

# 7 MAXIMS

FROM THE MIND OF A

# MARKETING MILLIONAIRE

SIMPLE STORIES REVEALING MASSIVE RESULTS



PRESENTS

# MARLON SANDERS

# Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

All material reprinted with permission from Marlon Sanders and copyrighted by Higher Response Marketing, inc.

## Table of Contents

<b>Master Millionaire Marketer!</b> .....	<b>5</b>
<i>Marlon Sanders:</i> .....	5
For Just a \$1 Trial, You Can Start Today.....	6
And he's a wild man ☺ .....	7
<b>How Do You Promote an Ecourse?</b> .....	<b>8</b>
<i>Excerpt 1: From Affiliate Success Letter 1</i> .....	8
1. If you have an email list, you start there. ....	8
2. Once a week promote the course on Facebook.....	8
3. Offer the ecourse everywhere you're allowed.....	9
4. Post links to articles by others that are highly valuable .....	10
5. If you have your OWN product, then create your OWN ecourse, and use your affiliate ecourse as an add-on .....	11
6. If you're a 2-level affiliate, then recruit others to give away the ecourse for a commission .....	11
7. If you have a track record of affiliate sales then when people hit you up to promote their offer, ask them if they will put your free ecourse banner on their bonus page.....	11
<b>Viral eBook Epic Bonus</b> .....	<b>13</b>
<i>Excerpt 2: From Affiliate Success Letter 2</i> .....	13
<b>A Super Easy Way to Get Clicks and Sales</b> .....	<b>15</b>
<i>Excerpt 3: From Affiliate Success Letter 4</i> .....	15
But Marlon, "What Is Value?" .....	15
Posting Valuable Content Is NOT Enough .....	16
<b>The Four MAGIC "NESBEE" Messages You Can Easily and Quickly Write That Will Sell Your Affiliate Products</b> ....	<b>22</b>
<i>Excerpt 4: From Affiliate Success Letter 6</i> .....	22
This is called the "NESBEE" system for writing emails. ....	22
New .....	23
Easy .....	23
Safe.....	23
Big.....	23
<b>What do you think so far?</b> .....	<b>25</b>
<b>First, Make Some Noise</b> .....	<b>26</b>
<i>Excerpt 5: From Affiliate Success Letter 8</i> .....	26
One way, of course, is through a strong headline.....	27
The Leapfrog Theory .....	27
Make a Promise of Value.....	28
Here's the formula: .....	29
But let's say you just can't THINK of content! What then? .....	30
<b>"But Marlon, What If I Don't Have a List?"</b> .....	<b>31</b>
<i>Excerpt 6: From Affiliate Success Letter 14</i> .....	31
Here's Why I Like This Method.....	31
The method he uses to get all these opt ins for really cheap is shoutouts from Instagram influencers.....	31

He does a great job in the video explaining this. ....	32
Here are the 2 videos that explain this method in depth.....	33
<b>Now, Let's Create a Mini VSL .....</b>	<b>34</b>
<i>Excerpt 7: From Affiliate Success Letter 15 .....</i>	<i>34</i>
With affiliate offers, you get more sales if you PRE-SELL the offer. ....	34
Here's the formula he used more or less. I'm rewording it.....	35
Where to HOST your video:.....	36
Here's how you use the video you create: .....	36
<b>And This Is Just the Beginning!.....</b>	<b>37</b>

Each week, get access to the only weekly Success Letter that

**HELPS YOU MAKE MORE COMMISSIONS, FASTER AND EASIER AS AN AFFILIATE.**



**CLICK HERE FOR: AFFILIATE SUCCESS LETTER**

**Helps you make more sales and commissions as an affiliate by being one step ahead.**

ASL is the ONLY weekly newsletter for info product affiliates that gives you:

- > New strategies for fast commission-getting
- > Simple commission-getting methods ANYONE can use
- > Tested, proven strategies you can put to work
- > Interviews with BIG income-making super affiliates

**Click here to check out the AFFILIATE SUCCESS LETTER FOR JUST \$1**

And as a special bonus for all of the NAMS community, you'll get ALL of the back issues of Affiliate Success Letter instantly.

# Master Millionaire Marketer!

## Marlon Sanders:

I've been following Marlon Sanders and buying his products for 15 years starting with **The Amazing Formula**, his foundational marketing manual for thousands of online marketers.

And for the last 4 or 5 years, we've had a relationship on Facebook – you know, the kind of friends that commented on each other's posts.

Then, a couple of years ago, he private messaged me about another marketer who had one of the cleanest and clearest copywriting formulas he'd ever seen.

He wasn't selling me on it. Just informing me of this great resource.

Given that Marlon is one of the best copywriters on the planet, I was definitely curious. So, I told him I'd love to know more.

The phone rang.

It was Marlon. There's no missing that distinctive voice. And he started right in like we'd been friends forever. What I didn't know about Marlon until that conversation – the first of many – was just how generous he really is.

I don't think Marlon ever met someone he didn't assume he was friends with already. I love the positive and open willingness he has to help people.

Now, I've known for all those years that Marlon is one of the most talented and innovative marketers online and off. Heck, Marlon's marketing legend goes back long before the Internet was around. He cut his teeth in the direct response marketing world where "instant results" were anything but that – sometimes taking months to find out the results of a direct mail promotion.

So, he learned marketing from the legends of marketing.

But what I really love about Marlon is that he keeps learning. And implementing.





When he finds a new technique that someone else is using that's working like gangbusters, he dissects it until he understands it.

Often, he picks up the phone and asks the marketer, *"How are you doing this?"*

And then he shares it – with permission, of course. Generously.

He has a series of newsletters that reveals all of the investigative work he's doing on a daily basis.

All of them are incredibly low-priced (again, his generosity comes through), but the first one called [Affiliate Success Newsletter](#) passes my "Stupid Test!"

At \$5 a month or \$1.25 for a weekly issue, I'd have to be stupid to pass it up. So, I didn't. I've been a subscriber from the beginning, and I look forward to it every week.

I begged... BEGGED... Marlon to let me tell you about it in a very special way.

That's what this eBook is all about.

