

# THE DISPATCH

*An exclusive publication ONLY for members of MILCERS (Marlon's Internet Lifestyle Club) and Fast Track Marketers Club.*

## How to Milk Your Cash Cows Using The BAM Formula

This month is all about you creating your OWN BAM formula for this month and making it happen.

Hello Fast Tracker,

Here's my BAM formula

If you never go through the blahs, you never hit the BAMS.

When you start out, you're not going to be an expert.

You grow your way into it.

No one was born an expert.

This is why I recommend you start by selling to beginners.

And pick a narrow topic you can develop expertise in.

What you may not get is it's a bit like Vegas. Like you launch a few products and they are just blah, blah, blah, blah, then BAM.

Except if you never go through the blahs, you never hit the BAMS.

A BAM will erase bills overnight.

A BAM will pay off credit cards.

A BAM will fund a vacation or something special you want to buy.

A BAM will do a lot for you.

But you have to make it through a few bummers to hit a BAM.

More realistically, you have to make it through products that just sell OK.

**B -- Big demand for it**

**A -- Affiliates or ads drive traffic in abundance**

**M -- Money pours in**

It's intoxicating when it happens.

It's notoriously hard to predict.

There ARE shortcuts and devices to put the odds in your favor a LOT more than just guessing, thankfully. So you shorten the time from BUMMER to BAM.

How long has it been since you've had a BAM?

Friend, I hope it hasn't been too long.

So this Fast Track newsletter will focus on the BAM formula.

But we'll also talk about recurring billing and Masterminds a bit, although later we'll spend a full month on recurring billing.

Here's the BAM formula again:

**B -- Big demand for it**

**A -- Affiliates or ads drive traffic in abundance**

**M -- Money pours in**

Depending on when you purchased Fast Track and how long you've been in, you may have access to *Take the Lid Off* training. If not, it's reasonably priced. If you're in Milcers, you don't have access BUT you don't need it to understand everything I'm writing about in this newsletter.

It's a great "brain dump" product for those of you who want to move FASTER and shorten your learning curve as much as possible. If you want it, [you can get it here](#).

Module 1 is about targeting under or over served and non-consumers.

Another way to look at it is this:

You need to SAVE people 50% on some process or something they're doing now via your system, plan, method or what you teach.

OR....

You need to make the same 50% faster or EASIER.

Fast and easy are huge, massive hot buttons.

Like you can take any product or service anywhere and say, "How can I make this 50% faster or cheaper?"

That's better than saving 50%.

Only 1 method or system can be the cheapest.

You can have multiple people in the market who are 50% faster or easier coming from different angles.

But it's not as easy to sell as save 50% as even the slowest person can grasp why that would be a good thing for them!

Now, I'll tell you right now, I plan on selling the BAM formula. It's just too good not to sell. So I may sell this report in the future as a way to draw more people into Fast Track or Milcers.

However, the advantage you have is we'll do 4 trainings on angles of it. Traffic, copy, or whatever you need.

You need to find the BAM in your offer.

So if people are overserved and you solve that problem, you're basically cutting price by 50%.

Or you could just be simplifying the offer, system, method or process by 50%.

The goal is usually to bring in NEW BLOOD, new customers who aren't attracted at the current price or complexity.

Cross reference what you have learned about the 5 elements where low complexity is one of the 5 elements.

Remember:

1. Relative advantage
2. Observability
3. Complexity
4. Trialability
5. Compatability

Well, lowering complexity is on the same plane of thinking as making a proposition, offer, system, method or process 50% faster or easier.

### **But Marlon, How Do I Start From Scratch?**

First of all, realize you aren't starting from scratch.

To be born, you won a competition of over 10,000 sperm to win the Zygote prize.

You were born a winner.

On top of that, you have a great deal of life experience. Character building. All those things give you a head start.

So get the "scratch" part out of your head.

Listen, we can dress it up, create fancy flowcharts, complicate it, add complexity.

We can do all kinds of stuff in the guru business to make people feel not adequate so they need to purchase from us.

But most of what you need was invented in the early 1900's.

In *Take the Lid Off*, I gave you the download link for *Salesmanship and Business Efficiency* by James Samuel Knox. That's the definitive work on the AIDA formula.

If you understand that alone, you can write better sales copy than most.

Do a better webinar or video sales letter than most.

Do a better sales presentation or pitch than most.

Then we have to generate leads.

Back in the early 1800's they ran ads and offered a free booklet:

# Have Helped My Business Grow!

—Marshall A. Smith



Above—C. E. Veth  
Traffic Manager  
Below—I. A. Gould  
Manager of Sales  
for Michigan



Marshall A. Smith, Pres.

Columbus Plant  
Smith Agricultural Chemical Company  
Indianapolis, Ind. Columbus, O.



**Two "Raises" Within Nine Months**  
"You'll be interested, I know, in the story of a middle-aged farmer who at 45 turned salesman and made good, thanks to LaSalle training in Modern Salesmanship."

"When I enrolled for LaSalle training, I had no idea of the benefits to be derived. My progress, however, has been steady—business has come easier—in fact I have increased my sales this past season 80%, and my salary has been raised twice since last October. Careful study of the LaSalle course has been a large factor in enabling me to do this, and I cannot praise it too highly."  
(Signed) I. A. GOULD, Director of Sales for Michigan, Smith Agricultural Chemical Co.

