

- f. Open your “Google Alerts” Gmail account.
- g. See any hits or ideas you get from the Google alerts.

This sounds like a lot of steps. But you’re simply looking to BLITZ through and find a few topics that LEAP out at you, or the closest thing to it.

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Step Two: Brainstorm Offer Ideas And Select One
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I’m not going to write a tutorial here on coming up with new product or ideas.

That’s a topic all by itself.

But the short version is to look to see what people are currently buying and come up with something similar to it.

Now, I’m NOT just talking about info products. Anything you sell or promote is a new product to your customers if they haven’t heard about it.

I’m using the word OFFER because you don’t have to create a new product. You can create a new OFFER for an existing product such as a new bonus, price, package, bundle or guarantee.

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Step Three: Produce The Offer
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- a. Bundle up existing products

You can create a new product just by bundling together 2 or 3 items and giving the bundle a name.

- b. Swipe from old products

If you have products you’ve sold before that you can swipe from, you can speed up your progress.

- c. Borrow content

If you’re producing an info product, you may have a few friends willing to donate content to your new product.

I realize many of my customers are NOT in the info product business. But many are.

The point here is to find something NEW and fresh to promote to your customers and potential customers for August.

What can you produce or package up in relatively short order and sell or promote?

If you're in the info product business, then interview someone to create your product, use my System I laid out in Produce/Promote, use the [Product Dashboard](#) method or just fire up Camtasia or Cam Studio and record a Power Point video or even a mind map video.

What's USEFUL is to develop templates and formats you use over and over.

There's power in routine because it buys you speed.

If you think you need longer than 3 hours to 1 day to create an info product, then you really need to learn more about this business.

You create a mindmap or Power Points.

You turn on your screen capture software.

You talk.

It won't be a masterpiece. But if you're selling it for \$10, \$17, \$27 or \$37, your customers won't expect War and Peace.

Later on, you can learn how to crank out higher value products. But start with whatever is DOABLE for you. report or ebook in a day, then do it.

If you like talking, your new product can be a WEBINAR.

Or, if you're in a non-info product business, then think of what you CAN deliver that customers might eat up or buy.

Be creative. Create a new package. Call it a new name. You can just create a new OFFER for an existing product. That makes it new to your customer.

You can do a lot just by creating creative offers with different bonuses, guarantees, product elements and prices.

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Step Four: Plan Multiple Money Suction Devices

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There must be 50 ways for your customers to give you money – legally, morally and ethically.

All money is based on the exchange of value. I ASSUME you're always offering value in excess of what you charge.

Having said that, are you going to have upsells, one time offers, OTO's?

If you don't know these terms, hop over to my blog and you'll see a list of newbie terms for beginners.

Will you have a One Time Offer?

Will you have upsells?

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Step Five: Create Your Promo

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Step five is fun.

That's where you get to create your promo, whether it's an email, video, sales letter or whatnot.

It's always fun selling stuff.

Remember to pile on the value and the benefits until it greatly outweighs the money your customers are holding onto to.

Your job as a marketer is to make your stack of value weigh 10X more than your customer's stack of money.

I prefer writing to doing video. But some folks are having big breakthroughs by doing video sales pitches. Whatever kind of pitch you CAN do and you LIKE to do is what you SHOULD do.

Audio, video or writing.

Pick one.

In the ideal world, you want to get your Promo down to TEMPLATES also. "Templatizing" is key.

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Step Six: Launch

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a. Send an email if you have a list

If you have a list, then you know the routine.

i) Write subject line

ii.) Write email

iii.) Click send

b. Blast it out to Twitter and Facebook

If you're on Twitter and Facebook, blast your message out there.

c. Promote it in your sig line

If you post in forums, change your signature line to the URL of your new promotion.

d. Ad swap with friends

If you have friends who will just blast out the promo for you, that's awesome.

If not, exchange emails for a freebie and sell your product on the confirmation page.

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Step Seven: Track

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What was the open rate on your email? How many clicks did you get? How percent bought? Did any affiliates promote for you? What was your \$ per visitor? How did your upsell or OTO's do?

Inquiring minds need to know.

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Step Eight: Rinse & Repeat

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So maybe your promotion worked for you.

Maybe it didn't.

You want to LEARN every time you do this sequence. How can you make it better? How can you improve it?

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Step Nine: Overcome Overwhelm In 60 Minutes

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Now, I titled this report your 60 Minute Money Plan.

I'm NOT saying you can do all 7 steps in 60 minutes.

