MMM

A SPECIAL IN-DEPTH REPORT TO HELP YOU GET READY FOR CAMPAIGNS INTO CASH

MARLON’S MARKETING METHOD’S

DEMOLISH 26 OBSTACLES!
HOW TO BLOW AWAY EVERY SINGLE OBSTACLE BETWEEN YOU AND THE INCOME YOU WANT

Lack of focus, overwhelm, confusion, no time, no money, no credibility, hate video, no tech skills, no plan – ALL GONE!

Hello,

Marlon here.

Based on surveys I’ve done, you’ve told me there are exactly 26 things standing between YOU and the INCOME you want in 2019.

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<tr>
<th>Lack of focus</th>
<th>No list</th>
<th>Don’t want to be on video</th>
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Just want to be an affiliate

Let’s go through these one by one.

**Before I get to that, a couple announcements:**

1. If you’re in Fast Track Marketer’s Club, or my Internet Marketing for Entrepreneurs group, change your NOTIFICATIONS to ALL POSTS.

   Otherwise, Facebook puts you on Highlights by default and you miss 90% of what I post.

   ![Notification settings](image)

   For Fast Track Marketer’s Club, the Facebook Community is the HUB and where I keep you in the loop on EVERYTHING.

   Please go there now and check out the posts. The link is in your member’s area and has been sent out by email.

   I’ll post an UPDATE to today’s newsletter there. Either an extended newsletter or video. I’ll add this AFTER lunch. I’m hungry!

2. This Tuesday is Week 2 of Produce Promote. Wed. is another Fast Track Marketer’s Club regular coaching.
3. In Internet Marketing For Entrepreneurs, I posted a good Live Stream video yesterday. But FB didn’t send out many notifications. I recommend you watch it. The url for my group is Facebook.com/groups/marlonsanders

We have 3,000 to 4,000 in our group but FB only showed this video to 112 people, apparently. THIS is why you need to set NOTIFICATIONS to ALL.

Now, let's go on to Income Layering.

But first of all, if you're new and unfamiliar with my INCOME LAYERING method, it's very different from what others are doing.
WE BUILD OUR INFO PROFITS INCOME LIKE LAYERS ON A CAKE:

I call this “cake layering.” Remember, cake is slang for MONEY. You can use any metaphor you want. Bricks on a wall or a house. Foundation, frame and roof.

I don’t bake. I can barely make oatmeal or coffee. But the metaphor is very clear and simple. That’s why I’m using it.

I’m going to do a fast RECAP in case you’re new or out of the loop on this strategy.

Here’s how it works:

You build ONE income layer.

If that income layer is enough to hit your income goal, GREAT! You’re done.

Finished.
You put it on the maintenance “four hour work week” plan and go about your life.

But if it’s NOT enough money, you build a second income layer.

And if that’s not enough, you build a third.

You just keep adding layers of your INCOME CAKE until you hit your goal. Then you can put the whole thing on a semi autopilot maintenance system like I did and just coast.

If your income drops, you can prop up an income layer or add a new one.

**BUT MARLON, WHAT ABOUT SELLING THE BIG TICKETS ALONE?**

I have friends who hammer this to death on Facebook live’s and elsewhere.

They’re highly critical of lower dollar info product businesses and contend that the ONLY way to go is to sell $5,000 or $10,000 coaching. They are VERY good sales people and indeed make a lot of money with that model. And SOME of their students do extremely well.

And some don’t.

There’s more risk legally and in other ways in that model. In my model you **CAN** sell BIG TICKETS on the UPPER LEVELS of your income cake.

Or on the BOTTOM levels. It’s YOUR freaking cake.

You get to build YOUR income cake however you WANT to build it. Don’t let someone else tell you there is only one RIGHT way to build your income cake.

I have no problems with people on other income models who don’t use a cake strategy. It’s a big world.

I can only teach you what I’ve done.
WHY THE LAYERS OF A CAKE STRATEGY?