I've pulled excerpts from seven of the early back issues and included them below. (And you'll get ALL the back issues if you [sign up](#) today).

Read this. Learn from the techniques he's providing.

But more importantly, watch what he's doing. Each newsletter is a master course in delivering Value Content and monetizing that content with affiliate links.

You should be doing EXACTLY the same thing in your niche. Or, as Marlon suggests, [signing up for this newsletter](#) and sell it to your list as well to make money on his deep funnels.

It's recurring income. And recurring income is real business.

## **For Just a \$1 Trial, You Can Start Today...**

Let me explain a little more about Marlon. He really doesn't need to tout his accomplishments, so I will.

As one of the top copywriters in the world, he's sold thousands of products and made millions of dollars. That's first. But he didn't stop there.

He's created dozens of products that have influenced the best Internet Marketers around the world. He's considered a marketer's marketer.

But there's one very special trait that I love about Marlon.

### **And he's a wild man 😊**

In the best sense of the word. His imagination is wild. His spirit is wild. And his results are even wilder. And he's wildly loved by all who know him.

He's not afraid to try new things, but he always keeps the tried-and-true marketing strategies and techniques close at hand.

And when he discovers something new, or even an old technique that is working again, he's like a kid at Christmas. He can't contain his excitement. He has to tell you about it.

The [Affiliate Success Letter](#) is the ONLY way to make sure you see what Marlon has discovered this week. And you won't have to wade through long, wordy documents. He gets right to the point.

And you may find a typo or two, but when he's banging out his newsletter with such enthusiasm to get it out as fast as possible, the occasional typo is OK.

For less than a Starbucks Grande Latte each month, you can fill that cup with solid gold info that Marlon delivers every week.

So, let's get started with Marlon's wisdom with the 7 Maxims from the Mind of a Marketing Millionaire!

To your success!



David Perdew

NAMS, Inc.

# How Do You Promote an Ecourse?

## **Excerpt 1: From Affiliate Success Letter 1**

Reprinted with permission by [Marlon Sanders](#)

If the topic grabs people's attention and interest, it's pretty easy really.

### **1. If you have an email list, you start there.**

If you don't have a list, we need to fix that asap. The money is in the list. All you do is sign up with Aweber, Getresponse, [Automateyourwebsite.com](#), Sendlane or another provider.

Those services are reasonably affiliate friendly, although with any service today, you'll need to keep your open rates up and complaints down. We'll talk about that in another Success Letter.

Automateyourwebsite.com is my private label. It's a good value still with ad trackers, shopping cart and email. It's not your fanciest state-of-the-art features. But it's a great value and stable.

A lot of the newer, fancy email services like Active Campaign have great features but won't allow you to do affiliate marketing for our type of products, based on what they told me.

You need an email capture page. I'll show you how to create that in another success letter, but there's 1,001 videos on YouTube on how to do it with different services.

You can make it a p.s. on every email you send out.

You can make it a popup on blog posts, videos or articles you send to your list. See my Exit Bux product for help on this (coming soon).

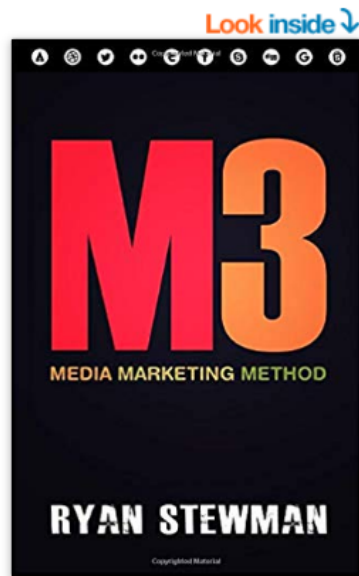
### **2. Once a week promote the course on Facebook**

I'm going to turn you onto a HUGE secret here.

How would you like to be able to turn your Facebook posts into a cash machine? Yeah, I know you've heard that 101 times.



But for a few bucks, you can get the single best thing I've ever seen on how to actually do it. I can't recommend this too highly. The Kindle version is \$2.99. You'll know more about how to promote organically (without paid ads) than 99% of others.



## M3: Media Marketing Method Paperback – October 26, 2018

by [Ryan Stewman](#) (Author)

★★★★★ 8 ratings

[See all 2 formats and editions](#)

Kindle  
\$2.99

Paperback  
**\$9.99**

[Read with Our Free App](#)

[1 New from \\$9.99](#)

M3: Media Marketing Method is an in-depth dive into the proven social media mechanics that create success and profit in any business and industry. Written by the renowned Ryan Stewman aka the "Hardcore Closer," M3 delivers actionable advice infused with Ryan's hilarious storytelling. M3 students have gone on to earn hundreds of thousands of dollars by simply tweaking their existing marketing efforts. Ryan's detailed instructions are easy to follow and even easier to implement. If you want to bridge the revenue gap and move into the realm of the big earners, M3 will take you and your business there.

It's all based on making 4 to 5 value posts for every 1 "pitch" post.

And then understanding HOW the Facebook machine works. Brilliant stuff.

### 3. Offer the ecourse everywhere you're allowed.

If you're in Facebook groups that don't mind if you share a freebie ecourse, do it. But do NOT spam.

In the MMM book above, you'll learn why spamming is stupid and you don't need to do it. Just by chatting with people about ANY topic they're interested in, you'll create an interaction that means they'll SEE your POSTS!

So, all you do is chat up people and be smart and friendly and talk about what interests them. This is Dale Carnegie 101. Talk in terms of the other person's interests.

