

SPECIAL REPORT

“How I Sold \$13,275.11 Planners For The New Year Right Out The Gate”

*And Everything You Need To Know
To Create, Sell and Deliver Your Own Planners
Without Inventory or Hassles*

Hello,

Marlon here.

\$13,275.11

That is how much I sold the first time out the gate with my Planner for the new year. Here's a screen cap right out of my Infusionsoft Reports:

74	74	\$13,275.11	Marlon's Internet Marketing Profit Planner Option B	Marlon's Internet Marketing Profit Planner Option B	759
39	39	\$4,168.04	Marlon's Internet Marketing Profit Planner Option C	Marlon's Internet Marketing Profit Planner Option C	761
1	1	\$99.00	Marlon's Internet Marketing Profit Planner Upgrade	Marlon's Internet Marketing Profit Planner Upgrade	779
11	11	\$0.00	Marlon's Profit Planner Newsletter	Marlon's Profit Planner Newsletter	763
81	81	\$81.00	Marlon's Profit Planner Sales PDF	Marlon's Profit Planner Sales PDF	775

The great thing is, every year a new year comes along. So you have the opportunity to make repeat sales every year.

How do you think companies like Franklin Covey clean up? They have repeat business built in.

Now, there are a few obstacles to creating a planner of your own to sell and in this report, we're going to break those down and solve each one:

1. What will be the CONTENTS of your Planner?
2. How do you produce it FAST without blood sweat and tears?
3. Where do you get IDEAS for your Planner?
4. What software can you use to produce it so you don't have to spend an arm and a leg or go through tortuous learning curves?
5. How do you get a nice cover designed?
6. How do you get people to BUY your Planner?
7. How do you PRICE your Planner for maximum sales and profits?
8. How do you get it printed as orders come in so you don't have to invest any money in printing?
9. How do you SHIP planners via the web so you don't have to run down to the post office yourself? It literally only takes 2 minutes or less per order.
10. How do you PROFIT on the "back end" after your Planner sale?

Alright, let's jump in and tackle these one by one.

What will be the CONTENTS of your Planner?

The answer is LESS than you maybe think.

Now, with MY Planner, I made it pretty detailed BECAUSE I designed it to do "back end coaching" with it if I wanted to.

But most Planners that are sold are incredibly simple. Almost unbelievably so.

I'm a fan of Grant Cardone. Grant sells a LOT of his planner. Basically, it has a page to write down your appointments and a page for your goals daily.

From what I've seen, that's about it. It has a COOL looking cover though!

Planners at the store.

They sell for \$30 and \$40 and are paper with room for appointments. There's almost no content to them other than the hours of the day and some lines for notes.

So it doesn't have to be too fancy.

I have an old Planner from Zig Ziglar. You could write down your goals, your obstacles and then people who could help you overcome the obstacles. There were a few other elements in it. But it was VERY simple.

I used the heck out of that Planner.

The ideal scenario is that you already have a niche market and know how what they want. You CUSTOMIZE your Planner to your target audience to give it VALUE to them.

I have a Planner from JoeVerde.com. Joe is a car dealer. His Planner has room where you record all your different stats. I modelled mine after his. He has an advantage, though, in that car salespeople HAVE traffic, phone calls and opportunities to sell.

In my market, most people don't HAVE any traffic, no product to sell, no phone calls. So asking them to RECORD what they don't have isn't the greatest idea.

I go back to Chess. Igor Smirnov, an International Grandmaster, has a saying that any plan insistently implemented trumps no plan or a good plan without maximum insistency.

The OBVIOUS thing to do is a little research on Planners in your niche and see if anything is selling well.

If that doesn't do the trick, DESIGN THE PLANNER YOU'D LOVE TO OWN! Then, you can scale back any parts of it that are too hard to implement.

How do you produce it FAST without blood sweat and tears?

If you keep it simple, then this isn't a problem.

Even the Joe Verde Planner I mentioned probably didn't take more than a few days to lay out. It's still pretty basic and simple although highly customized to car salespeople.

That is great BECAUSE it gives them a compelling reason to want IT vs. a generic Planner from the store.