But what you can do, at least with practice, is blitz through forums and blogs, find your product idea, type out 10-15 Power Point slides or make a quick little mindmap.

Decide on your upsells or OTO's.

Decide how you'll promote it.

You can even make some quick bullet points for your sales letter or sales video.

You can get a catchy title for your product.

If you really focus on it, you can PLAN out a whole little Monthly Money Plan in 60 minutes — or less.

What I teach is a Monthly Money Plan.

Why?

Because you have bills monthly. And it's a practical, doable model you can implement without having to mortgage your house, care and kids to join a coaching program, not that there isn't value in those.

Now, you can ADD ON recurring billing or continuity income, steady affiliate traffic, or many other modifications.

This system is EVERGREEN. It isn't going to break anytime soon.

It works in recession or inflation.

It works in every country.

It works in every business.

1. You find what's in demand.
2. You create attractive offers.
3. You get the message out

People tell me they get "all confused" in this business.

Let me get rid of the smoke and mirrors for you.

You find people in the habit of buying stuff.

You create or find things they want to buy.

You give them really good reasons to buy from you.

Now, which part is confusing?

The part where you find people who buy stuff?

Or the part where you SELL it to 'em?

This is what you need to know about this business. Get people on a list. Find out what they want. Sell it to 'em.

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Resources To Use In Implementing The Monthly Product Marketing Model

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Resource 1: Video Promotions

If you want to promote your offer-of-the-month using video, then this Marketing Makeover video will help you:

<http://60secondmakeover.com/>

Resource 2: Sales Letters for your monthly offers

Create your Monthly Product Promotions in a jiffy using the killer tool I created to help you "Templatize" your sales letters:

<http://www.pushbuttonletters.com/>

Resource 3: Step-By-Step Guide To Promoting Your Monthly Products and Offers

If you're going to have monthly income, you need to bang out promotions, squeeze pages, emails, blogs, podcasts and so forth. This is your PIPELINE to becoming a creator of highly effective online marketing promotions.

<http://www.PromoDashboard.com>

Resource 4: Step-By-Step Guide to Creating New Info Products For Your Monthly Product Marketing Plans

If you're stuck on creating your own product, then this is for you:

<http://www.ProductDashboard.com>

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ABOUT MARLON SANDERS

Marlon Sanders has a specific marketing model. It's called the "Monthly Product Model."

It's Evergreen. It works. I've been using it for years. If you want to read more how the model works just go to:

<http://www.thewritersecret.com/>

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D. Monthly Product Marketing Model Resources Specifically Designed By Me To Help You Implement The Model The Fastest With The Least Effort, Costs and Mistakes

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1. Create your Monthly Product Promotions in a jiffy using the killer tool I created to help you "Templatize" your sales letters:

<http://www.pushbuttonletters.com/>

2. The Marketing Diary: Me teaching Matt daily all the details of the Monthly Product Marketing Model. It's literally what I taught to Matt in his first 90 days with me.

<http://www.themarketingdiary.com>

This is an EVERGREEN product and if you're new to this business you'll learn tons.

3. After 8 years, thousands of customer emails, thousands of buyers in virtually every major city in the world (and many you haven't heard of), 13 web site designs, 4 product designs, after ebook and CD versions, after endorsements from major marketers the world over, after hundreds of

marketers and products have come and gone, after attacks by the world's most notorious criminals, after attempts to put it under, there is ONE product that remains and stands tall. There is one product that is stable.

<http://www.amazingformula.com/>

4. Discover how to design web sites to SELL the Monthly Products and Offers you create.

Find out how to use patterns, gradients, strokes and all kinds of really cool stuff that EMPOWERS you to create products and promotions.

<http://www.DesignDashboard.com>

5. Step-By-Step Guide To Promoting Your Monthly Products and Offers

If you're going to have monthly income, you need to bang out promotions, squeeze pages, emails, blogs, podcasts and so forth. This is your PIPELINE to becoming a creator of highly effective online marketing promotions.

<http://www.PromoDashboard.com>

6. Step-By-Step Guide to Creating New Info Products For Your Monthly Product Marketing Plans

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts — PLUS, templates that would cost your more than the Dashboard to have custom created!

<http://www.ProductDashboard.com>

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E. Get the Evergreen Traffic System

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Tinu is a wonderful seo expert who uncovered the most phenomenal system for Evergreen traffic.

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down — And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.

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May the road rise up to meet you and the wind be always at your back
and until we meet again may God hold you softly in the palm of his hand

– Irish poem

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