Here’s why:

- You don’t have to be a sales god. You don’t have to be Grant Cardone or Jordan Belfort. You don’t have to have a phone growing out of your ear. You don’t even have to talk to anyone unless you want to.
- This is a model normal or average people have a good shot with.
- You don’t have to attend hours of training to understand how to add layers to your income cake.
- It’s actionable IMMEDIATELY. Like starting this week or today.
- There’s a clear, understandable path to increasing your income.
- When you wake up in the morning, you’ll know what to do that day to make money
- It’s something you can explain to your significant other and it’ll make sense. Who doesn’t understand baking a cake and adding layers to it? Or adding bricks to a wall?
- You can make as LITTLE or as MUCH income as you want. If you ONLY want $300 or $500 a month, no problem. The amount of income you stack is all up to you.
- You know exactly HOW you’ll grow your income. There’s no mystery or doubt about it.
- You can spend as much or as little time as you want every day. If you only got 20 minutes a day, you just work 20 minutes a day building your NEXT income layer.
- It’s NOT “high tech.” There are many methods that involve quite a bit of tech. You can use as much or as little tech as you want. No problem.
- You don’t have to buy expensive software unless you want to. Software lets you do more faster. But there are free and really cheap alternatives to about everything. For example, you can use a free page builder that will build great looking pages. You don’t have to spend a small fortune to build your pages. But paid tools do often let you go even FASTER and let you buy speed. So you get to build it however you want.
• You aren’t reliant on me or any other “guru” to be able to make money. You can build on your own. But it’s often faster, easier and simpler when you’re involved with a supportive community and you have guidance.

• You can get started immediately building your first income layer.

LET’S NOW BLAST AWAY ANY AND ALL PROBLEMS, OBSTACLES AND OBJECTIONS WITH GETTING STARTED WITH INCOME LAYERING

We’re going to tackle these one by one.

1. **Lack of focus** – If you don’t know WHAT you’re going to today to build your income in whatever time you’ve allotted, you’re NOT going to focus. Your brain doesn’t know what to focus on.

   But when you know “This is the income layer I’m working on, WHY I’m working on it and WHAT I need to do in order to get it going,” you’re going to be a lot MORE likely to focus.

   Why? Because you have inner CERTAINTY about what you’re doing it and why.

2. **Overwhelm** – Feeling overwhelmed with everything to learn and do is often a problem.

   This is another one I hear so much I created a product called the Overwhelm Cure.

   A lot of people are trying to do 2 or 3 DIFFERENT models. They have out trying to sell social media agency services to local businesses. And they’re trying to build an ecomm business. And they’re trying to sell affiliate products or do an info products business.

   When you stop trying to learn every method out there and just focus in on
one that makes practical sense and is “doable,” then everything changes.

Don’t get me wrong. You still have to learn new things. But they ARE learnable and there’s a lot LESS of ‘em when you zero in on building your NEXT income layer and not on conquering every method possible.

You don’t have to worry about ecomm.

You don’t have to worry about FB ads unless that’s your traffic method.

You don’t have to worry about being a webinar king if your income layer uses sales pages or a video.

See, there’s a whole lot you don’t have to worry about when you KNOW what income layer you’re building and why.

The solution is ONE MODEL.

Pick one.

Of course, I’m going to highly recommend you select Income Layering. It has enough VARIETY you don’t get bored. But it’s simple and practical enough that it’s actionable for you.

3. Confusion – It’s so easy to get confused. Every day someone in an ad, email, video or webinar is saying “don’t do it that way, do it THIS way.”

Understand that they have a vested interest in trying to SWITCH you away from what you’re doing to their “greener pastures.” You could argue that I’m doing the same thing. And there’s some truth in that.

But my method makes you DEPENDENT on you, NOT on me. I’m here as your guide, the light a lamp to your path, NOT to make you dependent on me and my services.