**A Salary-Increase of 200%**  
"When I took up your training, I held the position of Traffic Manager with the Smith Agricultural Chemical Company. As I progressed with the course I saw very clearly what a well-equipped traffic department could do for the company. My subsequent salary-increase of 200% is directly due to the successful working out of this undertaking—and that, in fact, is due to the hard work, study and application which I gave to your training in Traffic Management. Your course is one of the most complete in its line; and in technical information it far surpasses any other I have seen."  
(Signed) C. E. VETH, Traffic Manager, Smith Agricultural Chemical Co.

## Why I. A. Gould Received Two "Raises" and C. E. Veth a Salary-increase of 200%

FROM the great plants of the Smith Agricultural Chemical Company, at Columbus and Indianapolis, thousands of tons of fertilizer, animal foods and acids—six widely diversified products under the brand name Sacco—are shipped to all parts of the United States.

To sell products of this character and to arrange for their economical transportation calls for ability of a high order. Half-knowledge, snap-judgment, guess-work, quickly spell defeat for the man and heavy losses for the company.

Marshall A. Smith, head of this great enterprise, knows the importance of training—recognizes what it means to have in his employ LaSalle-trained men.

One of his employees—I. A. Gould—had been a farmer in Central Michigan. At the age of 48 he began with this company as a salesman—enrolling at the same time for LaSalle training in Modern Salesmanship. Within three years he had topped the list in Michigan and had been given entire charge of sales in that state, with a crew of men under his direction. In July, 1925, he writes, "I have increased my sales this past season 50%, and my salary has been raised twice since last October."

Another of Mr. Smith's employees—C. E. Veth—saw the need for a properly equipped traffic department—this as a result of LaSalle training in Traffic Management. So successfully did he put it into operation that during the year 1924 errors

in freight bills totalling \$10,600 in overcharges were detected and corrected before payment was made. To LaSalle, in a large measure, he directly credits a salary increase of 200 per cent.

"We can only attribute the rapid success of these two men," writes Mr. Smith, "to their energy and initiative, together with the practical knowledge gained thru the pursuit of LaSalle training."

### Send for Free Copy "Ten Years' Promotion in One"

The men who have made such gratifying progress took first a simple step—a step that requires only a 2c stamp and two minutes of their time. They sent for a free book—"Ten Years' Promotion in One," the book that has started thousands and thousands of men on the path to responsibility and power.

A copy of this book is yours for the asking—and with it a 64-page book outlining in detail the opportunities in the business field that most appeals to you, showing you how you can quickly turn them to your advantage. To many an earnest man these books have been worth their weight in gold—they may be equally as valuable to you. It will certainly pay you to find out.

You have often thought that you would send for full particulars of the LaSalle Salary-Doubling Plan. This time—for the sake of a brighter future—ACT!

# LASALLE EXTENSION UNIVERSITY

THE WORLD'S LARGEST BUSINESS TRAINING INSTITUTION

FIND YOURSELF THRU LA SALLE!

LA SALLE EXTENSION UNIVERSITY Dept. 6328-R CHICAGO  
I would welcome an outline of your salary-doubling plan, together with a copy of "Ten Years' Promotion in One," all without obligation.

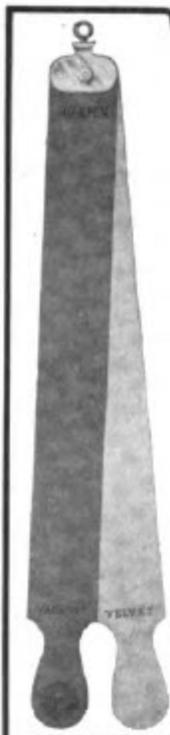
- Business Management: Training for Offices, Managerial, Sales and Departmental Executive positions.
- Higher Accountancy: Training for positions as Auditor, Comptroller, Certified Public Accountant, Cost Accountant, etc.
- Modern Salesmanship: Leading to positions as Sales Executive, Salesman, Sales Clerk or Traveler, Sales Promotion Manager, Manufacturer's Agent, Solicitor, and all positions in retail, wholesale, or specialty selling.
- Traffic Management: Foreign and Domestic Training for position as Railway or Industrial Traffic Manager, Rate Expert, Freight Solicitor, etc.
- Law: Training for Bar; LL.B. Degree.
- Banking and Finance.
- Modern Foremanship and Production Methods: Training for positions in Shop Management, such as that of Superintendent, General Foreman, Foreman, Sub-Foreman, etc.
- Personnel and Employment Management: Training in the position of Personnel Manager, Industrial Relations Manager, Employment Manager, and positions relating to Employee Service.
- Railway Station Management: Training for position of Station Accountant, Cashier and Agent, Division Agent, etc.
- Industrial Management: Training for position in Works Management, Production Control, Industrial Engineering, etc.
- Modern Business Correspondence and Practice: Training for positions as Sales or Collection Correspondent, Sales Promotion Manager, Mail Sales Manager, Secretary, etc.
- Commercial Law.
- Expert Bookkeeping.
- Business English.
- Commercial Spanish.
- Effective Speaking.
- C. P. A. Coaching for Advanced Accountants.



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Or here's another:



Will You Try This  
**VELVAC**  
 VELVET FINISHER | VACUUM SHARPENER  
**RAZOR STROP**  
 For 30 Days

If you don't say it's the finest strop you ever used, regardless of price, we'll be more than glad to take it back and refund your money.

For the "Velvac" Strop is made on a new principle—only extra-selected cuts of leather with smooth, uniform grain are used.