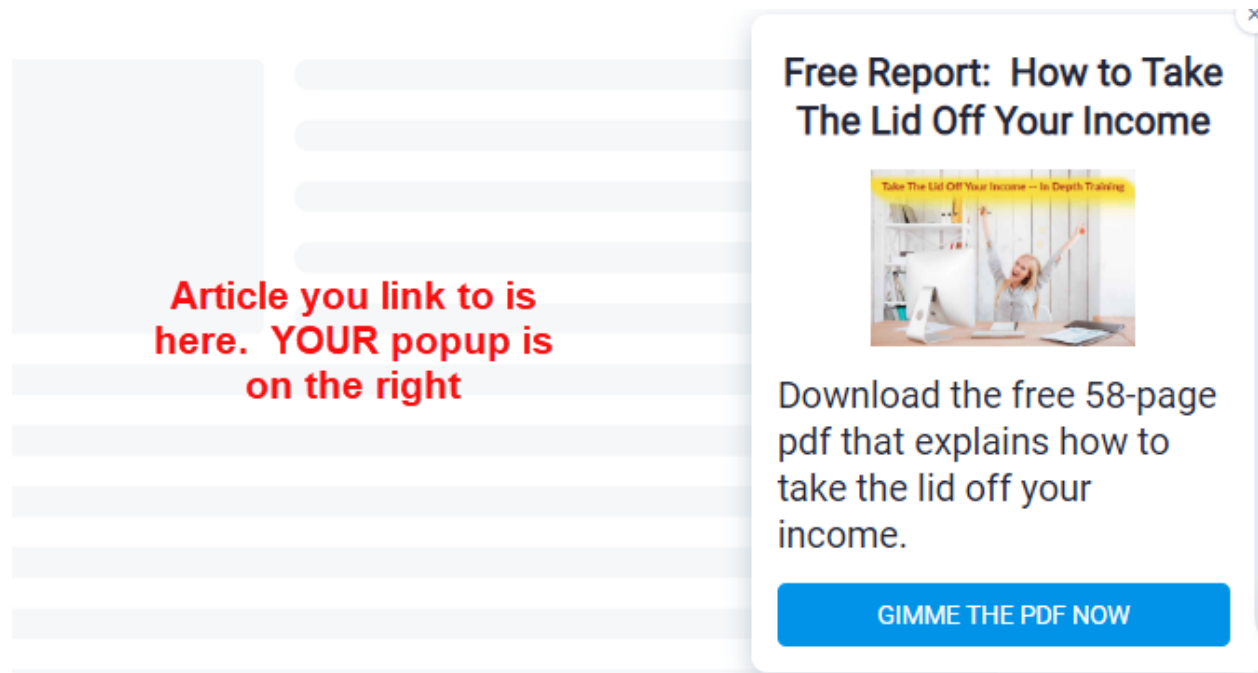
There ARE Facebook groups that allow you to post offers and such. You CAN post your freebie there.

## 4. Post links to articles by others that are highly valuable

Do NOT do this with huge websites like Time or CNN. Do it with smaller sites.

But let's say I'm in a group that doesn't allow blatant affiliate links or promotion BUT they allow you to link to content.

What you do is fire up [this tool right here](#). It lets you add your OWN popup to the article!



If it isn't obvious, that can say FREE ECOURSE vs. free report. I haven't created popups for my ecourse yet, but I will shortly.

Remember when I said that using Stewman's method you do 4 or 5 content posts for every pitch?

Guess what? Some of those content posts can be links to great articles! And your popup is right on top of them. Or it can be a ribbon at the top of the page or an exit pop.

[The tool I'm recommending](#) is a one-off fee. No recurring billing. You do NOT have to use it. But it's one heck of a tool. [This does the same thing](#) more or less but is a recurring fee. While you save money upfront, I'm not a fan of recurring fees when I can avoid them.

But if you want to start for \$29/ month, you can go [here](#). You'll be limited to 5,000 clicks per month and won't have A/B testing or retargeting.

To get 250,000 clicks costs \$299/month vs. the tool I'm recommending which is a one-off fee. And you can use it for so much more. It's like a Swiss Army Knife.

## **5. If you have your OWN product, then create your OWN ecourse, and use your affiliate ecourse as an add-on**

This way, you can get other affiliates to promote your ecourse because you can pay them a 90% or 100% commission on YOUR product. You're building your list for free. And you can then feed people into your next ecourse or viral report.

When the main ecourse for your product runs out.

You SHOULD create your own \$7 to \$10 product if you haven't yet. [How to Create High Profit Products in a Flash](#) will help you.

## **6. If you're a 2-level affiliate, then recruit others to give away the ecourse for a commission**

If you don't have your OWN product yet, then you can do the same thing on programs where you're a 2-level affiliate.

Sometimes, if you're a really great affiliate, the program will make you a 2-level affiliate. But probably only if you've proven first that you can bring the heat, which you will if you keep following my tips in the [Affiliate Success Letter](#).

## **7. If you have a track record of affiliate sales then when people hit you up to promote their offer, ask them if they will put your free ecourse banner on their bonus page.**

They came to you to ask you to promote. So, YOU have clout to ask them to do this.

You need to have BANNERS offering your ecourse. This is the product I use here to create banners. I use Photoshop but the templates also work with several online programs.

It costs at least \$20 a pop to get banners made for you.

Just 10 banners are \$200 smackeros.

How would you like to put that \$200 in your pocket and still have banners that look fantastic?

That's where the Banner King is here to help you.

I've got a PDF here to help you.

<http://marlonsvideos.com/mmm6/bannercreation.pdf>

I'm making as many links in [The Success Letter](#) to my products as affiliate links, so that you as an affiliate for the newsletter will also profit.

Right now, the funnel has 15 products in it -- and growing.

For example, the link to *How to Create High Profit Products* above is an affiliate link. And if you refer someone to the Affiliate Success Letter who buys it, you'll get the commission via WarriorPlus.

I plan to make that PDF rebrandable and re-do the sales page for the product, so you can profit by recommending it. The PSDs are excellent.

# Viral eBook Epic Bonus

## Excerpt 2: [From Affiliate Success Letter 2](#)

Reprinted with permission by [Marlon Sanders](#)

Many years ago, Jimmy D. Brown wrote the definitive eBook on how to promote and make money using viral eBooks and reports.

With permission from Jimmy, I'm giving you a copy in the member's area. It's in your member's area. The Affiliate Army bonus pdf is also there.

You log in at:

<http://yourloginlink.com>

(You must be a subscriber to the [Affiliate Success Letter](#))

User: The email you registered with

Pass: The password you chose

If you can't log in, the solution is usually trying a different email. There's also a password retrieval. But you can always post to [getyoursupport.com](http://getyoursupport.com) and I'll look it up for you.

