



# **CASH FORMULA**

## **How to Build Your Audience and List and Make Offers**

Hello,

Marlon here.

On my live streams in my free Facebook group this week (<https://facebook.com/groups/marlonsanders>), I covered a formula:

1. Audience
2. List
3. Offers

Now, technically, in marketing, it goes like this:

1. List
2. Offer
3. Creative / copy

But today on social media, building your AUDIENCE needs to be pulled out separately.

It's a BIG TOPIC.

And to get people ONTO your list, you need to build an AUDIENCE.

Lest you think that marketing today is so different from times past, I'll remind you that in carny (carnival) language, step one of being a street performer was to BUILD A TIP.

The tip is the crowd in carny lingo. You're building a group of folks who can potentially TIP you!

You build a crowd by continuing to hook people with your promise of something weird, valuable, unusual, big or interesting until you've built a crowd.

Maybe all you're promising is to show them something of interest or demonstrate how such and so product works.

Live demonstrations are always popular but be sure it's something that will work without fail!

Now, we don't call it building a TIP anymore.

We're all fancy and call it building an audience.

### **STEP ONE: How to Find YOUR Way To Build An Audience**

I've observed there are different types of marketers. This list won't be the ONLY ones. But it will be SOME of the different types.

#### **1. The NUMBERS Person**

If you're a DETAILED person, if the clothes in your closet are color coded, if your house is in perfect order, if you love spreadsheets or balancing your checkbook, THEN this is you!

The numbers person is good at....

wait for it....

NUMBERS!

So they're perfect for paid advertising.

It's detailed.

You have to stay on top of the numbers daily, if not throughout the day.

PAID ADVERTISING is something that's a great match for building your audience.

I have a friend Gauher Chaudhry. He's the spreadsheet king of the universe. And incredible at paid ads. That's his jam.

## **2. The NETWORKER**

If you LOVE meeting new people, attending events or parties, seminars, local meetups, etc, THEN there are several natural paths for you.

### **a. Literally network marketing**

I guess that's a bit obvious. But hey, you might excel at it.

### **b. Affiliate marketing**

You network with all the affiliates, make friends and when your launch time comes, your friends will have your back.

### **c. Podcast interviews**

You can do these as a personality marketer. But also as a networker. You network with everyone doing podcasts. You interview them. They interview you.

You can probably think of more ways to use your talents. But whatever you do, you want to use your networking ability and make it shine.

### **d. Attending events and meeting everyone**

You can attend lots of events. Meet everyone. Make friends. Find out who has lists that can email your product.

The networker knows everyone.

With just a phone call, they can get someone to mail their list.

They're connected as heck.

My friend Jonathan Mizel is like this. Everytime I talk to him, he's talked to the most interesting people.

### **3. Personality Marketer**

You have a big personality.

You excel at speaking at events.

You have a large personality that shines on live streams, podcasts, virtual events and that sort of thing.

You love the spotlight and the stage.

So THIS is your advantage. Grasp it and use it to your advantage.

Youtube videos are a natural for you.

A lot of Youtubers are personality marketers.

Tanya Aliza has a Youtube channel as does Coach Burt and Goal Digger Girl. They ALL have these awesome, sparkling personalities that shine through.

### **4. The Writer | researcher**

You can do guest posts.

Do Quora posts.

Write Amazon books.

Write for Medium, Linked In Pulse, Business Insider and many online publications.

### **5. The systems person**

I know people who are great at doing 1 or 2 things and sticking to them through thick and thin.

And they're great at setting up systems, tracking the results and making them better.

I think of Miles Beckler.

Now, he is a details type person as he runs paid ads.

But his approach to Youtube was just incredibly systematic. He isn't really an over the top personality.

Just really consistent with solid videos.

So this is the answer to HOW DO I BUILD AN AUDIENCE.

The answer is to know WHO you are. Be that. And use it to the fullest to build an audience.

Now, maybe you're NOT any of the above. But you're some other category. Or have some other approach or ability.

That's awesome.

That's great.

Use THAT!

### **Some Methods Can Be Used By ANY Personality In Different Ways**

So let's take social media.

You can use social media from ANY personality type.

Obviously the over the top personality person will make their personality shine.

But that numbers person will take all the people who comment on their posts, put them in a spreadsheet and follow up. Goal Digger Girl (on Youtube) does just that.

The writer will write GREAT posts that go viral.

