



10 How to Extract Gold From Even Small Email Lists Using Integration Marketing, The Value Ladder and Other Assundry Ideas of Import

Hello,

Marlon here.

I want to talk to you about extracting GOLD from your email list. And some ways you build your email list.

So the #1 way most but not all people build their email list is using affiliates.

But affiliates aren't as easy as they used to be. It's more your friends whoo will promote and support you.

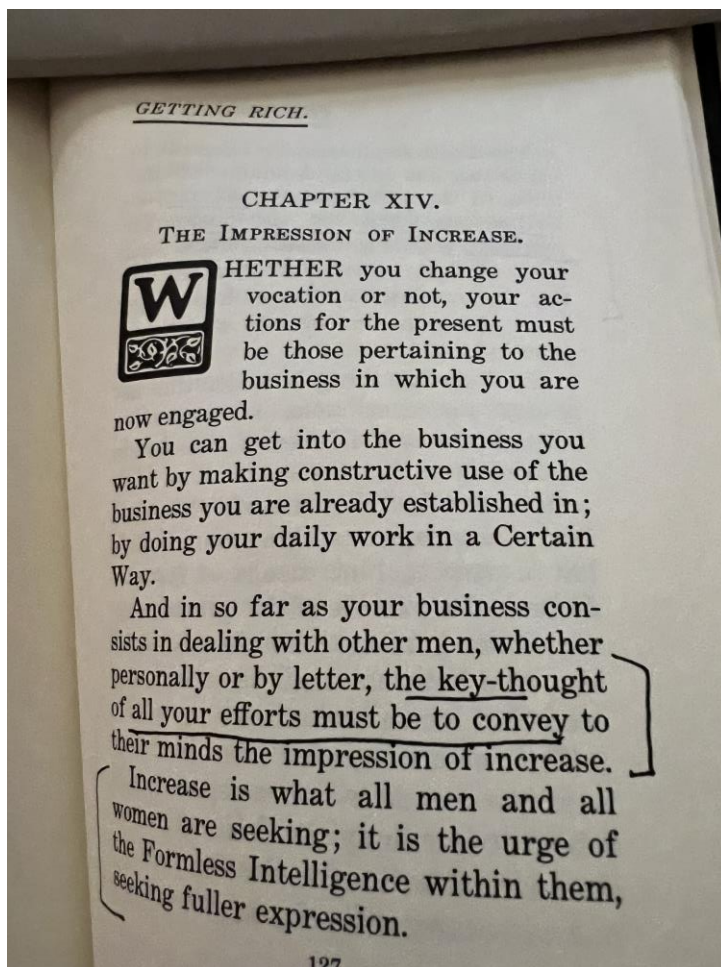
That's why you want to always be ADVANCING others.

Science of Getting Rich by Wallace Wattles was given to me by Joe Vitale. I love it.

So much wisdom.

You could do a lot worse than reading a chapter daily or weekly.

Anyway, here's the first page on the chapter about the impression of increase:



He says, **“The key thought of all your efforts must be to convey to their minds the impression of increase.”**

Part of that is that their prosperity will increase as a result of being associated with you.

So my friend Kam sent me some nice sales this past week. In return, I posted this:



Marlon Sanders

40m · 🌐



Now, before you hit up Kam like he's a crack ...(I'll leave that part out) ...

How about you grease the wheel. That's right. Send "The Beard" some sales to grease the wheel.

Kam has some MEAN plr packages he personally wrote. That's quality #*%\$)# not that cheap stuff from a .50 hour writer in a country no one ever heard of.... [See more](#)



Kam Fatz, David Cavanagh and 2 others

2 comments

So Kam sent me sales.

I'll make him multiples of that either by sending sales back to him or bringing him into a project that makes him money. Or that's my intention.

So the IMPRESSION OF INCREASE. And I'd add to that the intention of increase.

Now, what I hope to do is INTEGRATE an ongoing promotion of the product into Kam's business.

Kam creates and sells private label rights. So those buyers have a need to be astute and well-trained sellers of their plr.

To that end, I registered a domain called Kam.cash. I don't have it redirected yet. But I'm creating a special page for Kam's customers that makes an offer on the product.

My goal would be to have this go to every buyer of his PLR.

So this brings us to the idea of INTEGRATION marketing. Mark Joyner wrote a book about it a long time ago.

