



How to Turn Singles and Doubles Into A Big Grand Slam Money Getter

Hello,

Marlon here.

Let's talk about how you turn singles into a grand slam.

1. You can't turn ANY individual or particular single into a grand slam

If it's not an offer that excites people, and they're not hot on buying it, unless you change the offer, you just don't have a grand slam on your hands.

This is normal.

Michael Masterson estimates that only 1 out of 10 offers are a grand slam.

That's about right.

But it could be #3, #5 or #7.

You don't know which ones will or won't become grand slams.

Michael Masterson has been involved in creating 100's of millions in sales. And he can't guess.

I can't guess.

It's very hard to predict.

2. The secret is to be prolific

You never find your grand slam offer unless and until you put out the other offers that aren't.

You aren't God.

You can't see the future.

I'll teach you ways to tip the odds in your favor.

But you still need to be prolific.

Now, I know being prolific isn't something people want to hear. It translates into time and effort.

Keep in mind those singles **MAKE YOU MONEY**.

Typically, even your "dog" products make you money.

The reason is, you have a customer list. Or what we call the "house" list.

Your new products will almost always sell to your customers. Some will sell far better than others.

But they all should sell some. Unless you just really miss the target.

And if that happens, it isn't all bad. It tells you what your list absolutely does NOT want!

So all is not lost.

Create the opposite of that. And now you have a winner!

3. Double down on what works

When you DO find something that sells better than normal, isolate why.

Now double down on that.

Triple down on that.

I watch a show called Battlebots where robots battle each other to win the giant nut.

It's a crazy show. With a lot of lessons.

Each season virtually every bot comes back better than it was the year before. Bigger, badder, faster, stronger.

So when you double down, that's what you're thinking of. How do we take this thing that made people want to buy and make it even bigger, badder or faster?

You do that by adding bonuses.

You can enhance your product.

You can amp up your sales materials.

Take that 1 thing that really turned people on. Amplify it in the headline or the first paragraphs.

Illustrate it.

Highlight it.

Hammer it home even more.

4. Use a 12-product survey to put the odds of success in your favor

Benjamin Suarez figured 1 out of 7 was a winner in his business. So he did 12 product surveys to put the odds really in his favor. He built a massive business in Canton, Ohio with 600 employees doing it.

He actually did focus groups where people could buy 1 of the 12 products with his cash. Or just keep the cash.

That was his acid test.

I ask people, “Which of these 12 products would you be most likely to buy in the next 30 days.”

Some people criticize surveys as not predicting consumer behavior. That may be.

But if a product you planned on selling ends up last on the survey, you better do a little more research and validation of your idea.

I do these surveys with customers. But with permission you could do them in a Facebook group. Or post it on your profile if you have a lot of potential customers on your friend’s list.

5. Do minimum viable products to start

I’m a believer in minimum viable products. But it does need to be VIABLE. That is, deliver the desired result to the buyer. Even if it does so without bells and whistles.

The fancy word is “minimum viable products.”

But I call them “quick and dirty” versions.

You do this because a lot of people spend 6 months on a product that will never sell well.

I’ve done that more than once.

It sucks.

Really sucks.

Don’t do it.

Get the product out.

Find out if it will sell.

If it sells, THEN you can go back and do an enhanced version.

I have a saying: Dead ducks don’t quack.

If a product is a dead duck, and people aren't excited about buying it, no matter how much lipstick you put on it, people still won't buy it.

6. This does not mean you don't do split tests, different headlines and leads and so forth

If a product is struggling to sell, you probably don't have a grand slam.

But you still want to suck out of it all the sales possible.

The first thing you do is test different headlines. And different openings to the sales page or letter. See which one gets the most sales. Often there's a big difference.

These determine if people read or absorb the rest.

If you have a webinar, this would be the first 2 minutes. And the title of the webinar.

Of course you do these things.

7. Hit as many singles and doubles as you can

Just like in baseball, singles and doubles count.

Most games are won by singles and doubles, not grand slams.

The grand slam is nice.

But you can win a lot of games with singles and doubles.

I like singles and doubles because they keep cash flow coming in.

8. Use "cookie cutters" to make being prolific a lot easier

I use the same sales page templates over and over.

I use the same product delivery format.

You don't want to reinvent the wheel with each new product.

Re-use as much as you can.

Just take your prior sales letter that worked great guns and reword it for the new offer.

And I just duplicate the prior product delivery page. And change it for the new offer.

You'll get to where you can crank out a new product a lot faster than you might imagine. The secret is using your templates. And doing the process over and over.

9. When you DO get a big seller, quadruple down on it

OK let's say you do find a big winner.

It's converting like mad.

Roll it out with fanfare to all the affiliates you can muster up, contact, invite and get the attention of.

Affiliate promotion is a whole separate topic.

But this is the time to be aggressive.

Contact everyone you can.

Don't be shy.

The whole key is to go ALL IN on this product. Do everything you can to make it blow up.

That could mean retargeting.

It could mean buying some ads to attract affiliates.

10. Run an affiliate contest much larger than normal

If you get a hit, this is the time you double down on your affiliate contest. Run something that really gets attention.

Just make sure your upsells and back end supports this.

But be as aggressive as you can afford to be.

11. Invest more in graphic design

If you took the low road to your graphic design, this is the time you spring some bucks for a talented designer to take your game up a notch.

This is the time you hire a video editor to make your video really grab attention.

12. Consider multiple contests

You can run a 2-day contest followed by a mid launch contest. Then an ending or close out contest.

One of my friends has a huge back end he sells and converts great on.

So what he does is doubles commissions on the front end or initial sale.

This is a very advanced move. You don't do it unless you're selling a big ticket on the back end and you know your numbers.

13. Add bonuses to the product once or twice during the launch

New bonuses give affiliates an additional reason to promote.

So you can add one or more additional bonuses once or twice during the launch.

14. Use emails to promote the upsells

I've seen launches where they use follow up emails to buyers to get them to buy the upsells.

When affiliates see those bigger "hits" come in without effort on their part, it excites them.

15. Use retargeting ads to get more sales

If conversions are on fire, you can use retargeting ads to bring back visitors and get them to buy.

16. When the launch ends, go immediately into promoting your back end (high ticket) offer

After a good launch, you normally have a webinar.

And that webinar either sells a \$1,000 or more product directly.

Or it invites people to apply for coaching. And a phone sales person follows up.

You have those new customers attention for about 2 weeks. It'll often fade after that. So you need to be "right on" promoting that back end.

If you don't have your own big ticket webinar or offer, you can promote one as an affiliate.

There are automated webinars you can promote to your list.

Or if you have a lot of new buyers, you can do a live webinar. And the person with the big ticket will do the webinar and close the sales.

This can mean a lot of money in your pocket. It's the big payday.

A lot of what separates businesses is this back end offer. The top sellers have one that converts.

The others don't.

It can make all the difference in the world.

You want this webinar to be positioned as a benefit to buyers so it makes them FEEL GOOD about their purchase.

Otherwise, you can get a spurt of refunds.

On the other hand, you need to make an offer also. So it's a balance.

17. Get evergreen sales for this hot product sometimes for years to come

If you launch new bonuses and a deadline for buying, you can often promote a great product for years to your list.

The reason is, all those new buyers coming onto your list don't know about it.

I've promoted products for many years using this basic method.

All you have to do is keep coming up with fresh bonus ideas that people really want.

And you need to make sure to have a strong deadline to get the bonus. I often put what's called a JOHNSON BOX at the top of the sales page in order to emphasize the new bonus or bonuses and the deadline.

This way, when people come to the sales page, they see it right off.

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.

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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](#)
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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.