Billy Jean Ain't Seen No Marketing Machine Like This

By Marlon Sanders

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15 Steps To Make Your Marketing Machine Rock and Roll

Whether you liked, hated or were indifferent about Michael Jackson as a person, you just about had to love his song Billy Jean.

Just like I'm the King of Step-By-Step Internet Marketing, he really was the King of Pop.

The reason I used that title is what I have to write about today is very important. So I wanted to make certain I got your attention.

See, just as Michael Jackson built his mar-

keting and sales machine on the back of that song, even so you can build your marketing and sales machine on the back of 15 sub-systems.

A system is a sequential series of steps that results in an outcome. You can think of it like an assembly line machine and at the end is a product that is sold successfully.

Just like Michael's Billy Jean CD's that set all kinds of sales records.
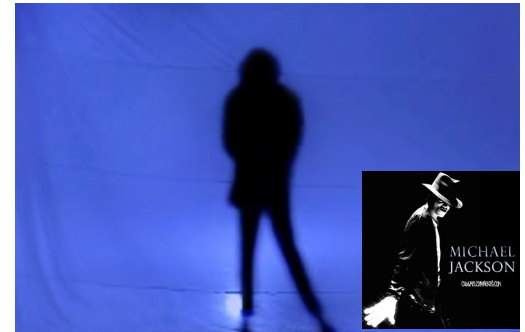
So without further ado, here are the steps tracking.

You do NOT need your own product to use these 15 steps and I'll explain why later on.

I want to ask you one thing:

Special points of interest:

- Sample Squeeze page that converts at 40%
- 15 things you must do & how to make it fun and easy
- The easy program for split testing that costs zilch
- Are you using "Johnson boxes"?
- Is your confirmation page serving it's real purpose?
- Is your thank you page up to speed?-PROOF my strategies work
- Are you missing any of theses 15 steps? Fix it now!
- Are you testing price points on your "money page?"
- What is the effectiveness of your "upsell 1?"
- The autopilot bank deposits system revisited

Before I give you these steps, will you COMMIT to working a little bit each day to ONE of them?

If you will, then say out loud: "I commit to working on one of these 15 steps daily." If you say that out loud, it'll register in your brain. Now, write it down.

As PROOF of how potent my strategies are, yesterday I had a chat with my long term friend Simon fromGetre-sponse.com.

Here's a snippet from the Skype:

i owe a lot to u

Simon 7/10/09 8:41 PM

u don't even realize

Simon 7/10/09 8:41 PM

but there would be no GR

Simon 7/10/09 8:41 PM

if not for AF marlon 7/10/09 8:41 PM

ur 2 kind Simon 7/10/09 8:41 PM

no bro 7/10/09 8:41 PM

it's the truth

Simon 7/10/09 8:42 PM

and i want you to say it out loud 7/10/09 8:42 PM

you inspired me 7/10/09 8:42 PM

and I owe you eternally 7/10/09 8:42 PM

that's the truth marlon 7/10/09 8:42 PM

thanks Simon 7/10/09 8:42 PM

i'll never forget that

END CHAT

Like I said, what I teach works. I first met Simon back

when he was 19. He's 27 now. You think this stuff works?

OK, let's go....

1. Traffic sources

Eyeballs on your website are your lifeblood. So you gotta get traffic. Last week I did the most incredible interview with Sean Mize who built a whole traffic machine ONLY around writing articles and submitting them to ONE directory.

So that's a traffic source. I spent time explaining to him how to add on affiliate pro-grams as another traffic source. Because you always want to turn every customer into an affiliate.

It's a no brainer. Anyway, Sean originally tested and tried

many traffic sources, and that's how he ended up

with article marketing as his #1. If you have almost NO money to spend, this is for you.

If you snag my Cash Like Clockwork System today, I'm throwing in the very in-depth interview with Sean. He

almost regrets sharing so MUCH. It's his whole machine broken down.

Anyway, you gotta test differ-ent traffic sources and start with ONE that works for you. And the you work it up, down, sideways and every which way but loose.

This is what I do with my traf-fic source which is affiliate programs and you can see my handiwork at http://www.TurboProfits.com/tracking/go.php?c=getyourprofits.

I've been teaching and preach-ing affiliate programs for traf-fic since 2001 in "Gimme My Money Now."

The other day at the book-store I ran into one of my cus-tomers. He told me the reason I was about the only person he followed was because of the consistency of what I teach.

2. Freebie offered

What is the BAIT you offer to get someone to bite your hook which is your subscriber form on your squeeze page?

I'll talk about squeeze pages in just a second.

But you need a freebie. I taught this back in 1999 in Amazing Formula. And it's Evergreen. Still works.

You can see one of mine at: http://www.TurboProfits.com/tracking/go.php?c=designdashtop10

Try different freebies, titles and offers until ONE works!

Here is the freebie Sean Mize has:

http://www.TurboProfits.com/tracking/go.php?c=7_7_09mize

By the way, Sean told me the other day that Amazing Formula was the one product that had a huge influence on his career early on.

3. Tools that offer freebie

Try banner ads, ezine solo mailings, thank you page graphics you give to affiliates and so forth. Test and track until you find a few that work for you.

