



How I Sold 70,000+ Products Online Using Free Traffic

Marlon here.

Let's talk about selling products online.

I've sold 70,000+ products online.

Most of those were over \$50.00 each.

In the following pages, I hope to shine a light to your path and show you step-by-step how you can also sell products online.

Or, if you're already doing it, how you can sell MORE products online.

**A Quick Summary Of How I Got Here
Starting From Pennies**

One time I had to pay for deodorant with all pennies. I had a car that smoked like a bomb. Yet, I scraped together every dime and nickel I had to buy books and courses that would give me the secrets of selling. I was determined yet disappointed by some of the things I'd tried that were real stinkers.

Like my first info product *How To Avoid TV Repair Ripoff*. I made the classic mistake in selecting that product that many newbies make. Can you spot why it was a total zero?

Anyway, I kept keeping on and sooner or later, it paid off. And when I say paid off, let me give you really, hard numbers.

Here are gross sales of the months I had back then, beginning in March of 99.

\$23,254.99

\$47,093.18

\$49,949.95

\$42,288.42

\$45,161.60

\$32,670.86

\$19,646.07

\$23,923.07

\$23,373.40

\$25,900.62

Not too shabby when most people at the time were still trying to figure out what a domain name was. Or, you can go back to 1996. I'm looking at my 7-18 bank statement with deposits of \$18,994.35. Or 12-17-1996 deposits of \$12,866.38. And so forth. Now, back then, part of my income was also from speaking and writing. But the point is, I've been making real money on the Internet for longer than most.

And I've been doing numbers like those, or better, ever since. And most of those years, I did it from my home office with only a few virtual staff.

I have a long history of numbers like those or better, year after year, with 19 breakthrough products like these: *Gimme My Money Now, How To Create Your Own Products In A Flash, Marketing Dashboard, Design Dashboard, Cash Like Clockwork, Action Grid, Automation Secrets, Web Site Tricks, Push Button Letters, Pr Cash, Web Site Order Taking Machine, Milcers, Internet Profits Explosion Club, How To Write Killer Copy, How to Go From Broke To Prosperity, Product Dashboard, VBlog Secrets, Marketing Diary, Amazing Formula, Red Factor*, and that's the short list. It doesn't include coaching programs I've done, participation in other people's products or some of my lesser selling products.

I've cranked out winner after winner for years. It's one thing to be a Johnny one-hit wonder. And quite another to do it year after year. Most people would be ecstatic to have just one or two of those products on their resume.

I've innovated a number of techniques that are now commonplace including the 12-step formula for writing sales letters, 2-page web site model, structure of modern download pages, and the list goes on and on. Suffice it to say, I was a major contributor to what is just accepted practice in today's Internet marketing. The seminars I spoke at in Boulder, Colorado with Jonathan Mizel and Declan Dunn hold a special place in Internet marketing lore. And I spoke at the first four Carl Galletti events as well as Yanik Silver's amazing birthday blowout.

In addition, I've spoken at over 120 seminars around the world including Australia, Bermuda, Kauai, London and Birmingham in the UK, and all over the U.S. – including Seattle, San Francisco, Las Angeles, St. Louis, Chicago, Nashville, Philadelphia, San Diego, Houston, Dallas, Sacramento, New York, and Cincinnati.

With the help of Paul Myers and a long list of contributors, I played a crucial role in rallying the troops to speak out to the FTC about proposed legislation concerning the Can Spam law as it influenced affiliate marketing.

In addition, I was featured at the *Next Internet Millionaire* seminar produced by Joel Comm. I've had the honor and pleasure of speaking at Big Seminar not once but twice and most recently spoke at Frank Garon's event in London.

The One Book That Changed My Life

In 1978 I ordered a book from an ad that said, "*Ohio Man Discovers 7 Step System To Escape The Rate Race*" or something like that.

He filled out forms in the comfort of his RV vehicle. And all this money came flooding in.

I thought that sounded good!

The book introduced me to direct response marketing and also a guy named Gary Halbert who Ben Suarez, the author of the book, had worked with.