The best thing I've read on it is this book you can get free for shipping:

The screenshot shows a web browser window with the URL dream100book.com/free-book-order-page1674869289537. The page content includes:

- Text:** "What's The 'Secret Key To The Kingdom' That's Been Used For Centuries, By Thousands Of The World's Most Elite & Successful Entrepreneurs?"
Uncover The Secrets That've Granted Wishes For Thousands Of Years...
- Image:** A video player with a black screen and the caption "(Watch The Video, Then Order Dream 100™ Book)".
- Image:** A book cover for "DREAM 100 BOOK" by Dana Bertrick, with a red handwritten note: "YOU won't find Another BOOK Like This on Planet Earth. Grab your COPY NOW while you still can!" with a red arrow pointing to the right.
- Text:** "Grab Your Copy Of The 'Dream 100™ Book' NOW! (I used To Charge \$2,000 PER Copy, But I'll Send You A Copy For A FRACTION OF THAT)"
- Form:** A checkout form with two steps: "1 YOUR INFO" (Billing Info) and "2 GET YOUR BOOK" (Last Step). The form includes fields for: First and Last Name, Email Address, Phone Number, Full Address, City Name, State / Province, Zip Code, and Select Country. A blue button at the bottom says "Get Access To The Dream 100 Book Now".

This book goes into detail on ideas about integrating your product into other people's businesses.

He charges \$19.94 for shipping. But the book is really excellent. It's not particularly big in size, but the print is small and it's packed.

What he does is brainstorms different ways you could INTEGRATE your offer into other peoples.

It really is a great book. You need to read it 3x to soak it all up.

The big idea is to INTEGRATE your product into other people's offers. I won't deep dive on that too much. That's what he does in the book.

But the short version is to find businesses where your product could help their customers. So they make an affiliate commission AND help their customers.

Kam has products that are PLR.

So if you think about it, his buyers need to PROMOTE the plr they buy from him.

So it makes sense for him to promote a few products that help them do that.

Here's another example.

Let's say someone has a product on how to become an affiliate. But they don't do anything on my special method.

Maybe there's an integration opportunity.

Dana has another book that will be a big eye opener to you if you haven't read it. It's also free for shipping.

<https://www.truthaboutbusinessbook.com/start31366284>

"What's The TRUTH About Why 90% Of Businesses Miserably Fail...But The Top 1% Keeps Getting Richer?"
(Revealed On Page 37!)"

Book Order 90% Complete...

"What Is It Inside This Book That's Making Business Owners Lose Their Mind?"
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Get a copy of...
"The Most Controversial Business Book ever written"
(Here's What The Top 1% DOESN'T Want You To Know...)
>> GET YOUR COPY

DO NOT RUN YOUR BUSINESS... WITHOUT READING THIS!

1 BILLING INFO
Enter Billing Address

2 GET YOUR BOOK
Last Step

First and Last Name...

(Watch The Video, Then Order The TRUTH About Business Book)
This book is **PACKED** with strategies and **"implement-this-now"** plans for **business owners of all types and sizes**, including:
"Marketing Campaign Ideas"
"Books For Business Owners"

I'm guessing that it's 20 bucks shipping also. But you can get the digital version for only \$1. But it's a big book, so I'd encourage you to get the print copy.

It's the kind of book you'll read more than once.

This book is about the VALUE LADDER concept. Well, Russell Brunson calls it the value ladder in his trainings. That's a good word for it.

I mean, when I learned the concept originally, Ted Nicholas called it the upside down ice cream cone.

So value ladder is probably a better idea.

BUT IT'S A HUGE KEY TO EXTRACTING BIG PROFITS FROM A SMALL LIST.

Why?

Because if all you sell to your customer is something for \$10, \$27 or even \$47, that's tough to make much money on.

The idea of the value ladder is that when your customers buy one thing, they THEN have the next thing they need.

So for example, my Affiliate Domination product.

Let's say you bought that book and started doing really well with your affiliate marketing.

What do you need NEXT?

Maybe help getting your emails delivered.

Or a system for selling bigger ticket affiliate products.

Or how to brand yourself as an affiliate.

Or how to make the transition to a product owner.

Only your customers truly determine what the next thing is.

But the idea is that you want to PLAN additional products.

[Here's a FREE COURSE](#) Dana did with VIDEOS that will help you lay out YOUR OWN value ladder! For free.

https://www.valueladderchallenge.com/optin32812556

Web Slice Gallery New tab Outsourcers Webinars Logins Video Thumbnail Trello edit page Easy peasy no fuss... 47 buck spitters - R... launchfreedom - R...

VALUE LADDER Challenge

WELCOME TO THE VALUE LADDER CHALLENGE!

WATCH THE VIDEO

Welcome Watch later Share

Dream100& Goats& Russell& Dana& Holy Crap.

TRUTH BUSINESS

Watch on YouTube

Welcome To The Value Ladder Challenge!

Start Here >> Watch This Video First

WHAT Should My Value Ladder Be Built On?

The ONE Thing You Need Before We Begin...

#1: Filling In The Front End...Where The Magic Is!

HOW Do I Decide What To Fill In Each "Level"?

#2: The HEART & SOUL Of Your Business!

#3: Where Your COLD HARD CASH Is Made!

WHO Do I Leverage To Build The Rest Of It?

#4: The "Secret Backend" Where The Top 1% Plays!