Give me your name, and email or emails.

YES, this is Old School. But rebrandable reports and eBooks DO work. Why? Because they hard code your affiliate id. And you can charge \$39 for rebranding.

So, you make a little money AND have an affiliate.

*But Marlon, I don't have my own product.*

Here's the GREAT thing. The eBook or report can simply have affiliate links for products from OTHER people! All you need to do is create the rebrandable report or pdf.

The reason the method STOPPED working very well is people bought the crappiest PLR and turned it into rebrandable reports.

It's the law of the lowest common denominator. When lazy people ruin a method by doing the least work possible, it stops working.

Fortunately, no one uses this method much anymore. Which means the door is open again for you.

THIS is how you be one step ahead, doing things others don't. Write a good report or eBook. Make it something worth paying for. Put some love and effort into it. It doesn't have to be over the top. But for gosh sakes, don't put out crap and expect this method to work.

Each week, get access to the only weekly Success Letter that  
**HELPS YOU MAKE MORE COMMISSIONS,  
FASTER AND EASIER AS AN AFFILIATE.**

**CLICK HERE FOR: AFFILIATE SUCCESS LETTER**

**Helps you make more sales and commissions  
as an affiliate by being one step ahead.**

ASL is the ONLY weekly newsletter for info product affiliates that gives you:

- New strategies for fast commission-getting
- Simple commission-getting methods ANYONE can use
- Tested, proven strategies you can put to work
- Interviews with BIG income-making super affiliates



Click here to check out the  
**AFFILIATE SUCCESS LETTER FOR JUST \$1**

**And as a special bonus for all of the NAMS community, you'll get  
ALL of the back issues of Affiliate Success Letter instantly.**



# A Super Easy Way to Get Clicks and Sales

## Excerpt 3: [From Affiliate Success Letter 4](#)

Reprinted with permission by [Marlon Sanders](#)

I want to focus in a little more on a super easy way to get clicks and sales.

If the friends you have in Facebook are ok with it, you can post promos there.

The better strategy is the one I referenced in the last issue with the Ryan Stewman M3 Method eBook (only \$2.99 on Kindle).

I've DONE that method.

It works.

I won't go into all of Ryan's method as he breaks down the Facebook Algorithm in depth and shows how to capitalize on it.

Instead, let's talk about a simple method that applies to your email list, your Facebook posts, Instagram, Tic Tok, and your overall social media.

The method is simple: 3 to 5 pieces of "value" content to 1 "promo" or business purpose.

I'm building out a new autoresponder follow up sequence. I have 2 or 3 pieces of content or value for every "pitch" email.

Ryan compares it to radio or TV advertising. You have 80% content or "show" and 20% ads.

Same with magazines.

If all you do on your Facebook timeline is pitch, pitch, pitch you're going to lose people.

I follow the same thing in the [Affiliate Success Letter](#). I have a promo or two for things of mine you can promote. But it's 80% or 90% value.

## But Marlon, "What Is Value?"

That's is good question.

Ryan's answer is that it's posting things your audience WANTS to hear about. Either useful content that helps them solve problems or get results they care about.

Or entertainment.

For example, in my Facebook group I posted a picture of a gold Mercedes or some car like that and asked if people would drive it.

Wow, the engagement skyrocketed.

To Facebook, "likes" mean nothing. But when people comment, that carries weight. And if they share, that carries even more weight.

Value posts should have high engagement. Telling stories, doing polls, and asking questions all create engagement.

## **Posting Valuable Content Is NOT Enough**

In [Fast Track](#), we had members test this out, including myself.

What we found is our members didn't have enough "target audience" friends to create much engagement.

What this means is daily you need to ADD friends who are in the target audience.

A good method for doing this is to make "value posts" in Facebook groups. Then add the people who comment as friends, no more than 10 a day.

Facebook will also recommend friends.

This is not an overnight process. You have to keep doing it for several months to really see it kick in.

Ryan gives you a method called the Lucky 7 which I won't repeat here out of respect for his content. His eBook only costs a few bucks.

But I will say you can't just post content. The formula won't work. You have to use the Lucky 7 formula.

Just as an example, when someone comments, likes or shares one of your posts, you want to go to THEIR timeline and comment or share. Remember, 'likes' mean almost nothing to Facebook.

## **A Method That Shouldn't Work but Does**

I don't understand this.

Everything I've read says that the Facebook algorithm will penalize you for asking people to comment, especially if the comments are the same.

All I know is that in my Facebook group, if I post my newsletter with the link in comment #1, not very many people seem to get the post.

But when I ask people to type a Y or something else if they WANT the newsletter, then I post it to them, the post does well.

What's even stranger is that I post a little customized message to each person with the link for the newsletter. If you look at ANY of my comments, you plainly see the link.

Yet people comment to get the link.