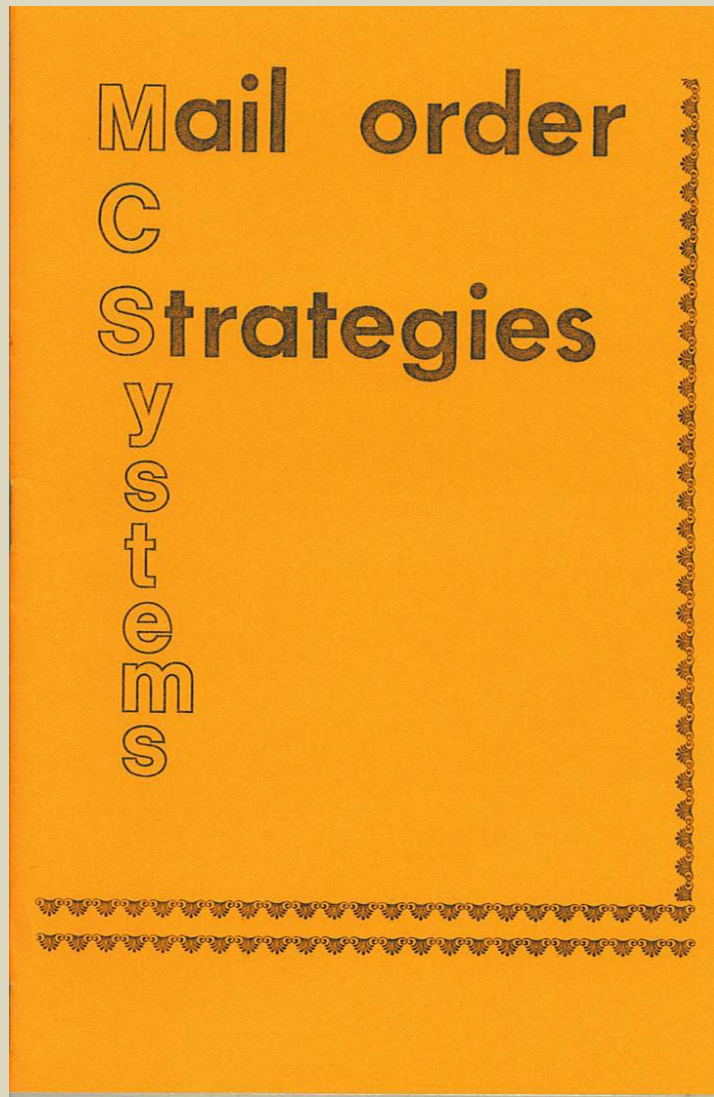


This is a picture of the ACTUAL book. Remember, it was 1978 when I bought this. Things were a little more basic back then!

I fell in love with a thing called "direct response marketing."

I piddled around and did my best to sell products through little \$5 and \$10 ads.

Here's one of my awesome productions:



Yeah, I know.

It's a beauty, isn't it?

Here's an ad I ran in a TV guide to sell a booklet on how to avoid TV Repair Ripoff:

JULY 8, 1981

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

41 51 60 REAL PEOPLE

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

63 MacNEIL/LEHRER REPORT

72 81 MOVIE—Drama

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

Supporting Cast

JordanaAnne Archer
SamirChristopher Lee
Dick CarriageJames Franciscus
LeilaOlivia Hussey
RashidIan McShane
YasfirMichael Constantine
HamidArmand Assante
Ben EzraEli Wallach

63 NATIONAL GEOGRAPHIC

Special: See 8 P.M. (60 min.)

8 9 13 CHARLIE'S ANGELS

—Crime Drama
An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Ju-

Wednesday

5 PM to 8 PM

lie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

Guest Cast

John ThornwoodDavid Hedison
MonicaBeegie Barkett
Joe FenellHarold J. Gould
Barbara StoneEloise Hardt

(HBO) (E) MOVIE—Drama

"The Human Factor." (R) See 10 P.M. for details. (1 hr., 55 min.)

7:30 63 SEASON TICKET—Magazine

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

(HBO) (W) BEST OF CONSUMER REPORTS

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

8 PM 41 51 60 DIFF'RENT STROKES

(CC)

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

63 NATIONAL GEOGRAPHIC

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING 30 PAGE REPORT TELEVISION REPAIR REPORT

CAN YOU AFFORD THE COST * * * ?
WHAT CAN YOU DO IF YOU PAY \$200.00 AND YOUR SET DOES NOT WORK?
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP!

• FIND OUT HOW TO CHECK YOUR PICTURE TUBE. • FIND OUT IF YOU ARE BEING OVER CHARGED.
• FIND OUT IF YOUR TELEVISION IS REPAIRED PROPERLY. • FIND OUT WHO IS THE BEST REPAIRMAN FOR YOU TO CALL.
• IS MY SET TOO OLD TO REPAIR? • WHERE DO I BUY A NEW T.V.?
• WHAT KIND SHOULD I BUY? • SHOULD I RENT, THEN PURCHASE THE SAME SET?
• IS MY TELEVISION REALLY A NEW ONE?

EDD SANDERS
TOP AUTHORITY
ON TV REPAIR
IN THE MIDWEST

IF THESE
QUESTIONS
FIT YOU, PLEASE
ORDER MY NEW
INTRIGUING 30
PAGE REPORT

EDD SANDERS
P.O. Box 467
Oklahoma City, OK 73101

**ALL THIS AND
MORE ONLY
\$5.00**

CALL TODAY FOR YOUR FREE 30 PAGE REPORT TODAY!
ENCLOSED IS \$5.00 SATISFACTION GUARANTEED!

Name _____
Street _____
City _____
State _____

TV GUIDE A-53

Why anyone would be reading a TV guide if their TV was broken is beyond me!

Needless to say, I had a LOT to learn.