The networker will be using it to meet everyone and their dog. And do live streams with them, virtual conferences, and much more.

I'd say the same about Youtube.

Any personality type can use it in different ways.

For example, the numbers person probably buys ads. But they could also massage the data on what thumbnails get the most views, what tags and titles work best.

And so forth.

The writer writes out their Youtube video. And it's perfect. There ARE very successful Youtubers who do just that. They read it off a teleprompter.

The systems person is the MOST EFFICIENT person you've ever seen at running their channel....systematically.

I know someone who is a systems person who does podcasts. He's NOT a people person.

But you've never seen such an organized, outsourced system for getting podcast guests in your life!

## **STEP TWO: Now That You Know How To Build Your Audience, It's Time To Build Your List**

At a low level, it's simple.

Offer something FREE for joining your email list.

But there are levels.

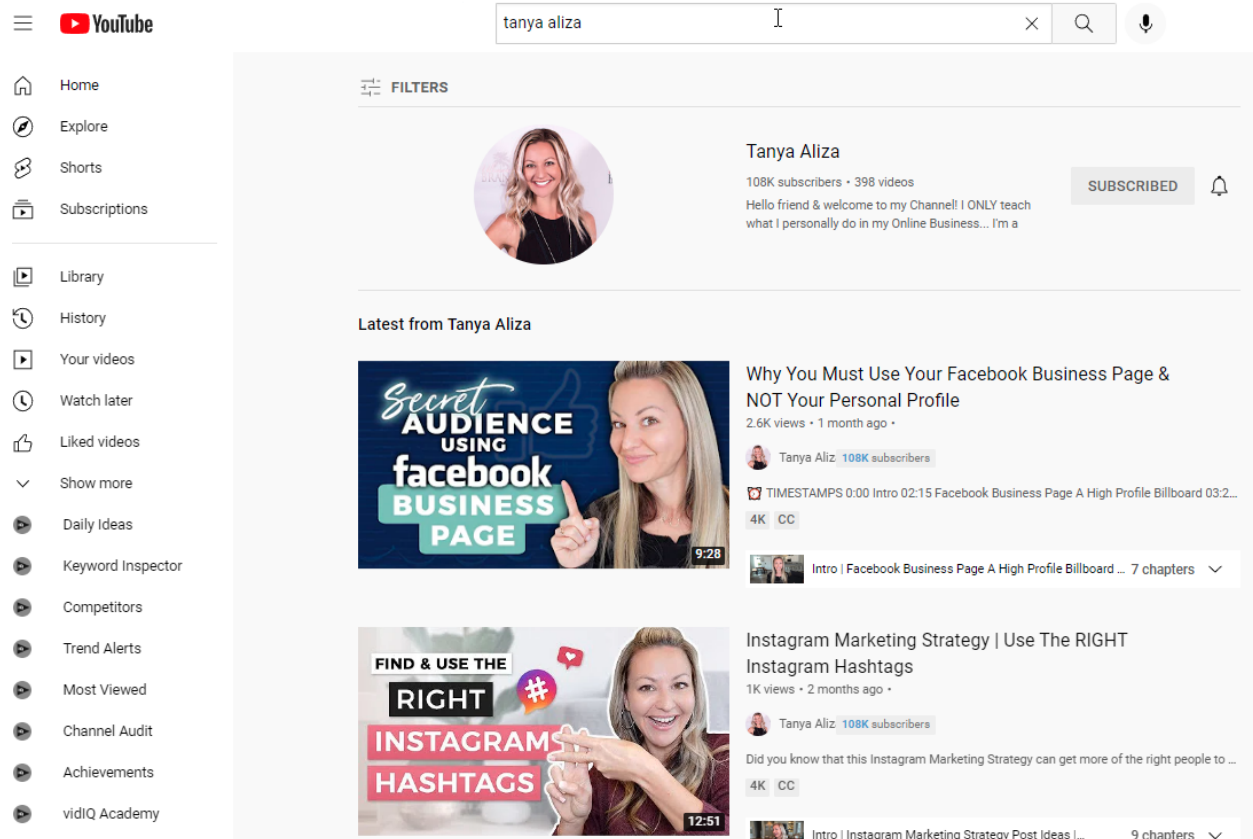
You START with 1 freebie.

BOOM!

Promote it everywhere.

You can have a resource list, checklist, template, script, or cheat sheet you offer for free. Or I just do free reports.

At a very high level, Tanya Aliza creates a **NEW FREEBIE** every week to promote in her Youtube video of the week.



