How I Started an Internet Business at Home From Scratch and Got 199,540 Opt-In Emails and Sold $1,000,000+

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Hello,

My name is Marlon Sanders.

And before I talk any about who I am, my background and PROVE that I got 199,540 folks to join (opt in) to my email list and that I've sold substantially over $3.2 million, I figure first let's talk about YOU!

You're reading this for a few reasons:

1. You're in an industry where jobs are being outsourced to other countries or lower-priced workers right and left. And you wonder or even worry about what's going to happen to YOUR job.
2. You have retirement starting at you like someone lookin' down a gun barrel. And you know you need to sock away more while you still have the energy (and frankly the mind) to do it.
3. You're just curious how the heck I got 199,540 people on my email list or how I made my first million online. Or how I made $3.2 million+. I'll tell you right now. Since I own my own business, the actual figures there are…ummmm….confidential. But it's at LEAST that much I've made (and paid taxes on, thank you very much).
4. You're younger and just can't find a job, or can't find one that makes you happy.
5. You have an existing business and NEED customers! Of course you do. Who doesn't? But you need to SAVE money getting in or ramp it up and get more of 'em faster, quicker, cheaper and easier.

Well, if any of those describe you in the LEAST, you've come to the right place.

My name is Marlon Sanders. People call me the Evangelist of Online Marketing. Basically, I get really excited about coming up with sayings for people to sell stuff. All kinds of stuff.

See, I'm not some wet-behind-the-ears kid working out of my parent's garage masquerading as a marketing guru. I'm 49-years-old. I started in direct response marketing back in 1978 selling my first products. I've worked professionally as a copywriter where I got paid 3 or 4 bucks for every single word I wrote – $7500 to $10,000+ for one marketing letter. And I've been paid $1,000 an hour for consulting.

What's more, people in virtually every major and minor city of the world (78 in all) have bought my products. I've spoken at Wembly Arena in the UK where rock stars like Sting, Sade and Kylie Monogue have performed. Not to mention seminars in Kaui and Bermuda. Plus over 120 seminars in the U.S. where people paid $3,000 to attend for just one day. I've also opted not to accept invitations to seminars in Russia, Australia, Germany – and several marketing cruises where people rap about marketing (although I did go and speak on one that went to Belize and Roatan).

I've spoken on the same platform with people like E. Joseph Cossman (the shrunken heads, ant farm and spud gun guy), Ted Nicholas (the form your own corporation for 50 bucks guy), Dan Poynter (the guru of self publishing), and numerous other famous marketers.

Microsoft even gave favorable publicity to one of my products in their Front Page newsletter. And Mensa has listed one of my products in their catalog that goes only to people with legitimate genius IQ's (even though I don't have that range of IQ myself).

I'm listed on over 307,000 web sites at the time I'm writing this. I've also had articles in magazines and been on TV. On top of that, I spend $10,000 to $15,000 a year on courses just to stay up on the latest, greatest things that are working gangbusters in marketing.

Finally, the corporation I own has created 30 products, courses, manuals, and software programs on marketing that amass substantial sales yearly. I'm famous on the Internet and nearly anyone who is anybody in Internet Marketing knows who I am.

I say all that to say this: I ain't no kid. And no beginner.

So when I say I discovered a new marketing breakthrough – I mean it! And I have ample credentials to back it up.

But I know you want PROOF and don't want to just take my word for it. So let me backtrack and tell my story so you know where I'm coming from, PROVE the things I've just said beyond a shadow of a doubt then get into the meat and show you HOW you do it.

I've been in this business since before the WWW existed. I first got started back on AOL and CompuServe. See, I had this crazy interest in selling things even as a child. My problem was I wasn't GOOD at it!

You might assume I was a born natural. Heck NO!

For example, in the 7th grade I was in the band. Now, this guy came and spoke to our band and told us if we sold enough magazines, we could pick out the PRIZE we wanted depending on how many we sold.

Sound familiar? Chances are, you've heard that pitch. Or your kids have.

So anyway, there was this multi-colored mirror ball of no practical use to anyone other than me. Because I thought it was the coolest thing I'd EVER seen. And I had to have it.

I figured the way to sell magazines was to pound the pavement and knock on doors. And that I did. And knocked. And knocked. And knocked. I think one lady finally bought a couple.

Not only did I NOT qualify to get the mirror ball, I don't think I qualified to win a fine pocket comb!

Another time I got this job selling insurance. I drove 30,000 miles in my car trying to call on people. And only sold ONE homeowners insurance policy on a wooden house about to burn down!

Worse than that, I couldn't even understand why my insurance company did NOT want to insure it!

I say all that to say THIS: If you've tried some online marketing things that haven't worked, don't feel bad.

Man, I feel your pain!

I've been there and struggled. I've been at the bottom of the barrel, below the barrel and everywhere in between. In my day, I drove the smoke bomb cars, ate 1.50 burritos and had more than my fair share of those 1:30 second microwave corn dogs.

It was a GOOD day when I could afford the $1.97 burger, fries and coke at the drive through. To get out of THAT hell, I took a J.O.B. (just over broke) where I was CHAINED to a phone 8 hours a day.

Here's what THAT looked like:

As you can see, being chained to a desk and having to wear a tie didn't exactly put a smile on my face. It also caused me to lose a LOT of hair in five years.

But that was then.

This is now.

I've sold millions on the Internet and lived a life many people only dream of. I've sold millions but I'm not gonna sit here and pretend I've kept it. No, I've spent a lot of that. And had a GREAT time doing it!

For example, I've traveled all around the world.

Here are a few pictures. The reason I'm showing you these is I want you to see this is REAL and I'm not just some random dude writing an ebook. You can see it with your OWN eyes.

I spoke at Frank Garon's Internet marketing event in Birmingham, UK. Here I am outside Bull Run shopping center. I thought the buildings in the background were stunning.

My friend Frank Garon held an Internet marketing seminar and invited me as a guest speaker. The Brits were warm and friendly and I had a great time.

Please go to the next page

Here I am in Australia where I spoke at a seminar. The better looking of the two of us is legendary Asia marketer Fione Tan.

Life is good when you get to vacation in Thailand. Good gosh my legs look skinny there. Trust me, it's the camera angle.

Speaking on the big stage in London. That's a $25,000 stage set. Ten models carried mikes around to the audience members, so they could ask questions.

Here's a picture of me with the other speakers. It's not a great picture but it's the only one I have. I'm the tall guy. Ted is wearing the red shirt and E. Joseph Cossman is in the blue coat. Dan Poynter (author of Self Publishing Bible) is in the white shirt. Marie is in the polka dots.

This is my favorite picture from London. I spoke at a big seminar there. Actuall, I've spoken there more than once. London is a wonderful place. Love it.

The above is one of my favorite pictures from Thailand. It's impossible to describe how beautiful the cultural dances there are.

This isn't a great picture but it shows you what Amsterdam is like. It has these amazing canals running all through the city. I think the whole country of the Netherlands is below sea level. It's an enchanting place with MUCH more to see than the famed red light district.

The little huts in Hana in Maui are a 5-star resort by Sharoton. Amazing place! Magical. Every night it rained softly for about 20 or 30 minutes.

A picture of me speaking at my friend Yanik Silver's seminar.

It's not a good picture but here I am speaking in Australia with 300 or 400 people in the audience.

The evening sky on the Gold Coast of Australia.

Speaking on the “big stage” at Wembley arena in London.

A rainbow in Maui. Can’t believe I caught this shot!

On the beach in Roatan with my friend Jonathan Mizel. The sand is so fine there they call is “sugar sand.”

I have pictures of a LOT more places and events. My purpose here is just to demonstrate to you the awesome places Internet marketing has allowed me to go. Maybe travel isn’t your thing. Maybe it’s something else.

But whatever it is, by learning marketing and Internet marketing in specific, you can help make your dreams happen.

A Quick Tour Of My Failures Before I Discovered "The Amazing Formula"

The thing that changed my life was getting into the rapidly exploding area of Internet marketing. See, I had mucked around trying to sell products using direct response advertising where you advertise to get sales.

In 1978 I read a book about this business called "direct response marketing and advertising."

Here's a scan of it. It's still in my library:

It exposed a thing called the "mail order business." That meant you'd run little ads and sell a product directly. Or people would write in for details (we didn't have email back then), and you would send them your sales letters.

But it took 3 or 4 months for your ads to run, you had to trade your first born to afford the printing and postage to send your sales letters, and you had to fork over an arm and a leg for a merchant account so you could take credit card orders.

It was a better idea than working for a living. But cost a lot to do.

Nevertheless, I took a stab at it. And I owe reading that ONE BOOK to having the guts to experiment. So never let someone say, "How much can you get one of one book?" I'm proof of it -- a lot.

Now, that book didn't teach me anything remotely resembling everything I needed to know. No book can do that. It got me started on the path, and that's what stood out about it.

Let me show you a few of my first "home made" products. Here are two of my first ones. Back then, you used "press-on" type, not the fancy computer typesetting we have today.

Here's the ad I ran to sell the yellow booklet in a TV Guide back in 1981. That's when I was almost to graduate from college:

JULY 8, 1981

Wednesday

5 PM to 8 PM

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

4 5 30 REAL PEOPLE

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

6 MacNEIL/LEHRER REPORT

7 11 MOVIE—Drama

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

Supporting Cast

Jordana .....Anne Archer
Samir .....Christopher Lee
Dick Carriage .....James Franciscus
Leila .....Olivia Hussey
Rashid .....Ian McShane
Yasfir .....Michael Constantine
Hamid .....Armand Assante
Ben Ezra .....Eli Wallach

8 NATIONAL GEOGRAPHIC

Special: See 8 P.M. (60 min.)

