



A New, Super Profitable Way To Plan Your Email Sequences, So You Get The Sales You Deserve On Autopilot

Hello,

Marlon here.

There are a million and one approaches to email marketing, theories and methods.

Some people swear by story telling or story selling. I think of John Alanis, Daegan Smith, Ben Settle and Matt Furey.

Some people hammer out a new email for a product every day.

Some people do product reviews.

Some send frequent content.

All of these methods have merit to them. And in the end, you'll find your own style.

But what I want to talk about today IS DIFFERENT.

See, I'm NOT talking about sending "one-off" emails.

I'm talking about sending a SERIES or SEQUENCE of emails designed to help you snag a sale...low ticket, mid ticket, big ticket. It's all the same idea.

THIS IS CRITICAL.

Here's why.

Let's say you're selling a product on how to make a mint selling funky hats through Amazon.

So you send out an email announcing that the product is available.

People buy.

The next day you send out an email, "Hey, you can STILL buy."

The next day you send out another email "Hey, did you see this? I SAID you can buy now."

The next day you send out another email "This is a great value. I sent you 3 emails. You haven't bought. What's the problem here?"

See, it quickly goes downhill.

Your emails have NO STRATEGY to them.

Some people plan out launches. And plan on dropping a testimonial, a bonus and then push the price increase.

That works.

But there's a deeper way to do this.

What Does Your Customer Need To Buy Into In Order To Act?

What emotions and logic go into the sale?

Here are some emails you might send:

Email 1: How funky hats got to be a big thang

Email 2: Why people are buying funky hats like hotcakes

Email 3: The big profits available when you sell funky hats

Email 4: The secrets of selling funky hats on Amazon

Email 5: Why funky hats have little competition

Now, can you see how that someone reading these emails might be MENTALLY and emotionally PREPPED to pay more attention to the funky hats sales page.

And want to clear over there and read it?

So you launch your “make a mint with funky hats” offer.

Then you send emails 1 through 5 above. Each email, of course, ends with a link to the sales page, a webinar, a video sales letter or an app to talk to a sales persons.

This is about 1,000X better than saying, “Yo, dog. Our funky hats business manual is still available for purchase. Hurry up before they’re all gone.”

How Long Should The Emails Be?

You want the email to be long enough to make the point and say what needs to be said. And no longer.

For example, for email #2, you would talk about:

Why people are buying funky hats like hotcakes

The email would probably give THREE reasons funky hats are selling like hotcakes.

I think after 3 reasons people will get bored. But 3 good, solid, DOCUMENTED reasons works.

See, you want to provide PROOF of each reason with a screen cap of a quote or some sort of proof.

For example:

1. Funky hat sales are up 42% over the past year

Did you know that funky hat sales are up 42% over the past year?

Yeah, it's true.

Here are a few stories I found in Google:

* Screen shot

* Screen shot

2. The reason funky hat sales are bangin' is because of XYZ

Here's what so and so magazine says about it:

QUOTE

3. Funky hat sales are expected to double over the next 12 months

An article in Forbes says this: QUOTE

If you think about it, it just makes sense because of A, B, C.

Now, if you want to discover how people are making a mint selling funky hats on Amazon, go watch this free training now:

www.funkyhattraining.com

----- END EXAMPLE -----

Now, you might have covered all those points in your webinar or video sales letter.

But you and I both know people only halfway listen or pay attention. So you can all the vital points out of your sales page, vsl or webinar and put them into emails.

And you think through the ORDER and SEQUENCE of topics you want to cover in the emails you send.

Then at the END of the sale, you DO send your close out email or emails. Of course you do.

But this fills the WHITE SPACE in between launch and closing down your sale.

In terms of the length, if your email is too short, you can't really cover the points you need to and provide proof where it's important.

You're shortchanging yourself.

But if your emails are TOO LONG, people may not read them.

It's like the soup story.

This bowl of soup is too cold.

This bowl is too hot.

But this one is just right.

You want your emails to be just right.

Now, at the end when you're closing things out and it's their last chance to take advantage of a sale or get a bonus, then THAT email is usually SHORT.

Your "last chance" emails are you usually short and to the point.

Why My Thinking Has Changed On This

I never really orchestrated emails the way I just described. My thinking on this has changed.

In recent history, I've preferred short emails to get a click. And let the landing page do the selling.

