

# PROFIT PLANNER NEWS IMPORTANT UPDATE

Focus and Profit!

## MAGIC NUMBER!

HELLO,

MARLON HERE.

IT'S TIME TO TALK ABOUT THE  
MAGIC NUMBER.

AS YOU PROBABLY RECALL, THE  
MAGIC NUMBER IS YOUR 21-DAY,  
30-DAY, 60-DAY, 90-DAY (OR EVEN  
LONGER) CUSTOMER VALUE THAT  
YOU'LL USE AS YOUR GUIDE ON HOW  
MUCH YOU CAN SPEND TO BUY A NEW  
CUSTOMER.

MY PREMISE IS THAT WHETHER YOU  
USE FREE OR PAID METHODS, THEY  
BOTH HAVE A COST, SINCE TIME IS  
MONEY. THAT MEANS THERE IS AL-  
WAYS A COST OR INVESTMENT IN  
GETTING NEW CUSTOMERS, AS WELL  
AS PEOPLE ON YOUR LIST.

IN THE CURRENT MARKET, I HAVE  
MET A NUMBER OF PEOPLE BUILD-  
ING SIZEABLE (TO HUGE) LISTS  
FROM FACEBOOK ADS.

TOMORROW, WHO KNOWS? THE  
ONLY CONSTANT IN INTERNET  
MARKETING IS CHANGE. MY POINT  
IS THAT IN SPITE OF WHAT YOU'VE  
HEARD, FACEBOOK AD CLICKS  
AREN'T ALL THAT CHEAP!

IF YOU CAN'T GET YOUR AD MONEY  
BACK IN A REASONABLY FAST  
TIMEFRAME, YOU CAN'T AFFORD TO  
RUN ADS THERE.

THINK OF YOUR AD MONEY AS  
INVENTORY IN A STORE. IF YOU  
HAVE TO "TURN" YOUR INVENTORY TO  
MAKE MONEY. IF STOCK SITS ON  
THE SHELVES FOREVER AND A DAY,

# LIST BUILDING

*YOU WON'T MAKE MUCH MONEY.*

*THE SAME WITH BUYING NEW CUSTOMERS.*



I'm going to talk THIS issue about getting the INITIAL SALE or conversion.

Our goal is to have a big lifetime value of a customer. But before you can do that, you have to be able to get sale one!

There are several approaches to this that work well in different markets:

## **Method One: List Building**

I gave the example in the first issue of a guy who was promoting product launches with a bonus package.

His profits on that were marginal. HOWEVER, people had to opt into

his list (subscribe to his email list) in order to get the bonus.

Before long, he had a list of 500 or 600 people. And that list resulted in sales of \$1,000 frequently when he mailed offers to it.

Small list. But big profits. Why? Because everyone on the list had bought a product.

My point is, the first way you get sales and begin to build a PREDICT-ABLE customer value is by emailing offers to your list.



A lot of people have different philosophies about how frequently you should do that, and what the mix of content to pitch should be.

This past week, I ran into a well-known marketer named Kevin Thompson. Kevin does a weekly video to his list where he films something that happens to him in

# OFFER BONUSES

daily life. He poses a question and gets people to think.

There's no real content. But the videos are thought provoking. And his list loves it.

Others mail all offers, usually a new offer every day. My friend Connie Green does this. And the conventional wisdom is you'll burn out your list mailing that many offers that often.

But Connie almost always cooks up exclusive bonuses for people who buy through her link.

And she includes interesting details (albeit brief) about her personal life, where she's travelling to, etc.

You get the feeling that you personally know Connie, so just like with Kevin, there is a BOND there.

My friend Paul Myers writes an in-depth ezine as I do. That's probably because we're both fast writers!

I know other people who mix up content and pitch.

What I DO know for sure is this: If

you don't mail offers to your list, you won't make money.

And if you promote affiliate products, you'll almost always do far better if you offer an exclusive bonus to buyers.

For example, yesterday I promoted Paul Myers' mindmapping product to my list. And I included a special video I did as a bonus.

I know a guy named Han Fan who





# DO WEBINARS

promotes a new affiliate offer daily. But he assembles MASSIVE bonus packs consisting of private label rights that he buys.