8 9 13 CHARLIE'S ANGELS —Crime Drama

An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Julie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

Guest Cast

John Thornwood .....David Hedison
Monica .....Beege Barkett
Joe Fenell .....Harold J. Gould
Barbara Stone .....Eloise Hardt

HBO (E) MOVIE—Drama

"The Human Factor." (R) See 10 P.M. for details. (1 hr., 55 min.)

7:30 **6 SEASON TICKET—Magazine**

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

HBO (W) BEST OF CONSUMER REPORTS

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

8 PM **4 5 30 DIFF'RENT STROKES (CC)**

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

6 NATIONAL GEOGRAPHIC

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING 30 PAGE REPORT

TELEVISION REPAIR REPORT

EDD SANDERS TOP AUTHORITY ON TV REPAIR IN THE MIDWEST

CAN YOU AFFORD THE COST * * * *?

WHAT CAN YOU DO IF YOU PAY $200.00 AND YOUR SET DOES NOT WORK?
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP!

- FIND OUT HOW TO CHECK YOUR PICTURE TUBE.
- FIND OUT IF YOU ARE BEING OVER CHARGED.
- FIND OUT IF YOUR TELEVISION IS REPAIRED PROPERLY.
- FIND OUT WHO IS THE BEST REPAIRMAN FOR YOU TO CALL.
- IS MY SET TOO OLD TO REPAIR?
- WHERE DO I BUY A NEW T.V.?
- WHAT KIND SHOULD I BUY?
- SHOULD I RENT, THEN PURCHASE THE SAME SET?
- IS MY TELEVISION REALLY A NEW ONE?

IF THESE QUESTIONS FIT YOU, PLEASE ORDER MY NEW INTRIGUING 30 PAGE REPORT

EDD SANDERS
P.O. Box 467
Oklahoma City, OK 73101

ALL THIS AND MORE ONLY $5.00

SEND FOR YOUR 30 PAGE REPORT TODAY!
ENCLOSED IS $5.00 SATISFACTION GUARANTEED!

Name
Street
City
State
Zip

TV GUIDE A-53

This is how little I understood about marketing at the time. The booklet I wrote was about how to "avoid TV repair ripoff." But who needs their TV repaired? Someone with a broken TV, right?

So if their TV is broken, WHY pray tell would they be reading the TV guide looking for a show to watch? I guess in today's world people have multiple TV's. Back then, most families had one.

Needless to say, we didn't make even ONE sale.

Here's another stab I took at it in 1982:

NATIONAL MESSENGER

From The National Information Service

NATIONWIDE DISTRIBUTION TUESDAY, 1982

OKC Researcher Develops Systematic Money Making Process That Can Put You In The Chips

MARLON SANDERS IS A PROFESSIONAL RESEARCHER FOR A NATIONALLY BROADCAST TV SHOW. HE HOLDS A B.A. IN JOURNALISM FROM CENTRAL STATE UNIVERSITY IN OKLAHOMA. SINCE 1980, HE HAS BEEN USING HIS PROFESSIONAL RESEARCH SKILLS TO CONDUCT HIS OWN PRIVATE INVESTIGATION OF MAIL ORDER.

Q: Marlon, what is your development and how much money can you make with it?

A: My development is a comprehensive mail order process put into a relatively simple cookbook form. I designed it for people who aren't geniuses and who don't have a fortune to invest. It's based upon techniques an elite group of individuals are using to rake in money to the tune of $50,00 and $100,000 a year.

Q: Can you name a few of these individuals, the amount of money they've made and the address they can be contacted at?

A: Of course. I have a long list of them. By the way, their earnings can be verified by contacting the Better Business Bureau in their state.

Benjamin Searer: $836,097.00
4626 Cleveland Ave. N.W.
Canton, Ohio 44707
(216) 494-4282

Jerry Buchanan: $250,000.00
P.O. Box 2038
Vancouver, Washington 98661

Karl Emery: $595,700.00
Kendrick, Idaho

Joe Karlov: $12,000,000.00
17105 S. Pacific
Sunset Beach, California 90742

Mark O. Haroldsen: $8,500,000.00
2842 S. 1030 West
Salt Lake City, Utah 84119

Bud Weckesser: $2,600,000.00
10576 Temple Road
Dutkirk, New York 14048

A: It is called "IMIP" which stands for "Independent Mailorder Income Process." It consists of a three-phase approach to building an independent source of income through systematic mail order procedures.

Phase one procedures can provide an extra $200.00 a month. Also, phase one procedures can be assembled part time, allowing you to keep your current job.

Phase two procedures, according to my estimates, make from $15,000 a year to $50,000. Phase three procedures can provide from $50,000 to $100,000 per year.

Q: How do you get started?

A: You start out with a few relatively simple steps and low-cost ads. Let me show you exactly what I mean.

I've put my complete system into a course consisting of three 60-minute cassette tapes and a syllabus. After listening to the tapes and reading the syllabus, all you do is go back to step one. You read the easy-to-understand directions for step one and then you follow them.

The very first day you get the course you can start on step one. It tells you to take a trip to town. Step one only takes as four or two. Steps two, three and four are just as simple. In step number five, you buy something that costs under $10.00. In step #11 you write some letters or make some phone calls. In step #20 you drop some materials by a local business.

As you can see, everything is laid out for you "step-by-step." All you do is read and follow directions just like you do on a can of soup. Have you ever heard of anything more comprehensive, systematic or simple than this?

Q: How much money do you need to start a phase one procedure?

A: Noted mail order expert Julian Simon says that you can start one for $50.00 to $500.00. My research confirms that. You'll need about $25.00 to $50.00 a week ($300.00 to $500.00 over a period of three months). Of course, some people have started on less than that. But, again, that would be the exception—not the rule.

Q: Is getting products for your "IMIP" a problem?

A: No, my process shows you how to mainly use other people's products if you want to. This helps you to get started fast.

Q: How hard is it to assemble a phase one or two procedure?

A: The best way I can answer this is to tell you what a U.S. government booklet on establishing a mail order system says: "With a little determination and sagacity, the average person can easily master the principles of selling by mail . . . Advanced schooling is helpful, but not essential." (U.S. Department of Commerce, Industrial Small Business Series, No. 45, p. 12. Quoted in "How to Start and Operate a Mail-Order Business" by Julian Simon.)

Q: What is the difference between phase one, phase two and phase three procedures?

A: Phase one procedures are relatively easy and inexpensive to start. Phase two procedures build on the foundation laid by phase one procedures. They're a natural

How would you like to pay cash for a new Lincoln-Mercury Mark IV? Or pay off a $20,000 mortgage in one payment? Or buy $5,000 worth of clothes in one day? Or take a trip to New York and buy a diamond ring at Tiffany's while you're there? That's what R. Sweet and his wife did with the first profits from their system in system similar to the "IMIP".

I worked my tail end off writing that ad and paid $250 or something like that (a lot of money to me at the time) to get it typeset. But I asked an attorney specializing in mail-order law to review it and that was when I found out you couldn't say anything you wanted in an ad!

I never ran the ad because of that.

I actually had 4 answering machines hooked up in my home and was running ads in 72 newspapers around the U.S. I did sell $12,000 of booklets. But after paying for the books, paying for packaging and shipping, I broke even or made a little.

After a lot of book reading and learning, I landed a job as a copywriter at a company that was marketing on the Internet in the very early days of it. The guy that ran the company, Phil Kratzer, was what they called a "guru." That meant he published information products on how to do stuff. And even spoke at seminar to teach others.

Here's a picture of one of the publications I wrote a lot of ads for as a copywriter back then. You can see the date was 1994. Several of those titles on the left side were written by me.

THE NATIONAL CLASSIFIED

INSIDER REPORT

Published by National Response Corporation • 13619 Inwood Road, Suite 300 • Dallas, Texas 75244 • Summer 1994 • $5.00

Products To Unlock Your Income Potential

- **FREE $95 marketing newsletter**
- Easy $40 promotion produces $20,145!!
- **How to reach 20 million consumers dirt cheap and fast**
- How to order HOT mailing lists using trade secrets
- **How to pull 8%-22% response on direct mail**
- Secret of Fax Power

Electronic Marketing is RED HOT! See Page 9

Discover Totally New Ways to Make Big Money In Direct Response Marketing!

While I was in the process of assembling the products for this catalog, I took some time to reflect on our past five years of business. It seems to me that the thing that helps to separate the people who are consistently successful from the people who have some short-term success but eventually fade...is support.

Our business owes a lot to the support of many people — like my good friend Gary Halbert. And we at NRC are committed to supporting you as well. In our upcoming newsletter, we will be giving you what I believe are some of the finest on insights, most effective techniques, and the latest "hot" developments (such as the exciting breakthroughs in the extremely affordable electronic marketing) to support you and your business.

I am very excited about the exceptional products we are able to offer you. These products are "tried and true" and have helped us to create our success. I believe they will help you, too.

Phil

inside...

- Free $95 Direct Response Marketing Newsletter - Inside Cover
- New Reports And Powerful Audio Tapes pages - 1 to 6
- First Time Offered - Small Biz Guide to Unlimited Profits - page 6
- How to Use Your Computer to Reach 20 Million People - page 9
- Hot Audio Tape Reveals Secrets of Big 900 number profits - page 11
- Direct Response Pro Turns Press Releases into $1,000,000 - page 14

Again, the reason I'm showing you this is so you don't have to take my word for it. I want you to see it with your own eyes.