The *Sharpen* strop is treated by our special *oil-filling* process. The oil absolutely closes the pores, and prepares the surface so when the razor is drawn over it, a *vacuum* or suction is formed. This *vacuum* pulls the razor blade closely to the strop, and produces an exceedingly *keen, sharp edge*.

The *finish* side of the strop is very smooth and supple with a *velvet-like* surface.

A few strokes on this finishing strop puts the blade into condition to shave the wiriest and stubbiest beards, cleanly and easily. The *Velvet-like* finisher, and the *Vacuum* sharpener give us the name "Velvac."

**30 Day Trial Offer**—Velvac strops are made in two sizes: Large (28 in.), \$1.25; Small \$1.00. We will send either size post-paid on receipt of price. You can use the strop 30 days, and if you would rather have the money than the strop at the end of that time, we'll trade back without a murmur. Please mention your dealer's name when writing.

Sealskin Swaty Strop Company, Dept. C, Ottumwa, Ia.

**Be Your Own Tailor**  
 Suits \$15.  
 Get Your Own Clothes Without Cost



to—  
 measure.  
 Late designs and patterns, up-to-date cut and fit not to be had in common ready-to-wear clothes, nor in any garments save those made by best city tailors.

and make money taking orders from your friends. You can build up a fine business this way. You can do it "on the side" or give all your time to it. We need Local Managers to take orders for Livingston Clothes to measure.

Our new Style and Sample Book interests every man who sees it. It shows latest styles—fashion plates and samples of fabrics—that appeal to all good dressers. You get this book FREE. Just your name and address on a post-card mailed to us at once brings you book and samples by return mail. Thus you learn how to get Livingston Clothes—to measure—for about half what you would have to pay a local Tailor for clothes not as good. Send for this book at once. If you have any spare time, say so and we will send you our proposition to Local Managers.

108 Livingston Building **Meyer Livingston & Sons** South Bend, Indiana

**DR. ROCINE'S MIND TRAINING**

Positively cures lack of self-confidence, poor memory and develops power of concentration, strength of character. Interesting circular free upon application.  
 JOHN MCGREGOR, 377-379 E. 25th Street, CHICAGO, IL.

The one on the right offers a free book on Mind Training. And the one on the left is a free 30 day trial.

# Will Your Memory Meet This Test?



**T**HE great secret of business and social success today is the ability to remember. To be successful you must be able to recall experiences and facts, and apply them when needed. Business experience is of little use without the ability to remember and make use of experience. To all readers of this Magazine who mail the coupon below I will send, free of charge, my copyrighted memory test—a test which has a direct bearing on your business success. Get this test in your hands and apply it at once—you will find it a revelation!

## The Great Business Asset

America's most successful business men are without exception men of remarkable memories—for memory is the essential quality of success. *And it can be developed!* I can make your mind an infallible, classical index, from which you can instantly select thoughts, facts, figures, names, faces, arguments. My course will enable you to concentrate, develop self-control, overcome self-consciousness, bashfulness, think on your feet and intelligently address an audience without notes. Any day you may be called upon to speak before a board of directors or a gathering of business men, or give an after-dinner speech. Be prepared!

## Stop Forgetting!

My method is easy, clear, simple, infallible. It is not a theory, but scientific and practical—backed by thousands of business men all over this country and in foreign countries. It is the result of twenty years' experience in developing memories—over 30,000 students. In addition to my five lessons that I will send you a copy of my copyrighted book "How to Remember". This book explains fully my course that has raised thousands from failure to great success. It teaches you how to read, listen, think, discuss, debate, recite. You will find the coupon at once for the memory test and "How to Remember."

**Prof. Henry Dickson, Principal,**  
Dickson School of Memory,  
705 Auditorium Bldg., Chicago, Ill.

## Personal To You

"I have helped thousands of men to greater success through my course in memory training. I can help you. No matter how poor or how good your memory may be, I can make it better—I can make it *never*. I can give you self-control, an exact memory for details and figures which has never dreamed possible. Simply give me ten minutes of your spare time daily—a little time to give the work previous results. If you'll send 5¢ I will give you my test and lesson. Time is precious!"

## Memory Test FREE

**Prof. Henry Dickson, Principal,**  
Dickson School of Memory,  
705 Auditorium Bldg., Chicago, Ill.

Please send me, free of charge and without obligation, your copyrighted memory test—use your bank's "How to Remember" and also send to obtain a Free Copy of the Dickson book—"How to Speak in Public".

Name \_\_\_\_\_

This one offered a free memory test.

## OUR COURSE OF SIX LESSONS

In Fundamental thinking, commencing with "*The Origin of Thought*," and ending with "*The Limitation of Thought*," "*How to Know Truth*" and "*The Power of Generalization*," will cause every real Educator and Psychologist in the world to sit up and take notice. The Fake Psychologists will not dare go through this course or mention it to others, because it will put them out of business.

**Every one needs it. There are no exceptions**

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**THE COURSE IS WORTH \$1,000  
IT COSTS \$5.00**

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**TO-MORROW SCHOOL OF CLEAR THINKING,  
2238 Calumet Ave., Chicago, Ill.**

This one offered a cheap lead product that would be followed up likely by a correspondence course offer.

Back then correspondence courses were all the rage.

So Jorge asked about membership sites.

People have been doing them since 1900.

They were just called home study correspondence courses then.

They were sold by mail or by sales people on the road.

They worked.