Like · Reply · 1d



**Marlon Sanders** 🌟 Eric appreciate that fast response as fast responses feed the algo.

<https://attractsalesnow.com/ideal-business/>



ATTRACTSALESNOW.COM  
Ideal Business |



Like · Reply · Remove Preview · 1d



**Scott Hugo** Yo 🍷 1

Like · Reply · 1d



**Marlon Sanders** 🌟 Scott appreciate you. See post in Fast Track and thank you for feeding the algobeast for me.

<https://attractsalesnow.com/ideal-business/>



Like · Reply · 1d · Edited



**Michael D. Walker** Yo Marlon Yo! Thanks buddy!



Like · Reply · 1d



**Marlon Sanders** 🌟 Hi Michael, here you go:  
<https://attractsalesnow.com/ideal-business/>



ATTRACTSALESNOW.COM  
Ideal Business |



Like · Reply · Remove Preview · 1d

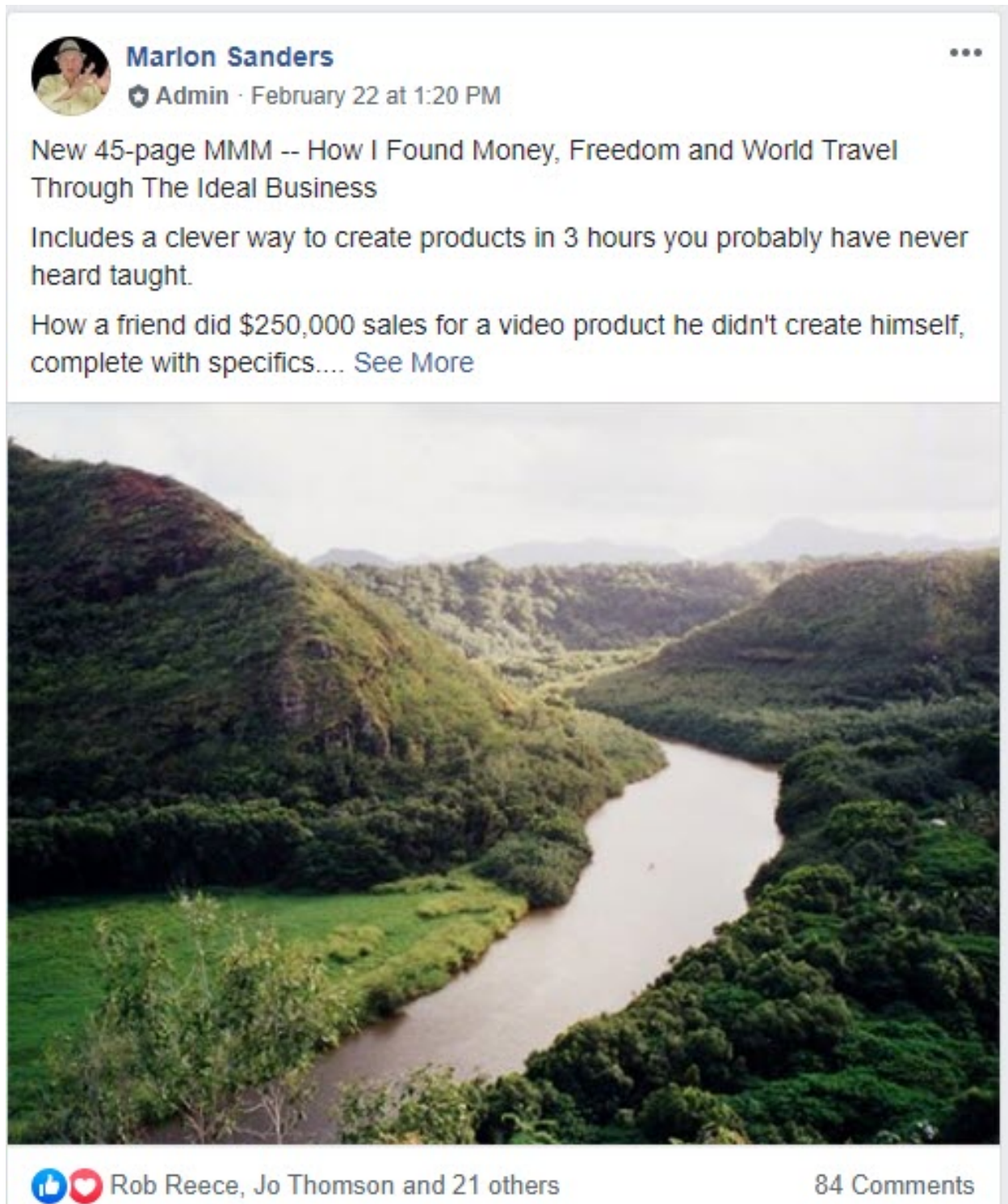


**Joseph C Derer** yo...



Like · Reply · 1d

Here's what the post looked like:



As you can see that post had 84 comments but half of those are my replies. Honestly, this shouldn't work. And maybe my distribution gets penalized in other ways. I don't know.



What I DO know is that every time I use this method, it seems to work. The responses KEEP coming in. Ryan Stewman explains that this is because of recency.

One thing I do is vary the message a little bit that I type to each person. It only takes a second. If the Facebook algo detects that you're posting the same response over and over, to my knowledge, it doesn't like it.

The cool thing about this method is you can see the sales come in when you reply to people's posts. It's a pretty direct correlation. In my case, I was sending them to this page:

<https://attractsalesnow.com/ideal-business/>

It's a little sales page I whipped out in maybe 30 minutes or an hour tops. With practice, you can do the same. Now, on this one, I wrote the actual letter a long time ago but put it into the page template.

The one the week before though I wrote in 30 minutes or an hour and posted it online and hooked up the order links.

Here's an example of a few of the sales that have come in, at least a healthy part of them due to the Facebook post:

Date	Product Offer	Buyer Email Item # / Tax ID	Price	Status
<b>TOTALS (181 items)</b>			<b>12,798.65</b>	
2020-02-24	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95	completed
2020-02-23	How to Build Miss Traffic-Getting Mechanisms Affiliate Success Letter		\$9.95	completed
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95	completed
2020-02-23	MMM \$1 Trial Affiliate Success Letter		\$1.00 €1	completed
2020-02-23	Markon Sanders' How to Create High Profit Products (asl) Affiliate Success Letter		\$14.27	completed
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95	completed



And more...

2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95 completed	🔗
2020-02-23	Markon Sanders' How to Create High Profit Products (asf) Affiliate Success Letter		\$14.26 completed	🔗
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95 completed	🔗
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95 completed	🔗
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter		\$9.95 completed	🔗
2020-02-23	How I Found Money, Freedom and World -- Ideal Biz Affiliate Success Letter	copyrightingmms.com	\$9.95 completed	🔗
2020-02-23	MMM \$1 Trial Affiliate Success Letter		\$1.00 completed	🔗 C1
2020-02-23	Affiliate Success Letter Affiliate Success Letter		\$1.00 completed	🔗 C1

# The Four MAGIC "NESBEE" Messages You Can Easily and Quickly Write That Will Sell Your Affiliate Products

## Excerpt 4: [From Affiliate Success Letter 6](#)

Reprinted with permission by [Marlon Sanders](#)

This is called the "NESBEE" system for writing emails.

You've NOT seen, read or heard about this email writing method before. It's an EXCLUSIVE for [Affiliate Success Letter](#) subscribers.

