

"The Only 3 Steps You Need To Make Tons Of Sales Online In 2010"



By Marlon Sanders

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You need 30 minutes to an hour a day. You can create a bonus in under an hour.

You can put up a squeeze page in under an hour once you learn how.

You can write an email in 10 minutes once you have practice at it.

So the fly in the ointment is it takes practice which means making mistakes and running into a few things here and there that you don't know how to do or are a bit frustrating.

Are you the kind of person who can handle making mistakes without falling apart over it

If your inbox looks anything like mine, it's a dizzying amount of slam bam better-than-ever-before offers.

Which is cool.

They make for a great swipe file. And show you how it's done.

At the same time, it's so easy to lose your way. I write from a different perspective. I try to keep you on the narrow path to success. The simple path. The proven path.

You're probably reading this for one of 5 reasons:

One -- You wanna quit that nasty ol' job of yours and think you might be able to do it if you learn about this online marketing deal.

Two -- You're a greenhorn trying to learn the ropes but can't make heads nor tails of all the promises, claims, screen caps and gurus who pound you with emails.

Three -- You've got one or two of my Dashboards or other products but don't know for sure where to start.

Four -- You've tried a few things that haven't worked for you yet.

Five -- You're really serious about this biz, probably already making sales, maybe a lot of them, and you're just hoping I give you an actionable piece of info.

Alright, lemme tackle all of those.

Let me break down all the smoke and mirrors into 3 actionable steps for you.

One of the KEY differences between me and others is that I don't try to razzle dazzle you.

I tell the truth. I keep simple, real and actionable.

So without the razzle dazzle, here's your 3 actionable steps.

1. Find people who buy lots of stuff over and over, and preferably in larger dollar amounts.

You've gotta locate people who are already used to spending money, so it's not that huge of a challenge to get your share of the pie.

People who are really passionate about things tend to spend a lot of money on them.

One of the biggest complaints I hear from people is they can't find their "target market."

To find your target market, all you have to do is look at what people

are buying. Look for ads, banners and promotions that get repeated over and over.

Look at top products on Clickbank, and so forth.

If you're a passionate person, you may have a hobby you spend a lot on. Or you may have someone in your family with an interest who spends a lot on it.

That should be a clue right there.

The easiest way to find a target market is to look at forums. People with special interests collect in forums.

You can't sell anything until you've found a group of people who buy what you're selling. And you need a way to cost effectively reach them.

If they don't go to forums, read a few known blogs and go to places where you can easily reach them, you may have a market (people in the "market" to buy something). But you don't have a market you can TARGET.

You have to be able to reach them with advertising or promotions.

Then look for people who buy seminars, coaching programs, monthly membership sites. Or really, anything on a repeat basis. Doesn't really matter.

If you can reach a person and get them to spend \$7 to \$17 with you and then over the next 30 days to 90 days by sending them emails, get them to spend \$70 to \$170 with you, that's a good market.

If you can get 1% to 2% to join a \$50 to \$100 a month something or the other membership, recurring billing, something of the month club, this is good.

A lot of people want to sell things that everybody needs. Nothing wrong with that but it's hyper competitive and takes a lot of expertise (typically) to sell.

There's a bit of an art to choosing a target market. But it's not carved in stone. If you pick something and after 3 months can't get people on your list or you send out emails and can't get 'em to buy, go to the next

market.

It's really NOT the end of the world.

However, if the people in that market are already buying from others, there's no reason they won't buy from you unless the others selling to them are high level pros.

I mean, if you look at the web sites and you're like "holy smokes!" That's probably a sign you don't want to sell to them.

But if you see people making sales with webinars, web sites or blogs that kinda amateurish, this is what you want.

Compete with amateurs, not pros.

2. You gotta get 'em on an email list

I know this may be a stretch of the imagination.

But it's HARDER than nails to sell to people who you can't send promotions to.

In the old days, we did it with direct mail. And those promotions would show up in your mailbox.

Thing is, it costs quite a bit to print and mail those letters.

It costs very little to send emails.

The stupid thing people do is build lists of people who are NOT from step one. See, it doesn't matter if you have a zillion people on a list who are NOT in your target market.

That is, they're not buyers of what you're selling.

You need a list of people who are in the market to BUY what it is that you're selling.

If you got a list and you're sending out emails and not making any sales, the people probably aren't in the market for what you're selling.

You didn't get people in your target market ONTO your list. Makes

total sense, right? This is not "marketing genius" type stuff here.

Here's a screen cap of some of my lists:

<http://www.marlonsvideos.com/marketingminute/optins.jpg>

I just wanna show you I walk the walk and don't just talk the talk.

Step 3: Send out emails that give people a compelling reason to give you money in the next 72 hours.

Here's another huge secret: Once you get people on your email list, send 'em emails 1x per week up to 6x per week.

You don't make sales by NOT sending emails.

Think about it.

My belief is you need to mix in value with those emails to keep people on your list. That's why it's nice to choose a target market you have a passion for. It makes it easier to write those content-rich emails.

But if you have no passions, then you know. You just gotta suck it up and find a market you won't mind creating content for. And if you can't do that, you'll need to outsource it (using outsourceplan.com).

See the BIG BENEFIT of the methods I teach? You don't have to be Einstein to figure them out. They're simple, doable and actionable.

What good does a method do, regardless of how razzle dazzle it is, if it's not actionable for you personally?

How do you get people on your email list?

The way you do it is by creating a freebie report, audio or video on a topic you know they'll want.

And you offer that in exchange for their email address.

Plain and simple.

In the biz we call this having a squeeze page, which means you're squeezing an email address out of 'em. Perhaps a better term is an

"email capture page" or "lead capture page."

Look, the terms don't matter.

