with me because it's going to get exciting.

Offline marketing, as we have already discussed, is much simpler, since you don't have to get people to opt in to have the right to send them a promotion.

Here's what you must have to make money online. Most of these elements apply to making money offline also. If you aren't making money, it's going to boil down to one of these things.

## **1. A list**

Your list is part of TM in the formula. It's a highly targeted media. Selecting your list is a critical part of the marketing process. I equate selecting your list and selecting your target market.

There is some difference. For example, let's say your target market is senior citizens. You could have 100 different lists that reach senior citizens.

But for the beginning marketer, your list IS your target market. I like to KISS it in the beginning. You know, keep it simple stupid! (or smarty, however you wanna say it.)

We're going to talk in a minute about how you build your list. If your product isn't selling as well as you think it should, the problem is probably your list. If you have a web site, the problem is the quality of your traffic. You may be getting lots of visits from broke people! Or individuals who aren't in your target market.

Did you know that a lot of "great" salespeople aren't great sales people? They are great prospectors! They know how to find high quality prospects to talk to. The best sales presentation in front of a broke, disinterested prospect doesn't hold a candle to

a mediocre presentation to someone with great interest, an urgent need, the money to buy, and the authority to make a decision.

Instead of fretting over the fact that people aren't buying from you (if that's the case), create new strategies to present your product to higher quality, more affluent, better targeted prospects.

I used to criticize myself a long time ago when I was a young cub and trying to pay bills by selling products at a normal job. I'd call on people and no one would want to buy my product -- or even listen to my sales talk for that matter.

I didn't realize I was fishing in a pond where the fish weren't hungry and didn't like my bait!

You gotta have hungry fish! You gotta have bait they like!

This is the reason I've assembled a number of "instant referral" systems and automated traffic generators you can install on your web site. The best quality prospects are usually referrals from others. It's my belief that having these referral systems on your web site can make a major difference in the quality of traffic you enjoy. I spend a great deal of space in the big course talking about these instant referral systems.

The question in selecting your list or your target market is, how can you find and reach groups of people with money who have a problem that your product solves?

Look at mailing lists, newsletters, magazines, trade publications, ezines, banner exchanges. Can you target your market through one or more of those channels? If you can, you're off and running. If you can't, then you're not there yet.

Here's an example: Let's say you have a new product of some sort that stops back pain. What you might do is target people in a profession or occupation who have a high incidence of that problem.

You need a problem to solve and a group of people with that problem. You need to identify the price tag (financial and emotional) of having the problem. And the price tag for solving it. If the price tag for solving it is much less than the price tag of having the problem, that's a good sign.

## **2. An offer**

The offer is often referred to as "the deal." In other words, it's what people get for their money. The offer includes your product, guarantee, bonuses, reason to act now, and payment options. The offer is the engine that drives your KSL.

If you're an attorney or real estate agent, you're going to be limited in the elements you can include in an offer for your services. That's the reason I tell my students to use info products as front-end lead generators. You can add bonuses, guarantees and all the tricks because you're selling a product not a regulated service. Does that make sense?

On the other hand, if you're in a regulated industry, and you don't lead with an information product, then you're going to have to use only the elements of an offer that the law allows you to.

You can ZOOM your sales just by renaming your product or switching the makeup of your product. Adding things to it to make it more attractive. Taking out things the fish don't care about.

You can zoom sales by raising or lowering your price.

You can zoom sales by offering a more powerful guarantee.

You can zoom sales by adding new, very attractive bonuses.

What I just gave you is enormously valuable if you apply it. Man, don't just read this stuff. Take action. Do something about it.

Ask yourself, how can you make your guarantee more powerful? How could you add more attractive bonuses? And so forth.

Here's a break down of a powerful offer:

The title: The title of a product alone can make a massive difference in sales. In the book *The First Hundred Million* by E. Haldeman-Julius, the author documents this fact over and over. For example, the book title *Casanova and His Loves* sold 8,000 copies. A title change to: *Casanova, History's Greatest Lover!* zoomed sales to 22,000 a year.

