

"How to Escape The Time For Dollars Trap and Follow My Tested, Proven 'Amazing Formula' For Finding Personal Freedom, Independence and The Lifestyle You Dream Of In Your Own Home-Based Business"

By Marlon Sanders

In life you either trade time for dollars or products for dollars.

Here's the problem with trading your time for dollars. You only have so many hours in a day. Therefore, you can only work so many hours. And regardless of how much you're getting paid per hour, you have a limit on your income.

There are many Internet marketing methods being taught today that are really nothing more than a method of trading time for dollars at home instead of "at a job." And while that may be OK for awhile, there is another level.

In a minute I'm going to give you an action plan for trading products for dollars so I can release you from your time trap. Before I do that, I figure you'll want to know more about who I am and what right I have to talk to you about trading products for dollars.

Here's the scoop:

If you are new to Internet marketing, here are just a few things you should know.

While it's in vogue to say, "I've been doing Internet marketing since 1998,"(or before) I've been not just on the Net but making sales all this time. Let me explain...

My story is different.

Here's a Short Synopsis Of My Story

It's ironic that I stumbled across a Formula that sells products by the hundreds and even thousands because I used to suck at marketing. No joke.

In 1978 I ran my first direct response ads. Nothing worked. My sales letters were horrible. My ads didn't pull.

I got a job in sales because I heard that would make me a better marketer. I once put 30,000 miles on my car in 6 months trying to sell insurance. I only sold one homeowners insurance policy. My manager pulled me aside and said, "Marlon, I don't know how to tell you this but this really isn't the kind of house we want to cover."

And I didn't understand. Even though it was an old wooden house ready to burn down anytime and the owner probably didn't have much money to buy life insurance! I didn't get it.

I wrote all kinds of letters and ads. Not much worked for me in the beginning. But I kept writing in day time freelance. I took telemarketing jobs at night to pay the bills. Oh, and I also sold timeshare several times at night. Man, I could tell you few war stories from those jobs.

Like the time I was doing telemarketing for a dating service and we couldn't even sell any tickets for the Christmas party at 20 bucks each. In spite of the fact that members had paid

\$500 to \$2000 to join!

We only had a week left and my sales manager comes in the room and says, "From now on when anyone asks how many tickets we have left, tell them two and you think the person next to you is about to sell them."

We sold out the party in 3 days!

Now, I don't advocate dishonesty but I did learn about the power of urgency.

Man, I had some lean times back then. I owned a retail store once. I made so little money I had to buy a stick of deodorant at the convenience store with all pennies. The manager said, "We normally don't take that many pennies but I guess in your case we'll make an exception!"

Anyways, I went from failure...kept working...kept trying...kept experimenting. To the point where I was getting paid as much as \$10,000+ to write one sales letter for a client.

I spoke at over 120 seminars on Internet marketing that cost \$3,000 to attend for just one day. They even invited me to speak over at Wembley arena in London. I was proud of that because my dad figured I must've really made it if they invite me to speak overseas.

I've made more money in a day or two than I used to make all year. I've been able to help people in my life who mean something. And I've been fortunate to travel overseas to places I dreamed of visiting.

Anyway, I kept keeping on and sooner or later, it paid off. And when I say paid off, let me give you real, hard numbers.

Here are gross sales of the months I had back then, beginning in March of 99.

\$23,254.99
\$47,093.18
\$49,949.95
\$42,288.42
\$45,161.60
\$32,670.86
\$19,646.07
\$23,923.07
\$23,373.40
\$25,900.62

Not too shabby when most people at the time were still trying to figure out what a domain name was. Or, you can go back to 1996. I'm looking at my 7-18 bank statement with deposits of \$18,994.35. Or 12-17-1996 deposits of \$12,866.38. And so forth. Now, back then, part of my income was also from speaking and writing. But the point is, I've been making real money on the Internet for longer than most.

And I've been doing numbers like those, or better, ever since. And most of those years, I did it from my home office with only a few virtual staff.

I have a long history of numbers like those or better, year after year, with 19 breakthrough products like these: *Gimme My Money Now, How To Create Your Own Products In A Flash, Marketing Dashboard, Design Dashboard, Cash Like Clockwork, Action Grid, Automation Secrets, Web Site Tricks, Push Button Letters, Pr Cash, Web Site Order Taking Machine, Milcers, Internet Profits Explosion Club, How To Write Killer Copy, How to Go From Broke To Prosperity, Product Dashboard, VBlog Secrets, Marketing Diary, Amazing Formula, Red*

Factor, and that's the short list. It doesn't include coaching programs I've done, participation in other people's products or some of my lesser selling products.

