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Newbies Step-By-Step From Scratch Game Plan To Build a True Semi-Auto Piloted Internet Business (Or Even An Empire)

How I Started My Business At Home From Scratch Out of A 600 Square Foot Apartment With a 386 computer and a dot matrix printer… then grew it into a 6 figure autopiloted income, discovered the Internet lifestyle is true — and travelled the world.

By Marlon Sanders

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- How I got started from a 600 square foot apartment
- How my friend John made $300 with only 10 people on his list
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- The 2 things you MUST look for in a target audience
- The secret to auto pilot money in the bank
- How to have bank deposits made when you do NOT work
- How to get people on your email list

If you're reading this article, you're probably not a customer of mine yet.

My customers who have bought in the past 6 months and are So you wanna start from scratch and stick some dough in your bank account.

Hey, I don't blame ya. You got bills to pay, a retirement to worry about. A mortgage payment. A car payment. Whew! That doesn't even include kids, gas and clothes. No wonder you wanna bring in some dough part time and possibly even full time on the Net. I started in this business way way way back on AOL and Compuserve. I'd run a little freebie classified ad offering a report.

People would email me and I'd hand email them back.

Things weren't very automated back then and they've thankfully come a very long ways.

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But get this: I use the SAME formula today as I did back then and you can too. I started out of a tiny 600 square foot apartment, where I barely had any room for books or courses.

I had a little white wooden press board desk my friend Kelli gave me. I had a 386 computer I bought from the Dax mail order catalog not to mention the dotmatrix computer. I must say I'm VERY happy to have a faster computer today.

If you can write or you can talk, you might find this is the perfect business for you.

Now, I'm known as the "King of Step-By-Step Internet Marketing Training." So in a minute, I'm going to lay some step-by-step goodness on you to prove and demonstrate I really AM the King.

So what took me from that tiny 600 square foot apartment to world travel, highly prestigious speaking engagements around the world and even to having the organization for genius folks (Mensa) put one of my products in their online catalog?

What allowed me to bring in 100's of thousands of dollars a year like I have for years now while working so little time in a day it's almost embarrasing?

(I consider 30 minutes to an hour a good day's work).
The answer is what I dubbed many years "The Amazing Formula That Sells Products Like Crazy."

See, either you trade products for dollars or you trade time for dollars.

I'd a lot rather trade products, so I can spend MY time the way I wanna spend it. Here's my little step-by-step System for doing that:

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Step One: Find a group of people who are passionate and buy lots of stuff, especially expensive stuff.

a. Given the choice of selling to broke people or people with money, it's better to sell to people with money!

b. Find people who not only spend money but spend it over and over and over.
Here's an example: Golfers. Do you golf or know anyone who does? Chances are they have golf equipment, gloves, ebooks on how to golf, books, cd's or courses on it, and so forth. Avid golfers just can't get enough stuff that will help them golf better! And they're willing to pay good money to improve their game.

Oh, they buy over and over and over.

Or take my dad.

He builds model airplanes …you know, the kind you fly on remote control. Talk about an expensive hobby!
Those planes cost $1,000 and $2,000 each for the kits!

Step Two: Look at what the people BUY and spend money on over and over.

a. All things being equal, it's better to sell 'em something similar to what they're already buying.

No use reinventing the wheel too much.

b. Study the web sites they go to, blogs they read and the forums they go to.

(Side note: If you don't have my Promo Dashboard and Product Dashboard,

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they show you step by step how to do this.

Those 2 are part of what I call my Basics Pack for newbies to get up and running super quick with a minimum of time spent trying to figure stuff out. It's the ultimate in step-by-step

Step three: Look at what people buy to START with and then what they over and over or things they buy that are more expensive.

We call this the marketing funnel.

Typically, a new customer buys something cheap. Then they buy things that are more expensive.

You want to have a little funnel of stuff that becomes more expensive as they go along.

Step four: Create a freebie to get people on your email list.

(Tip: If you need to save a bundle of money, get this all in 1 system that includes your affiliate software, ad trackers and all kinds of other stuff. I recommend the freebie trial to check it out:
http://www.automateyourwebsite.com

Many famous marketers started with this system) I did this way back in the AOL days by running classified ads. But I had to send the reports or freebies by hand.

Today a thing called an autoresponder does it for you.

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Step five: Send 2-5 emails a week

Once you get people on your email list, send offers for affiliate products until you have your own. See, you can sell OTHER people's products and get a commission for doing so.

If you want to see what my affiliate program looks like, just go to getyourprof-its.com and you can scope it all out.

Here's the thing: Even if you only have 10 people on your email list, you need to start sending emails and learn how to write emails that get people to click.

That's really key.

My friend John Alanis at womenapproachme.com did that.

And when he had 10 people on his list, one of 'em bought his $300 product!

He started sending out daily emails and it worked like a charm. It works for me also and many of my friends.

Step six: Mix in content, entertainment and good stuff with your promotional emails.

Do NOT send all pitches. Add in links to videos or podcasts. Or do little articles that have content like I'm sending you.
Make people WANT to stay on your list and read your emails.

Step seven: Once people buy, sell 'em more expensive stuff!

You know, move 'em up your funnel.

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That's what I do. Once you buy from me, you move onto my Alist version of Marlon's Marketing Minute that contains more advanced information and secrets.
And, of course, I don't just promote my Dashboards in there. I have coaching programs and other things that provide really incredible value but do have a bit higher price tag. Still, my Alist customers get exposed to real bargains.

All you gotta do to be ON my Alist and get my advanced ezine issues is buy every six months.

If you don't buy after six months, you revert to my standard issue you're reading now. Which is STILL the most content-packed weekly ezine anywhere in Internet marketing.

Other marketers ONLY send you content during their product launches. And then they just hammer you with pitch after pitch for all their JV buddies they only emails to!

I recommend you do what I do.
Regularly create little videos, emails, podcasts or other forms of content or entertaining things that your customers will love and send 'em out.

Here's the AUTOPILOT part:

Once you get emails that work, you just stick 'em in your autoresponder and the sales happen automagically!

This is the greatest feeling in the world.

You'll be so jazzed, pumped and excited when you realize you don't have to even show up for work and you'll STILL have sales coming in and money being deposited in your bank account.

This is what's so freaking awesome about Internet marketing.

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"Point and Click" Your Way To Create Amazing Web Pages That Sell Your Products Like Crazy!

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The Only Point-And-Click System That Turns Internet Marketing And Promotion Into A Virtual No-Brainer

http://www.promodashboard.com

Discover the Amazing Formula That Sells Products Like Crazy!

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On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

http://www.thewriterssecret.com

Just Fill In The Blanks, Click a Button And Out Pops a Potent, Targeted Sales Letter Ready To Sell Your Products or Services!

http://www.pushbuttonletters.com

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http://www.productdashboard.com

How I Got 1 in every 102 english speaking net users to my web sties!http://www.1in102.com

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http://www.gimmesecrets.com

Exactly how to vanquish overwhelm, delete your "to do" list, get unstuck, and gain crystal clarity -- all within 4 weeks

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