#5: Use These Tools To Build YOUR Value Ladder!

Cashing-In On Your Value Ladder...NOW!

#6: Your Next Steps...[Don't Miss This]

You might KEEP getting a page pop up that asks for your name and email. After you fill it out once, if it pops up again, just close it out.

Welcome To The Value Ladder Challenge!!!

Access is 100% FREE...we just ask that you sign in to our guest book!

Sign The Guest Book Below To Start Immediately!

Your First Name?

Your Last Name?

Your Email Address?

Phone Number?

Let's Begin The Value Ladder Challenge For FREE!


*Your Information Is private and will not be shared, by submitting you agree to receiving marketing value bombs!

It's a great site. But that popup is a little annoying.

But what's cool is they walk you through step-by-step filling in your value ladder.

#1: FILLING IN THE FRONT END...WHERE THE MAGIC IS!

WATCH THE VIDEO



Module 1

Watch later Share

Welcome To The Value Ladder Challenge!

Start Here >> Watch This Video First

WHAT Should My Value Ladder Be Built On?

The ONE Thing You Need Before We Begin...

#1: Filling In The Front End...Where The Magic Is!

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#5: Use These Tools To Build YOUR Value Ladder!

Cashing-In On Your Value Ladder...NOW!

#6: Your Next Steps...[Don't Miss This]

Most other teachers of the Craft would never send you to this training because they are generating leads with it.

I don't care.

It's a great training and will really help you.

Now, the next step button leads to a course Dana used to have called the Dream100challenge.com.

That site doesn't work anymore. I guess he doesn't sell that any longer. A few of Dana's sites don't work now. Businesses change. But his books are darned good.

Now, understand that they are also selling the "next thing." But they are also packed with value.

Here's WHY your value ladder is CRITICAL.

When you have a clear ASCENSION path for customers where they buy this THEN they are offered this, THEN they are offered this, it leads from a \$50 customer to a \$1,000 or more customer.

Which means a small list can then become very lucrative when you have a great value ladder in place.

While I'm covering Dana's stuff, you might as well also grab his [High Ticket Book Secrets book](#).

"Want To Get Your Book(s) Selling Like Crazy On ANY Platform, Spreading Your Message All Over The World... Without Using A Publisher Or Having A Book 'Deal'?"

ATTN: You Do NOT Need A Publisher To Sell Your Book(s)...Self-Published Author Of 12 Books Sold More Than 10,000 Copies Across 70 Countries Reveals The Blueprint.



(Watch Video Then Order Book)



*YOU won't find
Another BOOK Like
This On Planet Earth.
Grab Your COPY NOW
While You Still Can!*



1 SHIPPING
Where To Ship Book?

2 YOUR INFO
Your Billing Info

Full Name...

Email Address...

Phone Number...

SHIPPING

Full Address...

City Name...

State / Province...

Zip Code...

Select Country

Get Book Sent To Your Mailbox FREE!

This one is about how he created a whole value ladder up to \$2,500 composing ONLY of books people bought!

Quite interesting.

You learn a lot in the book about how to create DESIRE for your product or service.

I've read ALL of Dana's books multiple times. And each time I read done I learn something new. Or am reminded of what I forgot.

OK let's move on.

Let's say you've developed a SMALL LIST and want to make more with it.

How do you extract money from your list?

The MAIN THING is to have a value ladder. We just discussed that and I gave you a FREE video training on it.

Now, a few more quickie things:

GREEN SHEET OF THE WEEK

1. Go through the free Value Ladder Training

You won't make big money from a small list until you have a value ladder.

2. Order the Truth About Business book

If you can spare the \$20 for the shipping, it's a great book. But you can also buy the digital copy for \$1. I'm not sure if he offers that on his other books. If you're on a budget, I would check.

3. Email your list frequently

Oddly enough, for the most part, the more often you email your list, the less the spam complaints you get.

4. Make more offers

I know that sounds a little obvious.

But actually, quite a few people I run into don't make offers often enough to their list.

5. A weekend workshop is a nice product to sell

So you can have a little 3 hour workshop on a weekend that covers a topic of interest to your buyers.

That's an easy product to produce, sell and fulfill on.
Don't overthink it.

Not every topic will be a hit. Just get the offers out there.

6. Promote affiliate offers

Russell Brunson has an idea called the Dream 100. You can read about it in his Expert Secrets book:

You can get it free for shipping [at expertsecrets.com](http://expertsecrets.com)

The idea is that you promote the products of your Dream 100 to your list. That's one way to get on their radar.

7. Don't buy into complicated email methods

You can if you're fascinated by that stuff.

But what works is to send offers to your customers that they want to buy. That's the main thing that works.

Any way you do that is a good way.

Whether you tell an engaging story.

Write a long email.

Or write a short email.

They all work.

That's a wrap for this issue.

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.