I've cranked out winner after winner for years. It's one thing to be a Johnny one-hit wonder. And quite another to do it year after year. Most people would be ecstatic to have just one or two of those products on their resume.

I've innovated a number of techniques that are now commonplace in this industry including the 12-step formula for writing sales letters, 2-page web site model, structure of modern download pages, the method most people use to get testimonials, and the list goes on and on. I believe *Amazing Formula* was the first product to have over 100 pages of testimonials. Even the date script that changes the date on web sites is something I popularized to combat the problem of people contacting our support to ask if the product was up-to-date or not.

Most current gurus will tell you that the first product they bought on Internet marketing was *Amazing Formula*. Suffice it to say, I was a major contributor to what is just accepted practice in today's Internet marketing. The seminars I spoke at in Boulder, Colorado with Jonathan Mizel and Declan Dunn hold a special place in Internet marketing lore. And I spoke at the first four Carl Galletti events as well as Yanik Silver's amazing birthday blowout.

In addition, I've spoken at over 120 seminars around the world including Australia, Bermuda, Kauai, London and Birmingham in the UK, and all over the U.S. -- including Seattle, San Francisco, Las Angeles, St. Louis, Chicago, Nashville, Philadelphia, San Diego, Houston, Dallas, Sacramento, New York, and Cincinnati.

With the help of Paul Myers and a long list of contributors, I played a crucial role in rallying the troops to speak out to the FTC about proposed legislation concerning the Can Spam law as it influenced affiliate marketing.

If you were to take all the people in the world who surf the Internet with an English browser, one out of 102 of them have been to one of my web sites as measured by 24 hour cookies. And this fact is completely documented in my product at 1in102.com. I PROVE this statement 100% with Web Trends traffic logs.

IN addition, I have customers in virtually every major country and city of the world.

Most recently, I was a featured at the Next Internet Millionaire seminar produced by Joel Comm. I've had the honor and pleasure of speaking at Big Seminar not once but twice and most recently spoke at Frank Garon's event in London.

My products have been sold in the Mensa catalog before (the organization for genius folks...even though I'm no genius).

I say these things NOT to impress you but to impress upon you I have a track record of knowing what I'm talking about and I didn't just fall off the log yesterday.

The 4 Pitfalls Of Trading Time For Dollars

1. If you're trading time for dollars, how are you going to spend time doing what YOU want to do WHEN you want to do it?

So let's say you want to go down to Starbucks in the morning and have a coffee or a tea. If you KNOW you have all these things that have to be done that day or you don't make a dime, then you're going to be uptight and not be able to enjoy your time at Starbucks, or wherever, right?

Or let's say you want to take a walk in the park in the morning and get your body and mind in sync for the day. Can you really relax when you know you have to put in so many hours?

This means there's always a weight or burden on your mind knowing you've got to work X hours for the day.

I've heard a lot of Internet marketer's schedules and they're WORSE than having a day job! Just because it's "Internet marketing" does NOT mean it's a method that frees you from the time for dollars TRAP. A lot of methods just sink you DEEPER into the trap instead of freeing you OUT of the trap.

2. There is no limit on the number of products you can sell in a day, especially if they're digitally delivered, a membership site or even CD's printed on demand and shipped on your behalf within 48 hours – all automated.

What this means to you is that you can increase your income by selling more products. This is a problem you can solve. Trying to get 48 hours out of a 24-hour day isn't a problem you can solve. You can't create more hours in a day and you can only cheat yourself out of so many hours of sleep.

3. When you trade products for dollars, you can work your schedule and pursue activities you want to pursue.

If your thinking is staying up late, sleeping late or doing charitable activities, you're free to do those things. See, it's the PRODUCTS and your marketing list that pay the bills, NOT your own personal time investment.

4. When you trade time for dollars, you live under the illusion that TIME is the most precious thing you can sell.

But when you discover trading products for dollars, you find out that your own personal time is about the LEAST valuable product you can sell.

Let's say you make \$60 an hour at a job.

You work 8 hour days.

If you can sell 8 \$100 products in a day, you just beat the pants off your day job.

The Real Secret Behind The 4 Hour Work Week

Have you seen or heard about that book The 4 Hour Work Week? It's a GREAT book.