Then there are guys like Daegan Smith and Matt Furey who are MASTER story tellers. And a lot of their emails are just stories.

But again, the COMMON ELEMENT is that a bond is created.

So whatever you do, I think you need to form BONDS. For example, not only does Connie give a little slice of her life each email, she also holds free Q & A calls monthly.

I've recently began experimenting with graphi-rich html emails. This is an experiment, so I don't have good data yet to report.

I'm really not into storytelling and "slice of life" emails. So I'm looking for something that fits who I am but still stands out.

If ALL you do is build a list of targeted potential buyers and frequently send them offers for your own products and offers, or those of others as an affiliate, your chances of making sales from it and

very high.

This is why I spent the whole first newsletter discussing list building.

## Method Two: The Webinar

I'll jump from the easiest method (list building) to maybe the most advanced one -- webinar or teleseminar pitches.

Two days ago I hung out with a guy who like clockwork does 2 teleseminars a week for joint venture partners. Normally, he sets these up from people he meets through a number of Mastermind groups he's a member of (and pays handsomely for).

The SHOCKER is that he doesn't do webinars! He still does a teleseminar. In fact, the EXACT SAME teleseminar selling the SAME PRODUCT he's BEEN selling for 7 years!

If you have a teleseminar or webinar that makes great sales and you can keep getting it in front of new eyeballs, that's all you need.

Interestingly enough, his

# VALUE EQUATIONS

teleseminar is completely recorded. So it's all auto-pilot income, other than hustling up the joint ventures.

I don't find that method easy personally. But if you're a talented networker, it could be your cup of tea.

Another friend of mine used to get webinar attendees by advertising on Bing and also "pay-per-view" ads. Then he moved to buying solo emails to lists.

Another friend of mine, Adam Urbanski, runs Facebook ads that get people to opt in for his webinar.

And the webinar sells his big ticket (high-end product). He doesn't mess around with low-ticket sales or funnels. He just goes straight for the whole enchillada.

You need a really, really good teleseminar or webinar pitch for that.

Don't let anyone fool you. That takes a good deal of study, experimentation and practice. But once you have one that works, it's a real little goldmine.

I've seen quite a few people using Facebook ads to get people to their webinars.

If you're selling a \$1000 or more product, you don't need a lot of sales to pay for your clicks.

THIS is the thing about Profit Planner. When you really dig down, you'll find that MOST successful Internet marketing businesses are buying customers in one way or the other.

Either they're running affiliate promotions with big prizes and heavy front-end commissions, or they're spending a lot on pay-per-click ads, or they're working joint ventures heavily, often by spending money and time to attend seminars or Masterminds, because that's how you usually get joint ventures.

In ALL of those scenarios, you

**THERE IS THE DIFFERENCE BETWEEN WHAT IS SAID AND WHAT IS DONE! MARKETERS OFTEN LIKE TO OMIT THE REAL THINGS THAT DRIVE THE GROWTH OF THEIR BUSINESS, LIKE SPENDING A LOT OF MONEY ON ADS OR AFFILIATE PRIZES. OR ATTENDING LOTS OF SEMINARS AND MASTERMINDS THAT AREN'T CHEAP!**

# WINNING VALUE EQUATION

need to have a healthy customer value.

THAT's the whole reason you're tracking it on your Profit Planner. By being AWARE of it, you can grow it.

Of course, there's a very good chance that you're reading this right now, you own the Profit Planner but you don't have profits to plan yet!

You don't have a customer value to increase yet. That means you need to focus on getting targeted potential buyers onto a list and sending them communications via email, postcards and/or text messages.

Or you can go the direct route and sends people STRAIGHT to a webinar sign up and immediately go for a sale. My friends who do this often go for a sale for \$1500 on up.

A webinar is where you present your Value Equation. If it's a WINNING Value Equation for that audience, you have a very good chance of getting the sale. If it isn't, then you'll get feedback you can use to IMPROVE your Value

Equation until it DOES start making sales. That's the great thing about webinars. You can get real time feedback Johnny on the spot from your potential buyers that allows you to improve, tweak or change your Value Equation.