In the 1940's or 50's my dad took one on how to fix TV's. He later serviced TV's for every major hotel and motel in Oklahoma City AND it got him a job fixing computer simulation equipment at FAA.

My point is, it's all the SAME.

Get lead.

Make sale.

Sell more.

To get the lead, offer something enticing.

Free.

Low cost.

Whatever gets a response.

Don't listen to people with an axe to grind or their own "frame" to sell. People say stupid crap to get attention and polarize their FB readers so they can get engagement.

They say "Free stuff only attracts freebie seekers."

That's so false I can barely even talk about it.

Multi-million dollar businesses were ran on that model in 1910 and have ever since. They are now. They will always be ran that way.

The other day I heard a HILARIOUS but insightful video on Youtube from Marquel Russell who sells "how to be a coach" training.

I haven't heard his story but I think when he was a teenager, he was a drug dealer. I think he got in trouble for it. But fortunately has turned his life around in a big way.

Anyway, he talked about how when he sold drugs he stood on a street corner and gave out free samples if he had a good product. If he had a ba product, he didn't give out free samples.

But those free samples are how he drummed up business. I think this [might have been the video](#) where he talked about it.

Marquel is RIGHT!

Free samples sell.

Always have.

Always will.

But remember, people do NOT want to buy OLD HAT stuff.

They want to buy NEW.

**So whatever you sell, make it NEW.**

Make it revolutionary.

Make it never done before.

People are a bit weird.

Like why should they buy another book on how to get along with their spouse when they haven't done anything with the lasts 10 they've bought?

Why would they need a NEW book on it?

No reason at all.

So make it new.

People love new.

Anyway, you sell a membership site the same way you sell anything and the way you "start from scratch" (but not really from scratch).

**Step 1: Find audience of potential buyers**

**Step 2: Offer freebie or sell cheap "front door" opener**

**Step 3: Sell the next thing**

Get leads.

Sell.

How do you get your leads?

Offer something enticing free or cheap. Sometimes you just got to test different things until something hits.

More often than not, that's all you do.

Now you sell the next thing. And the next. And the next.

But if you run paid ads, you do that as OTO 1, 2, 3. This is *Take the Lid Off* Module 4 on traffic.

You want to have a membership site?

You need leads and a pitch.

Normally, you sell it **AFTER** they've bought your entry level product. Unless you have a really, really great pitch that is bonused up to the hilt with bonuses, it's very hard to use a membership as a "front end."

It can be done.

But normally, you sell it **AFTER** they've bought something else and you've built the know, like and trust.

You've brought the buyer into your "frame."

The frame is how you frame the new opportunity you're pitching. You need a new opportunity because they're probably already all loaded up on the old one they got that didn't work.

Again, cross reference this with underserved, overserved, non consumption. Those are the basic frames:

- You don't need to be paying all that money for stuff you don't need or use
- You need more power than this anemic solution you have provides
- You know those pains you have? Hey, check this out....

A frame can also be the **CRITERIA** for a solution.

When you buy XYZ be sure to look for these 12 things.

And you're the only person that has all 12.

Like one time I go in this fancy tie store.

The guy educated me about the markings on the inside of the tie that meant "quality."

And all about workmanship and materials.

It was quite an education in how to buy a quality tie.

He educated me all about criteria I should look for when I buy a tie. Which is how he sold high \$\$\$ ties.

This is pre-framing. Or setting a frame.

Like when you were young and thought you were going on a date with a girl. And you met her and the first words out of her mouth were about her boyfriend.

She was pre-framing you that she was NOT interested! And you were NOT going on a date!

Or, if you were a girl, it's how you pre-framed the guy to make it clear you were just friends.

The point is, bring in 'em in.

Reel 'em in.

Now presell.

Now frame.

Now pre-frame.

Tell that story of yours.

You had a goal, a dream.

You ran into obstacles.

Nothing worked.

You ended up in the pits.

A mentor showed you a secret.

Boom. You got out of the pits.

Life is great now.

You'll share this secret and mentor them just like your mentor shared it with you.

You set the criteria for the sale.

You've bonded with your story.

They know you feel the pain they have.

They know you had it worse than them.

Yet you overcame the Red Sea of obstacles and made it to the Promised Land with the help of stuff written in sacred tablets.

And now you'll share these secrets with them so they can make it to the Promised Land also.

I hope you're seeing the threads amongst the various things I teach and how they all weave together into a coat of many colors.

**Now, one of the questions is...**

**“How do I avoid mistakes in starting from scratch?”**

In that same Module 4, I show you the comparison of products that sell 0 or 1 copy vs. 10 vs. 100 vs. 500 vs. 1,000 vs. 5,000.

And if we looked at MY products, you'd see what sells 5,000, 10,000, 20,000 units and more.

The PATTERN is the same.

The 0 or 1 copy products have like almost NO BENEFITS or sales copy. They have a headline and maybe a little teeny tiny bit of text and maybe a few pictures.

Let's be candid.

They didn't study the craft. They weren't a student of the craft.

They are amateurs not pros or artists.

Your goal is to be an artist.

And the marketplace of demand and sales is your canvass.

Now, products that sell 100 units, they have some benefits and halfway decent sales copy.

500 the page starts to look a little sharper.

At 1,000 copies it's pretty on point.

At 3,000 to 5,000 copies they have a pro designer and really darned good copy. They quite possibly have a pro sales video.

Now, you don't have to get it right. You have to get it going.

But that doesn't mean starting at 0 or 1 sale.