Fast forward a number of years and the Internet came along. I began marketing on AOL and Compuserve.



This was me back then.

I had hair back then!

Anyway, eventually I stumbled across a FORMULA for selling ebooks online. I contend I was the first person to sell 100% digitally delivered ebooks online via an affiliate program.

Certainly, I was one of the first.

Here's a bit of proof:

```
Registrant:
Higher Response Marketing, Inc. (HIGHERRESPONSE-DOM)
5636 Spring Valley Suite 18B
Dallas, TX 75240

Domain Name: HIGHERRESPONSE.COM

Administrative Contact:
Sanders, Marlon (MS7879) marlon@AIRM
Higher Response Marketing, Inc.
5636 Spring Valley Suite 18B
Dallas, TX 75240
(972) 788-0542 (FAX) (972) 788-2361

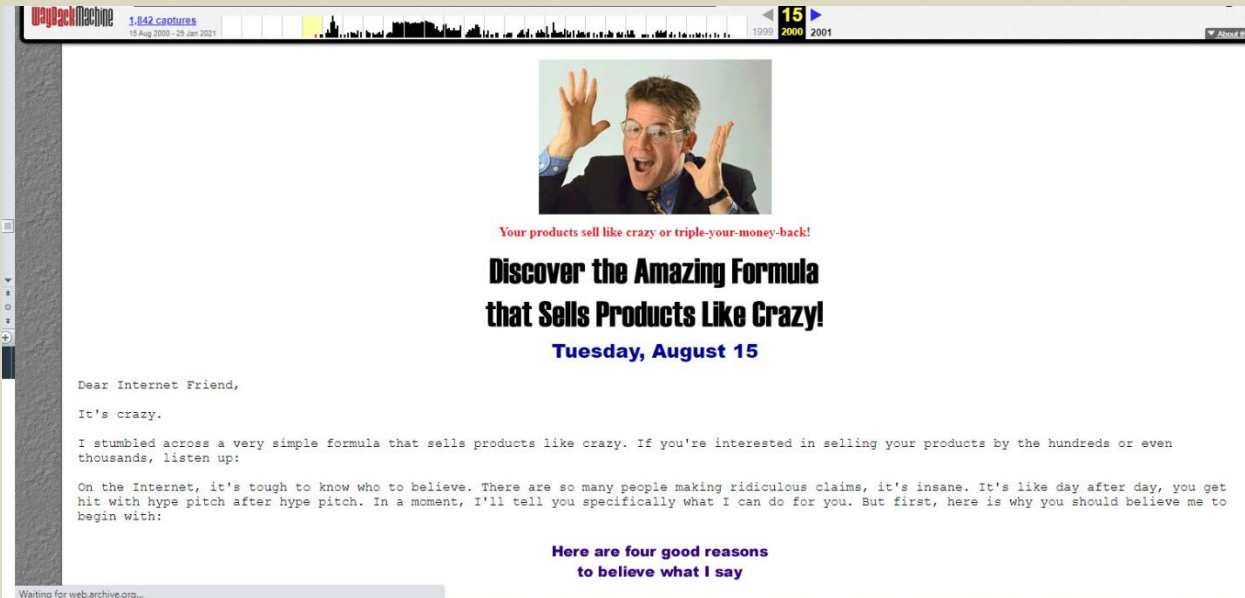
Technical Contact:
Bazyar, Jawaid (JB511) hostmaster@
Interlink Advertising Services Inc.
910 16th Street, Suite 1220
Denver, CO 80202
303-228-0070 (FAX) 303-228-0077

Record expires on 25-Jun-2003.
Record created on 24-Jun-1997.
Database last updated on 10-Jun-2002 22:32:41 EDT.


Domain servers in listed order:
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Ebooks + 100% digital delivery + 12-step sales page + online order form + affiliate program

Here was my “beautiful” sales page at the time:



waybackmachine 1,842 captures 15 Aug 2000 - 25 Jan 2021 15 1999 2000 2001 About



Your products sell like crazy or triple-your-money-back!

Discover the Amazing Formula that Sells Products Like Crazy!

Tuesday, August 15

Dear Internet Friend,

It's crazy.

I stumbled across a very simple formula that sells products like crazy. If you're interested in selling your products by the hundreds or even thousands, listen up:

On the Internet, it's tough to know who to believe. There are so many people making ridiculous claims, it's insane. It's like day after day, you get hit with hype pitch after hype pitch. In a moment, I'll tell you specifically what I can do for you. But first, here is why you should believe me to begin with:

**Here are four good reasons
to believe what I say**

Waiting for web.archive.org...

Here's what happened when I discovered this formula:



The money poured in:

022 HIGHER RESPONSE MARKETING, INC.
5636 SPRING VALLEY #18-B
DALLAS TX 75240-3170

COMPASSWORKS WILL SAVE YOUR BUSINESS, AND YOU, MONEY.
HOW'S THAT FOR A BANK STATEMENT?
COMPASSWORKS FOR BUSINESS PROVIDES BUSINESS AND PERSONAL DEPOSIT
ACCOUNTS, CREDIT CARDS, CREDIT LINES, AND MORE. ALL WITH NO FEE OR ONE
LOW FEE, DEPENDING ON YOUR BALANCES. STOP BY YOUR NEAREST BRANCH. OR
CALL 1-800-COMPASS TODAY.
CREDIT SUBJECT TO APPROVAL.
IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
238-8600 OR 1-800-293-1017.

INTEREST CHECKING	HIGHER RESPONSE MARKETING, INC.	
<hr/>		
Interest Paid YTD		86.77
<hr/>		
Deposit Account Recap		
Beginning Balance as of May	29, 1999	42,288.42
<u>58 Deposits</u>	(Plus)	<u>40,899.15</u>
Interest Paid	(Plus)	35.65
Service Charge	(Minus)	57.40
Ending Balance as of June	30, 1999	45,161.60

My affiliates did pretty well:

- Home
- Associate Management
- Pending Items
- Associate Records
- Email Associates
- Message Content
- Associate Groups
- Bonus Program
- Campaign Management
- Statistics/Reports
- Campaigns
- Creatives
- Ad Pool Management
- DNE List
- Campaign Groups
- Cross-Pollination
- Community
- Terms
- Fraudfilter
- Financial Management
- Account Management
- Manage Users
- Bandwidth Reports
- Optional Features
- Purchase Upgrades
- Account Setup
- Interface Setup
- Configure Appearance
- Email Settings
- Financial Settings
- Advanced Features
- Direct Co-Reg
- Help