Webinars let you open up audio and talk to participants. Or they can post their questions in the chat window.

In the old days everyone used Gotowebinar.com for these. And it's still an excellent choice.

But there have been a whole lot of Wordpress plugins like Webinar Express, Google Hangouts options and other tools developed. I won't give a list here because it's constantly changing.

My point is, the resources are available, and there are options to fit every budget.

You don't even have to do webinars. Teleseminars still work gangbusters for one of my friends who has used them in MANY different niches with fantastic success!

# WEBINAR TUTORIAL

## HERE IS A SHORT TUTORIAL ON DOING WEBINARS THAT MAKE BIG TICKET SALES

### THAT'S ALL WELL AND GOOD BUT HOW DO I DO A WEBINAR THAT SELLS?

#### 1. The hot title

The first thing you need for a successful webinar is a hot title. Follow the same steps I gave you in newsletter one for a hot title.

You should target a problem or a desire that a majority of the people in your target audience have.

#### 2. A sign up page that works

Just the title of the webinar and the sign up box is all you need. Some people use bullet points to tease the content of the training. Others don't.

#### 3. Email follow ups that give reasons to show up for the webinar.

Don't assume that because they signed up, they'll show up. Send out emails that give BENEFITS for being on the webinar. Stories of why you decided to DO the webinar to start with work well.

#### 4. A strong opening that resells attendees on sticking with the webinar.

**YOU DO NOT HAVE TO DO WEBINARS! BUT YOU MIGHT WANT TO TRY**

**THERE ARE MANY, MANY WAYS TO SELL BIG TICKET PRODUCTS, RECURRING BILLING OR REPEAT PURCHASES AFTER THE INITIAL SALE.**

**YOU CERTAINLY DO NOT HAVE TO DO WEBINARS. HOWEVER, AFTER YOU GET ONE THAT WORKS, THEY CAN BE AUTOMATED WITH SOFTWARE. AND THEY ALLOW YOU TO BUILD THE RAPPORT NEEDED TO MAKE A HIGHER DOLLAR SALE RIGHT OFF THE BAT.**

**THIS, IN TURN, GIVES A HUGE BOOST TO CUSTOMER VALUE AND ALLOWS YOU TO BUY ADVERTISING!**



# STORY OR CONTENT

HERE IS AN EXAMPLE OF AN "UGLY" BUT SUCCESSFUL SQUEEZE PAGE I'VE USED



People will give you 3-5 minutes to convince them they should stay on the webinar, listen and participate.

Just as the opening of a sales letter sells people on reading more, the opening of your webinar should be STRONG and give people good reasons to stay on.

A lot of people just assume that because people showed up, they don't need to sell them on listening or staying on. Not true!

Some people offer a bonus that will be given out at the end. Others don't.

## 5. Story or content

At this point, there are different methods people use.

Some go into their personal "before-after" story, either in a long version or short form.

Others skip the story and jump immediately into content. Some give



# DESTROY EXCUSES

tons of usable content. Others tell people WHAT to do but not HOW.

Yet others present one very specific idea the attendee can use. But obviously, they'll need a lot of other components to really get the result they want.

Just as an example, if you were selling a course on copywriting, you could show how to use one formula for writing headlines. But that's one formula out of 7 or 17. If they want the rest, they'll need to buy the course.

But that one method you DO give out serves as PROOF or evidence you have strong information.

In fact, some people are proponents of giving your BEST info in the free training!

I've seen all of the above be successful.

For my two cents, whether it's a story or content, you need to be setting the stage for your Value Equation, which is what will ultimately get the sale for you.

Some of my friends do very elaborate and detailed presentations that they honed and refined over months.

These typically sell an IDEA more than they do a product or service. My friend Daegan Smith is like this. When he does webinars, he's really selling an IDEA. The product is just a way to DO the idea.