Study the craft.

LOOK at module 4.

SEE the difference in the pages.

You can usually tell by the page how many copies it will sell.

Now, you could have a great page with no promotion or affiliate contact and have it not sell.

But a great page will attract affiliates if you put in some legwork on contacting 100 to 150 affiliates, you read Dale Carnegie and you learn from my copy and paste affiliate contact emails report.

LOOK in your member's area in your bonuses. It's in there. Or, if you just can't manage to deal with that, lol, for your convenience, it's in the action plan at the end.

OK breath deep.

It's OK.

I've got you covered. I read your mind. I knew how you were all stressing out about finding it.

So you can relax now. It's all good. Marlon Sanders is taking care of you.

I believe I included it in *Take Your Lid Off* also. But I explain it in Module 4.

### **Dig your well before you're thirsty**

“Hey John, wow, I love this xyz product. Can you do a short 7 minute interview about it I can post to my podcast syndicated on itunes, Stitcher and Sound Cloud?”

Basically, you just post it to libsyn and they syndicate all over for you. You can start for \$5 a month.

You could do it on Zoom.us and also have video you can tell them you'll post on your Youtube channel and in your Facebook group.

You may have 1 sub on Youtube, 2 people in your group and 1 sub on your podcast.

Hey, you're starting out.

But it still SOUNDS impressive. And hopefully with some promotional hustle, you'll have better numbers than that shortly.

The point is, there are 1,001 ways to promote people in advance.

Don't ask a bunch of time for a podcast. 7 minutes is good. Just get them to like you and make contact.

I got my first speaking gig this way.

And I was too newbie to even understand it.

But I was a copywriter at a company and he had an audio of the month. He asked me to interview Tag Powell for the product which I did.

Tag had a marketing cruise.

Somehow I got myself invited as a speaker because Tag liked me from the interview because I asked good questions and listened.

It works.

Walter Hailey had made \$600 million.

He would spend a week or two trying to help someone any way he could so he could develop a reciprocity vacuum. In his book, he explains how his whole system is largely fueled by reciprocity.

### **Develop Reciprocity Vacuums**

The first thing you can do is offer to promote someone.

When you're starting out, get yourself a podcast, Facebook group, a small list.

Anything you can.

In *Take The Lid Off* module 4, I reference [this article](#) by Greg Kononenko. That is the gist of how it's done if you're promoting through affiliates.

That's NOT the only way to get leads or customers. And it's not even the best.

I think paid media is the BEST way as it's far more controllable and you have air tight legal control over the copy.

But affiliate sales cost nothing upfront and can scale FAST.

That's why most people start there.

Plus, you also BECOME an affiliate so you can promote others and develop reciprocity.

The best way to get people to promote you is by promoting others. But be smart. Greg Kononenko spelled it out and I bet you missed it.

Did you notice how he didn't say to promote big shots?

Big shots that get 5,000 sales aren't gonna notice your 20 sales.

But a little goldfish or a minnow will.

Start with people at your size or one size above you.

If you get 30 guppies all of a sudden promoting you, momentum builds up. All those guppies mean something.

Or maybe you've already dug your well.

And you've got a big shot or two who can promote you.

Great.

They'll attract guppies and goldfish and maybe another bigshot or two if you have good epc's.

EPC's you say?

Yeah.

EPC's.

Earnings per click.

And whether you BUY ads or you promote through affiliates, you need them.

If a Facebook ad click costs you .85 and you MAKE \$1.50 for every click, how many clicks will you buy?

It's simply math.

A LOT.

Affiliates look the EPC's of current products and usually promote the highest ones.

## **The KEY to your epc's are:**

1. Price of front end product
2. OTO 1 price and conversion rate
3. Your OTO 2 and 3
4. Your downsells

Some even have 4 or 5 OTO's.

Some affiliates buy retargeting ads and give the profits to affiliates to boost their epc's.

Paid advertising isn't easy but it's simple.

As long as you can do some OTO's or immediate promotions that recoup what you spent on the ads to get those customers, you keep rolling money into it.

The better the offer, the pitch, the more money you can get. \$37. \$97. \$197 with a 2 pay downsell. All great OTO price points.

## **BAM BAM REVISITED**

My dad grew up on a farm.

They knew that if they bought a cow....

And that cow produced X amount of milk a month they could sell for \$Y dollars, that after Z months, that cow was paid for.

At that point they have themselves...

**A CASH COW.**

Affiliates are cash cows as they give you free customers. You pay nothing out of pocket for them.

Ads are cash cows as long as they deliver free customers to you.

And customers are cash cows as once you get 'em they keep buying over and over again if you pet them, feed them right and take care of them.

Protect them from predators and wolves.

In short, we're in the business of buying customers.

And every customer we buy, we know that ON AVERAGE they'll spend \$X. For me it was \$79 then the last time I checked it went up to \$179.

So as long as you buy those customers for 1/2, you double your money.

You buy customers using affiliates from the commissions you pay affiliates. But since it's after the sale, they are, in essence, free customers.

Let's go back to BAM:

**B -- Big demand for it**

**A -- Affiliates or ads drive traffic in abundance**

**M -- Money pours in**

See that M where money pours in?

Think about it.

In A you got what?

Customers, right?

So how does the money pour in?

Those cash cows keep giving out milk over and over.

In other words, the repeat business.

You take care of 'em.

You feed 'em.

And they take care of you. It's a symbiotic relationship.