Product Specific Campaigns | Edit Sales Statistics
 You have unpaid invoices, please [click here to pay them.](#)

Product Specific Statistics - 2004-03-01 to 2008-09-02

#	Product ID	Number of Sales	Price	Payout	Total Sale Amount	Total Payout Amount
1	78	47	\$597.00	\$249.50	\$28,059.00	\$6,358.60
2	2	569	\$100.00	\$55.00	\$55,910.00	\$21,156.10
3	2	567	\$70.00	\$47.40	\$42,556.00	\$14,413.10
4	1	1533	\$59.95	\$41.97	\$95,939.00	\$34,326.66
5	22	36	\$647.00	\$255.00	\$25,312.00	\$9,127.00
6	51	16	\$50.00	\$0.00	\$800.00	\$35.00
7	10	121	\$37.95	\$18.98	\$3,633.11	\$969.00
8	58	9	\$30.00	\$21.00	\$270.00	\$84.00
9	58	7	\$9.00	\$4.50	\$63.00	\$37.00
10	49	3	\$13.00	\$7.50	\$45.00	\$22.50
11	53	123	\$199.00	\$99.00	\$14,520.15	\$4,075.21
12	52	47	\$299.00	\$149.00	\$13,754.35	\$6,348.37
13	18	7	\$14.99	\$0.00	\$90.94	\$11.04
14	28	4	\$19.90	\$8.90	\$40.85	\$23.37
15	15	43	\$127.00	\$63.50	\$5,461.00	\$1,138.80
16	22	2	\$166.16	\$0.00	\$332.32	\$4,777
17	15	5	\$0.00	\$0.00	\$22.00	\$7.50
18	82	29	\$147.00	\$73.50	\$4,263.00	\$940.80
19	32	15	\$42.00	\$0.00	\$425.00	\$20.93
20	50	35	\$98.00	\$49.00	\$3,430.00	\$793.80
21	8	89	\$97.40	\$48.80	\$7,906.80	\$2,186.24
22	23	12	\$1,247.00	\$623.50	\$13,014.00	\$4,343.53
23	52	53	\$197.00	\$97.00	\$10,245.00	\$3,044.00
24	56	3	\$0.00	\$0.00	\$2.00	\$0.00
25	50	3	\$0.00	\$0.00	\$2.00	\$0.00
26	52	2	\$1.00	\$0.00	\$2.00	\$0.00
27	7	264	\$20.00	\$10.00	\$9,221.00	\$1,996.80
28	12	7	\$80.00	\$47.50	\$665.00	\$256.50
29	8	19	\$196.00	\$98.00	\$3,724.00	\$999.60
30	14	29	\$97.50	\$48.75	\$2,827.50	\$302.25
31	48	40	\$147.00	\$73.50	\$4,146.20	\$1,195.88
32	26	14	\$887.00	\$443.50	\$7,738.00	\$1,124.90
33	28	92	\$29.98	\$20.00	\$2,077.40	\$235.72
34	45	21	\$261.95	\$131.00	\$4,979.05	\$3,724.44
35	45	1	\$9.00	\$4.50	\$9.00	\$4.50
36	81	16	\$97.00	\$48.50	\$1,532.00	\$116.40
37	83	41	\$200.00	\$125.00	\$7,979.00	\$1,750.00
38	52	3	\$0.00	\$0.00	\$1.00	\$0.00
39	52	1	\$17.00	\$8.50	\$17.00	\$8.50
40	50	1	\$1.00	\$0.00	\$1.00	\$0.00
41	22	21	\$0.00	\$0.00	\$20.00	\$2.70
42	52	1	\$0.00	\$0.00	\$0.00	\$0.00
43	55	1	\$0.00	\$0.00	\$0.00	\$0.00
44	58	1	\$0.00	\$0.00	\$0.00	\$0.00
45	51	1	\$0.00	\$0.00	\$0.00	\$0.00
46	26	8	\$48.00	\$24.00	\$252.00	\$0.00
47	23	1	\$50.00	\$0.00	\$50.00	\$0.00
48	25	7	\$69.00	\$41.40	\$483.00	\$41.40
49	20	1	\$116.16	\$0.00	\$116.16	\$0.00
50	59	1	\$132.83	\$0.00	\$132.83	\$0.00
51	28	2	\$97.60	\$0.00	\$195.20	\$0.00
52	22	1	\$97.00	\$0.00	\$97.00	\$0.00
53	26	3	\$100.00	\$0.00	\$300.00	\$0.00
54	22	5	\$97.60	\$0.00	\$488.00	\$0.00
55	23	7	\$100.00	\$0.00	\$700.00	\$0.00
56	36	22	\$59.95	\$0.00	\$1,318.90	\$0.00
57	35	14	\$59.95	\$0.00	\$839.30	\$0.00
58	58	1	\$98.50	\$0.00	\$98.50	\$0.00
59	9	11	\$96.00	\$48.00	\$960.00	\$192.00
60	5	13	\$97.00	\$0.00	\$1,261.00	\$0.00
61	54	3	\$197.00	\$0.00	\$591.00	\$0.00
62	5	6	\$950.00	\$0.00	\$5,700.00	\$0.00
63	15	7	\$59.95	\$19.98	\$279.65	\$47.95
64	12	1	\$200.00	\$0.00	\$200.00	\$0.00
65	21	2	\$97.00	\$0.00	\$291.00	\$0.00
66	38	2	\$1.00	\$0.00	\$2.00	\$0.70
67	17	2	\$10.00	\$0.00	\$20.00	\$0.00
68	32	5	\$1.00	\$0.00	\$5.00	\$0.70
69	33	1	\$97.00	\$0.00	\$97.00	\$0.00
70	50	1	\$1.00	\$0.00	\$1.00	\$0.80
71	164	1	\$0.00	\$0.00	\$0.00	\$0.00
72	163	11	\$0.00	\$0.00	\$0.00	\$0.00
73	93	1	\$297.00	\$148.50	\$297.00	\$148.50
74	93	168	\$57.00	\$28.50	\$9,462.00	\$6,429.60
75	92	66	\$47.00	\$23.50	\$3,102.00	\$2,049.30
76	95	80	\$44.99	\$22.50	\$1,117.71	\$843.82
77	95	134	\$125.00	\$62.50	\$16,000.00	\$8,437.50
78	142	3	\$0.00	\$0.00	\$0.00	\$0.00
79	171	1	\$0.00	\$0.00	\$0.00	\$0.00
80	175	1	\$0.00	\$0.00	\$0.00	\$0.00
81	172	14	\$0.00	\$0.00	\$0.00	\$0.00