If you aren't currently an [Affiliate Success Letter](#) subscriber and were gifted this issue as a sample, then [go here to subscribe](#) so you never miss out on exclusives like this.

In 2018 alone, Kyle Milligan's sales copy brought in over \$7.1 million in sales and over 51,000 new customers as a copywriter for Agora. And now he runs his own gig called Wealth Press.



Kyle is an elite copywriter, and here's his video on it. This will open in YouTube.

He teaches a method called NESBEE, which stands for New, Easy, Safe, Big.

What Kyle explains is that [people buy based on emotions](#), not logic. And there are FOUR dominant emotions that determine if people buy: New, easy, safe and big. NESBEE is a handy way to remember the 4 emotions.

## New

People LOVE new things. In fact, Kyle says if the product or angle isn't new, it's unlikely to sell. The alter ego of new is ONLY. For example, Affiliate Success Letter is the ONLY newsletter that trains you to be a successful affiliate for info products.

## Easy

Everyone loves easy. The alter ego of easy is anybody. That is, it's so easy anyone can do it or get a result with it.

This is why people buy done for you products like crack. It just sounds so easy.

## Safe

No one wants to take a risk with their money. The alter ego of safe is predictable. Everyone wants a predictable result.

## Big

Everyone wants a big payoff for that small amount of effort. The alter ego of “big” is “fast.”

In your initial product review or email, you might touch on 2 of the 4 emotions, or even all 4.

So, if you were sending out an email for my Rising Tide Formula, you might say:

*Would you like to look over the shoulder of a marketer who has sold 39,583 products online and see his "secret sauce" that makes it all possible?*

*Marlon Sanders has a method he just repeats over and over to sell hundreds and thousands of info products. And now, you can look over his shoulder and see what it is and how it's done.*

*Check it out there: URL*

What elements am I emphasizing there?

**Big: 39,583 products were sold**

Truth be known, it's 70,000+ but I they are sold on different systems and I couldn't get them all in one screen cap.

**Easy: Secret sauce method implies you don't have to reinvent the wheel.**

You just follow the method. Over-the-shoulder implies as you can actually watch and see how it's done.

**Safe: It's a method you repeat over and over.**

Thus, it produces predictable results. That is, it's not a moonshot.

**New: No one has ever heard of Rising Tide Promotions before.**

ANY product that is selling well has at least TWO of these elements and probably all 4. They'll be spelled out in the sales letter. All you do is extract the elements and do a short write up that highlights them.

## What do you think so far?

Before, we move on to the rest of Marlon's marketing genius, just think about how YOU could be getting all of [Marlon's weekly affiliate success tips](#) deliver to your inbox every week for just \$5 a month. And at the time of this writing, there are 54 back issues. Each is chocked full of interviews, tips, current success stories and step-by-step processes!

Click the image below and sign up right now. Be sure to check out the rest of these golden examples below too...

Each week, get access to the only weekly Success Letter that

## HELPS YOU MAKE MORE COMMISSIONS, FASTER AND EASIER AS AN AFFILIATE.



**CLICK HERE FOR: AFFILIATE SUCCESS LETTER**

Helps you make more sales and commissions  
as an affiliate by being one step ahead.

ASL is the ONLY weekly newsletter for info product affiliates that gives you:

- New strategies for fast commission-getting
- Simple commission-getting methods ANYONE can use
- Tested, proven strategies you can put to work
- Interviews with BIG income-making super affiliates

**Click here to check out the  
AFFILIATE SUCCESS LETTER FOR JUST \$1**

And as a special bonus for all of the NAMS community, you'll get ALL  
of the back issues of Affiliate Success Letter instantly.

# First, Make Some Noise

## Excerpt 5: **From Affiliate Success Letter 8**

Reprinted with permission by [Marlon Sanders](#)

When I was young, I did magic for children's birthday parties. My grandmother travelled with a magician and was in acts.

So, I was always interested in magic.

One interesting subset of magic is street performers. They gather a crowd around and make their pitch.

So, a year or two ago, I was at this gigantic, massive flea market in San Antonio. And a very famous street magician was there entertaining crowds.

Here are a [few of his products](#). You can see the master street magician live, [in action here](#) on YouTube.

I hung out and talked to him between performances. Every day he did something like 10 performances. I don't remember the exact number.

One of the basic methods used by street performers is "make some noise." They use horns or different noise mechanisms to gather a crowd.

Jimmy had a fellow performer with him that day. And he started his pitch by swinging a bottle on a rope. And explaining the reason the rope stayed in the bottle was there was a TINY MAN in the bottle.

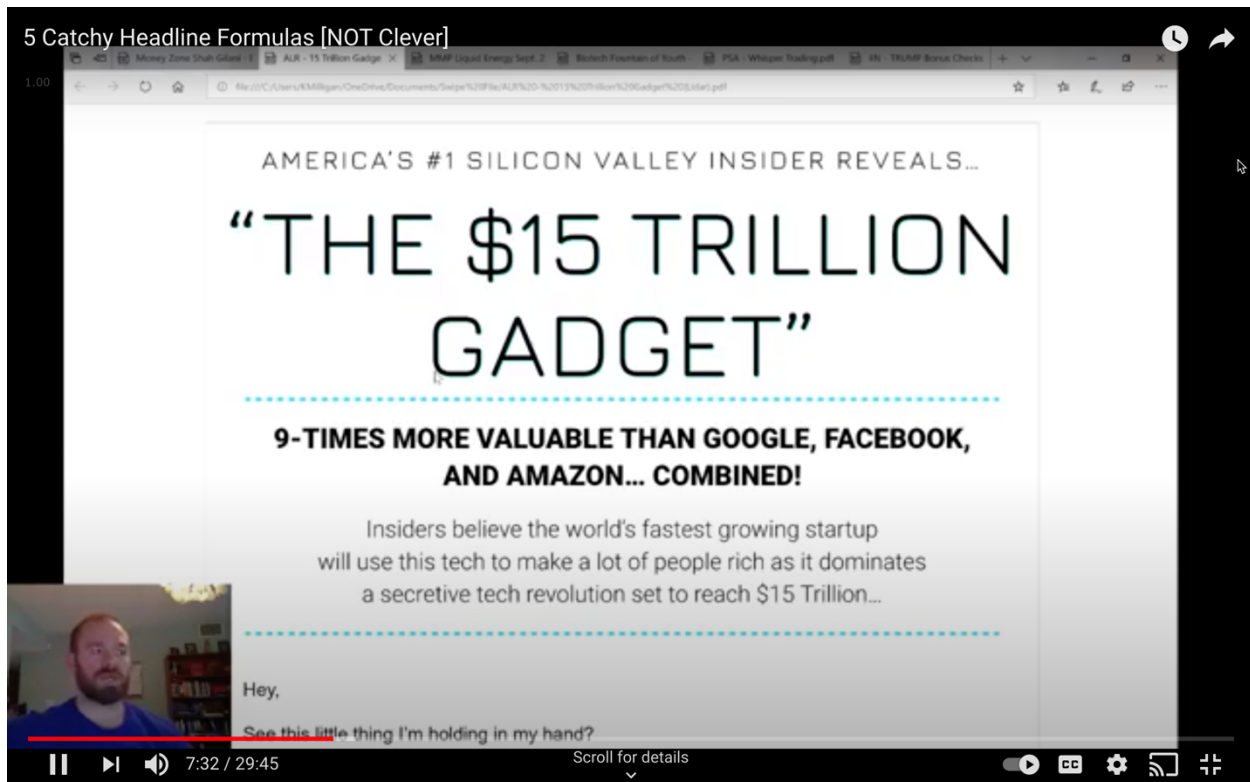
As ridiculous and absurd as that statement is, it would attract a crowd. We'd call that a pattern interrupt.