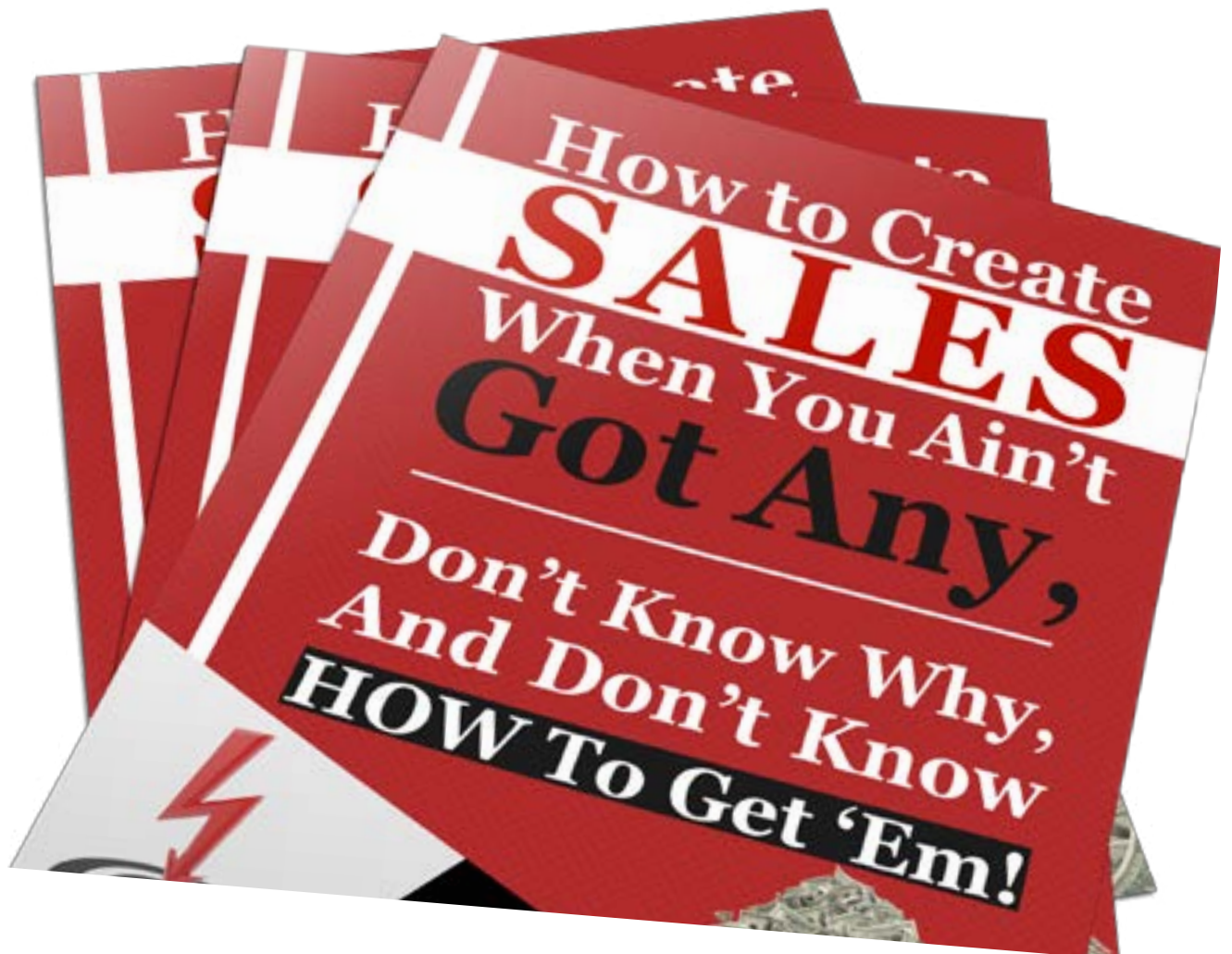
People who tell a story, THEN go into content. Most all webinars involve the presentation of content of some sort.

A very logical way to do a webinar is to figure out all the excuses people have for NOT buying, then make your webinar content a presentation on how to overcome those excuses!

That way, at the end, they're left with no excuse for NOT buying! I like that strategy because it makes sense to me.

One way to overcome excuses is by telling stories of people who did. Most objections revolve around not having time or money or not believing it'll "work for them."