Needless to say, I made some great contacts by working for him and, as they say, the rest is history. One of those contacts was Lew and Anita Williams, who became my mentors and who gave me the confidence I needed to succeed in this business.

Another friend I made was a guy named Jonathan Mizel. I'd met Jonathan when I admired his sales copy from a classified ad on AOL (the classifieds were huge on AOL before the WWW came along).

He wrote the very first print newsletter about Internet marketing. Here is a picture of one of his early newsletters from July 9, 1995:

The Online Marketing Letter

1210 High Street, Suite Five
Boulder, CO 80302
Office Phone: 303-415-1477
Internet: jonathan@cyberwave.com
America Online: JMizel
CompuServe: 73553,2400
Web: http://www.cyberwave.com/top

"How To Advertise On Usenet Newsgroups Without Getting Flamed!"

From:
Jonathan Mizel
San Francisco, CA

July 9, 1995
Sunday Afternoon, 3:58 P.M.

Dear Friend and Subscriber,

Yes, that's my letterhead up at the top of the page. It's true, by the time most of you read this issue, I'll have moved my company (and myself) to Boulder, CO.

Why you ask? Well, because of my occupation and the fact that virtually all of my income is derived from my online activities, I can truly live anywhere I choose. And for the time being, I choose Boulder. (Maybe I'll move to a boat off the coast of Greece in a few years, but for now, I thought I'd try something a little different from San Francisco -- just for fun.)

promos in my files. You can see the date is July 9, 1995. He published the one and ONLY newsletter in print about Internet marketing that I know about. Jonathan was an original and "the real deal." We later did 120 seminars on Internet marketing around the world, as you've seen from a few of my photos.

The only reason I'm showing you this is to PROVE and demonstrate what I'm telling you is the truth and not some fanciful or made up stories. There are LOTS of people who claim they were selling on the Internet in 1994 and 1995.

I have the proof of what I did, and I'm willing to show it. Here's an early promo Jonathan sent out for his *Marketing Firepower* product.

JAN-17-96 WED 10:20 AM IALEGGIO/PLATT 5104840784 P.01

Restricted To Online Marketing Letter Subscribers Only!...

"How To Get The "Special" Version Of My *Direct-Marketing Firepower Manual* That Was Almost Banned From Compuserve!"

"Adult-oriented material" lands me in hot water!

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From Jonathan Mizel
The Online Marketing Letter

Dear Friend and Subscriber,

It's true!

I was almost reported to CompuServe officials for selling what a young man from Arizona referred to as "pure smut!" (Shocking!)

But please, let me start at the beginning, I promise I can explain everything...

Some of you may know that about a year and a half ago, I put together a really killer information product called **The Direct-Marketing Firepower Package.**

I'll tell you about that in a minute, but first let me say that one of the items contained in this package was a manual titled **Direct-Marketing Firepower**.

Well friends, one of the chapters in the manual had to do with copywriting. And, one particular section, near the very end, offered an in-depth comparison between nude dancing and direct-marketing (Very in-depth.)

Now look, I didn't use any profanity, or get real graphic, or even come close to being obscene in this section. It's just that in many ways, the goals of direct-response advertisers are remarkably similar to the goals of exotic dancers when they are performing for money. (**AIDA** -- Attention Interest Desire Action and all that.)

Anyway this guy who bought the package was pissed off because I used the phrase "strip-club" in my comparison. (Can you believe it!) He said I offended him, and he threatened to report me to the system personnel. (I'd never before even had a complaint!)

So, in a cowardly act of self-censorship, I voluntarily stopped selling that "special" version, and took the entire section (which was only about two pages) completely out of the manual.

But, as I was shredding down the slopes of Vail last week, I started to think things over. I realized that at least three people had written to me telling me how applicable and exact that section was, and how much they enjoyed it (One guy sent me an e-mail saying it was hilarious.)

I started to wonder if I had been too hasty in my decision. I realized that I could actually be hurting people by protecting them from a very basic truth.

The more I thought it over, the more upset I got!

You see, in my opinion, the old version was way better. And, even though it's not good enough for Compuserve (or some self-righteous putz from the Sun Belt), I suspect that you would love it and would be thoroughly amazed how accurate and revealing it is. I think you'll enjoy this "banned" version of the manual far more than you would, say, the watered-down version. Let me tell you about it.

The manual itself reveals several critical core truths about how to make money publishing special-interest information products. And, how to use tested direct-marketing techniques to sell a lot of them. I hope you all know why information publishing is such a great way to make money. However, in case you may have forgotten:

- **Products are easy to manufacture. They can be produced quickly and cheaply in almost any area of the country.**
- **There is a high perceived value for information. The markups are substantial, from ten**

Here's a picture of us on a marketing cruise which was my first Internet marketing seminar I spoke at.

I still owe Tag Powell for having the guts to allow me to speak, even though I shook like a building having an earthquake:

Other speakers included legends in the business such as E. Josephn Cossman and the great Ted Nicholas. Jonathan is on my right. It was a bit stressful for us since it was one of our first gigs. You can see we look a bit worse for the wear.

E. Joseph Cossman in the blue suit was a true mailorder legend. He wrote the book *How I Made A Million Dollars In Mailorder*. I think bookstores STILL that book even though it was written 20 or 25 years ago.

If you've ever seen a spud gun or an ant farm, those were products Cossman imported into the U.S. and sold via mailorder. He was a hero to us all since he'd been on the Johnny Carson show (the slot Jay Leno occupies now). Johnny was the king of late night for 20+ years. He also strutted his products on Merv Griffin and many others shows and places.

Dan Poynter in the white shirt reigns as the guru of self publishing. If you have a book, Dan's the one that shows you how to publish it yourself and get it distributed. Then there's Ted Nicholas who at the time had ran more full

page direct response ads (ads that sell things directly) than anyone in the history of the U.S.

If you've ever seen the ad on *How To Incorporate For $50* Ted's the dude who wrote that ad. He also wrote *The Ultimate Tax Shelter* ad. Ted and I sure had a blast talking about copywriting. The man is legendary as was E. Joseph Cossman.

A quick story about E. Joseph. You can see he sports a tan in the photo above. When he was a young tike he wrote a book called *The Virile Male*. Here he was age 75 or 80 on the cruise. His wife was with him. He couldn't hear worth a flip.

But at the dinner table he handed out roses to the ladies (from the vase on the dinner table) and they ALL melted. He could have been more popular than any 20-year-old if his wife wasn't with him!

And THAT was the legendary E. Joseph Cossman. Here I am with him:

The first products I sold on the Internet were tapes and books I shipped physically (yes, we had cassette tapes back then, not CD's.)

Here's a picture to prove that to you:

As you can see, I was pretty jazzed to be selling this stuff on the Internet and getting money by trading products for money instead of my own personal time. But I have to tell you, duplicating those cassettes and having my garage stuffed with binders, tapes and shipping supplies sucked!

But that would change when I stumbled across *The Amazing Formula*.

In the meantime, things moved lightning fast:

A big seminar production company approached Jonathan and asked him to put together a team to do Internet marketing seminars. Jonathan called and

next thing I knew we were doing 2 seminars a weekend in every major city of the U.S.

What's more, my late, great friend (and one of the early online titans) developed an affiliate program to sell his products. He personally told me he was pretty sure he had his affiliate program cranking before Amazon used one.

One of my friends found a way to log in and check the sales statistics for Corey's affiliates (things weren't password protected back then like they are today). My friend found that some of Corey's affiliates were hauling in $30,000 a month in commissions alone.

He told me I should start an affiliate program, so I could get others to promote my products in exchange for a commission just like Corey was doing.

I combined THAT idea with another one – selling a 100% digitally delivered ebook.

I can't say I was the first person to digitally deliver an ebook 100% online. I've heard Mark Joyner and others say they did it before me. All I know is that Mizel, Declan Dunn and I did the first 4 or 5 major Internet marketing seminars.

The attendees were a whose who list of Internet marketers from Corey Rudl on down. Even the infamous spam king Sandford Wallace made an appearance. It was crazy times back then.

Anyway, at the Boulder Summit, Stephen Mahaney spoke and blew people away by revealing that he sold a newsletter for his Planet Ocean products 100% digitally delivered.

People were SHOCKED and blown away that you could sell something digital and people would pay for it. Just shocked.

I remember having discussions with a few of my friends about whether or not you could sell an EBOOK that way. No one thought you could because it'd just be ripped off and passed around.

I'm telling you NO ONE but no one thought you could sell a 100% digitally delivered ebook online and make money with it.

The thing about a newsletter was it came out every month.

In the meantime, my friend Corey Rudl was selling a digitally delivered ebook on car secrets but also followed up with a print copy. My friend Declan Dunn was doing the same thing.

I had a lazy streak and was more-than-anxious to dump the inventory stacked up in my garage of products I had to ship through the mail. I figured, "What do I have to lose?"

With the help of Rick Beneteau, author of *The Mirror Ezine* (themirrorezine.com), a respected ezine at the time, I launched *The Amazing Formula That Sells Products Like Crazy*. The ebook was an odd mix of direct response marketing secrets I'd learned since 1978, online marketing things I'd discovered since my AOL days and a bit of psychology thrown in.

I used this affiliate software that Corey referred me to. It was very rough but got the job done. And I pretty much had to hack and claw my way to deliver any semblance of a readable ebook.