To get people ON your email list, you have to give them a big carrot to subscribe. This is your freebie.

There's ONE tool that hands down is better than any others

and in another report or an Ateam call, I'll go into it.

It's a whole ezine issue or two in and of itself.

4. Squeeze page

See my page at:

http://www.TurboProfits.com/tracking/go.php?c=designdashtop10

Here is Sean Mize's squeeze page that converts 40% of visitors into subscribers from article traffic:

http://www.TurboProfits.com/tracking/go.php?c=7_7_09mize

You need to split test different squeeze pages. Split testing means that you test one version vs. another. The program to use for this is:

http://www.google.com/websiteoptimizer

It makes setting up a split test a piece of cake.

5. Tracking links for clicks, subscribers and sales

You will notice my above link that uses the turboprofits.com domain. That is a special tracking link.

Automateyourwebsite.com has tracking links built in.

Whatever program you use, you need a way to track your clicks, subscribe rate and sales. Theoretically, you can do it with Google Analytics but I've never had great success using it for tracking.

My friend Simon has a program I've used a lot called Hypertracker.

6. Thank you page

So people go to your squeeze page. They type in their name and email. What is the NEXT page they go to and what's on it?

You need to split test this a lot. What you put on this

page is EXTREMELY important.

7. Confirmation email

After they click that link, what page do they go to? Since everyone who subscribes to your lists will go to this page, it's a very, very important page.

This is a "money" page.

You want to test different price points here.

8. Post confirmation page

You will notice my above link that uses the turboprofits.com domain. That is a special tracking link.

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tracking.

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9. Welcome email

What email do you send them AF-TER they subscribe? Again, this email is very critical. You need to try different ones.

I could write a whole ezine issue or do a whole session just on that welcome email. You set the tone for the whole subscriber relation-ship in this email.

10. Email 2

After they click that link, what page do they go to? Since every-one who subscribes to your lists will go to this page, it's a very,

very important page.

This is a "money" page.

You want to test different price points here.

11. Sales pages

When you send out emails, you'll send people to posts on your blog and to sales letters. Whether you use videos, audio or sales letters, you need to try different things and track the results.

One of the critical methods I use here is the "Johnson box" strat-

egy. I talk in other ezines about the use of the Johnson box.

I think that your countdown deadline script is vital. I'm right now testing a number of scripts and I'll probably talk about which one won in a future ezine issue.

You will hardly see any market-ers using Johnson boxes. The reason I use them is because of my "old school" past in direct mail. All the Johnny come lately's don't have the benefit of old school experience.

12. Order page

You will notice my above link that uses the turboprofits.com domain. That is a special tracking link.

Automateyourwebsite.com has tracking links built in.

Whatever program you use, you need a way to track your clicks, subscribe rate and sales. Theo-retically, you can do it with Google Analytics but I've never had great success using it for

tracking.

My friend Simon has a program I've used a lot called Hyper-tracker.

13. Upsell 1

After they order product one, you offer something additional. This is called an upsell. "Do you want fries with that order?" That's what an upsell is.

Do you start at a high or low price point? Do you pitch something like a membership site that is continuity or recurring billing? Do you use a sales letter, video or audio?

Test starting with your most expensive item first vs. starting with continuity (something that is a recurring billing item like a membership site).

Perry Belcher uses a "bucket" upsell which is a bundle of stuff. That's as good as any if you're stuck for something.

14. Upsell 2

You normally have a second upsell AFTER the first one.

15. Downsell

If they don't buy upsell 1 and 2, you downsell to something cheaper.

I've laid out all 15 steps. Will you do a small favor for me now? Will you tell 2 people about this ezine issue?

Just 2.

I'm posting it on my blog at:

http://www.TurboProfits.com/tracking/go.php?c=marlonsnews

Also, I'm thinking about doing a webinar where we walk through all these 15 steps. I can't think of anything more critical in your business than these steps.

Now, if you don't have your own products, you don't control the order page or the upsells. But you CAN load up a few upsells in your autoresponder and send them out in the days following the order.

That's it for the 15 steps. Hit me back on my blog.

And if I decide to do this webinar, I hope you'll join me.

See, no one else does SYSTEMS thinking about marketing like this. Not really. You have people who say they do. But they teach really general, generic systems. Which

are all well and good.

But you have to chunk down into sub systems and sub systems of sub systems. My Systems approach to marketing is very powerful.

No one really does it. It's all about the gimmick of the day.

This is why I'm dubbed as the King of Step-By-Step marketing. Because in my Dashboards and products, and even in my ezine here, I chunk down into sub systems.

I've talked before about the auto-pilot bank deposit system.

See, once you get people INTO your email funnel, the money comes in like clockwork because you load up the emails in your autoresponder.

This is like "old school" marketing 101 and in all the excitement about web 2.0 people have forgotten you still gotta monetize.

It STILL is a "list game."

Know the Game you're playing and the rules. Otherwise,

how will you win?

Oh, while you're at it have an advantage in the Game.

Your advantage is Systems Thinking -- and I'm the only one teaching it in our arena in a sub-systems, chunked down way.

Man, some people claim they got systems but wouldn't recognize one if it ran over them in a big truck.