

Old School Marketing Secrets - Revealed

by Marlon Sanders

Warning: This issue is likely only available for 7 days and will be SOLD after that since it is part of a chapter for my new book. You do NOT have permission to post this article or use it. Normally you do. But this article is exclusive information only for my subscribers and only for the next 7 days.

**Marlon's Marketing Minute
November 28, 2009**

Hello,

Marlon here.

This week's Marlon's Marketing Minute article:

Old School Marketing Secrets – Revealed

Your secret sneak peak into a new book I'm writing

In this issue:

- Where most “gurus” learned to write copy
- What is the most basic, fundamental, evergreen way to build your business?
- What you can learn from the early masters
- Why it's important to understand the difference between art and science
- The Cambridge Springs Offense drops jaws over the lunch table
- A few of the old greats you will benefit from knowing about
- The fundamentals and roots of the business
- What Charles Atlas course taught us
- Why forced continuity isn't a new invention
- Why marketing sequences aren't anything new
- Who was the founder of the modern day info product business?
- Who was Gary Halbert's mentor?

This issue is ONLY available for 7 days. I plan to turn it into a product that sells for at least \$17.00, if not more.

If you don't have a reseller ID, just go to:

<http://www.getyourprofits.com> and sign up. It only takes 2 minutes.

There are 4 ADS at the end of this ezine. You can replace all THOSE with reseller links if you want.

Marlon Sanders

PS: If you like this issue, you might want to do what I teach in it and link back to my blog using a keyword hyperlink JUST like I show you how to do in this article. If you do that, I WILL see it and your name will be on my radar.

I personally comment back. Let me hear from YOU!

PPS: Other marketers TEACH one thing while they DO another.

So they USE trick video to SELL you but then teach you other methods. They DO one thing and TEACH another.

I TEACH what I DO -- even when it's CLEARLY in my self disinterest to do so. I speak out and mention FORBIDDEN words like "work."

I have the GUTS to stand up and tell people they need to produce something and this is how money is really made. This causes some people to NOT buy because they want "the dream." They want to push a button and have money magically appear.

I am the lone voice in the wilderness.

I teach the road less taken.

I am the narrow road to success.

This is who I am and what I do.

If you don't like it or can't deal with it, happy dreams.

**Marlon's Marketing Minute
Electronic Newsletter
<http://www.promotemarlon.com>
Vol. 4, #44, November 28 2009**

This issue contains:

==> Do NOT email us for customer support

Do NOT email us for customer support. We are anxious to serve you at: <http://www.getyoursupport.com>

We have LIVE CHAT to serve you better. Most people in this business skimp on this. I don't. Tim is an award winning customer service person.

*** AFFILIATES -- Send people to the video on my blog and get your cookies set. See the instructions in the PS of the intro.

==> Give Away "The Best Of Marlon Sanders" to your friends or list and snag spending cash and prizes!

I've just released "The Best Of Marlon Sanders"

Give it away to your friends or list and snag affiliate commissions as well as prizes.

<http://www.getyourprofits.com>

==> Download your FREEBIE ebook now.

"The Best of Marlon Sanders"

<http://www.bestofmarlonsanders.com>

There is a squeeze page. The idea is for you to enter the email address you actually READ! I'll send out a version later where you can bypass the squeeze if it bugs you.

^^
C. "Old School Marketing Secrets – Revealed!"
^^

The followed in part of the first chapter of a book I'm writing. You get the first sneak peak.

This book is a journey.

It takes you through all the basics of online marketing. And really the basics for selling about anything to anyone. I'm going to illustrate it with stories from my own experience.

By the end of the is book, you'll know more than 99.9% of people about marketing and specifically Internet marketing.

I'm going to include stories of friends in this business. And a little history of the business so you have a context to put things into. A lot of things that work make tons more sense when you have a context to understand them in.

It doesn't walk in a straight line. It meanders. It saunters. It follows down paths and sometimes goes in circles. All deliberately and consciously. Just enjoy it. Don't worry if you're learning this part or that part correctly. You'll get what you need to know by the end.

I guarantee it. And if you don't, I'll give you your money back.