Here was my formula:

Digitally delivered ebook + affiliate program + 60% commissions = explosion

Allan Gardyne ran a directory of associate programs that he'd assembled by that time. Allan had promoted my good friend Declan Dunn's book and decided to promote mine also.

Here are screen caps of the sales explosion:

0173	03-24-1999	43	1943.00
0172	03-23-1999	42	2144.00
0171	03-22-1999	34	1742.00
0170	03-21-1999	19	967.95
0169	03-20-1999	56	2680.00
0168	03-19-1999	26	1206.00
0167	03-18-1999	43	1943.00
0164-11	03-17-1999	135	7035.00
0165	03-17-1999	1	1.00
0166	03-17-1999	7	67.00
0164-10	03-16-1999	104	5494.00
0164-9	03-15-1999	94	4958.00
0164-8	03-14-1999	74	4154.00
0164-7	03-13-1999	71	3953.00
0164-6	03-12-1999	69	3819.00
0164-5	03-11-1999	60	3216.00
0164-4	03-10-1999	55	2881.00
0164-3	03-09-1999	47	2479.00
0164-2	03-08-1999	38	1876.00

As you can see, the orders were flowing in back in 1999 for me. The figures on the right are the sum of all orders for that day. On one of the videos I've included, I show you orders going all the back to 1998 and take you inside the daily batches, so you can see the orders with your own eyes.

As you can see, what I teach is evergreen. And frankly, I've been at it and succeeding much longer than most of the other people in this market.

That means you can trust what I have to say because I've been around the block. I didn't just anoint myself an expert yesterday. I've earned my stripes.

Here are some more screen caps to show you the explosion in sales that happened with Amazing Formula.

And the sales didn't end. They just kept rolling in month after month. Of course, I also launched new products.

Here's a fairly typical month from 2001:

Interest Paid YTD		82.24
Deposit Account Recap		
Beginning Balance as of September 01, 2001		
44 Deposits	(Plus)	26,117.70
Interest Paid	(Plus)	[redacted]
Ending Balance as of September 28, 2001		

How can I make numbers like the above?

Here's how:
You drive traffic to your web site using affiliate programs, articles, ezine advertising and other methods.

Then, when people get to your web site, you get 'em to join your email list. And, while they're there, you often sell 'em something! Not so complicated, is it?

How I Got 199,540 Opt In Email Addresses On MY List

Since I penned the words 199,549 opt ins on my ad, I've gotten quite a few more. Here are my current numbers JUST in my Aweber account. Aweber is the program you use to email your customers. Column 1 is how many subscribers I've obtained today by 1:20 p.m. Column 2 is yesterday. Column 3 is deliverables. Column 4 is unsubscribes and column 5 is totals.

resellscoop	0	0	500	292	792
roundtable	0	0	0	0	0
salesdesign	1	2	934	504	1,438
santosvideos	0	0	513	79	592
sellproducts	0	0	781	432	1,213
sept-04reseller	0	0	3,473	1,482	4,955
silvergroup	1	0	78	56	134
silvermember	0	0	103	25	128
sizzler	0	0	207	72	279
sprprt_vartes	0	0	1	1	2
statsprogram	0	0	4	1	5
test042808	0	0	1	0	1
testaccount	0	0	2	2	4
testi	0	0	0	5	5
theinsidescoop	0	0	80	33	113
themoneysecret	0	0	0	0	0
top10designpage	0	0	0	0	0
top10ebook-ns	0	0	1	0	1
twister	0	0	248	114	362
ubqsurvey	0	0	1	0	1
ufmd	0	0	17	4	21
ufmdprimer	0	0	0	1	1
ukseminar	0	0	103	13	116
vblogsecrets	0	0	27	6	33
vblogtips	0	0	21	6	27
webinarninja	0	0	93	10	103
websitetricks	0	0	91	38	129
weeklytip	1	2	1,725	993	2,718
whitelist	0	0	0	0	0
Totals	**101**	**201**	**139,755**	**61,987**	**201,742**

You can see I now have obtained a TOTAL of 201,742 opt ins. And this shows 61,987 as being unsubscribed and 139,755 as being deliverable. However, a bunch of those are duplicates. But my list is still a nice size and produces a wonderful income.

Today as I'm writing this it's 1:21 p.m. and I've gotten 101 opt ins and yesterday I got 201.

The number is an under-statement of my total opt-ins I've obtained. It doesn't include my emails in Getresponse.com autoresponder or automateyourwebsite.com autoresponder. Or one service I had 30,000+ names in and dumped for no good reason.

How did I get this many emails on my list?

Not complicated really.

I drove a LOT of traffic via my affiliate program. These visitors went to my web sites where I had pop-ups (or the unblockable equivalent called a fly in) that offered a free bonus for joining my email list.

Originally, I used a pop-up that popped onto the page when a visitor came to my web site. Then, after they invented pop-up blockers, I went to unblockable "fly ins." They're basically the same thing as a pop-up but they're created using special code.

It's all copy-and-paste. And you'll find it easy to put these on your web page.

Here are several of the ones I use:

This is called a fly in because it flies onto the web page. But it's unblockable since it's part of the actual html code on the web page. If you go to:

http://www.amazingformula.com

You'll see it in action there. And then you' notice this on the left side of the page (assuming I haven't changed it by the time you're reading this:

This is a sample sidebar
opt-in form from my web site.
Notice the offer of the free report.

So what happens is, affiliates send people to my web page because they get a commission if the person they send buys my product.

When their visitor hits my page, I have a 5% to 15% chance they'll join my list or do what we in the business call "opt in." You're going to hear that term Opt In a lot. What it means is someone enters their name and email address and clicks the link.

Now, my lists are DOUBLE OPT IN. You'll hear that term a whole lot also. It means that when you enter your name and email address and click the submit button, you THEN have to your email box, check your email and click the CONFIRMATION link to confirm that you WANT to subscribe to my list.

This process is called double opt in. And the reason it exists is as a spam prevention measure. Otherwise, someone could enter your name and email address in a form and you'd start getting tons of emails whether you wanted them or not.

I've also used "fly ins" that offer ecourses, which are mini-courses sent via email. This way, you know the person gives you the right email address, since they want to receive their ecourse by email.

On this sort of "fly in" I use bullet points to highlight the information you'll receive by joining my email list. If you have useful or valuable tips, information or secrets related to what it is you sell, you can use this type of fly in.

Here's an example of what I've used:

Free 7 Part E-Course Reveals...
How to Sell PRODUCTS Like Crazy!

In The Next 7 Days You Will Discover...

- Day 1: My personal story. Plus, 3 "takeaways" you can use right away to sell more products and services!
- Day 2: Practical examples of how to make 200 sales your first month in business using 1 marketing method.
- Day 3: The 1 simple equation that makes YOU money.
- Day 4: How I make a six figure income selling products from home using my PC and this Amazing Formula.
- Day 5: How to sell a LOT more products or services via the Amazing Formula.
- Day 6: How to "Barabarize" your business to make more sales, today!
- Day 7: Your final course lesson, PLUS, how to get free reprint rights to our 7 day Cash Like Clockwork Course!

Name:

Email:

Click Here to Get the Free 7 Day E-Course

The disadvantage of offering a 7-day ecourse like this is some people want instant gratification. One of my friends tested a free ecourse vs. a free report and found the free report obtained more opt-ins.

When someone joins your email list and clicks the confirmation link, we call it an OPT IN because they OPT to receive your email. This is often referred to as “permission-based marketing” since people are giving you permission to email them.

What I don’t do on this “opt in” is tell people they’ll be receiving my ezine and tips regularly. This is a good idea, and I need to update the fly in.

How To Use The "Thank You" Page To Increase Your Subscriber Count

After you fill in your name and email, you go to the THANK YOU PAGE. Some marketers like to make a "One Time Offer" on this page dubbed the O.T.O. by marketer Mike Filsaime.

I recently placed a video on my thank you page to see if it will increase the number of people who confirm their email address or "double opt in."

You'll notice that the customer's name appears on the thank you page. The picture looks a little blurred here. But that's just because I took a screen capture from my web site. At the time wearing the cap and yellow shirt sounded like a good idea.

But I think I need to re-do the video wearing a coat and tie.

In the video, I thank people for joining my email list then instruct them to go check their email and click the link to confirm their subscription.

Here is one of the questions I'm sure you have:

Can You Really Make Money Selling Things On The Internet Other Than "How To Make Money On The Internet?"

One question people often have is if you can REALLY make money selling things on the Internet OTHER than "how to make money on the Internet."

And the answer is that we're WAY past those days when people doubted this. The fact is, the Internet is changing whole entire industries.

For example, the newspaper business. One of the main sources of revenue for newspapers is classified ads. Today, Google Adwords and other online advertising forms have swiped a huge, massive chunk of that revenue, putting that whole entire newspaper industry in jeopardy.

There are so many industries that have been massively changed by the Internet. Look at the impact Amazon has had on bookstores. And a very large amount of Christmas shopping has moved to the Net, causing big problems for local retail businesses.

The Census Bureau of the Department of Commerce announced today that the estimate of U.S. retail e-commerce sales for the first quarter of 2008, adjusted for seasonal variation, but not for price changes, was $33.8 billion, an increase of 0.8 percent (±1.0%)* from the fourth quarter of 2007. That's about 132 BILLION per year.

E-commerce sales in the first quarter of 2008 accounted for 3.4 percent of total sales.