In each video she pushes a new video for the week. **AND** she lists it in the description:

In this video, you'll learn why you should be using your Facebook business page instead of your personal profile. Learn how to do an effective Facebook live by grabbing My Facebook Live Checklist:

<http://www.tanyaaliza.com/275>


So you can go to **THAT** URL and see her freebie offer:

tanyaaliza.com/facebook-business-page/

Webinars Logins Video Thumbnail Trello edit page Google Calender https://promotema... IG LineBreak Capti

HOME TRAINING EPISODES ABOUT WORK WITH TANYA PROGRAMS CLIENT LOVE

## Why You Must Use Your Facebook Business Page & NOT Your Personal Profile – Episode 275



Watch later Share

Watch on YouTube

[CLICK HERE TO DOWNLOAD TANYA'S FACEBOOK LIVE CHECKLIST](#)

She has obtained 220,000 opt ins using this method.

Here THANK YOU PAGE is a registration for her automated webinar that sells a \$1,000 product.

This youtube method runs 2 million dollar businesses.



The most INCREDIBLE example I've every seen was for a site called scrapeboxtuts.com

He gave away an entire course on how to use this particular software. That course built a huge list for him and made him a LOT of money.




He had to do almost NOTHING to build his list.

His one killer freebie did it all for him.

[Member Log-In](#)  


The Secret to Getting More Backlinks Can Be Summed Up In One Word:

# ScrapeBox *Tuts*



Power By: Brian Valentine

## "I Want To Show You My Step-by-Step ScrapeBox Backlinks Blueprint And You'll Never Have To Worry About Finding Backlinks Again!"




Hey, it's Brian Valentine.

...and I've been using ScrapeBox every day since Christmas Eve 2009 and over this time I've come to master all functions of ScrapeBox. At first ScrapeBox was very intimidating to me, and I'm sure if you are new to this wonderful piece of software then it could be overwhelming to you too.

That's why I put together these FREE videos.

I wanted to help you get off to a good start using scrapebox. And it doesn't matter if you are a seasoned veteran or a newbie. This step-by-step video series is guaranteed to help.

With Your ScrapeBox Interest At Heart,



Brian Valentine

[Existing Members Login >](#)

### GET FREE Instant Access Now

New members, please fill in the form below to complete your Gold application.

Username (required):	<input type="text"/>
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
E-mail (required):	<input type="text"/>
Password (twice):	<input type="password"/>
Password Again:	<input type="password"/>

Password has to be at least 8 characters long and must not contain spaces

[Submit Registration](#)



In these ScrapeBox Video Tuts, I'm going to show you how you can quickly and easily **"HiJack" ten of thousands of usable backlinks**, for ScrapeBox. I'll show you **"Step-by-Step"** the exact buttons that you need to push to scrape, and harvest these links. You're going to learn:

- ✓ How to spot the secret footprints to uncover other link builders backlinks.
- ✓ The "right" way to extract backlinks in one ScrapeBox session.
- ✓ How to automatically scrub out unwanted backlinks links.
- ✓ How to properly build a MASTER Link Library so that you can deploy a new campaign with ease.

Look at those gorgeous graphics.