You gotta get em on an email list so you can send em emails giving them reasons to buy stuff today.

"But Marlon, I don't want to email people. I'm a zero. I can't write. I can't think. And I have no value to offer anyone."

Then, my advice to you is to use <http://www.outsourceplan.com>

The single most effective, simple, practical, doable way to get sales online is to get people on an email list and send them emails.

I've VERY aware of cost-per-action models and pay-per-click models that do NOT require having an email list.

I'm also very aware of the downfalls of those models. They "pitch" really well and sell zillions for the authors.

And yes, they can work. I even endorse one or two of 'em. Doesn't change the fact that the best way to make sales online is to get people on a list and send 'em emails giving them reasons to buy something from you today.

Doesn't have to be your own product.

It can be someone else's product you promote as an affiliate. And what you do to get the sale today is tell people that if they go ahead and snag it from you today you'll give 'em a bonus report, video or audio you made up on a hot topic.

This is a perfectly good way to make sales online until you get your own product created, which should take you under a week to do if you listen to anything I've ever send in Marlon's Marketing Minute ezine.

In any event, the point is, you send out emails that sell stuff.

You need to learn to write 5-10 page reports in under 3 hours. Or to do little screen capture videos in 15 minutes that you can give away as bonuses for buying via your affiliate link.

You need to learn how to churn out little \$7, \$17, \$37 and \$47 info products like candy.

This is not hard.

It's a function of practicing at it until you get good.

You need to learn how to open up Dreamweaver or another HTML editor, insert a table, center the table and then type up a sales letter.

These are the basics. I can sit here and give you every slam bam method in the world, that will dazzle you and make you go oooohhhhhh and aaaaawwwwwwww.

But come on man.

If you can't target a market, get 'em on a little list and send out emails with a little stupid bonus, then all the advanced tricks and secrets in the world are going to line your waste paper basket.

And here's the ULTIMATE SECRET

I'm giving this to you without charging you a dime for it. I should charge you \$100 for it so you'd actually respect it.

But anyway, the secret is.....

Drumroll please.....

Having the confidence in yourself, your thoughts, your ideas and your ability to PRODUCE something of value to others and promote the benefits of it to them.

If you feel deep inside you have no value and you can't create anything of value to others, then really. Where do you go from there?

All commerce is based on this formula:

1. Have value
2. Offer it to people who want said value
3. In exchange for something else of value

Step 3 can be barter.

But money is a simpler form of exchange.

If you can't get to step 1: "have value" then there is no step 2 and 3.

What if you feel you have no value to offer to others? Then go to <http://www.outsourceplan.com> and have others create value for you. That's the only possible solution I can think of.

But really, if you feel that way you don't understand this very, very basic, simple and fundamental idea:

"All value is based on helping others solve a problem or get something they desire and don't have the money, time, energy or know how to solve or get."

That's it.

The easiest way to provide value is by selling know how. Others have problem or want result and need to "know how" to solve the problem or get the result.

Getting that know how is a function of investing time in finding the know how.

The know how already exists.

It's simply a function of time and research to find the know how. Either your OWN time or someone else's.

If you don't have a brain, then rent a brain using <http://www.outsourceplan.com>. I don't know how I can be any more blunt about it.

Now, once you have value you go to step 3 -- Offering the value to people who want it.

Here's the formula for THAT:

1. Send emails talking about the problem people have or the result they want.

2. Send them to a blog, podcast, audio, screen capture video or talking head video telling them how you have the "know how" that will help them get the result or solve the problem.

This know how can be yours or an affiliate product.

3. Give them a reason to buy the know how from you today instead of waiting.

A special bonus that is scarce or limited in time is a proven method.

You can crank these out in under an hour when you learn how to do it (To beat a dead horse, I show you how to do this in detail in Promo Dashboard and Produce and Promote).

Basically, you use Open Office to write and save as a PDF or you do a little mindmap and turn it into screen capture video.

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The Final Fly In The Ointment
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How much time does this take? ?

Are you the kind of person who has to have all the lights green before you leave the house? Or are you the kind who can do a bit of problem solving along the way?

Are you the kind of person who can solve a problem yourself or do you need someone else to figure out every little detail for you?

Look in the mirror and ask yourself those questions.

This method isn't for everyone.

You need the ability to spend 30 minutes a day at least.

You need the willingness to make mistakes and learn from them.

You need to be willing to leave the house before all the lights are green. And to take action even if you don't have all the answers. And to problem solve along the way.

Problem solving isn't that hard.

You just write up your problem. Post it in forums. And let others answer it for you. That's why God created Yahoo Answers as well as online forums.

So for 7 years -- maybe longer -- I've probably done an honest 30 minutes or hour of work a day.

It is possible.

To make fast progress it helps if you have 2 or 3 hours a day. But it's possible to do it on less, even if that isn't an average result.

Average is you didn't read this far because it was too many words to read.

If you have read this far, I congratulate you and *believe you may just have the stuff it takes to work my simple little 3-step method.*

Step one: Find the folks who spend money buying stuff

Step two: Get 'em on an email list by offering them a freebie

Step three: Send 'em emails giving them a bonus for buying today

You have a very simple choice today.

You can be seduced by emails that sound too cool, too simple, too easy, too crazy.

And just buy until your bank account is drained and you have piles and piles and piles of stuff in your house and on your hard drive.

Or you can decide to follow the 3-step formula above.

I'm all for buying stuff. But my mission is to help you stay on the straight and narrow path to Internet marketing success.

The value I offer people in exchange for their money is to keep it simple, practical, doable. And, of course, step-by-step.

Marlon Sanders
The King of Step-By-Step Internet Marketing

Marlon is the author of "The Amazing Formula
That Sells Products Like Crazy"

Check out all my products here:
<http://www.marlonsanders.com/>