That's only one example. I could create a whole product just showing how changing the title of the product causes big differences in sales.

The product: The elements included in the product make a big difference. Big Al, the famous author of network marketing training books does 12-headline surveys for his ads. He finds that one outpulls the others by a big margin. My own research shows this is true also. The same goes for the TITLE of your product. The fault may not be the product itself. It may have a lousy name or title!

The price: You need to test different price points. People are always scared to do this thinking that customers will find out and complain. But most people have found this rarely happens.

The bonuses: Do you offer single or multiple? What are the bonuses? These things make a big difference. I've known people who took an offer that wasn't doing well, added in 3 or 4 awesome bonuses and turned it into a big moneymaker.

If you have competitors, compare your bonuses to theirs. Who has the better bonuses? Very important.

The payment terms: Accepting credit cards online makes a big difference. Splitting up payments makes a difference.

The guarantee: A powerful guarantee or double-your-money-back guarantee causes sales to skyrocket.

The benefits emphasized: The psychological positioning of your product, the hot buttons you push, the angle you take. These are intrinsic to your offer. I like to look at "The Big Promise." That is, what is the big promise that is being made to the prospect? Extremely important.

**How the offer works for high-ticket items**: If your objective is to generate leads versus make a sale, then your offer is going to be the bait or freebie you toss out to generate leads.

In the insurance business, for example, salespeople would offer a free map or pen and desk set in exchange for an interview. That's an offer. In my mind, it isn't nearly as effective as it could be. I'd prefer to offer a video, report or audio program on a hot topic directly related to my product.

For example, if I were selling insurance, I might offer a free video called, *The 10 Secrets of Generating Wealth And Keeping It*.

Let's say you're a dentist. What would your offer be? I've seen dentists offer free services such as a free teeth cleaning or free whitening. Those have proven effective

for some practices. But offering a free service is tricky. You attract a lot of freebie seekers.

A client of mine did a twist on this where the patient paid for the teeth whitening but the proceeds went to charity. That worked out ten times better. Why? Because the charity then assisted with promoting the offer. That made a major difference. It's hard for a single practitioner to generate enough visibility to get a big response. But with a group of dentists pulling together and using the promotional power of a non-profit organization, that simple twist made a massive difference.

One more example: If I were a consultant looking for clients, I'd offer a free report through small ads in trade journals. Here's the ad template: *Free report reveals how to solve X problem.*

You fill in the ad with a specific: **Free report reveals how to keep your accounts receivables from sucking the profits out of your business. Simple, proven plan that really works! 1-800-xxx-xxxx. www.yourdomainnamehere.com.**

### **3. Killer Sales Letter, Promo or Sales Process**

We'll talk about this in another section. I'm going to give you my own personal formula for crafting killer ad copy. I've had people create the most incredible letters with this formula the very first time out of the chute.

I mean, no prior experience or training. They have taken the formula and blown me away with it! Almost no web sites use sales letters. Yet these are part of the foundation of marketing that makes money. Your actual copy is far less important than the strategic decisions about your offer explained in number two.

I think this is the most rewarding thing I do: I show people in any type of business how to put what they do or what they sell into a letter that causes people to want to buy it.

Just yesterday I got an email from someone in Brazil who used my Formula to write a sales letter. They gave me the URL where it was posted. I was so proud.

It's an amazing thing when you have the skill and know-how to sell your products and services using letters, emails and web sites. I get a lot of pleasure when students put my methods into action and succeed.

I teach you the basics in the KSL/KSP chapter of this product. I also have absolutely phenomenal software you can buy access to that allows you to craft a pretty darned good sales letter just by filling in the blanks and clicking a button.

It's at: <http://www.pushbuttonletters.com>.

You do NOT have to use sales letters. You can also use KSP which is Killer Sales Promo or a Killer Sales Process. We'll discuss this a lot more in another chapter.

#### **4. Powerful branding**

Whether you sell online or offline, bad graphic design can kill your sales. And the lack of branding is a big mistake.