You MUST add some customization elements.

Amazingly enough, far as I know, other than the cool cover, I don't think Grant Cardone did this on his Planner and it STILL SELLS!

It's only \$40 and it has a cool cover. You can write your goals in it. That's about it.

I already told you about the Zig Ziglar Planner I have. Very simple. I bet Jim Rohn had a simple Planner also.

Where do you get IDEAS for your Planner?

People LOVE Planners!

I bet Mary Kay Cosmetics has Planners. Or they probably do.

People who sell to Chiropractors have customized Planners for them that include stats on their free exams, and follow up appointments, # converted, and practice goals.

Really, when you think about it, ALL YOU'RE TYPICALLY GOING TO DO IS DESIGN A LEFT AND A WRITE PAGE. Then you're going to duplicate it 52 times.

You don't even have to put a date on each week. I don't think Grant did that and I don't think my Zig Ziglar Planner did it.

I did it on mine but then I have to update it each year.

When you think about it, people in most hobbies, niches and occupations probably buy planners.

There's a DESIRES Planner where you just write down your desires and keep track of them. LOL.

I'm sure there's MULTIPLE Law of Attraction, EFT, NLP, book author, small business, sales, consultants and other types of Planners CUSTOMIZED TO THEM.

Just search your "niche and Planner" on Google.

Look at any other Planners that have been done.

WHAT'S THEIR BIGGEST WEAKNESS?

Boom!

Now you have an INSTANT IDEA for your Planner.

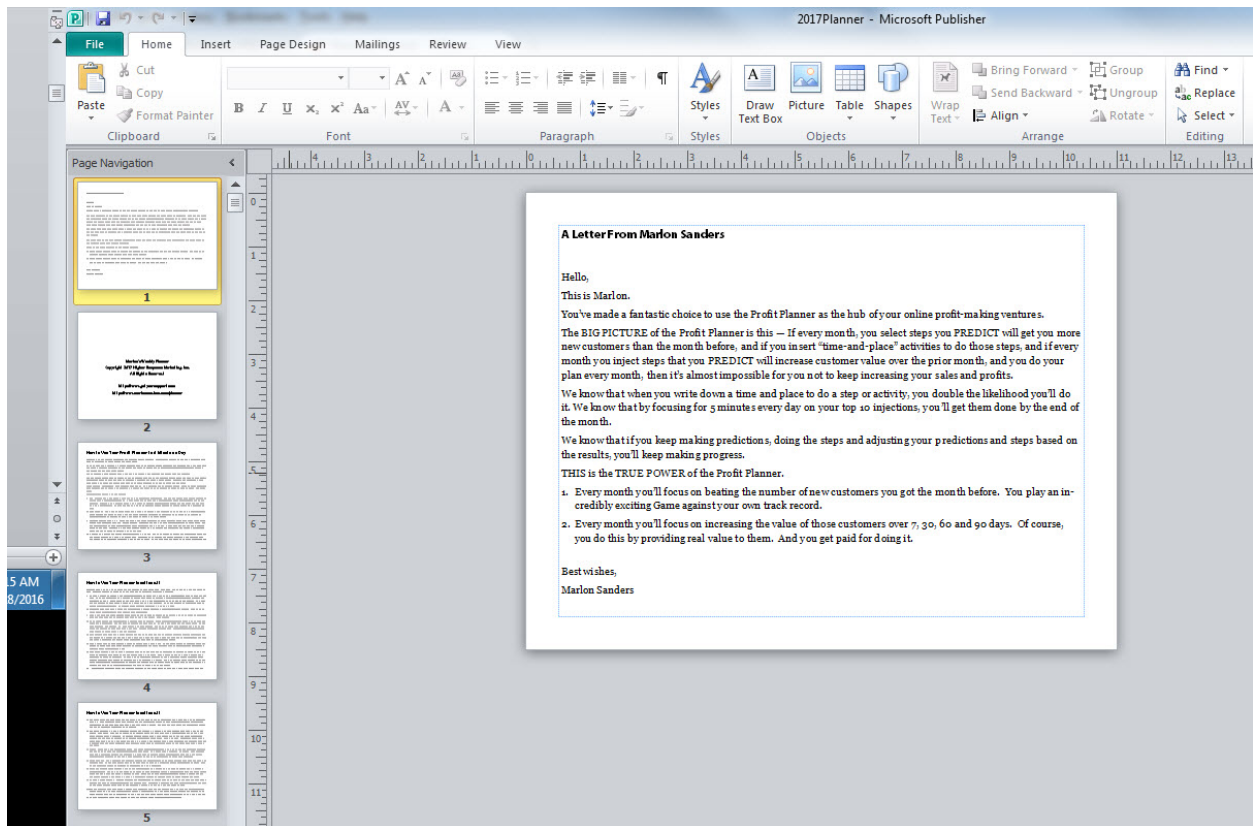
So one way is to target the weaknesses of existing Planners in your niche.