When you have a clear goal and a clear path, and you know HOW you’re going to get from A to B, your confusion becomes clarity.
4. **Lack of focus** – This is a big one. We are bombarded from FB ads, emails, and everything else with different messages all proclaiming their method is your salvation. The thing that takes you from A to B almost overnight.

Here’s the crux of the problem – You start out with method 1. You run into obstacles and find out it’s neither as simple nor as easy as you anticipated. And the results are going to come in slower than you hoped for.

Then method B comes along and it sounds faster, simpler or easier. So you jump ship for “greener pastures.”

And inevitably your greener pastures isn’t as easy, simple or as fast as you expected. So you’re once again disappointed and jump ship once again.

This isn’t your fault.

The fact is, you’re NOT told upfront that there might be problems or obstacles and it might not go as fast as in the case studies.

This is WHY I created the Fast Track Marketer’s Club. Absolutely there will be difficulties, problems and obstacles. We don’t live in a utopia and there is no Utopia marketing method, although Cake Layering is as close to it as you get.

Remember, that “Cake” is slang for “money” or cash. You’ll hear Grant Cardone talking about, “I’m gonna go get me some cake.” He means money.

The point is, in Fast Track Marketer’s Club, our members have a community to go through if they run into a problem or challenge. And we have a monthly Q and A call.

You are NOT alone.

So let me say this: I’m NOT saying you won’t run into obstacles. And your results will quite possibly be slower than you want. No matter what method you're talking about, probably if you run the stats only 1% to 5% make money.
Why?

First of all, only a small percentage ever even TRY. They just don’t. Then, out of those who try, they often expect it to be fast, simple and easy and at the FIRST sign of a problem, they get discouraged and bail.

Or they expect ONE THING to make $100,000 a year.

THIS is why I created Income Layering.

Your first deal may make only a small amount of money. That’s GOOD! It’s just one layer on your cake.

Now repeat that layer over and over.

Or stack on OTHER layers of income.

Bit by bit you get there.

For example, you can have money coming in from affiliate promotions to your list, emails to your list, a webinar you do, a membership site (yours or someone else’s) that you promote, money from software you promote.

The possibilities for income are endless.

Just an example, I found out this week I can add a plugin to my wordpress that will pull in ANY Amazon offer that I want and pay me a commission on it.

That’s another income stream.

And it takes like 60 seconds to add another offer.

So there you have it on lack of focus. The solution is proper expectations.

We are NOT selling the Primrose Path or the Song of the Sirens.
5. **Lack of Know How** – A lot of models and methods are NOT fully revealed.

The teacher deliberately HOLDS BACK key parts of the formula or method.

In other words, they show you this gorgeous cake.

But they never give you ALL of the ingredients. Like they don’t ever reveal how to do the frosting. Or how long to bake it.

Fortunately, with Income Layering, everything is FULLY DISCLOSED.

There’s nothing I hold back.

Heck, just from what I explain in my newsletters, there’s enough to get started. And then you have my products. Of course, in Fast Track Marketer’s Club, I give you a whole Fast Start training. And we’re currently doing a new Produce Promote that will be available to all newcomers.

6. **No Plan** – With a lot of methods, it can be really hard to know exactly HOW you’re going to increase your income. And even harder to know what to do when you wake up tomorrow morning or after you get home from work.

With Income Layering, your PLAN is to stack Income Layers like layers on cake.

**DONE!**

That is your plan.

And your 30-day plan is to build out your Income Layer for THIS MONTH. It’s just that simple. Problem solved.
7. **Get Distracted** – Boy, this is a big one. It’s very similar to lack of focus.

Between Facebook lives, Facebook groups, newsfeed ads, retargeting banners, emails, Kindle books and more, no small wonder people get distracted.

This is where being part of a group that keeps you ON TRACK helps out. But the big thing is this: When you KNOW what your model is, WHAT your plan is to add income THIS month, when it’s ALL crystal, you’re a lot less likely to get distracted.