82	168	7	\$0.00	\$0.00	\$0.00	\$0.00
83	102	705	\$59.95	\$41.97	\$42,264.75	\$28,388.65
84	101	1658	\$78.90	\$55.93	\$131,355.60	\$91,946.92
85	182	9	\$0.00	\$0.00	\$0.00	\$0.00
86	183	21	\$0.00	\$0.00	\$0.00	\$0.00
87	182	1	\$0.00	\$0.00	\$0.00	\$0.00
88	186	1	\$0.00	\$0.00	\$0.00	\$0.00
89	188	1	\$0.00	\$0.00	\$0.00	\$0.00
90	121	1	\$0.00	\$0.00	\$0.00	\$0.00
91	189	4	\$0.00	\$0.00	\$0.00	\$0.00
92	102	130	\$59.95	\$41.97	\$7,613.65	\$5,330.19
93	182	2	\$0.00	\$0.00	\$0.00	\$0.00
94	35	1	\$9.00	\$4.50	\$9.00	\$4.40
95	209	2	\$0.00	\$0.00	\$0.00	\$0.00
96	101	495	\$79.95	\$55.93	\$39,275.30	\$27,475.66
97	210	17	\$0.00	\$0.00	\$0.00	\$0.00
98	211	17	\$0.00	\$0.00	\$0.00	\$0.00
99	105	17	\$0.00	\$0.00	\$0.00	\$0.00
100	108	8	\$297.00	\$148.50	\$2,376.00	\$1,188.00
101	212	1	\$0.00	\$0.00	\$0.00	\$0.00
102	214	14	\$0.00	\$0.00	\$0.00	\$0.00
103	105	56	\$78.00	\$39.00	\$4,369.00	\$2,184.50
104	216	5	\$0.00	\$0.00	\$0.00	\$0.00
105	217	8	\$0.00	\$0.00	\$0.00	\$0.00
106	211	10	\$0.00	\$0.00	\$0.00	\$0.00
107	384	9	\$97.00	\$48.50	\$483.00	\$242.50
108	228	5	\$0.00	\$0.00	\$0.00	\$0.00
109	222	42	\$97.00	\$48.50	\$3,441.00	\$1,667.50
110	230	1	\$0.00	\$0.00	\$0.00	\$0.00
111	235	9	\$65.77	\$32.88	\$526.16	\$263.04
112	205	95	\$99.96	\$41.97	\$9,117.92	\$5,182.44
113	109	60	\$70.96	\$35.97	\$4,294.80	\$4,477.60
Totals for report		7870			\$647,164.00	\$307,146.37

Support Contacts
 Email: info@directresponse.com
 DirectTrack
 1412 921-6881 x200
 *If you upgrade to a support contract you will have access to a live person
 Account Executive
 Brian Blasco
 Phone: (412) 921-6881



Click Here for more information

Here's the bottom line blown up for you:

101	212	1	\$0.00	\$0.00	\$0.00	\$0.00
102	214	16	\$0.00	\$0.00	\$0.00	\$0.00
103	106	56	\$78.00	\$39.00	\$4,369.00	\$2,184.50
104	216	5	\$0.00	\$0.00	\$0.00	\$0.00
105	217	8	\$0.00	\$0.00	\$0.00	\$0.00
106	221	10	\$0.00	\$0.00	\$0.00	\$0.00
107	384	5	\$97.00	\$48.50	\$485.00	\$242.50
108	228	5	\$0.00	\$0.00	\$0.00	\$0.00
109	229	4	\$97.00	\$48.50	\$3,441.00	\$1,667.50
110	230	1	\$0.00	\$0.00	\$0.00	\$0.00
111	235	9	\$65.77	\$32.88	\$526.16	\$263.04
112	398	55	\$59.96	\$41.97	\$3,117.92	\$2,182.44
113	399	80	\$79.96	\$53.97	\$6,396.80	\$4,477.60
Totals for report		7870			\$647,164.90	\$307,140.27

\$647,164.90

Sales from a few products:

Net Income by Product

Actions ▾ New Search Edit Criteria/Columns... Save... Print...

1-50 of 231 per page < 1 2 3 4

Product description	Total amt
Big Course (OTO Special) - \$498.00	\$50,298,024.00
3 Hour Weekend Workshops Replay - \$40.00 - Replay of how to create 3-hour weekend workshops	\$36,000,800.00
The Traffic Dashboard - \$79.95	\$54,889.90
Marlon's Coaching System coach - \$1,269.00	\$46,871.00
The Traffic Dashboard Turbo -- Only \$79.97 - \$79.97	\$42,144.19
The Traffic Dashboard -- Only \$59.97 - \$59.97	\$41,119.72
The Big Course - \$498.00 - The Big Course	\$38,368.00
Wordpress Dashboard Test - \$0.00 -	\$28,867.56
Marlon's Book of Marketing Secrets Option 2 - \$65.00 - Includes a 90-minute Instant Genius video with extra scoop -- PLUS a transcript!	\$25,025.00
The Traffic Dashboard Turbo Upgrade - \$79.95 - The Traffic Dashboard Turbo Upgrade	\$23,205.50

To get to the total number of products I've sold isn't easy. You have to add numbers from multiple accounts.

But here's one of them:

20 displayed	TOTAL	1176.60
0 displayed	COUPONS TOTAL	0.00
42932 records found	GRAND TOTAL	2798022.05

1-20 [21-40](#) [41-60](#) [61-80](#) [81-100](#) [101-120](#) [121-140](#) [141-160](#) [161-180](#) [181-200](#) [[>>](#)]

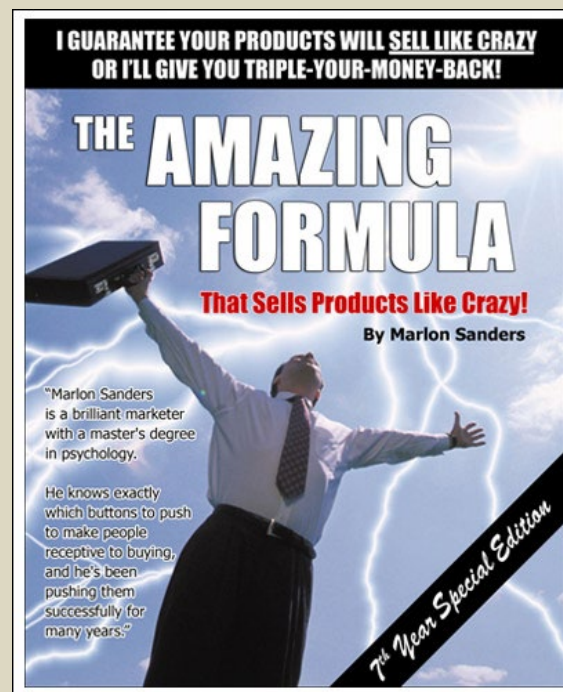