If you want to build an audience, you need to make some noise. In other words, you need to be bold and attract some attention.

One thing you'll want to pay attention to is how other marketers do this.



One way, of course, is through a strong headline.



Here are [5 headline formulas](#) for you to get attention.

## The Leapfrog Theory

Dan Kennedy talked about the Leapfrog Theory. The idea was that you just DECIDE you are an authority and become one. In some cultures, people feel like they have to wait for someone else to call them authority.

Or they need credentials or certifications.

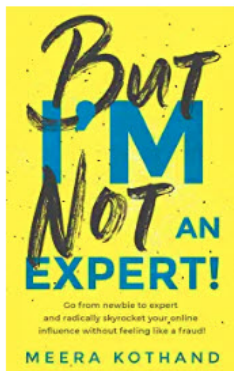
In contrast, the Leapfrog Theory says you are because you decide you are. And you become that and grow into that. I'm NOT talking about misrepresenting. It's your ATTITUDE.

People won't pay attention to you unless you DECIDE you have value for them and deserve their attention.

Or you can use the street performer method and just DECIDE to make some noise!

Pretend you're a Harley Davidson motorcycle. Make some noise! Be a HOG!

If you struggle with that, this book might be of great help you to:



Sponsored ⓘ

**But I'm Not An Expert!:** Go from newbie to expert and radically skyrocket your influence without feeling like a fraud

by Meera Kothand

★★★★☆ ~ 119

**Kindle Edition**

\$0.00 **kindleunlimited**

Included with your Kindle Unlimited membership [Learn More](#)

Or \$3.99 to buy

Become an expert in your industry and skyrocket your influence without feeling like a fraud. This book will show you how!

## Make a Promise of Value

Let me point out that I was the ONLY person at that flea market who knew who Jimmy Talksalot was.

The REASON Jimmy drew big crowds is he verbally and non-verbally promised an ENTERTAINING time!

His friend promised to tell you about the little man in the bottle!

Some affiliates post ONLY offers on their Facebook timeline. It's a better approach to post content or do live streams that have problem-solving content.

Have people COMMENT if they want a cheat sheet, checklist, template or some kind of freebie.

Deliver it via email and chit chat a little with them. This tees up the Facebook algorithm so that person will THEN see your next posts in their Facebook timeline.

And here's the ninja trick: You have your Facebook pixel on the page they go to in order to get their freebie.

This allows you to run Facebook ads to those people.

I'll talk about ads in future issues.

I learned this method from [Laurel Portie](#). That link goes to her YouTube channel and she has a lot of videos on content marketing.

[Here's an example of one of my posts.](#)



This method also works in Facebook groups.

There's a [wonderful product](#) by Melissa Ricker that shows you how to do one live stream a week in a Facebook group and turn it into money.

This is the best Facebook group method I've seen as it only requires one live stream a week and a small amount of posting each day.

A Facebook group is a bigger learning curve. So, if you're just starting out, try posting daily live streams on your Facebook page.

You can see dozens and dozens of examples on [Laurel's timeline](#).

### Here's the formula:

1. *Attract people with good headlines*
2. *Offer value to get their interest*
3. *Lead them to an offer*

Offer a freebie. Then link to your email capture page on your cheat sheet or freebie.

The way you offer value is with "micro content" that helps them get one specific result.

That's a typical way.

### **But let's say you just can't THINK of content! What then?**

PRODUCT REVIEWS have value in and of themselves. I'm talking about a REAL product review where you actually have the product and can provide intelligent thoughts about it, just like you'd like to have a product review...

# “But Marlon, What If I Don't Have a List?”

## **Excerpt 6: From Affiliate Success Letter 14**

Reprinted with permission by [Marlon Sanders](#)

THAT's the BIG topic today!

I have a way for you to get opt ins to build your list AND make sales -- all using a very inexpensive method.

I found a real gem for you. A guy on YouTube getting 1300 subscribers a month like clockwork to his email list by buying little \$5 and \$10 ads.

The instructions on how to do this are VERY detailed. And if you don't have them, there's not much chance this method will work for you.

### **Here's Why I Like This Method**

- 1. Facebook ads is a lot more complicated and bans people right and left. They are a little ban happy.*
- 2. The shoutouts are cheap*
- 3. Most people won't know the nitty gritty details of how you do this properly, so this limits your competition*
- 4. You can scale up to more or bigger shoutouts as you grow*
- 5. You get both opt ins and sales.*

I'm going to recap some of the most important points. Then I'll link you to the video.