If you do pitch, pitch, pitch, pitch and pitch, you're milking your cash cows DRY.

Take care your cash cows.

Feed 'em.

Protect 'em.

Care for 'em.

They're your cash cows.

Think Value Value Value Pitch.

Go Vaynerchuck on 'em.

Or do the Ryan Stewman 80 / 20.

I talked about that in prior Dispatches and in *Take the Lid Off* Module 4.

### **But The Whole Thing Is, Supply and Demand**

Remember BAM?

Everything comes down to supply and demand.

Can you tap into or create demand where demand greatly outstrips supply.

The greatest marketer in crappy demand won't do so hot.

The crappiest marketer in the midst of huge demand will be rolling in dough.

So you're starting from scratch (not really) and don't want to mess things up.

What's step one?

**B -- Big demand for it**

**A -- Affiliates or ads drive traffic in abundance**

**M -- Money pours in**

That's right.

Start out with DEMAND.

You do 12 product surveys.

Target under or over served.

Know your play.

Nail your desirability, probability and scarcity.

Nail your overt benefit, your differentiation and your proof or Reason to Believe.

Nail your 5 elements.

Low complexity.

Clear relative advantage (overt benefit)

Observability (tangible benefits)

High compatibility

Trialability (lower risk)

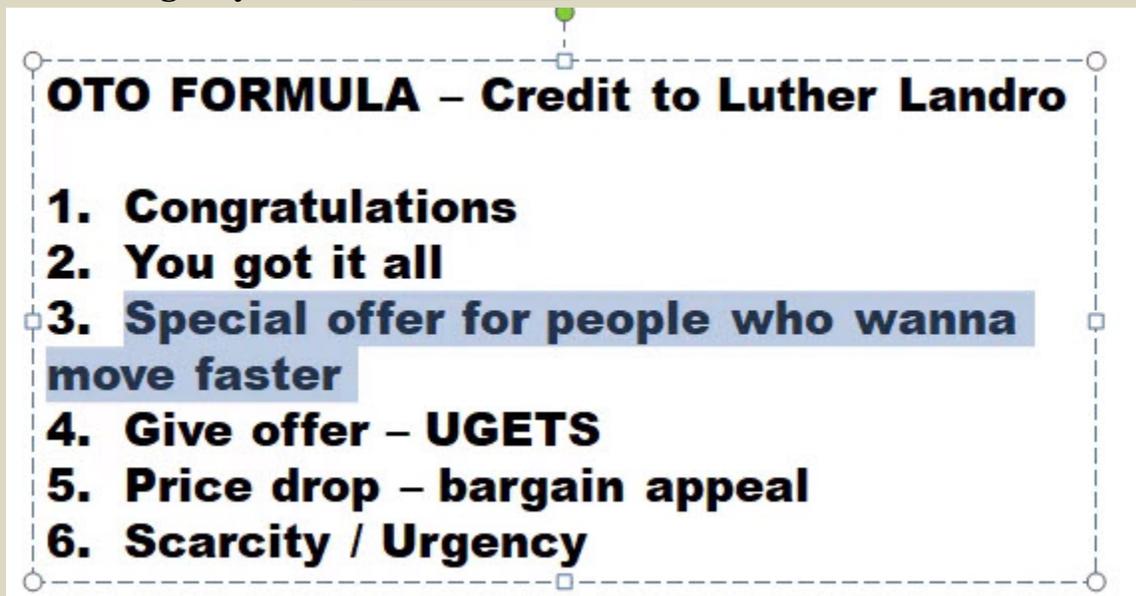
Use the Sales Formulas I have taught for \$7, \$50, \$100, \$200 letters. But more than that, the psychology of:

- 1. Get attention**
- 2. Build value**
- 3. Prove**
- 4. Price justification**
- 5. Reason to act now**

Do you see the sales logic?

The best way to create OTO's is to study OTO formulas that work. I've given you mine.

I've even give you an [OTO formula](#)



That's your basic formula for your OTO's.

But I also create swipe files for OTO's and study what seems to be selling and working right now.

OTO 1 is often templates or done for you campaigns to make getting a result FAST.

Never ever underestimate how much people today want FAST results. And they hate being frustrated. So if you do it for them, they love you long time.

Or until someone else offers them a Bigger Better Deal (BBD).

But nothing trumps supply and demand.

Nothing.

You want to be on the demand side by targeting overserved, underserved or non consumer situations.

And by saving people 50% or making things 50% faster or easier.

So take a product.

ANY product.

How can you make it 50% faster or easier?

There's your product or service idea.

That's a never-ending produces.

It's like Moore's law that the speed of computer chips doubles every 3 years or whatever that law is.

That's the process.

The easiest way to make things 50% faster or easier is to remove HALF the steps or the slowest steps.

Somehow.

Some way.

Opportunities are everywhere.

All around you.

Always will be.

So we get cash cows into our fold.



What we know is that ON AVERAGE our cash cows will spend X over time.

In *Take the Lid Off* module 1, I gave you the most incredible and amazing vintage book about how to predict people's actions and profit from them.

So we can know what the average dollar purchases will be.

And based on that we can reverse engineer our income.

If we know our customer spends \$78 in X period of time (as I calculated with my customers), THEN we know how to make \$20,000 in a month.

$$20,000 / 78 = 256$$

So you need to bring in 256 front end FREE sales a month.

They're free if you get them from affiliates.

Or FREE if the OTO's on your ads erase the cost to get 'em.

And you need 256 of 'em a month.