Sales in the second quarter of 2008 were was $34.6 billion, an increase of 2.9 percent (±1.0%) from the first quarter of 2008. I'm NOT going to keep updating this report with sales. The reason is once you reach 35 BILLION dollars sold over the Internet, I think the question of whether or not the only money being made on the Internet is from selling courses on "how to make money on the Internet" is a mute point!

What's more, this is ONLY U.S. sales. Can you imagine what world wide sales are?

Here is a link to the U.S. Government document reporting on retail sales over the Internet:
http://www.census.gov/mrts/www/data/pdf/08Q1.pdf

Check out some of these special videos I created for an insight on my own business . . .

Internet Total Sales

http://www.marlonsvideos.com/howigot/internettotalsales/

The Width and Breadth of Internet Sales

http://www.marlonsvideos.com/howigot/cj/

My Email Campaigns

http://www.marlonsvideos.com/howigot/moneyoverview/

Proof I Make $1,000 to $25,000 for Every Email I Send

http://www.marlonsvideos.com/howigot/FullDeal/

The Big Overview

http://www.marlonsvideos.com/howigot/bigoverview/

THE AMAZING FORMULA
Happy 7th Birthday!

The Amazing Formula has been so good to me, I had to throw a birthday party. It's the least I could do!

Here I am with the birthday cake. That thing was huge, and needless to say we couldn't finish it all!

... And many more!!!!

The 12-Step Master Plan to Pay Your Bills and Build a Business

You can have your cake and eat it too.

You can pay your bills.

And you can build a business.

Both using internet marketing. And doing things that you can UNDERSTAND and don't have to be a rocket scientist to do.

Let me prove it:

I started out this new year talking about getting UNSTUCK and setting goals.

I hope you've done that.

1. Identified your stuck point

2. Set your goals.

I then told the story about how a friend of mine has developed a $3 a day income stream SEVEN HUNRED times by outsourcing it.

Then I moved on to explain how to break your bills and lifestyle desires into daily amounts.

This is NOT just bills. You ALSO take things you want and break those down into daily amounts. So if you want a new home, fancy car or whatever, break it down into daily amounts.

Yesterday on my blog, I received a comment along the lines of "Well, I'd hoped to build a business. But I guess I have to downscale and just work on the bills.

This really is NOT the point.

In other words, yes, you do BOTH. You pay your bills AND you build a business. Building a business imho means you build a list or a few lists. You develop your reputation.

You set the stages for a long term presence in that market.

But you can make AFFILIATE sales to pay your bills AND build that list and long-term business.

You do both.

The ideal scenaria is this:

Traffic ==> Squeeze ==> OTO ==> Emails ==> Blog ==> Video or podcasts

1. The immediate One Time Offer after the squeeze can be for your OWN products or a bonus offer for an affiliate product.

That erases the cost of getting the traffic. You can have 2 or 3 of these if you want.

You can add in forced continuity. If you've heard the Daegan Smith interview in Promo Dashboard, you know how he does this.

Ben Hart does a $1 14-day trial of his membership site post squeeze and says he has 2900+ subscribers that way at $37 a month. Run this number: 2900 x $37 and see if it pays your bills.

Does it qualify as a business?

Ben has NO back end to speak of. He gives away freebie ebooks then does his $1 offer. Listen to his interview in the bonus for Promo Dashboard.

2. In the emails you send out links to CONTENT and articles on your blog.

3. You include AFFILIATE OFFERS in your articles, content and ezine...by referring to the urls in articles, ads and giving away viral pdf's that sell the affiliate products.

See — http://www.bestofmarlonsanders.com for how I do this.

Everytime you send out an affiliate offer, you knock off a few bills.

4. Your blog sucks in Google using EVERGREEN traffic methods I've talked about at length, including RSS feeds.

5. Your blog has a link to your products catalog, which are your own products or other people's products.

6. In your blogroll, you link to people you want as JV partners. You also BLOG about them when they comment about you in THEIR blog. This greases affiliate partners.

7. When someone mentions your name in their blog, you go comment on it and link back to your site. This is how you get those inbound links. Even if it's a "no follow' link, Google counts them.

8. You submit articles to ezine directories

9. You put articles into a viral ebook pdf that your affiliates can resell and brand.

10. You alert your list to the articles and viral pdf's via your Twitter account and Facebook.

11. You FOCUS on cranking up the traffic and sending out emails, content, ezine articles and pitches to your email list.

Ockham's Razor Marketing System Turns Ordinary Info Products Into $150,000 Cash Cows - 29 Times

Dear Friend,

Twelve years ago I had several ebooks.

The sales trickled into my bank account like a leaky faucet. Then one day I stumbled upon a marketing secret that few know or understand even to this day.

Overnight, it turned a trickle into a $150,000 cash cow. And it didn't do it just once. It didn't do it just two or three times.

Instead, it did it over and over to the tune of 29 times. This is my actual track record, not hype and theory.

With this system, you have the real potential to extract up to 5 Supersized Bonus Jackpots per month from your ebooks, podcasts, teleseminar recordings and other info products.

That's up to 60 potential Bonus Jackpots per year, on top of the regular, everyday income you receive from your marketing.

That may sound too good to be true. That's why I'm laying out the details in this letter. Of course, the numbers above, just like ALL the numbers in this letter, are not indicative of average results. But they are what I've personally done. You can read it and decide for yourself if it's something you want to give a whirl.

I've been honing, refining and perfecting this method for over 12 years now. My special name for it is the *Ockham's Razor Marketing System* for reasons I'll reveal in a minute.

Over the years, I've helped thousands of ordinary people around the world cash in on ebooks and info products. And now, I'm helping take things to the next level.

Famous Individuals Support The Ockham's Razor Philosophy:

> **Leonardo de Vinci** - Simplicity is the ultimate sophistication
>
> **Albert Einstein** - Make everything as simple as possible, but not simpler
>
> **Isaac Newton** - We are to admit no more causes of natural things than such as are both true and sufficient to explain their appearances
>
> **Thomas Aquinas** - We are to admit no more causes of natural things than such as are both true and sufficient to explain their appearances

Here's the thing: If you use my special application of this principle, you'll have the chance to turn dead or burned ebooks, info products, and podcasts into cash cows. And you can start 69 minutes from now, depending on your reading speed.

If that is something you'd be interested in, I recommend you go through my explanation in this letter while it's fresh on your mind.

But before I dig into the nitty gritty details, let me explain how I stumbled across the System....how it works.....what it has done for me....and how it can start working for you just minutes from now.

How A Trickle Turns Into A $150,000 Gusher Using Ockham's Razor

Go backwards in time.

I don't mean 12 years ago. I mean 1885. William Ockham lived from 1288 to 1348 in a small village in Surrey, England.

As a Franciscan friar and scholastic philosopher, he ranked with Thomas Aquinas as one of the major figures of medieval thought in the fourteenth century.

And while he studied theology at the University of Oxford from 1309 to 1321, he never completed his master's degree. In spite of this,

people referred to him as Doctor Invincibilis or unconquerable Doctor.

He penned 8 philosophical writings of note, 5 theological writings, and 8 political writings. In modern day culture, his Ockham's Razor principle has been noted in novels, poems, a movie and even in the X-Files TV Show.

Interestingly enough, the term "Ockham's Razor" first appeared in 1852 in the works of Sir William Hamilton, 9th Baronet centuries after Ockham's death.

To put this in more modern terms, here's a guy out of a small town in England who never finishes his master's degree yet people call him a Doctor. He was a bit of a rogue, and stirred things up by challenging common beliefs. And the ironic thing is, he's most famous years after his death for telling people that the best solution to problems is to shave away the b.s. and find simple solutions.

With that introduction, here's the explanation:

Ockham's razor states: "Entities should not be multiplied unnecessarily." The term razor refers to the act of shaving away unnecessary assumptions to get to the simplest explanation.

Without stepping on any toes, I'll say that if William Ockam lived today and got in Internet marketing, he'd say, "Hey guys and gals, wake up! Shave away those unnecessary things and get to the simplest way to make money."

Bottom line: all things being equal, the simplest solution is the best.

Fast forward from the 1800's to 1997. I'm selling the "Web Site Order Taking System." Sales resemble a trickle by today's standards. Although at the time, that trickle dwarfed sales from other web sites.

But that didn't last long.

The next product hit big. I'm talking a gusher. Sales poured in.

I launched a barrage of *Ockham Razor Systems*:

2006

GRANDSLAM In August 06!

08/24/2006	20	1,976.35
08/23/2006	18	1,532.35
08/22/2006	23	3,451.95
08/21/2006	27	1,749.28
08/20/2006	18	2,006.48
08/19/2006	14	1,547.55
08/18/2006	12	1,365.60
08/17/2006	11	1,426.74

QUINTUPLE JACKPOT December 06!

12/11/2006	70	6,408.63
12/10/2006	69	4,726.35
12/09/2006	73	5,135.40
12/08/2006	89	6,426.05
12/07/2006	122	10,193.37
12/06/2006	260	19,233.95
12/05/2006	145	10,913.1
12/04/2006	66	4,751.75
	94	

2007

END OF YEAR TRIPLE PLAY In December 07!

12/10/2007	21	1,686.10
12/09/2007	17	1,093.05
12/08/2007	21	1,962.25
12/07/2007	23	3,347.93
12/06/2007	10	794.45
12/05/2007	11	935.55
12/04/2007	41	4,946.49
12/03/2007	72	6,557.70
12/02/2007	18	1,429.10
12/01/2007	16	1,086.25

2008

6 HIT COMBO In January 08!

01/10/2008	18	1,553.20
01/09/2008	11	752.50
01/08/2008	17	1,570.10
01/07/2008	27	2,391.90
01/06/2008	31	3,017.65
01/05/2008	41	4,028.15
01/04/2008	10	975.60
01/03/2008	14	861.49
01/02/2008	25	2,269.00
01/01/2008	7	442.65

MORTGAGE ERASER In August 08!