And what the book is about is how the author, Timothy Ferris, was able to STOP trading his time for dollars because he found a product to sell online and created a SYSTEM for selling it that is scalable.

There are 3 components you've got to have in order to trade products for dollars:

Component One: A product to sell that lends itself to the online world

Component Two: A system for selling it

Component Three: A way to scale the business

You've got to have all three. You can't sell haircuts through the Internet. Now, if you're a local salon, you can get customers OFF the Internet, but that's an entirely different thing.

You've got to find a product that lends itself to being sold online.

Then you need a system for selling it that does NOT require your own personal time to install or operate. If you invest your time to set it up initially, that's fine and dandy. Actually, it's what you'll want to do.

But after your system is set up and installed completely, it needs to function mostly on autopilot. You hire freelancers, virtual assistants or employees to operate it. Over the years, I've mostly used virtual assistants, and this is what I recommend for you to start with.

The third component is being able to SCALE the business.

See, a lot of online business models that people teach work. They're good models. But they don't scale well. This means that model breaks when you try to scale and expand it. Which puts you back to square one.

My point is, be careful of WHAT model you're learning to use. Because if it doesn't scale well, at a certain point, you have a limit on your income again and have to start over on your sales system, something you'd rather not do.

So build right from day one.

What Types Of Products Are Best To Trade For Dollars?

This is a common question.

If you're going to trade products for dollars, what products work best?

My favorite is all flavors of information products.

1. **Ebooks** – These are digitally delivered online. That means automatic. The great thing about this is it's all hands off and there's no limit on the number you can sell.

2. **CD's** – What's awesome about CD's is they have high perceived value. In the old days you had to print up 100 to 1,000 at a time. But in today's world, the CD's are created “on demand.”

The order goes to the company automatically. And the CD's are printed, packaged, shrink wrapped and shipped directly to the customer within 24 to 48 hours.

The thing most of us love to put on CD's is screen capture video from the computer. Customers love it. Tutorials of all kinds of topics work great. Anything that you can talk about on the computer by visiting web sites or by creating Power Point slides makes a great basis for a product.

3. **DVD's** – You can create screen capture tutorials that can be watched on TV. Or you can shoot video.

4. Membership sites

Another great information product type is the membership site. It's all digital, so you have no limit on the number of customers you can serve. These are great little moneymakers and the money comes in every month like clockwork.

There are a few things to know in terms of mechanics and setting things up....

What Are The Mechanics Of Setting Up A Products For Dollars Business?

Those are a few of the most popular products you can sell.

Let's talk now about a few specifics on how you actually do this.

1. You need a “freebie” to offer people in exchange for their email address.

This is how you get people on your email list, which is an awesome thing. It costs you almost nothing to send out emails to your list. This is such a revolution compared to the old direct mail days where it costs you money every time you wanted to send a sales pitch.

What you do is create a free report, interview, audio, ebook or video with a hot title that makes people want it. You offer this free in exchange for an email address. When people subscribe to your list, they get the freebie.

This is called getting people to “opt in” to your list.

Here's an example. Just click this link:

http://www.TurboProfits.com/tracking/go.php?c=6_13_ezinepdf_dd

I also offer these freebies via popups on my web sites. Here's an example. As you can see the popup doesn't specify whether it's a video, audio or written instructions. Any of those work for your freebie. One of my friends does really well with an interview he did with a friend that he had transcribed and put into a PDF.

Here are your alternatives for creating freebies:

a. Conduct and record a teleseminar using freeteleseminar.com

They give you the call recording that you can use as your freebie.

b. Transcribe an audio, teleseminar or interview and turn it into a PDF

This is one of my ways to bang out a freebie fast. It works for products also.

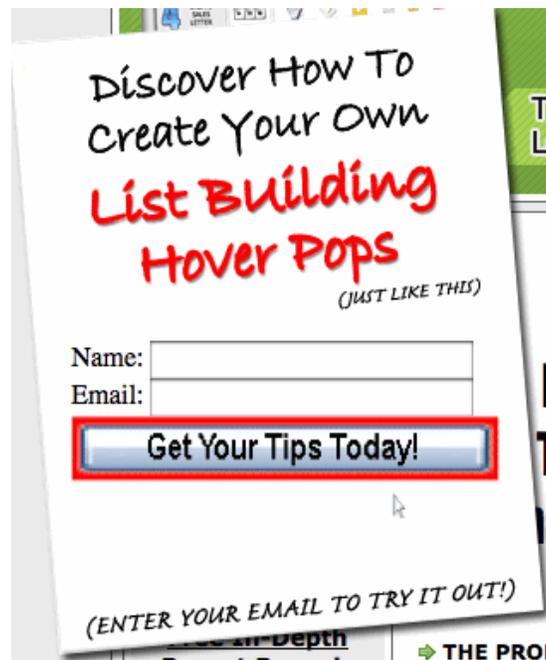
c. Write a quick 10-12 page report kinda like the one you're reading right now.