Would you agree with me on that?

8. **Procrastination** – This one plagues a lot of people.

The CAUSE of procrastination is a low expectation of success. You can study it a lot, and that's what you'll find out.

If you don’t believe you are likely to succeed at it, you won’t follow through. The expected payoffs or benefits aren’t there. This is why visualizing the successful completion of your goals ala chapter 2 of Think and Grow Rich and the Magic of Believing works.

You need a model you BELIEVE in and that makes sense. I believe the Cake Layering method IS that method.

With a lot of methods, if you try and don’t have a big success right off the bat, you get discouraged as I've explained.

But when you are building layers on a cake, you just duplicate that layer or stack on new ones.

ou KNOW that if you keep at it, you put the odds of success in your favor.

There are no guarantees. No 100% certainty. But Cake Layering comes as close to it as you'll likely find.
An entrepreneur is someone who takes additional risk for the potential of greater reward. You risk your time and money.

The typical criticism of money-getting programs or methods is that “risks weren’t disclosed.”

In Cake Layering, I disclose the risks. It IS possible to invest time or money and get no return.

Because of the strategy, I think we greatly minimize that risk. All things are a risk. I mean, sleeping is a risk. You can’t guarantee me you’ll wake up in the morning.

What we want to take are wise, calculated risks aligned with our goals. And we want to do all we can to put the odds of success in our favor.

There are always risk like changes in the economy, market demand, competition, and a whole long laundry list I’m sure you can look up in Google.

The main risk is, you won’t sell.

Fortunately, because I was a copywriter and I’ve been doing this full time since 1997, we can minimize that risk with the right methods, like my 12-product survey and others.

The other thing is, a lot of methods require you to invest $6,000, $10,000, $30,000, $70,000 upfront.

With Income Layering, the investment is very small.

You can start just with my inexpensive products and what you learn in my newsletters. And should you desire the vast amount of systems and support
I provide in Fast Track Marketer’s Club, your investment is very, very mini-
mal.

There’s nothing else like it. It’s the ONLY Income Layering program using
only info products.

The SOLUTION to PROCRASTINATION is to raise your expectation of suc-
cess by participating in a community, learning proven methods.

9. **No Time** – I hear this a lot. “I don’t have time.”

We all have the same 24 hours in a day. What makes a difference is what you
make a priority. You have to cut things out if you really WANT it.

If you don’t want it, you need to read chapter 2 of Think and Grow Rich. And
ask yourself if your CURRENT PATH of activity is going to get you to the B
point you want to get to.

If you keep doing what you’re doing, one year from now how much closer
will you be to your goals and what you want?

The ONLY way to GET TIME is to cut out something else.

But I’ll tell you this: People spend a HUGE amount of time everyday on
Facebook! They don’t have problems finding time for that. They spend a
huge amount of wasted time.

So if you eliminate some time-wasters and low priority, low payoff activi-
ties and replace them with activities that get you closer to your goals, you’ll
FIND the time.

You MAKE TIME!

Time doesn’t magically appear.

So the solution is cut out time wasters.
Cut out low payoff activities.

This may require negotiating with a spouse or family.

You may have to cut out a few TV shows. Or stop spending so much time on Facebook.

For a LOT of people, they GET the time just by focusing on ONE MODEL and STOPPING all the endless research on all kinds of different opportunities for fear of missing out on “the big one.”

For 90% of people, that’s all they need to do. Just focus on one strategy or model and cut out the others. They waste an enormous amount of free time just researching new opportunities that sound exciting.

Once you dig into a method like Income Layering, the dopamine hits go down as you aren’t constantly discovering a new, incredibly sounding, dreamy thing.

DOPAMINE HITS often control our lives!

Dopamine gives us a quick burst of euphoria or “feel goods.” New things. Novelty. These provide us with dopamine hits.

Now you know the obstacle.

10. No Money – “Marlon, I just don’t have the money.” No money for coaching.

No money for software. No money for whatever.