08/18/2008	20	1,418.98
08/17/2008	12	768.57
08/16/2008	28	1,699.98
08/15/2008	99	6,495.35
08/14/2008	91	5,938.48
08/13/2008	57	3,472.08
08/12/2008	97	6,402.30

CAR PAYMENT VAPORIZOR In November 08!

11/15/2008	11	4,277.39
11/14/2008	12	557.82
11/13/2008	4	329.81
11/12/2008	21	2,343.28

I could go on and on. Some ebooks I applied the *Ockham Razor Marketing System* to produced like a gusher. Others trickled. Some in between. But the sum total stunned me! I had no idea I did that well per product...

I wondered if it was just me or not. So I did a little research and dialed a few friends. Here's what I found:

My friend Yanik Silver In Potomac, Maryland. He still hauls in $100,000+ a year off an ebook he did years ago. This is a simple ebook anyone could have written. It isn't rocket science. And the sales letter looks nothing like the tricked out sales letters you see on Clickbank. Yet, this ebook brings the bacon home year after year.

My friend Dave Frey in Friendswood, Texas whipped out 20 info products in a few years. I called him just this morning and said, "Dave, if you took all the info products you've created and divided them into the total income they've generated, how much do you reckon it'd come to per product?" The answer? $70,000!

And the thing is, Dave spends most all his time promoting other things. But the income from his little info products still puts cash deposits in his bank account every month. In fact, just one little ebook of his sales 4 copies a day. Another $200 course sells one a day.

Kirt Christensen in Washington, Oregon has 5 little cash cow health-related ebooks that brings in cash deposit every month and requires a minimum of effort. It's as close to auto-pilot as you'll find.

Fast forward to last week. I'm put a pen to my numbers. Over time, I realized I averaged $150,000 in sales PER ebook or info product. Not all of them did that. But when you average it all out, that's the average.

Here's the thing: Since I got into this business a long time ago, a hundred thousand theories, products, ideas, software programs, coaching programs, seminars, teleseminars and approaches have come and gone. Everything under the sun.

But everytime I see those other systems, I go back to the principle of *Ockham's Razor* – the simplest solution produces the best results. Which brings me to the next secret...

Collect As Many As 5 Super Sized Bonus Jackpots Per Month

Because of my unusual approach I see almost no one else do. Only a few. See, I have a System for generating up to 5 Supersized jackpot bonus days per month. These bring in cash in large chunks. Here are examples:

A CLASSIC GRANDSLAM in August 1999...

Aug 10	1,183.05	CREDIT FOR
Aug 10	792.14	CREDIT FOR CO REF- 142
Aug 10	5,350.00	DEPOSIT
Aug 11	193.46	CREDIT FOR CO REF- 142
Aug 12	64.49	CREDIT FOR CO REF- 142
Aug 13	504.57	CREDIT FOR
Aug 16	5,693.00	CREDIT FOR
Aug 16	1,097.20	CREDIT FOR
Aug 16	321.85	CREDIT FOR

March 1999 rolls by with a 4 IN 1 QUAD-COMBO

Mar 26	2,209.06	CREDIT
Mar 26	322.44	CREDIT CO REF
Mar 29	3,454.00	CREDIT
Mar 29	1,861.00	CREDIT
Mar 29	1,363.96	CREDIT
Mar 29	776.59	CREDIT

February 2000 w/ A DUECE SPLIT!

Feb 24	6,705.57	DEPOSIT
Feb 25	779.88	CREDIT FOR MERCHANT SRVCS MERCH DEP CO REF-
Feb 28	1,608.83	CREDIT FOR MERCHANT SRVCS MERCH DEP

January 2000 and the year starts off with a HOMERUN!

Jan 25	65.32	CREDIT FOR NOVUS SERVICES SETTLEMENT CO REF-
Jan 25	13,823.94	DEPOSIT
Jan 26	584.91	CREDIT MERCH DEP CO REF-

A TRIPLE-THREAT For April 2001!

Apr 05	3,830.85	DEPOSIT
Apr 05	3,474.14	DEPOSIT
Apr 06	2,966.22	CREDIT FOR BANKCARD MTOT

A QUADDOOZY in September 2001 rakes in the profits!

Sep 12	3,130.85	DEPOSIT	
Sep 13	390.91	CREDIT CO REF-	MERCH DEP
Sep 14	1,676.34	CREDIT CO REF-	MERCH DEP
Sep 14	379.81	CREDIT CO REF-	SETTLEMENT
Sep 14	30.06	CREDIT CO REF-	SETTLEMENT
Sep 14	3,000.00	DEPOSIT	
Sep 17	1,434.19	CREDIT CO REF-	MERCH DEP

A FOURPACK JACKPOT In October 2002!

Deposits and Credits

Date	Transaction Detail	Amount
Oct 24	Discover Bus Svc Settlement Response Market	67.19
Oct 25	Merchant Srvcs Merch Dep C Market	604.61
Oct 25	Higher Response Telecheck	100.00
Oct 28	American Express Settlemen RESPO1426127817	1,037.95
Oct 28	Merchant Srvcs Merch Dep C Market	845.82
Oct 28	Discover Bus Svc Settlement Response Market	94.49
Oct 29	Merchant Srvcs Merch Dep C Market	2,436.27
Oct 29	Higher Response Telecheck	100.00
Oct 29	American Express Settlemen RESPO1426127817	95.53
Oct 30	Merchant Srvcs Merch Dep C Market	2,866.91
Oct 30	American Express Settlemen RESPO1426127817	38.55
Oct 31	Merchant Srvcs Merch Dep C Market	2,992.66
Oct 31	American Express Settlemen RESPO1426127817	96.50
Oct 31	Merchant Srvcs Merch Chbk Response Market	29.99

September 2002 kicked up a HAT TRICK!

Deposits and Credits

Date	Transaction Detail	Amount
Sep 05	Deposit	906.92
Sep 11	American Express RESPO1426127817	162.12
Sep 12	American Express RESPO1426127817	64.65
Sep 13	American Express RESPO1426127817	96.50
Sep 16	American Express RESPO1426127817	190.59
Sep 16	Paypal Transfer Higher Response Market	5,000.00
Sep 16	Deposit	1,800.00
Sep 17	Deposit	3,366.67
Sep 17	American Express RESPO1426127817	209.98
Sep 17	Discover Bus Svc Response Market	97.42
Sep 18	American Express RESPO1426127817	94.09
Sep 19	American Express RESPO1426127817	34.74
Sep 20	Merchant Srvcs Merch Dep Higher Response Market	628.77

Continued on next page

Not indicative of average results

Keep in mind, these Super Sized Sales are over and above your regular, routine daily sales. These are BONUS DAYS. I call them Supersized Jackpot Bonus Days.

And they're the key to turning “dead” or ordinary info products, podcasts and ebooks into $150,000 producers.

I've never seen anyone else explain this.

When I first discovered these *Supersized Bonus Jackpot Days*, my jaw about dropped because they were NOT what I expected to find! I plowed through my numbers for quite another reason. And all of a sudden it hit me -- the difference between MONSTER months and average or anemic months for me is NOT daily sales.

It's the number and size of your Bonus Jackpot Days.

The numbers don't lie. This is kinda like a revelation. It isn't something you hear or read everyday in your run-of-the-mill ebooks.

What Would You Do With An Extra $42,624.60 this year?

I just grabbed my calculator and ran through a bunch of my Super Sized Bonus Jackpot Days. Out of 23, the average bonus stuffs $3552.05 in your pocket. Keep in mind I historically do 5 of these per month on average. And I left out the big data days, so I wouldn't skew the results too much. Keep that in mind.

Anyway, it's typical for me to have 4 or 5 of these a month, if not more. But if you did only ONE per month that averaged $3552.05, you'd bank an extra $42,624.60. Of course, the $3552.05 is what I've averaged since day one. You may do less or more. It's possible you won't do any. What I DO know is I'll show you exactly what I do, when I do it and how I do it.

What you do with is up to you.

Every Month You Could Potentialy Enjoy Bonus Jackpot Days Of $2,131, $4,982, $6707 – And More!

These Bonus Jackpot days put a fire in your belly when you know they're coming. Imagine knowing that in the next 30 days you'd be landing jackpots of $1500, $4,000 or even $6,000! It's even possible to have CRAZY days like Dec 27, 2006 where I got $21,098.

And what if you knew every month brought you Bonus Jackpot Days just like Christmas every month?

That's why I'm excited to bring this method to the table. It's something I'm shocked to not hear others talk about. When I take you inside my account and how you how it's done, you'll feel the light come on immediately.

But I'll emphasize one more time. These numbers are not indicative of average results. Your results will vary. However, these numbers ARE what I've done real world, which is why I'm sharing them.

Once I've shown you how I turn info products into $150,000, once I've shown you how to collect 5 supersized paydays per month and once I've walked you blow-by-blow through a million in sales, I'll then lay out the 37 critical "must know" secrets of my system

See, that's not even the “good stuff.”

The real meat is what you need to know in order to pull these capers off yourself.
Like I say, simple is where it's at.

I've explored over 5,000 ideas, cut out thousands of ideas and identified the 37 critical secrets of my System. These are the “must know” *Ockham Razor* elements. Some of these are publicly available but overlooked.