### **Now how to you INCREASE your income?**

This is going to be very profound.

Ben Feldman was in the Guinness Book of Business 8 or 10 years in a row as the world's greatest life insurance sales person.

When he started in the Business his manager, Andy Thompson if I recall, put him on a TRACK of 3 sales a week.

He stuck to that all his career.

All he did was kept making those 3 sales for larger and larger cases or dollar amounts.

So once you're getting 256 customers a month, you can just start bringing in customers with larger cases, larger dollar amounts.

You don't necessarily EVER need more customers than that.

Just think bigger.

## **A Little Twist On Bam**

This is a strange issue.

It's not real right brain. And not supposed to be. I didn't follow a crisp outline other than BAM:

**B -- Big demand for it**

**A -- Affiliates or ads drive traffic in abundance**

**M -- Money pours in**

I'm gonna teach you a few little advanced BAM twists.

Here's BAM BAM:

**B -- Big demand for it**

**A -- Affiliates or ADS drive traffic in abundance**

**M – Monetization > Money pours in**

We talked about affiliates a lot.

We talked about how M is really monetization. That's your cash cow giving milk. That's the repeat business.

That's selling bigger tickets like a Masterclass or Mastermind which I covered in Month 1 of Fast Track.

If you haven't seen month 1, [it's here](#).

In Module 2 of Take the Lid Off I also showed sales letters up to \$1,000. Over \$500 to \$1,000 you typically do webinars.

We talked about that in July. That was webinar sales copy month.

You want to sell the big tickets?

You normally use the webinar pitches.

Now on the A of BAM notice that it stands for Affiliates or ADS.

Let's chat about ads.

I'm not a big advertiser at all.

So let me refer you to some of the training I found the most helpful:

### **1. Alex Becker's Youtube Channel**

He has GREAT videos about email marketing and paid advertising. My favorite is his series on Youtube advertising.

Alex is hysterical. He has a WICKED sense of humor. But he also uses profanity. So if that offends you, don't listen.

(Advanced) The Ultimate Youtube Ads Guide ([Youtube Prime Guide Part 1](#))

My 8 Figure Youtube Ad Script ([Youtube Prime Guide Part 2](#))

How To Make \$300 A Day With Easy Youtube Ads ([Youtube Prime Guide Part 3](#))

My 7 Figure Youtube Ad Blueprint ([Youtube Prime Guide Part 4](#))

How I Scaled To \$20k A Day With Youtube Ads ([Youtube Prime Guide part 5](#))

### **2. Miles Beckler**

Miles does the whole polarization angle about how you don't need to pay all that money for Clickfunnels, etc. I'm not keen on all that anti-guru talk.

But what IS good is how he simplifies Facebook ads.

He also has a great video on how he built his Youtube channel to over 100,000 subs, although like I said, it's laced with a lot of anti-guru schtick. Youtubers love it because they think he was saving them money.

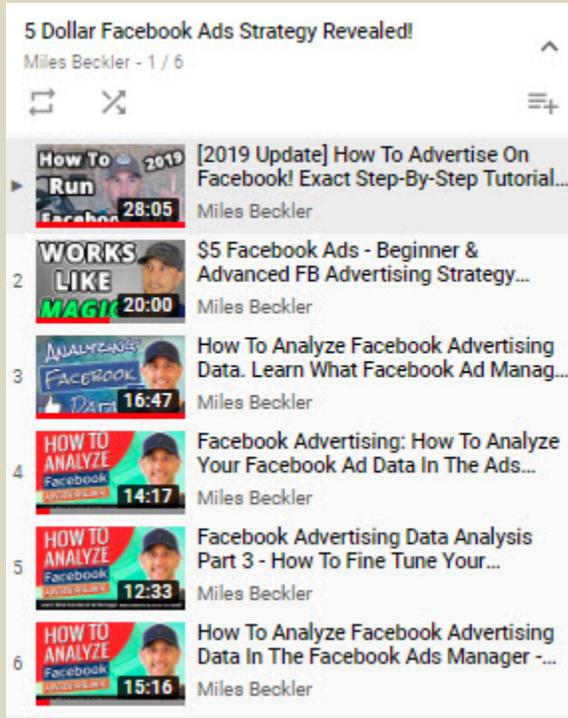
Not really.

Anyway that's off topic.

What I DO really like is his videos on Facebook ads using \$5 adsets.

[This link will take you to the playlist.](#)

The videos used power editor but everything he says still applies. What's important is the overall method.



It's about as simple a method as you'll see anywhere. It's clear and easy to understand.

Miles also has a GREAT video on Funnel Math:

<https://youtu.be/mAsr-kO2G6E>

**SIMPLE FUNNEL MATH**

OTO HEADLINE  
Submit  
order now

Checkout  
Order Here  
Buy

OTO UPSELL  
one more?  
yes  
no

2%

$N \times 2\% = 1 \text{ CUSTOMER}$

$N = 1 / 0.02$

50

SUBSCRIBERS PER CUSTOMER = 50

Here's a great video he did on how he built his Youtube channel.

<https://youtu.be/sOuAMtTxE6k>

Fabulous video and he talks about his jab, jab, jab approach. [And here's another one](#). If you want to build a Youtube channel, this is how you do it.

### Are You Bamming or NOT Bamming?

Are you bamming or not bamming?

If you're NOT bamming, it's easy to analyze:

**B -- Big demand for it** – Did you target a clear under or overserved situation? Are you saving people 50%? Or are you making it 50% faster or easier?