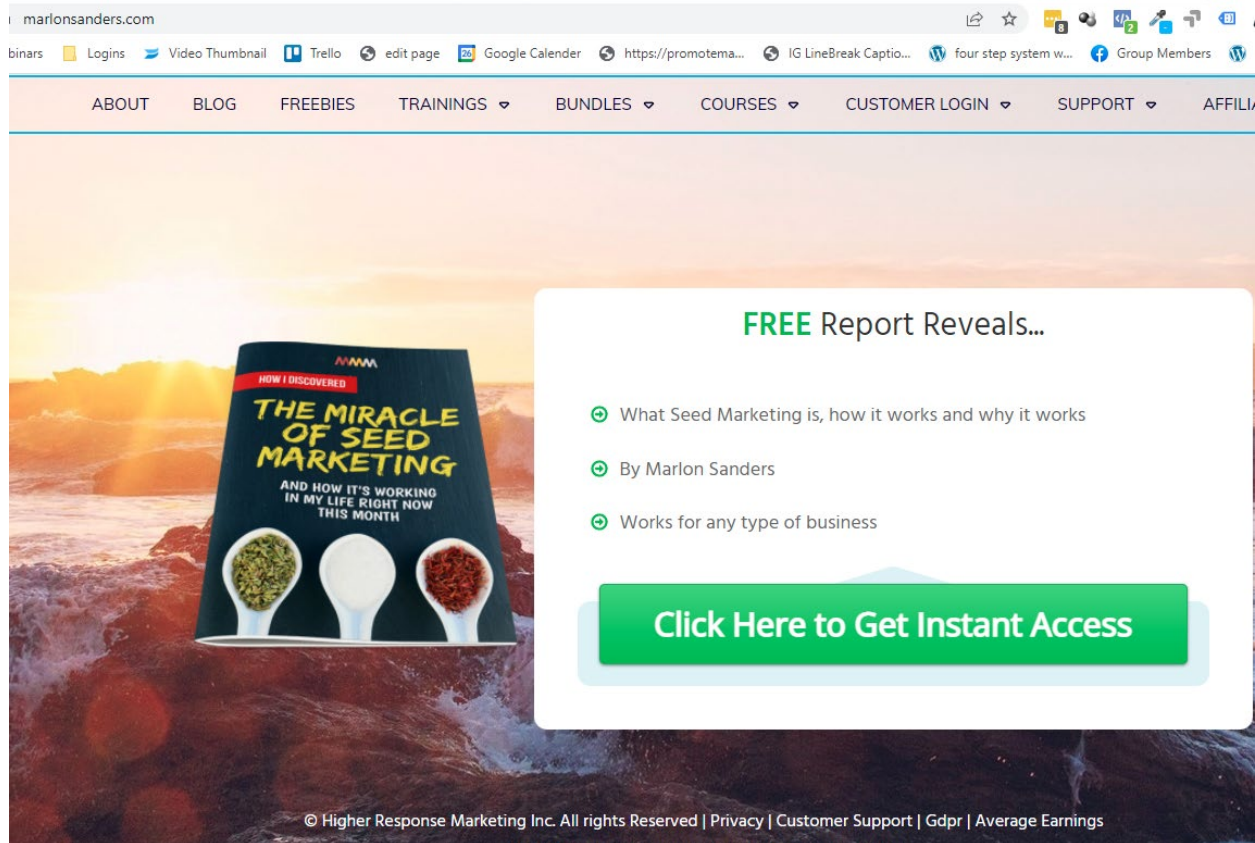
And when you played each video, you had a gorgeous intro video.

Shout out to Brian Valentine for this incredible lead gen site. Now, over the years, the software changed and his business changed. So he shut it down.

But this thing was a POWERHOUSE lead generator.

It's an example of a VERY ADVANCED OPT IN SYSTEM.

Mine is just a free report:



Some people believe very strongly in only using checklists and content that can be consumed in 10 minutes or less.

But there are counter examples like this one from Brian.

### **STEP THREE: Make Offers To Your List**

Myron Golden is this incredible speaker and marketer.

He does a 5 day challenge called MAKE MORE OFFERS.

What a great angle.

He says truthfully so: "If you want to make more money, make more offers."

I love that.

There are many types of offers.

#### **1. Intro products**

Some people call these tripwires. They're little inexpensive door openers.

## **2. Big Tickets**

These are the big moneymakers.

## **3. Recurring billing**

These pay your bills every month. Myron really pushes the recurring billing.

## **4. Mid tickets**

These are in between.

And obviously the above products can be your own or affiliate products.

# **The Formula For Making Offers**

## **1. HOOK or ATTENTION**

You start out with the hook or attention.

You've got to get attention.

You make a big promise.

Or target a problem they have.

## **2. BUILD VALUE**

One of the best ways to build value is by [telling stories](#).

You have to build value for your offer.

Show why it's unique.

Show the features, advantages and benefits.

The method for this step is the stack. It was called that before Russell Brunson. But he does an incredible job of explaining it. And has made it popular.

The stack de-commoditizes you.

All of the following are part of the STACK we created for [Daegan's Invisible Funnel offer](#).