Here's some more:

14,792	591	\$683,133.55
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I'm NOT showing you ANY of this to brag.

There are so many people today claiming to be experts, I just wanted to show you I know a thing or two about selling online.

Here's the current version of the product.



Actually, I have a new cover and the product has been updated several times since the above. I just don't have it handy.

So Marlon, How Did You Sell Those Products?

As I said, I had a formula as I said:

Ebooks + 100% digital delivery + 12-step sales page + online order form + affiliate program

1. Ebooks – When I started out, everyone was shipping printed books.

The common thinking at the time was if you sold a digital-only product, your refunds would be through the roof.

I've heard of people selling ebooks back on the bulletin board systems. So I can't say I had the first ebooks. But far as I know, no one or almost no one as doing it at the time on the WWW.

In any event, this formula STILL works, but things have evolved.

I STILL sell ebooks for up to \$100.

But what works better is to COMBINE elements.

Combine a PDF with some videos and other doodads.

Maybe you have templates, checklists or other items.

This makes it impossible to compare your value with all video products being sold on Udemy for 10 bucks or Kindle books being sold for \$2.

I didn't think of this idea.

Dan Kennedy originally came up with the idea pre-www.

He would ship you this ugly notebook with cassette tapes stuffed in the front, certificates for consultations and other stuff.

It was a monstrosity!

But you sure as heck couldn't compare the value to a "book."

The enemy of profits is commoditization.

In other words, having your products relegated to the status of a commodity like apples or oranges.

Everyone knows how much an apple or an orange is worth. Not much.

This is the HUGE problem of platforms like Udemy and Amazon Kindle. They turn your intellectual property into a commodity.

There ARE ways to break out of this trap.

And those platforms have their uses.

But, in general, today you sell a collection of value, NOT just an ebook.
Although you can sell just ebooks.

I do it by having extremely strong sales copy with big promises.

Here's an example:

If You Don't Have Your Own Product Yet, Don't Have a Sales Letter or Got No Traffic, Here's Your EZ Peazy Answer! Click Here To Grab Excalibur



EXCALIBUR

Only Minutes from now I GUARANTEE You'll Know Exactly, Precisely how to CHOOSE YOUR NICHE, WRITE YOUR SALES LETTER, Create your Product In 100 Minutes and get Traffic 4 Ways



If You Don't Have Your Own Product Yet, Don't Have a Sales Letter or Got No Traffic, Here's Your EZ Peazy Answer! Click Here To Grab Excalibur



EXCALIBUR

Only Minutes from now I GUARANTEE You'll Know Exactly, Precisely how to CHOOSE YOUR NICHE, WRITE YOUR SALES LETTER, Create your Product In 100 Minutes



[CLICK HERE TO SECURE YOUR COPY AND YOUR BONUSES](#)

Important: THIS BONUS PAGE EXPIRES IN...

So What Is Excalibur All About?

- **New Ways To Find Your Niche** - If this has been a problem for you before, Excalibur blows the door open with new places to find niches and a new Google Search "Code"
- **Easiest Product Creation Ever** - Creating the product and member's area couldn't be easier. If you got 100 minutes on the weekend, you can do this.
- **Create Your 3 Scarcity Bonuses Fast** -- No hard labor here and NO pir (unless you want to use it!)
- **4 Very Practical Way To Get Traffic** - We all know getting traffic is the key to the Kingdom. And Excalibur delivers 4 key traffic methods to you that work.