# DRESS IT UP!




## YOU CAN EASILY GET GRAPHICS MADE

FOR \$5.00 ON FIVERR OR OTHER SITES, YOU CAN HAVE SOMEONE TURN YOUR REPORT COVER DESIGN INTO SOMETHING THAT LOOKS LIKE A MAGAZINE SIMILAR TO THE ABOVE.

FOR SOMEONE WHO KNOWS WHAT THEY'RE DOING IN PHOTOSHOP, THIS TAKES ABOUT 60 SECONDS TO DO! GRAPHICS DO INCREASE THE PERCEIVED VALUE OF YOUR FREEBIE. YOU MIGHT EVEN WANT TO HIRE SOMEONE ON 99DESIGNS.COM OR ELSEWHERE TO "DO IT UP LARGE" FOR YOU.

# Free Quickstart TRAINING

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 [See more here!](#)

**IT'S VERY EASY TO DO A BANNER LIKE THE ONE ABOVE IN PHOTOSHOP ELEMENTS, SUMO PAINT, PAINT.NET OR ANOTHER GRAPHICS PROGRAM. THERE ARE PLENTY OF FREE AND CHEAP ONES TO CHOOSE FROM. I RECOMMEND LEARNING PHOTOSHOP ELEMENTS BECAUSE THAT WILL PREPARE YOU TO USE PHOTOSHOP LATER ON, WHICH IS THE SUPER DUPER POWER TOOL THAT HAS INCREDIBLY FAST SHORTCUTS!**

**THE POINT IS, YOU NEED SOMETHING THAT OFFERS YOUR FREEBIE. NOT ALL FREEBIE IDEAS WILL WORK. YOU MIGHT NEED TO GO THROUGH 3, 4 OR 5 IDEAS TO FIND ONE THAT LEADS TO PEOPLE BECOMING BUYERS.**

The solution is to tell your own story of how you did whatever it is without time or money. Or how you thought YOUR situation was different.

Either that, or you tell the stories of successful customers who had the same excuses and overcame them.

You'll notice that even if you don't START by telling a story, successful webinars or teleseminars often STILL include stories. That's because people love stories!

In terms of your Value Equation, your content is the place where you DESTROY THE ALTERNATIVES to buying your product or service!

In other words, what appears to be content is actually a subtle way to point out all the problems, pains and hassles of using the other

## **THE RULES!**

**1. THERE ARE NO RULES!**

**2. WHAT YOU FOCUS ON EXPANDS**

**IF YOU FOCUS DAILY ON INCREASING YOUR CUSTOMER VALUE WEEKLY AND MONTHLY, YOU WILL. PLAIN AND SIMPLE.**

**3. THE SECRET TO INCREASING YOUR CUSTOMER VALUE IS PAYING ATTENTION TO IT AND FOCUSING ON IT.**

**4. A SUPER HUNGRY TARGET MARKET CURES MOST OTHER MARKETING ILLS!**

**ALL THINGS BEING EQUAL, SELL TO PEOPLE WHO CAN'T GET ENOUGH!**

**5. IF YOU STOP TRACKING, YOUR RESULTS WILL GO DOWN.**



# WINNING VALUE EQUATION

alternatives or options.

That way, when it comes down to your offer, the main thing they're looking at is the benefits vs. the cost. You've effectively eliminated the competition, and they didn't even know you did it!

Let's say, for example, you're selling a course on how to teach parrots to talk.

The alternatives to buying your course are to buy books or to attend training locally.

In the content area, then, you'd tell a story or stories of how you TRIED to teach your parrot to talk by reading books and going to local workshops. But that didn't work for you because of this that and the other.

Then you might present several myths about teaching your parrot to talk. Myth one is that you can learn to do it by reading books.

Myth two is that you can't do it by watching videos (which is what you sell).

You get the idea. In the content, you're destroying or eliminating the other alternatives to your solution.

## 6. The transition

After you present the content, you transition to the offer.

Usually you do this by explaining how there's a lot more they need to know. You want to plan this out, so you don't stumble around when you go into making your offer.

In magic, there's a method called "palming." This is where you APPEAR to be holding a coin in one hand, but actually it's in the other one. Tricky, eh?

The SECRET to palming is NOT tensing up the hand that actually has the coin. Otherwise, people wonder why your hand is acting "not naturally!"