But here's the RUB with that.

I'm NOT going to take time to create a new landing page for each email. It'd probably work if I did.

But I won't do it.

So then what happens is you end up sending short emails sending people to the same page over and over.

“Look buster, I’ve sent you 3 emails and you haven’t clicked. What’s wrong with you? I have mouths to feed and bills to pay. I said CLICK NOW darnit.”

See, that’s not a very persuasive argument for customers.

How Do You Come Up With Topics For The Emails?

One way that comes to my mind is answering questions you hear people ask. That’s always a winner.

Another one is tackling common beliefs or myths that are wrong.

Another one is looking at the most viewed Youtube videos on the topic. This tells you there’s a lot of INTEREST on the topic.

And then just figuring out the logic of the sale.

Obviously, before someone buys a course on how to make a mint with funky hats, they have to know:

- What funky hats are
- Why people are buying them
- How much profit there is

And other things like that.

Most of these topics are covered in your sales presentation. But maybe not all of them. You can only fit so much into a 1-hour webinar or 20-minute video sales letter.

But even if the info IS covered, people selectively listen and they get distracted. Repetition is a good way to get a message across.

The Art Is To Do All This Without Being Boring

If you bore people to tears, they won’t read your emails. Which means they won’t buy. This is not a good thing.

So if you have a personality, you want to let it shine through at least some in your emails.

Keep it a little funky or interesting. Emphasize a personality quirk or something like that.

Keep people off balance a little, but in a good way.

You don't need to go to the extreme. But a bit of flair or personality helps remove the boredom factor.

How I Would Write Emails For a New Product Called The Low Ticket Info Product Automated Sales System

I don't actually have a product called this.

Let's say I did though.

And I needed to write an email sequence as I'm holding a 30% off sale that also adds 2 extra bonuses.

Here are email ideas that come to me off the top of my head:

- 1. Can you really automate low ticket sales?**
- 2. Why low ticket sales and not big tickets?**
- 3. Does it cost a lot to automate sales?**
- 4. Do I need a big list?**

If I brainstormed hard, I could probably think of 10 more topics.

Let ChatGPT Do The Heavy Lifting For You

Or get this: You just hop onto ChatGPT and let it spit out ideas for you!

Heck, ChatGPT can come up with ideas for you and write the guts of the emails.

Then you just edit them to inject your personality and clean them up.

I just read about someone who did this with a quickie virtual summit they put together.

Amazing.

ChatGPT wrote a lot of the sales page and the emails. They just added personality and a bit of editing.

That's a GAME CHANGER if you think about it.

It gives you the opportunity to get promos out FASTER and EASIER.

Learn to use ChatGPT as it's going to be a big boost to you getting things done.

Don't Give Up On Your Emails

Let's say you've opened the sale but after a little burst of sales, you aren't getting anything.

STICK TO YOUR GUNS.

Keep sending your emails.

Because close outs are weird.

Sometimes you'll close out a sale and it'll be a whimper.

But sometimes, it's the opposite. You have a HUGE CLOSEOUT.

It's bizarre.

I don't understand why. But that's how it goes down.

So just because sales die, don't give up. Keep at it.

Add Urgency To Your Email Series

So here's the truth: Now more than ever, people need a trigger to get them to buy now.

In other words, if they act before the deadline, they get a bonus.

Or they get a nice, juicy price discount.

Or the product will totally shut down and not be available.

But there needs to be SOME FORM of urgency. Otherwise, sadly enough, people will just put it off.

True story.

How to Boost Sales With a GREAT Shopping Cart

Alright, you've sent out your emails.

People are clicking over to your sales letter, video sales letter, or webinar.
Now what you need to do is CAPTURE those sales.

This is where your shopping cart comes in!

Your shopping cart gives you the chance to wrap up the sale and bring in the digits.

Here's one I'm working on:



Contact information

Choose a pricing option

<p>One-time payment (\$297.00) \$247.00 <input checked="" type="radio"/></p>	<p>Split pay (3x \$99.00) 3x \$99.00 <input type="radio"/></p>
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Continue

"I had the very good fortune to speak to my friend and OG marketing guru Marlon Sanders today at length.

My take away is that if Marlon is speaking and you're not taking notes as fast as you can, you're an idiot.