- **Free and dirt cheap resources** -- In the past you had to spend an arm and a leg...

Or here's [one for an ebook that sells for \\$65](#). I've sold \$55,000 of it or something like this:

MARLON'S BOOK OF SECRETS

ONCE, AND ONLY ONCE, IN MY LIFETIME I'M WRITING DOWN ALL MY SECRETS

* Attention! These are new secrets you've never seen before! *

"I'd Never Seen An Olympic-Sized Swimming Pool Belonging To An Ex-President In The Bedroom Before" But That Is What I Was Staring At...



RE: "I couldn't believe me eyes"
From: Marlon Sanders

Walter said, "Hey Marlon, what did you think of the swimming pool?"
I said, "Walter, WHAT swimming pool?"

He said, "Go through the door at the side of the room."

See, I was there to write a letter to help him sell his seminar. I'd get roughly \$7,500 to \$10,000 for the letter. So Walter let me stay in the bedroom of his old house (he'd just built a new one).

Anyway, I opened the door and sure enough, A freakin' Olympic sized swimming pool that

On this one, you can order the digital only book.

Or pay more, and I'll ship you a print copy.

2. 100% digital delivery

That was element two.

Back then, it was a big deal. Today, it isn't. All these people today get excited about selling and shipping ecomm products out of their garage. What a nightmare!

I've been there and did that with CD's and manuals. Hated it.

So we'll move on.

3. 12-step sales page

This is a critical part of the puzzle.

I was a copywriter for Phil Kratzer (a guru of the day) at National Response Corporation in Dallas, TX in Inwood Drive.

Gary Halbert used to fly in weekly to meet with Phil.

Remember that I had read about Gary Halbert in the 1978 book. So when I had a chance to write for a guy who knew Gary Halbert, I jumped at that opportunity!

Phil sold a book on copywriting by a fellow named Bob Serling. Bob had this 16-step (or more) copywriting formula.

It was the FIRST time I saw anyone codify a sales letter into a step-by-step formula.

This changed my life.

I took Bob's lengthy formula, extracted the elements that were most important to me and created a 12-step formula.

[It takes a whole PDF to explain the formula, so I won't cover it here. You can read about it here.](#)

Your report has been sent to your email and will arrive in 5 minutes. **CONFIRM your email** to download your template, cheat sheet or report. Search "email@marlonsanders.com" to find it. In the meantime, check this out...

The Amazing Story Of How a Crazy Oklahoma Kid Obsessed With Sales And Marketing Discovered A 12-Step Formula That Makes People Do Whatever You Want Them To

Including Buying Your Product, Service, Idea, Concept or Even Funding Your Dream

Before I developed this formula, the best thing you had to go on was AIDA which stands for attention, interest, desire action.

Boiled down, that means you have a headline, then talk about a problem you solve or opportunity you have for the reader, you present the solution and then have a call to action, often with bonuses and a deadline.

The problem is, it's hard to conceptualize a whole sales letter that really works based on that formula.

You can do it.

But it's not easy.

My formula broke things down a lot more.

A lot of people write sales copy based on what other people do. But they don't really understand the **PSYCHOLOGY** behind it.

You can **START** with understanding that almost all sales offers are simply presenting an idea on how to solve a problem or take advantage of an opportunity.

That's all you're doing in sales.