You don't need the hottest design in the world. But you do need current graphic design. I've found that the standard for acceptable design on the web keeps increasing. So you need to keep pace with the market. I'm finding that graphic design is more important than it used to be.

One of the ways you create differentiation from your competitors and sustain your price is by branding your business. Branding means you use a coherent set of symbols, logos and colors.

A brand is a promise of a relationship and a guarantee of quality. *Before the Brand* by Alycia Perry with David Wisnom III.

1. Colors -- Use a consistent color theme on your web sites, brochures, catalogs, business cards and trade show displays.
2. Logo -- Have a logo created for your business that projects your identity.

This is so easy to do with freelance sites now.

3. Slogan -- Your slogan is the instant projection of your benefit.

My slogan currently is *Marketing That Roars*. It could have been better. I can't say that it projects a crystal clear benefit. But you know, at least it's a theme and it's consistent. So when a customer goes to my web site, sees the logo, slogan, colors, theme -- they have a consistent experience.

If you have no consistency in colors, theme, design and so forth, you have no cumulative benefit to your promotion.

Dollars spent on a quality graphic designer are dollars well spent. Man, some people online wouldn't recognize good graphic design if it ran over them in a truck! Here's an easy test.

Go to: <http://www.richdad.com>, <http://www.dummies.com> and compare your web site to those. If you don't look that clean, that clear, that branded, then you need to work on your design.

## **5. Superb Positioning**

In 1972 Advertising Age published a series of articles that later became a book that changed the face of marketing forever. That book was called *Positioning* by Jack Trout and Al Ries.

You've heard the term before "position your product." That expression came from Trout and Ries. It's a genius book and you should read it. *Positioning is how you position a product in the mind of the prospect. It is NOT what you do to a product.* (Caps added)

Their thesis is *The best approach to take in our over-communicated society is the oversimplified message.* Trout and Ries called it the battle for the mind. Now, if you're a beginning marketer, I realize I've just thrown a big word at you.

You know, I think you start with baby steps and grow. Some people reading this are ready for the concept of Positioning. If you're a rank beginner and didn't even know what the word marketing meant before you bought this product, then focus on the basics of targeting a market, doing your 12PS™ survey, getting the W-W™, creating your promo and getting it out there.

In other words, target your market, find out what they want and sell it to 'em through effective promo. But if you're beyond the beginning stages, I recommend you get the book and read it over and over.

## **6. Great Distribution**

I don't talk much about Place or Distribution in this product.

Distribution or Place is one of the Marketing Mix P's: Product, Price, Promotion, Place.

In marketing speak, distribution is called "Marketing Channels". *A channel can be defined as how and where you PURCHASE a product (or service) and how and*

*where you use the product. Channel Champions* by Steven Wheeler and Evan Hirsh. (caps added)

E. Joseph Cossman was a brilliant man. I got to speak with him once on a marketing cruise before he passed away. He would obtain exclusive rights to overseas products and then sell them through one or more of 27 distribution channels he identified.

Many years ago he sold 1,600,000 shrunken heads, 1,583,000 spud guns, 3,118,000 ant farms. This was long before the Internet. He once said, "One good product or service can support you in style for the rest of your life."

In his book *Making It!* he lists these distribution methods. Which of these could YOU use to sell your products and services?

- a. Direct to the consumer
- b. Through party plans (like Tupperware)
- c. To Mail-order houses
- d. Through resident buyers
- e. To department stores
- f. Through fairs and expositions
- g. To chain stores
- h. To discount stores
- i. To leased departments
- j. To supermarkets
- k. Through free publicity
- l. To wholesalers and jobbers
- m. Through sales reps
- n. Through franchising
- o. By exporting
- p. To the U.S. government
- q. Through direct mail
- r. Through co-op mailing
- s. Through trade shows
- t. As advertising specialties
- u. As premiums

I digitally deliver my products instantly, right online. You want to automate as many aspects of your business as you can. That way, you free up your time to focus on marketing.

Here's the way it works. The customer clicks on the "secure server" link. They fill out the information, including credit card number. They push submit. The credit card is

automatically processed and then the customer is presented with a download screen where he or she can download my products.