Another way is to design your own ideal Planner.

Another way is to just CUSTOMIZE it to a niche, target audience or hobby. I bet there's an Opera Lovers Planner out there somewhere. A dog lover Planner. LOL.

What software can you use to produce it so you don't have to spend an arm and a leg or go through tortuous learning curves?

What I used is Microsoft Publisher.



The thing I like about Microsoft Publisher is there's almost no learning curve. Anyone can do it. And there's Youtube videos if you don't know how.

I think they have Publisher for the Mac and you can probably get a trial. I don't know. But you can certainly do it in Pages. As long as you can save a PDF, you're good to go.

ANY SOFTWARE THAT SAVES A PDF WILL WORK.

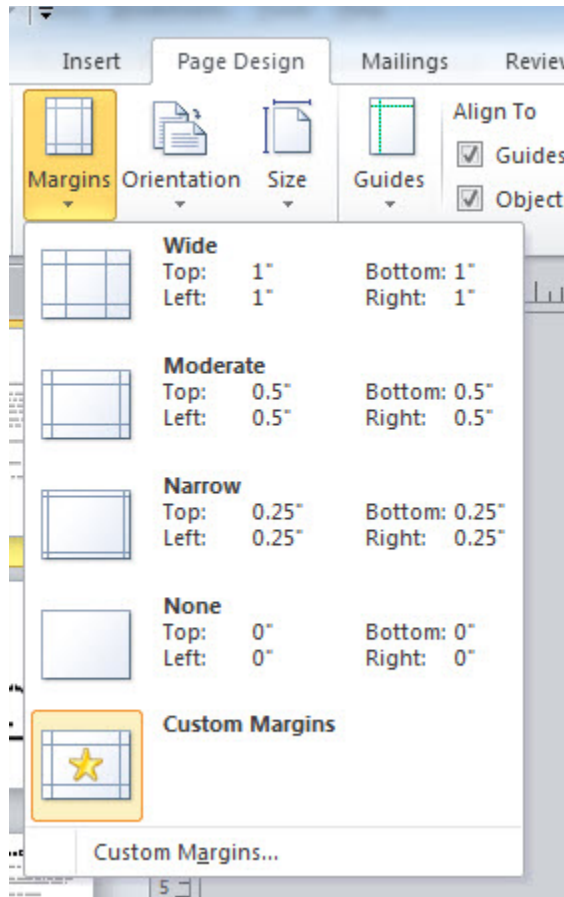
Now, pros will use Adobe In Design or other tools like that. But you don't need to get all fancy like that unless you want to.

You can even use MICROSOFT WORD. I *think* Google Docs will also save to a PDF. So if you're broker than spit, then go check out Google Docs. There's also Open Office which is free.

There's no lack of "how to" tools. If you got the WANT TO, you can find the HOW TO.

All I did in mine was design the initial pages.

Here are the margins I used:



We did our design in landscape mode and, if I recall, it's 9 x 7 because that is the size LULU likes. I'll talk about Lulu in a second.