Seven are unique to me. You have not likely heard of them before.

And out of the remaining 30 critical secrets, you aren't likely to see anyone else talking about 17 of them. At least, I haven't. This will be new information to you. And it's crucial you have all 37 secrets that make up my total system. If you miss out on even one, I believe it could drastically effect your income.

So I'm jumping in and giving you the greatest in-depth mind transfer of marketing information you've received likely at any price, including those high priced seminars.

Here's A Sample Of 5 Of The 37 Secrets You'll Discover In The Ockham's Razor System

I don't have room to cover all 37 secrets here. So I wanted to give you a sample of just 5 of things in store for you...

Secret One: Focus on these two big Razor Factors and TRIPLE your growth

Most people I talk back and forth with in the comments on my blog struggle with FOCUS.

And focus boils down to not knowing what to focus on. We all know HOW to focus. The problem is we try to focus on too many things at once or in quick succession.

This is where *Ockham's Razor* kicks in. See, based on scientific research conducted on 524 companies, there are only TWO factors that you need to focus on to triple your results. And this applies whether you're a small guy or gal or a big corporation.

I'm going to reveal WHAT this research says then show you step-by-step how to apply these two growth factors to your business, even if you're super small or starting almost from scratch like I did years ago.

Man, when I first got started in online marketing back on AOL, I wasn't scraping the bottom of the barrell, I was UNDER the barrell. So if that's how you feel, I've been there too.

On the other hand, if you're rocking and rolling and just want that little extra perspective that simplifies and supercharges, this is it. See, this isn't just my opinion. It's based on hard core research.

Bottom line: I don't care how much your feelin' the sting of this economy. Do these 2 things and you WILL see the impact. This could be your ticket to growth. Or perhaps your lifesaver.

Secret Two: You don't need mega product launches to turn slow sellers into cash cows

Product launches are cool. God bless 'em. But maybe you don't have the contacts for a big mega-launch. Or maybe you'd just rather not go that route.

I don't just talk the talk. I walk the walk. I've contacted only two people today (the day before the launch of *Ockham's Razor Marketing System*) about promoting this product. I've barely solicited anyone.

Here's the point: What if there were a way to take slow-burner products and get milk out of 'em 5x a month? And then keep doing that for months on end? Would that be somethin' you'd wanna learn about?

I've done that not once. Not twice. But over and over and over more times than I can count. A lot of those examples are documented for all

to see. You know, it BUGS me to buy an ebook that promises all these big things and flaunts all these mind-numbing numbers. Then, you dig out your credit card, fork over your dough and at the end of the ebook you're scratching your head going, "OK, so HOW did they do it?"

You know about as much how they got those big numbers by the end of the ebook as you did before you bought it. Because the book is all THEORY or what to do. But it doesn't SHOW you how they specifically did it in their business.

Not that there's anything wrong with it. It just grates on my nerves sometimes. So I opened up my screen capture software and snagged pictures of the ACTUAL things. The real deal. I'm also doing some video that shows you the full monty.

I got nothin' to hide nor be ashamed of. So why the hay not?

Imagine having a cow. And thinking, "Man, there ain't no more milk gonna come out this cow. She has gone DRY!" But then, you whip up the right mixture to feed her and voila! MILK!

Bottom line: If you don't have the connections for the big product launch or you already did one and now the product quacks like a dead duck, this little secret may just pump new life into that cash cow for you and make the milk flow again.

Secret three: How to develop 180 of these "secret elixers" in 3 hours

I can't let the cat out of the bag here. So I can't tell you WHAT these are. I'll call 'em "elixers" for lack of a better word. But they aren't elixers.

Anyway, these are absolutely critical that you be able to create these elixers at will. And I'm going to show you how to produce them prolificly. In abundance. Almost at will. This is in "part two" of the product, so make 100% sure you read the WHOLE thing or you'll miss out on this one.

There is an almost magical ingredient that you have to add to your mix. And without this, you'll be one of the crowd. But when you find it, your brain just goes "Wow! I can't believe how this changes my whole entire perspective."

It's like you have the only pair of 3D glasses. You'll SEE things others don't. And I don't mean just a few. If you follow the simple instructions, I don't see any reason you won't come up with 180 of these magical elixers or ingredients in 3 hours -- or less.

Bottom line: Before the ebook, you would NEVER be able to do this if I asked you to. Never. Not likely in a million years. After the ebook, if you follow my instructions, I'd be surprised if you can't do it.

That's an IMMEDIATE payoff. Get ebook. Do the thing. Get result.

Immediate. You WILL get these elixers you can use immediately. Not like a year later. Not like months later. Not even after weeks and weeks of practice.

I believe you'll be able to do this in 3 hours after reading my instructions. How's that for a swift and immediate payoff? There's a before the ebook. There's an after the ebook. And there's a crystal clear difference.

Secret Four: If you insert "virtual glue" into your emails your readers will STICK, increasing the lifetime value of your customers, the frequency of purchase and unit of sale.

This is a higher level technique. If you're a newbie, you can pass on this one and work on the other stuff. Just so you know, part one of the ebook has stuff more for NEWBIES, although vets and experienced guys and gals will benefit also.

But part two has stuff specifically for VETERANS. You know, if you've been around the block, I've put things in there just for you. I know a lot of times you feel like you waste your money because you buy an ebook and even get one idea worth the money.

Well, I give you multiples. I had YOU in mind in part two.

Anyway, this chapter shows you a method I can almost 100% guarantee your competitors don't use and seriously doubt they know about.

It's a slow-bonding glue that makes your ideas STICKY.

It's got to set a little. But man, when it STICKS, it's potent. The best part about this is it's subtle. I mean, really, really subtle. Not one in ten thousand would have the foggiest idea what you're doing.

Oh, and it's ethical and moral. It's not like you're screwing with someone's brain. Not that at all. Just very powerful. And hardly anyone does it.

Bottom line: There's a snowball's chance in hell you're doing using this "customer glue system." Do it and your customers will lock onto you giving you a larger "share of wallet." And that's something you can take to the bank.

Secret Five: Discover the energizer that transforms products or promotions that don't catch on into those that DO.

This one changed all my marketing this year. I didn't discover this until November of last year as I recall. I changed ALL my goals for the new year.

I missed an element.

I'll call it an "energizer." I can't really explain it here. But I CAN tell you it re-energized my marketing. Without this, you risk losing ground in your market or NEVER gaining ground or entry into the market to begin with.

It's on of these things that when you learn it, you'll go "Wow! That's powerful. Makes total sense. But really powerful."

And here's another before-after of the ebook.

This is one of those realizations that when you have it, you'll change your emails, change your products, change your focus, change your approach.

It penetrates everything.

It's absolutely critical.

Let me say it this way: It's the difference between something catching on and not catching on. And it's not like it's rocket science. It's easily understood. And you've likely heard the TERM before.

But I can virtually guarantee you don't get it THIS way. It's such a revelation. It changes everything. Literally how you think about your business, products, what you talk about.

Stated differently, it's one of the most potent ideas I've ever learned. And you can apply it within minutes after reading it. If you write BLOG posts, send emails, Twitter or muck around in forums or Facebook groups, you can apply this immediately.

So there's another crystal clear before and after difference. Before the ebook, you see things one way. After, you see it another.

Before. After. That's immediate. It's tangible. It's a payoff where you go "Wow, THAT was worth opening my mind to."

This isn't just some stupid ebook I wrote to make a few bux. I wrote it from my heart. I wrote it from my soul. I put my life into it.

I want to share it with you. And I believe it'll have a major, profound impact on your thinking, on business, and on the size and frequency of your bank deposits. In fact, I believe in it so strongly, I'm creating a network of Group Leaders to lead study groups on it. More about that in just a minute.

Who I Am And What Right I Have To Talk About This

But before I tell you about that, I figure we should get to know each other.

If you're not familiar with me, my name is Marlon Sanders.

My office number is: 210-561-1829. And my support desk is at getyoursupport.com. I take pride in our quality customer service.

I don't want to brag, but just so you know, I'm not some kid in the basement of his parent's house getting my kicks by publishing stuff.

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.

One time I had to pay for deodorant with all pennies. True story. I had a car that smoked like a bomb. Yet, I scraped together every dime and nickel I had to buy books and courses that would give me the secrets of selling. I was determined yet disappointed by some of the things I'd tried that were real stinkers.

Like my first info product *How To Avoid TV Repair Ripoff*. I made the classic mistake in selecting that product that many newbies make. Can you spot why it was a total zero?
Anyway, I kept keeping on and sooner or later, it paid off. And when I say paid off, let me give you realy, 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 including the 12-step formula for writing sales letters, 2-page web site model, structure of modern download pages, and the list goes on and on. 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.

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. Even Mensa, the organization for geniuses, promoted *Amazing Formula* in its catalog.

And if you STILL got any kinda doubts, you can ask about me in virtually ANY forum on online marketing on the Internet, and you'll get the facts. Or read the dozens of comments people post on my blog every week. And you can read my responses because I personally reply.

Every week, week in and week out, I write an ezine on Saturday mornings that's famous for its jam-packed content. I'm NOT someone you only hear from when I launch a product.

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.

Because of this, I've decided to do something NO ONE ELSE has ever done....

For The First Time Ever, I'm Going To Walk You Blow-By-Blow Through One Million Dollars In Sales

How do my ebooks average $150,000 in sales?

Would you rather I TELL you or SHOW you? You'd rather see it with your own eyes, right?