Now, even if you have products that you ship through the regular mail, you still need to automate your fulfillment. You need it set up so that orders from your web site are automatically forwarded to you or the person or division that ships your products.

You shouldn't have to go check for orders all the time. It should all be automated. A quality shopping cart program will do this for you.

I have people from big and small companies as well as part timers order this product. I don't know which category you fit in. If you're a company with multiple employees, you don't have to be concerned with the automation as much, although it can be a cost saver.

On the other hand, if you're a small fish, automation can mean everything. It's harder than heck to create new products, promote your products, buy advertising, deal with associates, manage inventory, ship orders, do your taxes, update your books -- it's hard to do all that yourself.

You need to automate and sub out as much as possible. Your biggest point of leverage is marketing. You need to be able to focus on marketing.

In the auto-pilot section, I'll talk about digital delivery -- the good, bad, and ugly. No sugar coating!

PLEASE! Read through the Formula three times as I mentioned in the intro. You need to come back to this chapter at least two more times to really absorb it.

## Bonus Chapter Two:

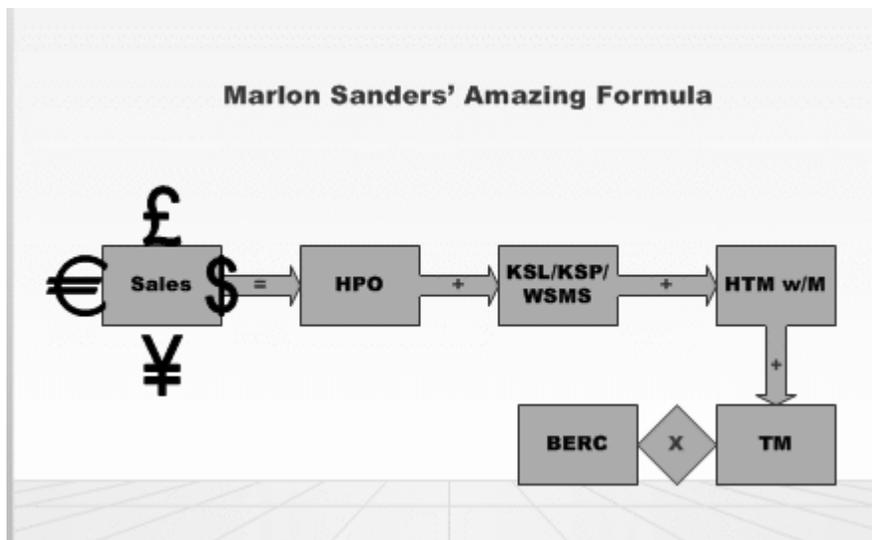
$$\text{Sales} = (\text{HPO} + \text{KSL} / \text{WSMS} + \text{HTM w/M} + \text{TM}) \times \text{BERC}$$

**"Here is your amazing formula for selling your products like crazy!"**

**Objective:** To give you an understanding of the basic elements of the Amazing Formula.

**Action:** Write each of these elements at the top of a separate page. Write down your action steps on each one as you go through this product.

**A**lrigh. There it is. Everything else in this product builds upon this formula. It's your Master Key to unlocking the Internet floodgates. Let's walk through each element.



**HPO = Hot Product Ownership:**

Key principle: There is no difference between a product or a service. **They both solve a problem or give a result.** When we use the word product, you can substitute the word service.

The first thing you have to have is a hot product. You probably wouldn't have bought this product if you didn't feel you had one. Yet, I must cover this principle.

To use the formula at its maximum velocity, you must have a product that you own or control with high demand. It isn't enough to promote products owned by others. I'm a major advocate of owning or controlling your own product. Controlling means that you have an exclusive on the product for a set time period.

If you're in MLM or Network Marketing, I still advise you to create and market your own product as a lead generator. However, I'm not saying you have to do that. You can use most every technique I teach even if you're selling products developed by others. I understand that some of my customers work full time and are just trying to generate a part time income.