Here's what a few of my pages looked like:

Jan 6 - Jan 12, 2014

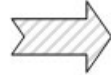
Marlon's Steady Growth Focus System

GROWTH!	Key Objective For Month	This Week
Growth 1		
Growth 2		
Growth 3		
Growth 4		
Growth 5		
Growth 6		
Growth 7		
Growth 8		
Growth 9		
Growth 10		

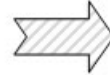
Jan 6 - Jan 12, 2014

Marlon's Profit Increaser System

# First Time	
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EPC	
BE %	



10 Days	
30 Day	

First Time	Goal/Wk.	Actual
# Visitors		
# Opt Ins		
# First Time		
% BUY		
EPC		
BE %		
% Buy		
\$ OUT EPC		
\$ OTO 1		
\$ Downsell 1		
\$ Downsell 3		
\$ DL Pages		
\$ Autoresp.		

Total \$ Wk	Goal	3 Mo. Avg	Total

	Goal	Actual	3 Mo. Avg
\$ Affiliate			
\$ Paid			
\$ Organic			
\$ Direct			
\$ Emails			

Emails Sent	Total \$
Mon	
Tues	
Wed	
Th	
Fri	

EXAMPLE

Jan 6 - Jan 12, 2014

Marlon's Daily "OnTrack" System


	Creative Writing Videos Design	Research Learning Reading		Emails to write		Operations Details <u>Nitty Gritty</u>	Outsourcing Personnel
Mon							
Tues							
Wed							
Th							
Fri							
Sat							
Sun							

PUBLISH YOUR BOOK IN SIX EASY STEPS!


1. Write, edit and format your book.
2. Choose your book size, paper, and binding.
3. Enter your title and author name.
4. Upload your formatted book file.
5. Create your book cover.
6. Publish.

Here's what it looks like for MY Planner:

Binding




Coil Bound Paperback




Perfect Bound Paperback

Product Size



US Letter
8.5 x 11 in



US Trade
6 x 9 in

Author(s):

Marlon Sanders

Preview:

[View book preview](#)

Edit

Pricing and Creator Revenues:

Product	Price	Discounted	My Revenue	My Price
Print	\$7.28	—	\$0.00	\$7.28

Edit

Print Details:

9" x 7", perfect binding, white interior paper (60# weight), black and white interior ink, white exterior paper (100# weight), full-color exterior ink

Creator Revenue Split:

You have not set up advanced creator revenues for this item. Any creator revenues assigned for this item will be paid to your primary payment contact. [Assign your creator revenues to various author contacts.](#)


Who can view this on Lulu:

[Private Access](#) | [Direct Access](#) | [General Access](#)
 (Private Access: Content is accessible to the creator only.)
 [Project URL: <http://www.lulu.com/content/paperback-book/2016-planner/17660193>]

Ratings and Reviews:

This item will be available for ratings & reviews once it has been made available for sale.

Published File(s):

Print:  Print-Ready Interior

How do you get a nice cover designed?

After laying out the pages, I gave it to my virtual assistant and she duplicated it 52 times. She also did the cover. She also did the uploading to LULU.

LULU will do this for you for a fee. Or you can get a freelancer. Or you can muck around a bit yourself with it. It's pretty easy.

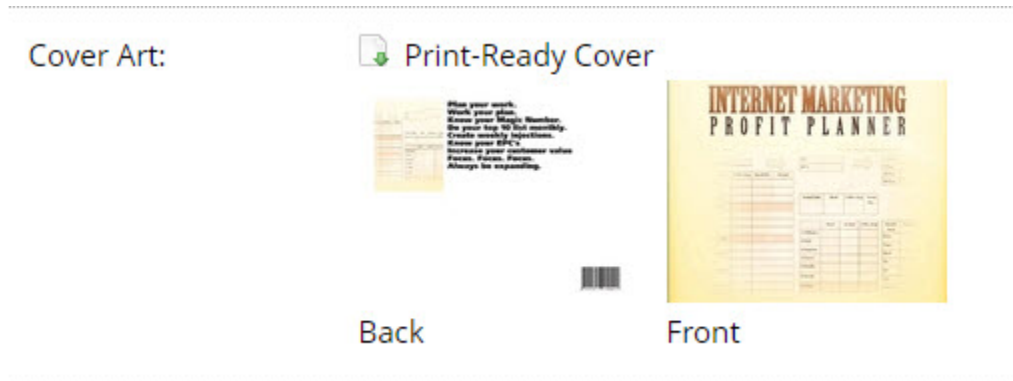
If you don't have an assistant, you can hire someone from Fiverr. Ditto for the cover. You can use any freelancer, fiverr, Upwork, 99designs, Warriors For Hire or any of the billion freelance sites.