Same way with going into your offer. If you change your pace, voice, tone or other things, you send a subtle signal to your attendee that something is out of kilter.

## 7. The offer

# MAKE THE OFFER!

This is where you present your full-blown Value Equation.

In the info product business, courses are broken down into modules and the benefits of each module are explained.

In a service, there might be 3, 4 or 5 elements to your service, and you explain the benefits of each one.

The big picture here is you're building up all the VALUE they get and all the BENEFITS before you present your price.

Because the value and benefits better outweigh the price by a factor of 10x. In other words, if you're selling a \$1,000 product or service, do a sales pitch to sell a \$10,000 product or service.

Then offer it at a 90% discount! That's the attitude you need to have. That's the state of mind that will make you successful.

After you build up the value, you present the price, explain why it's a bargain, then stack on bonuses for acting today.

Sometimes there is a price discount

if people buy within 24, 48 or 72 hours.

A good way to learn to do webinars that sell is to find one that you see being done over and over for joint venture partners. You KNOW that webinar works.

Use Camtasia or another software program to record it. Then send it off to speechpad.com and have it transcribed. Or use a transcriptionist on a freelance site.

Some people transcribe a number of webinars they know are successful then study them over for commonalities.

If you do this and really study the transcript or transcripts, you'll learn a great deal about how to do one successfully.

There's certainly more than one way to sell on the back end. I've seen people do webinars that are basically interviews or case studies with successful customers or students.

Then the actual offer is made later via a sales letter or video.

For me personally, I like to write, and I'm comfortable with it. Which means I tend to use sales letters or PDF's for my back-end offers.

The only rule is that there are no rules. Any way that you're able to get your customers to give you money in exchange for your product or service is valid as long as it's legal, moral and ethical.

I know some people who put on relatively low-priced seminars and invite their coaching students to attend.

The seminar subtly or not-so-subtly parades the success of the students. And an offer is made at the end of the seminar for others to apply to join the Mastermind or coaching program.

That is a time-tested, proven selling method.

But another of my friends has a "dialled in" webinar. He used Evergreen Business System software to put it on "autopilot," so it plays daily at certain times.

Then he spends his time buying advertising to get people to the webinar sign up page. He knows that he makes \$X per attendee so he can afford to spend 1/3'rd of X to get an attendee. At that point, the business becomes a simple num-

bers game.

You don't even HAVE to sell big ticket products.

You CAN sell a \$47 or \$97 a month recurring billing membership to a forum, private site or something-of-the-month club.

The only limit is your imagination and what you can come up with that is an attractive offer for YOUR audience.

I've heard about people who buy private label rights from different sources then put the "good stuff" in a member's area and sell memberships to it on a monthly billing basis.

Since it's plr, the members get the rights to resell the products. From what I've heard, this is very lucrative for some people.

One of my friends put together a SERVICE where people pay \$297 a month for access to X hours of work per month by graphic designers, copywriters and technical support people.

He figures he only needs to sell 100 people on it to have a good income.

A popular format in some markets is a forum where members pay



\$47 to \$97 a month for access.

Because of the community, people tend to stay as members a long time.

Here's what I know: By TRACKING your customer value once you have one, you can then FOCUS on increasing it.

And what you focus on expands.

That's a law of the universe.

The purpose of the Profit Planner is to get you to FOCUS on it. Whether you use all the pages or only the big overview page, or only part of this page or that page doesn't matter.

It's whatever works FOR YOU! But it's a certainty that if you use it in a way that helps you FOCUS on the value of your customers, then you'll work to increase that value over time.

Your profit in your business is # of new customers per month times \$ value per new customer in X time frame.

It stands to reason that if you simply focus on those two things, you'll increase them, even if only by trying lots of things and repeating the few that work.

In marketing, the rule of thumb is that MOST things won't work. But a few will.

And if you have the good sense to RUN HARD with the few things you find that work, they make up for all the things that didn't work in multiples.

Beyond that, there's a very simple logic to the business.

In the end, you win if you develop a healthy customer value because you then buy yourself many options in terms of getting new customers.