And my response is, then you REALLY freaking NEED to create new INCOME LAYERS.

Cause if you don’t, how is it you think TOMORROW you’re a gonna have more money than you got today?
You aren’t.

That’s how.

If you’re broke now, you’re just gonna get broker unless you take COUNTER ACTION.

You can sell more of your TIME. But we already know you don’t have enough time as it is.

That leaves you with selling PRODUCTS instead of your time!

This is my solution to NO MONEY.

But you don’t have products to sell, do you?

THIS is why Income Layering has the potential to change your life. You can sell PRODUCTS for money instead of your TIME.

I still make money from things I created 10 years ago and longer. I mean, back in 1997 or 2001.

To FIND the money, you got to ELIMINATE something. You don’t need a lot of money to start but you need some for Fast Track Marketer’s Club, hosting ($4 a month) and an autoresponder.

If you already know how to SELL something, do it. If you can know how to create a simple product and sell it, DO IT.

Get going.

Get started.
11. **No list** – “I don’t have a list like you.”

The thing is, I wasn’t BORN with a list. I had to build one just as every single marketer does.

The way you build a list is by creating and selling info products. There are ways to promote your info products for FREE that don’t require a list.

So that is how you get started. For example, you could do Youtube videos, a Facebook group, Facebook posts or live streams, Youtube live streams, an affiliate program, content marketing, viral marketing, contests.

You BUILD a list by selling info products. That is how you do it.

12. **No credibility** – How can I create and sell info products? I’m NOT an expert at anything?

At infoprofitsbiz.com/catalog I have a product called Interview the Expert. That’s all you need. I also have a report there on how to overcome the credibility problem. Both are recommended.

13. **No ideas for products** – This is solved by simple know how.

Methods I’ve taught in past newsletters and I teach in my programs include:

- Differentiate on an attribute
- Idea combination
- Turn complaints into profits
- Next link in the chain
- Winning Value Proposition
- New branch products
The easiest thing to do is to watch for the things people complain about and create solutions for them. And observe what they already buy over and over.

Then give them a reason to buy from YOU instead of someone else.

The point is, there are MANY methods for coming up with winning info product ideas once you have a little know how. This is no big obstacle.

14. Can’t figure out niche or target market This is one of the most difficult ones.

In Week One of Produce Promote, DeeJay and a few other had a breakthrough on coming up with a niche or target market.

Eric got a brainstorm for a niche based on some things we talked about. And I gave a HUGE, long list of dozens of info product niches and target markets.

I also taught the Sullivan Circles method.

In Fast Track Marketer’s Club, I have the most advanced processes anywhere for coming up with your target market. And we also work on this once a month in Q and A days.

But if you’re stuck, my advice is START SOMEWHERE. Combine what you’re interested in and/or good at with what people BUY.

Get started.

You’ll learn skills you can apply to ANY niche. But get going.

STOP STOPPING YOURSELF.
15. No Money For Advertising

This one is simple.

Then get traffic with other methods. I teach traffic monthly. I prefer FREE traffic to paid, although I plan to do more paid also.

It’s a misunderstanding if you think you need to buy traffic in the beginning. You don’t. Use free traffic methods. There are a million of them in Youtube videos.

My personal fav is an affiliate program. But there are other options.

16. Not good at tech

I hear this all the time.

And 5 years ago, it was tough.

But we don’t live in 5 years ago.

We live in the now. And now there are amazing programs that are tech-free. And make it so simple and easy.

Teachable, Thinkific, Kajabi, Wishlist are a few that are all somewhere between easy and drop dead easy.

The tech is no longer a problem. It just isn’t.

17. Can’t Write

Then talk. You can always get it transcribed at rev.com. But you can do video products and video sales letters. No problem at all.
18. Can’t Talk

Then write.

If you can’t talk and can’t write, you’re going to need to hire help.

Fortunately, onlinejobs.ph has people you can hire on a budget.