You may want to get help if LULU is too technical for you. LULU does have some rules about your cover and images and page margins. Not a big deal.

They EVEN SUPPLY TEMPLATES for you.

<http://www.lulu.com/create/books#templates>

Here's what my cover looks like:



How do you get people to BUY your Planner?

I created a sales letter for my Planner. Here's the email I sent:

Hello,

Marlon here.

Just in time for the New Year:

My new 43-page PDF report called:

"Here's My Whole New 5-Minute Daily Planning Ritual That
Could Potentially Propel You to \$8333 a Month In 2017...
Starting 10 days from now"

<http://marlonsanders.com/plan2017>

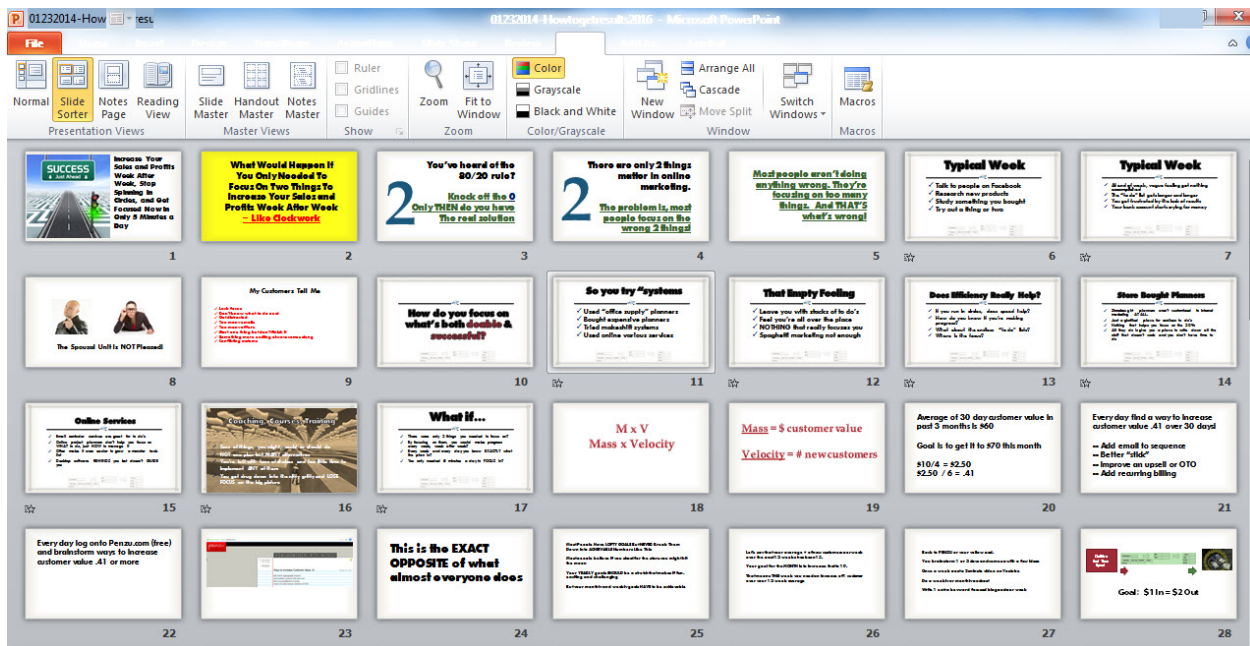
Best wishes,

Marlon

PS: PLR rights to the planner are available if you want to offer a planner to your customers.

Details in the PDF

I also created a webinar I used to sell it. Here's what some of the slides looked like:



Dear Friend,

Thank you for requesting my new report: “The 5 Minute Daily Planning Ritual That Could Potentially Propel You To \$8333 A Month!”