You can give away good prizes to affiliates. You offer healthy commissions to joint venture partners. You can pay more per click on ads than competitors can.

In short, you win.

And the path to WINNING is simply controlling your own FOCUS. You need a tool to do that.

The Profit Planner IS that tool. It's a FOCUS tool.

Lots of people want to make this a complicated business. But if you will FOCUS daily on increasing your number of new customers and how much they spend over time, you'll cut to the chase.



## Testimonials

[Edit](#)

2 Comments so far



Ron on February 2nd, 2014 [Edit This](#)

I discovered Marlon about 10 years ago when I started out online. A true IM legend. I was just curious though, is the Amazing Formula still relevant today? ...

### Recent Comments



Marlon Sanders on [Testimonials](#)



Ron on [Testimonials](#)



Cecil Jones on [Push Button Letters 2.0](#)



Conley Milan on [Push Button Letters 2.0](#)



Greg Gordon on [Push Button Letters 2.0](#)

[Marlon's Products](#)



Loreen on April 20th

Hey Marlon,

I have two of your products now, the Product Dashboard and the Red Factor. Both in my opinion are clear, easy to use and actionable!

I am now contemplating the purchase of your answer to Overwhelm as this is exactly where I find myself. I have great information (thanks to you and your products) and continue with my paralysis by analysis:). I have no product to show for my research - yet!

I've not had the pleasure of working with your team as to this point I have had no reason to. But I have every reason to believe that they, like you would be great to work with.

Thank you for your straight-forward, honest approach to Internet Marketing.

**MY FRIEND MIKE LONG SAYS HE'S IN THIS BUSINESS 50% FOR THE PROFIT AND 50% FOR THE TESTIMONIALS. I COULDN'T AGREE MORE.**

**I APPRECIATE CUSTOMERS LIKE LOREEN WHO TAKE A FEW MINUTES JUST TO SHARE WITH OTHERS WHAT MY VALUE EQUATIONS MEAN TO THEM.**





[Mark](#) on June 17th

I could not resist this book, I had just bought the full collection of Marlon's insights and approaches. His writers secrets steps you through the pitfalls and challenges. Easy simple steps that build on each other. Along the way insights and bigger picture guidance with a smattering of "you can do this".

great product to add to the arsenal. My dream goal is to join Marlon for coffee (I would take juice though) and hang out some money.

mark



Bruce Brodeen on June 17th

**THESE ARE JUST A FEW OF THE TESTIMONIALS AND COMMENTS I'VE RECEIVED ON MY PRODUCTS.**

**THANKS TO MARK AND BRUCE FOR SHARING!**

**ON THE TESTIMONIALS BLOG ARE MANY COMMENTS FROM CUSTOMERS ABOUT A NUMBER OF MY PRODUCTS, I MEAN "VALUE EQUATIONS."**

**I'M IN THIS TO MAKE YOU SUCCESSFUL. IT'S NOT ABOUT HOW GREAT I AM, IT'S ABOUT YOUR SUCCESS.**

My good Lord - I woke up today and realized I'm a "Marlon Sanders" geek. Why? Because I own over 10 of his products! I have many different businesses(not a single one in the IM world, I might add...).

How did that happen? I've been selling online since 1996 but as I dipped into the resources in the internet marketing world 3 years ago, I made a conscious decision to 'follow' 3 or 4 people only - throw my lot, so to speak, with those who reek of integrity and who have been around the block and develop products that leverage that experience.

Marlon is one of those I chose - a smart decision on my part. Everything he does has a 'brass knuckles' core to it - "so you want to make money? Okay, here's now - follow these instructions and you will be set". The responsibility, though, is on the individual to take action - no silver bullets with Marlon because they don't exist.

Depending on what you need, you will see results from what he offers - just a fact, as long as you do the work.

Bottom Line: if you are overwhelmed with all the internet marketers out there and the thousands of products designed to help you get a handle on creating income, go with someone who's 'been there, done that' for over 10 years. Few can say that, honestly. Marlon's one of the true pioneers in the IM world and for you to not to 'kick the tires' on checking out his work as you develop your business is a disservice to your ability to kick-some serious butt with all your hard work.