Marlon thank you so much for your help and insights, you are awesome

Produce Promote: Create and Sell Your Own \$27 Product In 4 Weeks

- **Module 1: How to get highly profitable ideas**
- **Module 2: HHow to create your own \$27 product in 90 minutes**
- **Module 3: How to create your sales page**
- **Module 4: Traffic methods that wow**
- **Bonus: Easy niche research**
- **Bonus: Fill-in-the-blanks sales page template**
- **Bonus: 30 days Fast Track weekly coaching**
- **Bonus: Complete guide to organic list building**
- **Bonus: How to overcome lack of expertise**
- **Bonus: Solutions to every obstacle you might have**

Scrolling on down you see this:

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Don Schnure Internet trainer

"Some of my most lightning bolt moments came from talking with Marlon. He's a walking encyclopedia of marketing knowledge"



Jeremy Kennedy Product Launcher

"Some of my most lightning bolt moments came from talking with Marlon. He's a walking encyclopedia of marketing knowledge"



Jeremy Kennedy Customer and top marketer

- Bonus: Fill-in-the-blanks sales page template
- **Bonus: 30 days Fast Track weekly coaching**
- Bonus: Complete guide to organic list building
- **Bonus: How to overcome lack of expertise**
- Bonus: Solutions to every obstacle you might have
- **Bonus: Social media profits**
- Bonus: Bam marketing method
- **Dedicated FB group**

Total payment

Produce Promote 3

\$247

All prices in USD

"Marlon, thank you for ALL the excellent material you've created over the past 20 years. You sir are a legend"



Frank Garon Happy Customer

RESPECT to the "6 Horsement of Internet Marketing"

Nowadays there are hundreds of IM Gurus...but these are the only 6 OG's that I learned from in the 90's:

Corey Rudl (rip)
Declan Dunn
Marlon Sanders
Terry Dean
Mark Joyner
Levi Jonathan Mizel

MUST RESPECT & THANK YOU GENTS. I can never repay ya'll for your leadership and pioneering

You get the idea.

What I LIKE is the PRODUCT IMAGE at the top. It can go at the top or in the sidebar.

And I like the reiteration of the STACK on the right side. This lists everything they're gonna get.

THAT'S SO MUCH BETTER THAN GOING TO AN EMPTY CART.

[If you want to grab Thrivecart through my affiliate link](#), I'll send you over the template you see above. Just post your receipt to getyoursupport.com.

Thrivecart is really nice now. They've made nice improvements to it. Really liking it and going to use it a lot more.

The Last Thing You Need – A Freebie Page

To get people ONTO your email list, you need a freebie.

One great freebie is all you need.

The one I'm currently using is a popup on <https://marlonsnews.com>

**Get The Free Report That Reveals How I Sold 70,000+ Digital Products Online Using Free Advertising and An Amazing Formula
100% Beginner Friendly And Works For All Types Of Businesses**



- ✓ How I got up to 1 million visitors a month for free
- ✓ Where do the profits come from?
- ✓ How do you make the sales?
- ✓ All 7-elements of The Amazing Formula That Sells Products Like Crazy

Click Here & Get The Free 70-Page Report Now

I created this in Thrive Leads.

I never understood how Thrive Leads worked. It's actually really cool once you figure it out.

I'll probably do a newsletter on it.

Armed with a freebie you promote across social media, you get opt ins and then your super swift email sequence goes out and brings you sales.

GREEN SHEET OF THE MONTH

1. Do research to find ideas for your emails.

Look at hot Youtube videos in your niche. Look at questions people ask. Brainstorm email ideas.

2. Lay out a series of emails that lead people to the sale.

Something like this:

Email 1: How funky hats got to be a big thang

Email 2: Why people are buying funky hats like hotcakes

Email 3: The big profits available when you sell funky hats

Email 4: The secrets of selling funky hats on Amazon

Email 5: Why funky hats have little competition

3. Write each email and make it the perfect warmth like soup

Inject your personality a little. Don't bore people to tears.

4. Set up a bangin' shopping cart page with a picture of what they're buying AND your stack of value listed on the right side

Thrivecart works great for this. But most shopping carts can do this or something similar.

5. Whip up an attractive FREEBIE to get people onto your list so they can see those brilliant emails you wrote!

You don't need a lot of freebies. You need one that converts gangbusters.

Tiem for action. Hop to.

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.