If your primary business is retail or wholesale and the web is only an adjunct, I present a corollary of HPO that applies directly to your business model.

I emphasize hot product because you can't force the fish to eat bait they don't like. Many people are killing themselves trying to sell a product nobody wants.

See, this formula really is simple.

You just do the little things. Like sell people what they want to buy. Go figure.

I recommend you do surveys on a monthly or continual basis. They're easy to do. Nothing complicated about it. We'll cover how to do this in a little bit.

Not thinking you know it all because you read a technique somewhere else. You think you know the HPO step? Then show me your surveys. Show me how many products you sold yesterday and this week. Show me new products ready to roll out.

That IS mastery! That IS the formula.

**KSL / WSMS = Killer Sales Letter, Web Site Marketing System.**

OK. To sell your product, you have to communicate a BENEFIT or BENEFITS.

We do this on the web through a sales letter on a web site. I know that sounds just too simple. Too easy.

Yet, you just wouldn't believe how many web sites DON'T do it. In fact, I dare say most. What most people do is stick up a brochure on a web site. Doesn't work.

Been there. Done that. Tried that. Proven it doesn't work.

You wanna sell on the web? You use a sales letter just like I show you. Anyone can do it.

I can write sales letters off the top of my head in 10 minutes. Until you can do that, you have NOT mastered the KSL chapter of this product.

**The key components of the KSL are as follows:**

ONE: The offer. There are 14 possible elements in an offer. Every sales letter as a system needs to have almost all these 14 elements.

TWO: The big promise. The function of a headline is to extend a promise to the prospect. Different promises have very different sales effectiveness.

THREE: The bullet points. Extremely important in online selling.

FOUR: The bonuses. People are time-limit driven.

FIVE: The bargain appeal. People want a bargain.

SIX: The guarantee.

That's it. You don't have to be a rocket scientist now, do you?

**The key factors of the WSMS discussed in this product include:**

There are 6 basic steps here. You CAN do these. I've found out these things can and will sell about anything. I don't care what you sell.

**ONE: Traffic Generation**

This means getting the phone to ring, or getting people in the door of your business. Or getting hits to your web site.

**TWO: Name capturing**

You capture their information and stick it in your database. On the Net, we use sequential autoresponders. I'll teach you all about them. Off then Net, you can use email, text messages, Facebook messenger, or direct mail.

Almost no stores use email. IT'S FREE! No cost to do it except putting the person's email address and name in the system. It takes no time. You can program in a whole year's worth of emails, sales and offers to your list. All automated.

Here are some other methods you'll learn.

**THREE: Entry-level funnelizing**

**FOUR: Systematic follow up**

**FIVE: Testimonial acquisition systems**

**SIX: Back-ending**

**The KSP corollary if you use a sales process other than letters:** In addition to KSL, there is a KSP which is a Killer Sales Promo or Killer Sales Process.

There are only 3 ways to make a sale. Virtually no one else ever explains this. By the time you're finished with The Amazing Formula, you will be absolutely clear on the ONLY 3 methods you need to think about or concern yourself with. Why? Because they are the ONLY 3 methods of making a sale.

In this case, you STILL use the unique psychology in the KSL chapter. But you use a sales vehicle or method that is different. The standard on the web for making sales is the sales letter. But offline or in different arenas, you may use a KSP, Killer Sales Process that does not use a sales letter as the primary sales method.

**HTM w/M = Hungry Target Market with Money.** It isn't enough to have a target market. You must have a target market WITH MONEY!

**TM = Targeted Media.** You must be able to employ media that reaches your target market with a minimum of waste and inefficiency. The more cost efficient it is to get your sales message to your prospects, the greater your sales.

Your Targeted Media could be direct mail, a web site, newspapers, magazines, coupon mailings, or many others.

**BERC = Back End Repeat Cycles.** Once you get the front-end part of the formula down, you have to do it over and over. That is what I call BERC.

**Sales = (Hot Product Ownership + Killer Sales Letter / Web Site Marketing System + Hungry Target Market w/money + Targeted Media) x Back End Repeat Cycles**

Alright. There it is.

- The End