I have a friend who has 1 person write a script and another person record a video using the script. And it doesn’t cost him that much money.

19. Don’t want to be on video

I do think video is becoming more important.

But you can do screen capture videos just fine. Your face doesn’t have to be on video. And in a pinch, you can just write instead. I know people who hire out their video using Fiverr.

20. Can’t talk clear English

Then do what my friend does and write a script. Then hire someone to record the video.

But I also know people who do well and don’t speak that great of English.

21. Don’t Have Affiliates

You get affiliates by creating products people want to promote. No one is born with affiliates.

I give you copy / paste messages to get affiliates.
22. **Don’t Have a List**

You get a list by selling products. So concentrate on creating your Income Layers and selling them.

23. **Don’t Know Anyone**

The best way is to go to seminars.

But you'll find that you make friends when you have a list and promote other people.

People will gravitate towards you when they see you’re a go-getter.

24. **Tried Before And It Didn’t Work**

It’s awful hard for Income Layers to “not work” if you stick to it. One layer may flop. But you STILL probably got something out of that layer. Learn from it and go do more.

The real problem here is promotions lead us to expect we’ll do one producdt and money will flood in.

That happens but not usually on the first product. My philosophy is to hit singles and doubles.

A triple, home run and even a grand slam will slip in there if you keep doing it.

The SECRET is to learn to HIT SINGLES!

That’s what Cake Layering is all about. That is our “secret sauce.”
25. **Don’t Want To Create Products**

You can hire others once you get rolling. In the beginning, it’s best to do it yourself. But when you have the right methods, it can be faster and easier than you might imagine. But even if it isn’t, at some point, you can hire others to do it for you partially or completely. I know I have and did.

The alternative is to trade your time for money instead of products.

Would you prefer trading your time for money? That is called a job.

26. **Just Want to Be An Affiliate**

There aren’t many super affiliates who don’t create their own info products to build their list.

THE best way to build your list is by selling a few of your own products.

You don’t have to do tons of them.

But the best way to build your list is to create some products. There are people who are great at doing Youtube videos, buying solo ads and so forth. But the better path in my estimation is to have your own products to build your list. Then promote affiliate products to that list.
WHAT ABOUT ALL THESE PEOPLE ON YOUTUBE MAKING INSANE MONEY FROM ECOMM, AGENCIES AND OTHER STUFF?

It’s a great question. I’m glad you asked.

Ecomm has its own set of difficulties to deal with. What about product quality, liability, shipping delays, vendor problems, inventory and cash flow?

Plus, the profit margin can be small.

People talk about what they GROSS but not what they NET!

Gross ain’t net.

The agency business is great for kids out of college with days free. If you work days, when are you going to meet with all these local businesses?

Also, it depends on your ability to sell 1-on-1. How are you at that?

WHAT ABOUT MAKING MONEY WITH KINDLE?

Products on Kindle are an Income Layer. So that fits without our system. I consider it one Income Layer, NOT the whole cake.

I’m not convinced making it the whole cake is the way to go mainly because I just don’t have any friends who have done that except one. And MOST of his money comes from doing webinars selling “how to make money on Kindle.”
WHAT ABOUT THESE HIGH POWERED WEBINARS THAT SHOW MONEY OUT THE WAZZOO?

Another great question.

Usually, the methods aren't fully disclosed, even if you pay the asking price, which is often substantial.

You scratch your head and STILL don't get how they made all that money.

And even if the methods ARE fully disclosed, how likely are they to change? A lot of those methods are dependent on rapidly changing methods and technology.

You can incorporate those methods as ONE Income Layer, but not your whole cake.

You don’t want your whole cake to crash and burn form one change in the market.

WHERE DO I GO FROM HERE?

I have starter products here.

They’re useful and enough to get you started.

It’s no secret that if you’re serious, I recommend you check out Campaigns Into Cash.

Best wishes,

Marlon
The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

- Robert Frost