By requesting this special report, you’ve shown you’re a person open to new ideas. You’re someone serious about making \$8333 a month – and more.

And I’m serious about showing you how this whole new daily planning ritual can you do it!

Best of all, you’re going to be able to try out my new 5-minute daily planning ritual at no risk to you. No catch or gimmicks. There’s only one simple condition you’ll need to agree to. And it’s quite fair.

So please, focus 100% of your attention on this report and read through it carefully. By the end of it, you’ll be thrilled to know there’s a whole new way for you to get your income to \$8333 a month via online marketing, even if you’ve failed at it before, or you’re brand new and just getting started.



Like I told you before, I TRIED other types of planners and systems. I always had tons of things packed into them, extra tabs, pages, dividers, inserts and junk.

They only made things worse. I also bought one from a motivational speaker that helped no doubt. But it was TOO SIMPLE and had NOTHING to do with my Internet marketing life.

I realized generic planners and generic planning system just would NOT cut it! No way!

I needed something powerful. Dramatic. Different.

It took a lot of time, study, research and experimentation. But FINALLY I came up with what I’m about to share with you....

Before I show you how this 5-minute daily planning ritual will hold your hand on the way to \$8333 a month, let me give you a quick overview of the key concepts you'll be reading about....

Everyone knows that only 20% of the things you do make you 80% of your sales and PROFITS.

Which is why so many experts, authorities, high achievers and rich people use and endorse planners, goal setting and focusing on your 20% activities.

And rightly so.

No doubt about it. Using ANY PLANNER for just 30 minutes a week is going to get you results. 100%. No doubt about it. I don't care if it's a two-bit planner from your local office supply or one of those high-end fancy jobs.

They all work to a degree. It just makes sense. Instead of jumping around like a jack rabbit, you focus on a few things that get results. Instead of chasing bright and shiny objects, you do the few things with huge payoffs.

But there's a problem.

These planners don't work NEARLY as good as they could.

Why?

There are 7 reasons actually. I explained these briefly earlier but NOW I'm going to throw open the doors to new POSSIBILITIES by spelling out the exact SOLUTION for each of the problems....



1. Start each week KNOWING how much money you will make that week!

If you were using the 5 minute daily ritual, today, right NOW, you could tell me your exact money goal this week. That is, how much money you were planning on making THIS WEEK.

And not only that, you could tell me exactly how that money was going to be made. See, my 5 Minute Daily Ritual COMBINED with whole new Profit Planner solves this huge problem...

The problem: Traditional planners aren't for marketers....at all. So there's absolutely ZERO focus on your sales or profits.

SOLUTION: I've built the Marlon Sanders Internet Marketing Profits Planner to automatically focus you in on your money goal each week.

Just by this one action, you'll stop going on wild goose chases. You'll say to yourself, "This is my goal this week. Here are the 20% of things that will make it happen. I'm doing this!"

Here's the Order Options:

Choose your option below:

OPTION A	OPTION B	OPTION C
LIMITED PLR RIGHTS TO THE PLANNER	MARLON'S PROFIT PLANNER PRINTED AND SHIPPED BY MAIL	MARLON'S PROFIT PLANNER PRINTED AND SHIPPED BY MAIL
RIGHTS TO THE SALES LETTER AND PROMO WEBINAR SLIDES	STEP-BY-STEP TRAINING AND LIVE KICKOFF WEBINAR	STEP-BY-STEP TRAINING AND LIVE KICKOFF WEBINAR
RECEIVE MICROSOFT PUBLISHER FILE READY TO EDIT AND UPLOAD TO VENDOR WHO PRINTS AND SHIPS	FASTER 2-DAY SHIPPING (WHEN AVAILABLE)	GROUND DELIVERY ROUGHLY 5 DAYS
INCLUDES VIDEOS THAT GO WITH PLANNER	HELP YOU FILL OUT FIRST MONTH'S PLAN - VIDEO	✗
FIRST 9 ORDERS RECEIVE PROFIT PLANNING SOFTWARE TOOL AND VIDEO TRAINING	3 ISSUES OF MARLON'S PROFIT PLANNING DIGITAL NEWSLETTER	✗
YOU GET MS WORD SALES LETTER, WEBINAR SLIDES, MICROSOFT PUBLISHER FILE, VIDEOS, PSD THIS PAGE.	ACCESS TO 137 MARLON'S MARKETING MINUTE ISSUES	✗
DOES NOT INCLUDE RIGHTS TO SELL THE RIGHTS	JUMP START "PROFIT PLANNING" SESSION	✗
TOTAL VALUE: \$ 10,000+ POTENTIAL	EXPECTED FUTURE PRICE: \$297 TO \$497	EXPECTED FUTURE PRICE: \$197 TO \$297
YOUR PRICE TODAY: \$297	BETA TESTER PRICE TODAY: \$97.0 ONE TIME	BETA TESTER PRICE TODAY: \$77.00 ONE TIME
ADD TO CART	ADD TO CART	ADD TO CART