### **The method he uses to get all these opt ins for really cheap is shoutouts from Instagram influencers.**

A shoutout is where they post your ad in their stories. On his video, he shows you examples of shoutouts and where they're located.

- 1. The Influencer needs to have 20,000 to 100,000 followers.*

The BIG accounts are way too pricy. He finds that for \$5 you can get a shoutout from someone with 20,000 to 50,000 followers

- 2. You want a STORY shoutout*

3. *For 100,000 followers, you'll probably pay \$10 or \$15.*
4. *The shoutout goes to CONTENT you have created based on content that has already gotten huge views and viral shares*

He shows how to do this in the video. But the gist is that you do NOT use any old content. That's the mistake many people would make.

You create a video or blog post based on something in your niche that has big views and went viral, or as close to it as possible. You do NOT copy it. You model it. There IS a difference.

The content then leads to the OPT IN which leads to the upsell, or OTO or affiliate product.

So, you're NOT sending the shoutout directly to a product. You're sending it to proven viral content.

5. *The BIG THING is to buy shoutouts on accounts that have REAL organic views and NOT fake ones*

### **He does a great job in the video explaining this.**

- *Check out the profiles of the followers and people who comment to see if they are on the SAME topic or different topics*

If everyone has a quite similar topic, the people are probably members of an engagement group where everyone comments on each other's posts.

He shows in detail how to sniff this out and research it properly.

- *Check the number of people they are following.*

He says that normally influencers only follow a relatively small number of people like 100 or 200. If you see them following 7,000 people and they have 100,000 followers, the followers are probably not organic.

What that means is there's a way you can follow and unfollow people to build up your Instagram. The problem with this is people aren't following the person out of a legit interest. They're just following back everyone who follows them.



Here are the 2 videos that explain this method in depth.



## Now, Let's Create a Mini VSL

### **Excerpt 7: From Affiliate Success Letter 15**

Reprinted with permission by [Marlon Sanders](#)

If you get my MMM newsletter, on Saturday I did an in-depth issue on VSL formulas. It's only a buck to try out for 14 days.

But I didn't present THIS one.

It's a MINI VSL formula.

I learn from many, many people. I love learning. Last week I bought a Facebook ads course from Brian Moran, founder of Samcart, for \$500.

One of the bonuses was this great video where he broke down one of his upsells. And what I LOVED is how he made it.

He had his brother hold the iPhone and he tapes an index card to his iPhone with the talking points for his video on it.

The video looked great. I don't think I would have guessed he did it using an iPhone. [You can SEE the video here](#). Most people don't hook you into their resources.

But one of the things that's different about how I do business is I always try to credit and share resources materials.

You can do phone video. Or you can do words on slides using Google slides, Keynote or Power Point.

### **With affiliate offers, you get more sales if you PRE-SELL the offer.**

Not only that, with a presell page, only the people very likely to order click through to the vendor's sales page.

This means YOUR EPCs or earnings per click will be very high. Vendors love this as it boosts THEIR EPCs.

If you're known as someone who can send high EPC clicks to the vendor, you're going to gain favor with vendors, and be able to get special favors like bonuses that other affiliates may not get.

## Here's the formula he used more or less. I'm rewording it.

### *1. Get attention*

"I have a free gift I want to give you"

That was his attention statement.

### *2. Make a big promise*

"This little booklet is responsible for me generating \$10-\$15 million dollars in sales."

You simply use whatever the big promise is that the sales page for your affiliate product makes.

### *3. Tell a story*

He tells the failure to success story of developing his upsell formula. It's a really good example of how to tell a story related to the product you're selling. Usually, it's the story of how you discovered whatever it is you're selling.

In the case of an affiliate product, you talk about how you discovered it or how you tried it out, or whatever story you have about it that enhances the case for the value it provides.

### *4. Show the product or bonuses, or talk about it*

He shows the booklet in the video. If you have bonuses for the product, then you cover the bonuses you're offering. If not, you can just talk about the product.

### *5. State the results you got with it*

"We took the business from \$1,000 a month to over \$5,000 a month, which helped him quit his job."

### *6. Eliminate objections*

This is a shortcut. If you're not good at sales or don't want to become an expert salesperson, this little fill-in-the-blanks thing will work no matter what you're selling.

### *7. Highlight ease of use*

"You just fill in the blanks"

### *8. Call to action*

*"Just pay the shipping and handling"*

You'll notice this formula does NOT contain bonuses. So, you can use it if you don't HAVE any bonuses!

Or, if you DO have bonuses, you add them in step 4.

If you don't have bonuses, in step 4 you talk about the product.

### **Where to HOST your video:**

- 1. Make it an unlisted video on YouTube so you can embed it on a page*
- 2. Amazon S3 -- This is what I use*
- 3. Vimeo*

### **Here's how you use the video you create:**

- 1. Send out an email to your list or post the VSL url on Facebook and wherever else you can without spamming.*
- 2. Have the video on the page they go to with a button linked to your affiliate link for the product.*
- 3. Promote the page*

You can create a page on WordPress, WIX, Squarespace or whatever works for you.

## And This Is Just the Beginning!

Hopefully, you've learned a ton just from these short excerpts from the [Affiliate Success Letter](#). And I know you, like me, can't wait for Marlon to drop the next issue in your inbox.

Click the image below. Get all the back issues and all future issues. It's only \$5 a month, but your 7-Day trial is just \$1. That's insane!

Each week, get access to the only weekly Success Letter that

**HELPS YOU MAKE MORE COMMISSIONS,  
FASTER AND EASIER AS AN AFFILIATE.**

**CLICK HERE FOR: AFFILIATE SUCCESS LETTER**

**Helps you make more sales and commissions  
as an affiliate by being one step ahead.**

ASL is the ONLY weekly newsletter for info product affiliates that gives you:

- New strategies for fast commission-getting
- Simple commission-getting methods ANYONE can use
- Tested, proven strategies you can put to work
- Interviews with BIG income-making super affiliates



Click here to check out the  
**AFFILIATE SUCCESS LETTER FOR JUST \$1**

**And as a special bonus for all of the NAMS community, you'll get  
ALL of the back issues of Affiliate Success Letter instantly.**