Is tepid or weak demand the problem?

**A -- Affiliates or ads drive traffic in abundance** – Do you a machine set up to recruit affiliates or run ads?

You say “Marlon, I’m startin’ from scratch.”

OK fair enough.

Get started.

Read the Greg Kononeko article or go through the Alex Becker and Miles Beckler videos above.

To through Module 4 of *Take the Lid Off*.

## **M – Monetization -- Money pours in**

If you're getting customers, are you milking your cash cows in a legal, moral and ethical way?

Or are you just slamming them with pitch, pitch, pitch, pitch meaning that you milk 'em dry without feeding them?

Feed yo cows!

Value – Value - Pitch

VVP

Or

Value – Value – Value – Pitch

Or VVVP.

Or VVVVP (80 / 20 per Ryan Stewman)

Part of this is building your audience or tribe.

Dig your well before you're thirsty.

Are all the things from different Weekly trainings and Dispatches starting to add up and come together?

Maybe you're letting others stop you by their opinions. [Read this MMM.](#)

## **What Is Your Income Stream or Goal For This Month?**

This is a Fast Tracker's choice month.

I don't care what income stream you pick this month as long as it's a BAM for you.

Did you pick clear cut demand?

Did you follow the Module 4 traffic video in TLO (Take Lid Off)?

Do you have a plan to ethically milk your cash cows while taking good care of them and not milking them dry?

The Good Book says "don't glean the fields."

Leave some on the ground for the next guy.

Don't milk your cash cows dry.

Instead, build them up.

Turn them into super duper milk producers.

Feed 'em well.

Let 'em graze.

Protect them from predators.

### **My Take On Masterminds**

Heather and Jorge asked about Masterminds.

My take on them is this.

Is there DEMAND for them?

Can you SELL them?

Are you happy or satisfied with DELIVERING them?

If so, why not?

Dan Kennedy ran the best Mastermind model:

He charged people originally (many years sago) \$7500 for 1 year. They'd meet 4x per year, 2 days each time.

Each person would talk 30 minutes. First they'd present what's working.

Then they'd present a problem.

And people would brainstorm.

Dan hardly had to do anything other than nod his head.

Vintage Dan.

Easy money.

What's not to like?

Later, through raising his celebrity and great promotion and having a big front end funnel, he was able to greatly increase the price.

Now, there are also free Masterminds.

I'm in one with Joe Vitale and his closes friends and confidants. I feel very fortunate to be in it.

You can start one like this yourself as a way of surrounding yourself with big thinkers and doers.

That's good also.

Now, if you want to SELL a big ticket Mastermind for \$10,000+ I've never done it. So I can't give you specific systems for doing that.

Most people who sell Masterminds do it at live events. People are warmed up and in a controlled environment. It's a lot easier to sell although it can be done 1 on 1 over the phone.

Announce it.

Explain benefits.

Raise desirability.

Raise probability.

Hit on scarcity (only 12 spots available)

Boom!

Alexandria Brown has a \$2k or so course on how she did it. Or maybe it's a lot more money than that.

I think Dan's company might sell a program he did on it. I don't remember.

The bottom line is this:

Is there demand?

Can you sell it?

Can you get paid really well for your time?

If so, why not?

## **Your Bam Action Plan**

### **1. What is your demand formula?**

Underserved?

Overserved?

Non consumers?

Are you savin' people 50%? (That was Miles Beckler's angle).

Or are you making it 50% faster and easier? (That was the Clickfunnels pitch originally).

### **2. Where's the traffic coming from?**

Paid ads or affiliates?

What's your plan or strategy?

You have my [copy and paste emails here](#).

You have my [affiliate recruiting psychology here](#).

You have a pdf here on [recruiting an affiliate army](#).

You can join the [WarriorJV Facebook group](#) by Ken Spano and he has an incredible PDF in the files on how to recruit affiliates.

### **3. How will you Monetize and ethically milk your cash cows?**

In other words, where's the repeat business coming from?

Will you sell bigger tickets?

Will you sell a membership?

What will you sell back end?

We've covered a number of different types of products and income streams in Fast Track that you can use.

This month is all about YOU putting together your OWN BAM using everything you've learned, using *Take the Lid Off*, using your past Dispatches, using your weekly training sessions.

If you're starting out, your goal is just to make SOME SALES.

And then you set higher goals from there.

You've got to learn to do oto's.

I can show you.

Explain it.

Break it down.

And I have in other Dispatches.

But you still have to take action and learning by doing.

Make your own mistakes.

Grow.

Improve.

So what's your BAM this month?

Best wishes,

Marlon

PS: For MILCERS, I want to remind you that in future issues I'll be talking more about how you AUTO PILOT income streams partially or fully. I'll also discuss this on our monthly training.

But if you haven't read *Work the System* yet by Sam Carpenter, it's must reading. Same explains how he implemented the core concepts in the seminal book *Emyth* by Michael Gerber.

If you didn't know it, *Emyth* is actually a book that's a lead generator. The formula is problem then agitate and at the end of the book he offers a solution in the form of a free consultation.

In terms of our emphasis on living the Internet lifestyle and being healthy, I can tell you right now one of the best things you can do for your health is to eat more fruits and vegetables, as basic as that sounds.

There's a great book called *How NOT to Die* by Michael Greger, M.D. FACLM and Gene Stone. And it gives volumes of research about how fruits and vegetables extend your life and prevent disease.