Click Here To See A SUMMARY Of Everything You Get

Or just go to this URL:

<http://marlonsanders.com/planner/acceptanceform.html>

Best wishes,

Marlon Sanders

RESPOND TODAY

January 11, 2017 QUICKSTART TRAINING

As soon as you log into the member's area, you'll see the GoToWebinar sign up link for the January 11 KICKOFF training.

Respond today and you can be on this training. Of course, it will be recorded.

You'll Notice That I Have a Limited PLR Option Where Instead of Creating Your Own Planner You Can Just Get The Rights To Mine and The Sales Letter and Webinar Slides

Another thing you'll notice there is that I have a Quickstart Training. This is a good way to install a deadline.

How do you PRICE your Planner for maximum sales and profits?

This is a good question.

Lulu charges \$7.25 to PRINT my Planner on demand. They'll print and ship just ONE ORDER which is what is so incredible about them. I think you might be able to also do that with Create Space and possibly get even cheaper printing.

I've never figured out how to do it with Create Space but a friend of mine says you can do it.

In addition to \$7.25 you have shipping which averages \$15 although if you ship slower, you can average less.

Here are the U.S. prices:

Delivery Options:

<input type="radio"/>	Mail Delivers 2 to 6 business days <i>after printing</i> .	\$3.99
<input checked="" type="radio"/>	Ground Delivers 2 to 5 business days <i>after printing</i> .	\$8.99
<input type="radio"/>	Expedited Delivers 2 business days <i>after printing</i> .	\$16.99
<input type="radio"/>	Express Delivers 1 business day <i>after printing</i> .	\$36.99

Here's Australia

Delivery Options:

<input type="radio"/>	Mail Delivers 2 to 7 business days <i>after printing</i> . <i>Note: This option does not allow tracking</i>	\$5.73
<input checked="" type="radio"/>	Express Delivers 1 to 5 business days <i>after printing</i> .	\$15.77

LULU is pretty incredible. They have printing and shipping facilities in multiple countries.

\$15 + \$7 gives you a hard cost of \$22. But if you shipped regular mail it would be \$12 to \$12.

A 5X markup on \$22 gives you \$110 price.

A 5X markup on \$12 gives you \$60.

Normally, on mail order you like to have a 10X markup. 5X would be pretty minimum unless you were doing a big volume.

Grant sells his for \$40. I figure that's a 3X markup.

\$12 x 3 would be \$36.

How do you get it printed as orders come in so you don't have to invest any money in printing?

I've referred to them many times now. But I use LULU.COM. They print on demand, and ALSO SHIP. And you can print and mail just ONE COPY for the above prices.

How do you SHIP planners via the web so you don't have to run down to the post office yourself? It literally only takes 2 minutes or less per order.

Same as above. All you do with LULU is type in the address. It takes maybe a minute or two to ship an order.

The one thing I wish they had was an api or one you could figure out. I think they may have an api. My programmer looked last year but couldn't turn up anything concrete he could use to automate shipping.

Still 2 minutes to print and ship a planner is NOT bad!