⊕ How to Get On The Training

⊕ The Money Tree Method: Turn your passion into \$140,000/mo. multiple streams

⊕ Example Invisible Training: From Bankruptcy to \$286,000 Per Month

⊕ Sample Invisible Funnel Email Sequence

⊕ The Very First Invisible Funnel -- \$200 value

⊕ Another sample Invisible Funnel workshop

⊕ Watch: How to Get Free Traffic Game Changer Training

⊕ Get 30 Days Free Coaching

⊕ Special Invisible Funnel Upgrade Offer

⊕ Free 30 Day Trial Autoresponders, Shopping Cart, Ad Tracker, Affiliate Software

⊕ Customer Support

The way Russell teaches offers is:

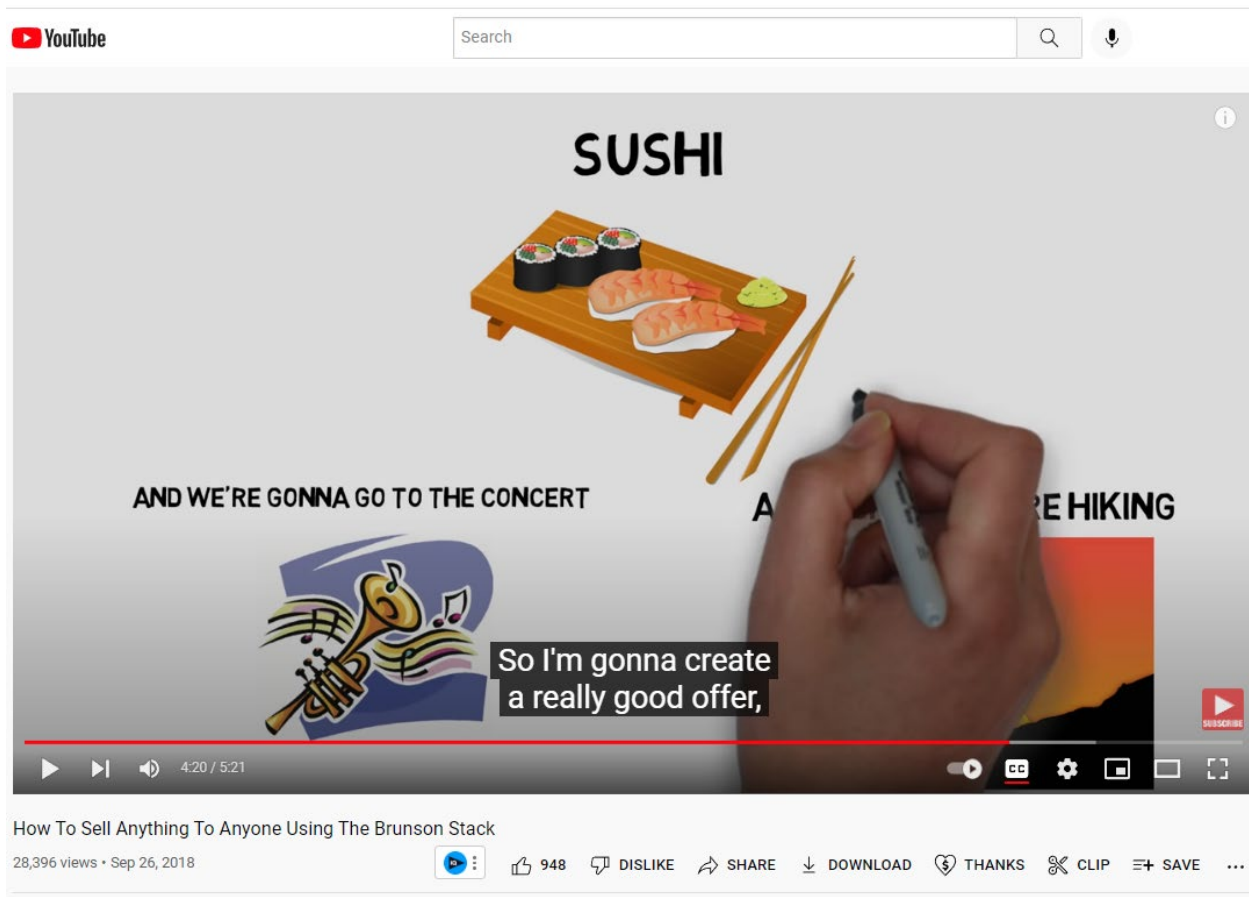
Hook > Story > Offer

But there are a lot of other ways to build value other than a story or stories.  
So I call it hook > Story > Close

Here's a video Russell did explaining his method:



[https://youtu.be/Dx\\_2AJwag14](https://youtu.be/Dx_2AJwag14)



### 3. Close

You ask for the money. And give a reason to act today like bonuses.

Time has proven that bonuses with a deadline are the best way to get action today.

Best wishes,

Marlon

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RESOURCES

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**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.