That's why I'm going to open up my accounts and walk you through one million dollars in sales so you can see, feel and taste what it's like. Once it's real to you, you'll know what it takes for you to do the same. You'll see how it's done. It won't be theory to you anymore.

See, I believe on of the MAJOR things that holds people back is it just doesn't seem real to them. If no one in your family sells a million on the Internet, if none of your friends do, if no one you know does, how are you supposed to feel it's real FOR YOU?

I know from personal experience that once someone shows me the real results, it flips a switch in my head. I make the transformation from feeling like it's theory to feeling it's reality and something I can do also.

I want to flip that switch for you. I want to be your catalyst.

So I'm opening up my books. I'm turning on the video. I'll show you every dollar, every secret, every email, every promotion. I'll show you blow-by-blow for the first time how you get a million dollars in the door.

You'll never be able to say again you don't know how it's done because you'll see it with your own eyes.

What's more, there's the main ebook where I've spelled out all 37 secrets of the *Ockham's Razor Marketing System* in a fascinating ebook that'll walk you through creating your own Supersized Bonus Jackpot Paydays and turning ordinary info products into as much as $150,000.

In the ebook, I'm taking you inside my business and showing you the actual system in action. This is NOT theory. It's what I do and have done for many years.

I'll share what I do, how I do it and WHY I do it. You won't be left in the dark.

In the spirit of *Ockham's Razor*, I've cut out ALL the fluff and added more content.

You Get All 3 Parts of the System:

1. The main text

This is where I expose all 37 secrets of the system in crystal clear language even a newbie can understand.

2. The examples

I've loaded up the ebook with examples to bring the system to life. This is for you if you're a VISUAL person and like to see things in action.

3. The follow up video

This is delivered via email 3 days after purchase to give you time to absorb the text first. This will suit your needs if you're visual or auditory. You can see and hear me go through the System in action.

Now, you're probably wondering if a product of this quality with the credibility that it has will cost you an arm and a leg. Actually, I've priced it almost embarrassingly cheap.

Why?

One, as you'll see in the Bonus below, I'm recruiting a special team of Group Leaders to conduct *Ockham's Razor Marketing System Study Groups*. And I want to make this ebook affordable to everyone, so they can experience the joy of studying these 37 secrets with other likeminded people.

And by pricing it almost embarrassingly cheap, I figure it'll sell like hotcakes and help funnel people into the Study Groups conducted by my Group Leaders.

It's win/win.

In this economy, lots of folks in the marketing business could use an extra $744 to $1488 a month for leading a few discussion groups. Plus, you learn best what you teach. So the Group Leaders benefit. Of course, if you decide to participate in one of the Study Groups, you'll benefit. And if the Study Groups grow and expand, I'll win because people will buying my ebook.

To sum up, the Group Leaders win, you win and I win.

I'd normally sell an ebook of this caliber for $97.00, just like I do with *Gimme My Money Now* and some of my other products. Or at least $79 like *Amazing Formula*. I've sold thousands and thousands of those products for those prices.

But as part of this BETA test, for what may be a very limited time, the price is only $55.00. I do advise you to snatch it up at that price. Because when everyone sees the value of this ebook, I wouldn't be surprised for my Group Leaders to yell and scream for me to raise the price.

That's $1.77 a day over a month. To put that in perspective, I ate a chicken wrap at the fast food drive through tonight and it was almost 4 bucks.

Plus, as I've pointed out, I've made sure the ebook has IMMEDIATE payoffs. Before the ebook, you can't do it or don't know how. After the ebook, it's all crystal. That's immediate. That's a payoff. That's tangible. And ultimately it's something you can put in the bank that far transcends your 55 bucks.

On top of that, I'm NOT going to TALK about a million dollars. I'm going to take you into my email accounts and show you literally millions of dollars of emails....as far back as I have records.

There's nothing WORSE than snagging an ebook and WISHING that the dude who wrote the sales letter wrote the ebook!

Seriously. I've thought that many times. Well, guess what? I'm the dude that's writing the letter and the dude who wrote the ebook. For good, for bad, for ugly. But at least you know, I'm the dude. It ain't some other dude writin' this making things up that aren't in the ebook.

And if you STILL don't think I'm for real, you can go to my blog and read what the folks on my list have to say and read my comments back to them. I don't live in an ivory tower. I don't come down off the mountain to sell my ten commandments only to venture back down the next time I need money.

I'm live. I'm here. I'm on Facebook. I'm on Twitter. I interact on my blog. My customers are real. My customer's comments on my blog are real. My comments back to them are real (I don't outsource this).

If you want REAL, you've come to the right place. If you want blue sky and endless hype, you're readin' the wrong pers.

But if you're thinking this can't get any better or that I'm done, let me stack on a few really juicy bonuses. Why? Because I really, really want you on board. I know you're going to love the ebook. And I know you'll want to get involved in one of our Study Groups and possibly even apply to become a prestigious Group Leader with the real opportunity to snag $744 to $1,488 per Study Group.

Now, if you think this can't get any better, hold on. I've decided to stack on even more value because I WANT you involved. I want you on my team. I want you to be in our Study Groups. And I want the value to be so much larger than your 55 bucks, you practically BEG me to take your money.

LIMITED TIME BONUSES!

LIMITED TIME BONUS #1

The Rights To Resell The Product For 75% Commission

That's correct.

Purchasing this product at retail entitles you to resell it for a 75% commission. Who else gives you a whopping 75% commission on an associates program?

But I figure, I can either spend money on advertising or give it to my customers.

Click here to read why this reseller program beats others hands down!

Now, you can become a reseller without buying my product. But I don't recommend it. You make no commissions on your first 3 sales. Your commissions begin with the fourth sale.

For details, contact us through: http://www.getyoursupport.com.

LIMITED TIME BONUS #2

02 Days 22 hours
31 minutes and 56 seconds

Order in the next 72 hours and you will receive the full length transcript of the Quickstart call that I conduct with all Ockham's Razor Marketing System customers. I'm very passionate about this, so on this call I will explode this System and make it come alive for you. I'll guarantee you. You WILL want your hands on this transcript, especially if you decide to participate in one of our Study Groups in Bonus Four.

LIMITED TIME BONUS #3

Access To The Ockham's Razor Income System Teleseminar For The First 50 People

The first 50 people to grab a copy of the *Ockham's Razor Marketing System* will get access to a teleseminar where I take you through the Income System over the phone, answer any questions you have, and where I personally SHOW you how to use the system in your very own business.

I'm so passionate about this, I believe in this product so much, I want to make SURE you understand, I want to make SURE you grasp what I'm getting at. And more than that, I want to give you a taste of what you'll get when you join one of our study groups with one of my personally trained Group Leaders.

BUT...

I am only guaranteeing this opportunity to the first 50 people who grab a copy of the *Occam's Razor Marketing System*, so hurry. My conference call line literally only holds 50 people. That's why I have the limit.

I Guarantee You WILL Get Wins & Results or You Get 100% Of Your Money Back

I'm NOT going to turn you into a internet marketing professional overnight. I won't be teaching you every trick in the book. I won't provide free software support and be your answer machine for any question you have.

Here's what I DO guarantee:

GUARANTEE #1: If for any reason you're not 100% thrilled and delighted with the *Ockham's Razor Marketing System*, we'll give you every PENNY of your money back. That's how confident I am that you'll love the *Ockham's Razor Marketing System*.

Having said that, as with ALL my products, I do not represent you will experience profits as I have nor that the typical or ordinary buyer of this or any of my products makes substantial income. I have no control over what people do or don't do with my products. So while your income is NOT guaranteed in any way, your money back IS guaranteed if you are not satisfied.

GUARANTEE #2: In Addition, You Get My Insanely Outrageous DOUBLE-YOUR MONEY BACK Guarantee!

I rocked the Internet world when I offered a triple-your-money-back guarantee on *The Amazing Formula*. Now, it's even crazier. I'm offering a DOUBLE your money back guarantee.

GUARANTEE #3: If you give it an honest whirl and actually try the System and it doesn't work for you, then I'll give you double-your-money back anytime in the 3 months following your order. That's how confident I am you will love the *Ockham's Razor Marketing System*.

LIMITED TIME BONUS #4

The Opportunity To Participate In An Ockham's Razor Study Group

My personally trained Group Leaders will be conducting group study sessions.

For a very reasonable fee, determined by each group leader, you'll be able learn from your peers mistakes, improve on what you're currently doing in your own business, and together use the *Ockham's Razor Marketing System* to pull in even more Triple Jackpot Bonus Days!

Seriously, I WANT you to be in a Study Group because I know that if you are, you'll FOCUS on this, meet others and benefit 10X more than only reading the ebook (as valuable as that is).

Grab Your Copy of "Ockham's Razor Income System" Right Now for Just $55.00

YES Marlon, I want the system! I want to learn *Ockham's Razor Marketing System*! Please Give me INSTANT access to this business and life changing knowledge right NOW!

I understand I'll get...

- INSTANT ACCESS The screen caps of actual *Occam's Razor Marketing System* action from my real accounts.
- INSTANT ACCESS Illustrated PDF with my 37 In-depth secrets that will take your business to the next level by showing you how to use Ockham's Razor to cut through all the mess that is keeping you from succeeding.

- INSTANT ACCESS The actual VIDEO of millions of dollars of marketing inside my account. I take you on a tour and show you the superb power of the *Ockham's Razor Marketing System* in action.
- GUARANTEE 100% Money-Back Satisfaction Guarantee

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