How do you PROFIT on the "back end" after your Planner sale?

The GREAT THING about Planners and another reason to think about selling them is you can sell COACHING as a back end.

People have a Planner.

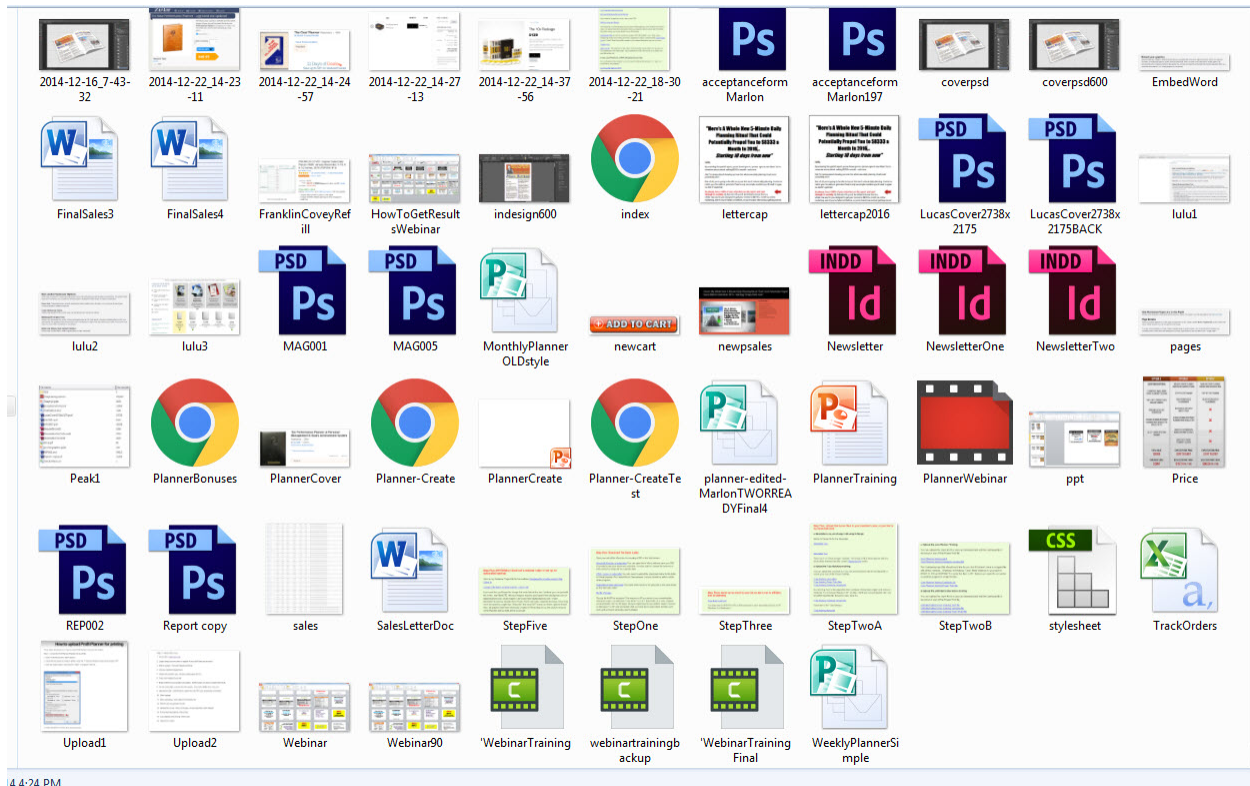
It's customized to their niche, they need ACCOUNTABILITY to follow through.

So that is the awesome thing about a Planner.

How can I get PLR RIGHTS to your Planner:

<http://marlonsanders.com/plan2017>

Here's a screen cap of all the stuff you won't HAVE to create!



Now, the trainings or webinars you can just use the slides on to record in your voice. Some of them are from a prior year so if you used them as I did them you might need to do a slight editing to cut out a reference to the year.

But basically, you get a lot of assets I created.

You get my Planner ready to go for 2017 and you can change and edit it however you so desire.

Best wishes,

Marlon Sanders

Questions? <http://getyoursupport.com>