You're presenting ideas to people that help them solve a problem or take advantage of an opportunity.

People have a lot of misconceptions about sales. You start with this fundamental.

You're NOT shoving stuff at people. You're helping people solve problems or capitalize on opportunities they're interested in.

4. Online Order Form

I use several systems today to take orders.

[Thrivecart](#)

Warriorplus.com

Those are the main 2.

[Automateyourwebsite.com](#) is my private label and has a shopping cart built into it also. It's an all-in-1 system that has a lot of great features at a very reasonable price.

There are a million and one shopping carts. The most popular one works with wordpress and is called Woocommerce. I'm not that big a fan of it but a lot of people love it.

5. Affiliate Program

You need traffic.

That is, visitors to your sales page. Eyeballs on your offer.

Today, there are MANY options like Youtube videos, Quora, Facebook organic posts or paid ads and many more, including an affiliate program.

[I write a weekly newsletter to help affiliates](#) make sales and money.

This is also one way I attract affiliates to promote my offers.

The great thing about an affiliate program is just 1 affiliate who promotes your offer can send you a lot of sales.

You don't pay until AFTER the sales.

And it's all AUTOMATED.

For example, one time on a Friday night, someone decided to promote an offer of mine.

And that weekend something on the order of \$90,000 in sales came in.

That's quite unusual, of course. But you never know.

Here's a big tip: Put your link to your affiliate info page at the bottom of your sales pages where affiliates can see it.

You'll have affiliates click that link and sign up if they like your product.

There's a lot more to tell you about how to succeed using this formula. I haven't talked about list building, your email list, target marketing or other things.

There's more to come.

Best wishes,

Marlon

RESOURCES

The Fail Safe System (intermediate to advanced)

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few "intermediate" info product marketing courses or training. But you won't find advanced training.

There really is almost no advanced training on the Info Product Business other than the Fail Safe System. It's advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you'd pay for an introductory or intermediate course on info products. [Click here to see it.](#)

How to Create High Profit Info Products

This is my info product creation training for BEGINNERS.

There's not a lot of "new" methods in it like my intermediate and advanced courses above. But it's 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard. Recommended for newbies and beginners. [See it here.](#)

Take The Lid Off Your Income

Just a fantastic, in-depth 4-module course I put a lot of time, care and attention into creating for you. If you're ready to create your own products and get traffic, THIS is what you need to get. [See it here.](#)

The Long Lost Viral Marketing Ebook Treasure of Jimmy D. Brown

This is best and most definitive ebook ever written on the topic. It's a long lost treasure now made available with special permission from Jimmy D. [Click here to see this bad boy.](#) Highly recommended.

Feel Overwhelmed?

Buyers love this product. It's fresh, new insights into how to overcome overwhelm and get focused and productive. There is no other course like this. [If you feel overwhelmed, click here for the solution](#)
[If you feel overwhelmed, click here for the solution](#)



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