Write it in Open Office (free) and save it as a PDF. Boom! You're done.

d. Get a nice little graphic done at 99designs.com

You can go there and have a little graphic created for your freebie cheap.

Here's my pop:



2. You need a way to send out emails to your list

The service a lot of beginners start with is:

http://www.TurboProfits.com/tracking/go.php?c=6_13_ezine_auto

The reason is that it has everything you need all in one – autoresponders, shopping cart, affiliate program – the whole ball of wax. Two other popular email services are aweber and getresponse. I use all these services because I built my business structure back when things weren't as simple as they are now.

The GREAT thing about emails is you can PAY YOUR BILLS on demand JUST by sending out an email to your list.

Here are dollar amounts I've brought in recently just by sending emails:

2-3: \$5868
2-4: \$3544
2-5: \$6128
2-10: \$4078

And those numbers aren't unusual. Here's a small sample from other days:

\$4173
\$3895
\$4380
\$4448
\$5868
\$3578
\$6402
\$7609
\$3333
\$6557
\$7229

\$7489
\$1194
\$4946
\$1449
\$2575

And I can go on and on and on. I've been doing numbers like that from emails since 1998. So let's say you FORGET about a bill that's due. You zap out an email and money comes in.

If you have a debit card for your Paypal account, you can suck out the money immediately. If not, it's a few days to transfer it to your bank account.

And don't worry if you can't use Paypal. You can use 2checkout.com also. And there are other alternatives too.

3. You need a way to deliver your products

I personally use a little program called Amember. I think it costs \$100. If that's too much money for you, you can start by using Clickbank.com or Paydotcom.

The reason I use Amember is it gives me more control. You can set up software to work with Amember. And this will automatically send your CD orders to the fulfillment company. There are a number of programs that work with Amember or you can get someone on a freelance site to set this up for you inexpensively.

4. You need a print-on-demand company that ships directly to the customer

Kunaki is the company that will print and ship your CD's for you. I love this company. They print your CD as orders come in and ship it in an attractive CD case with shrink wrap on it.

5. You need a way to take orders

I mentioned this but there are a few options:

a. Clickbank.com

They take the orders for you and pay your affiliates also. This is a cheap option for beginners.

b. Paypal

I love Paypal because they make my life simple and they're fees are very low.

c. 2checkout.com

This is a great alternative if you can't use Paypal for some reason.

6. You need affiliate software.

This is built right into the Automate Your Website software service:

http://www.TurboProfits.com/tracking/go.php?c=6_13_ezine_auto

If you use Clickbank, the affiliate tracking is part of their service. Paydotcom also has an affiliate program built in.

7. You need products to sell

I'm a huge advocate in creating your own products to sell. But to start with you can sell affiliate products from Clickbank.com.

I recommend doing webinars, teleseminars or recorded interviews for your first product. You can bang one of these out in an evening. No big deal.

8. You need a sales message

Whether you sell your product using a sales letter, webinar, teleseminar or blog posts, you'll need a message design to sell. Understanding a proven selling formula is vital to your success.

Free Video Reveals More

This will just be up for a day or two more. I plan to sell it for at least \$10 if not more.

Anyway, In this video, I go through my whole 2-page web site model I innovated or helped innovate back in 1998-2000.

It's content-rich.

You'll discover:

- * Real life results of a 12-product survey
- * How I find demand
- * Which comes first? The sales letter or the product?
- * Do you create a "quality" product or a "fast product" and why?
- * What is the one best way to get boatloads of traffic?

Please go to the next page

**How I Used Simple 2-Page Web Sites
Almost Anyone Can Create Quickly,
Simply and Relatively Easily To Sell
\$3+ Million Online
(Content Video)**



http://www.TurboProfits.com/tracking/go.php?c=6_13_ezine_vidlink

If you found this report to be eye opening or useful, let me know on my blog.

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