The theme of this chapter is “Old School Marketing.” But I'll be talking about lead generation on Twitter, Facebook and other “New School” methods through the lens of an Old School Marketer. In a lot of ways there's nothing new under the sun, depending on how you look at it.

Now, while I'm going to reveal secrets and things very few people know about online marketing, that isn't why I'm writing this. The reason I'm writing this book is because it's easy to skip the basics.

Most people want to buy the newest, latest, sexiest idea. Many or most of which depend on your mastery of basic skills and an understanding of marketing. For so many people, the things I'll talk about in this book are the pieces they're missing.

When I look at people others call “gurus” or teachers others look up to, I notice a common thread. And that thread is that either they or their employees have a mastery of certain skills. The greatest and most obvious of which is copywriting.

For example, here's a headline by my friend Yanik Silver. It's one of his early ones and still one of his best. That headline last I heard Yanik speak about it drives a \$100,000 a year business just on sales of that product alone.

Stop Writing Sales Letters The Hard Way! Here's How To Turn Any Ordinary Company Into A Booming Business...

**"In Only 2 ½ Minutes You Can Quickly
and Easily Create A Sales Letter
Guaranteed To Sell Your Product Or
Service...
Without Writing!"**

**Looking To Increase Your Business?
Just Fill In A Few Blanks And PRESTO...
You've Just Created A Powerful, Money-Making Sales Letter!**

END HEADLINE

There are other friends and letters.

Here's one from Jim Edwards:

"I Gotta Tell You"... It's a GREAT Newsletter!

**"The Greatest Gold-Mine Of Tips, Tricks,
Tools and "Naked Truth" Advice
For Making Money and Doing Business
Online Ever Crammed Into One
Newsletter"**



Jim Edwards'

"I Gotta Tell You!"™
Newsletter

Or how about this chunk from a Jeff Walker sales letter for Product Launch Formula:

**Watch How A "Regular Guy" Went From
Barely Scraping By To Six Figures A Year
With An "Automatic Product Launch" Every
Month...**

You Can Flat-Out HAVE The Full 48-minute Case
Study Training...

- o He's not a big name guru
- o He had a low-priced product in a weird little niche
- o He didn't have a big list...



There are others who I doubt write their won copy. But they hire people who are very good at it. Eben Pagan, for example. Personally, I expect that Eben if he needed to could write some pretty compelling copy. But knowing his business model, I'm sure he hires it out.

Ditto for Frank Kern. He writes great nlp-laden copy if he needs to. But mostly he does videos that subtly accomplish the same thing.

So where did all this copy stuff come from? And do people really read long letters? Are videos replacing sales letters?

And what is the most basic, fundamental, EVERGREEN way to build a direct response business, whether online or offline?

These are fun questions to explore.

I love marketing now. I've always loved marketing ever since I remember. Back in the seventh grade I wrote my first successful direct response classified ad. It said: "Magic is my thing. I do it for birthday parties. Call xxx-xxxx".

OK. It wasn't exactly world class copy. But the phone rang off the hook and made my mom run herself ragged dragging me around to magic birthday shows for kids.

I hope maybe as a result of reading this book you'll fall in LOVE with the ART of marketing. Yes, there's a science of marketing. But before the science, there is a basic love....an art.

Here's an example of what I mean.

In the 9th grade, I was my high-school chess champion. I carried a chess board everywhere and read all the books I could get my hands on. Then my parents moved and I found myself playing chess with a scrawny guy with flaming red, poofy hair.

Ted.

So I used the Cambridge Springs offense on Ted. I'd practiced it quite a bit. And if you got an advantage, you could really crush someone fast. Ted had no idea I knew anything about Chess. So he wasn't paying attention. Before you knew it, I was wiping him off the board. 5-10 guys stood around us watching and laughing. Some amazed. I didn't know what to think of it.

That was the only time I ever beat Ted. He was state chess champion and could play exhibition games with players on 16 boards simultaneously. He could play entire games in his head WHILE driving a car. And he had a near photographic memory.

All those guys standing around watching were the chess team. They'd placed 5th in the nation that year.

The thing is, I learned chess from reading books. And I played OK. Kinda mechanical. In contrast, Ted only read ONE book on chess by Botvinnik. I asked him what he learned from it. And he said he learned the beauty and art of chess.

http://en.wikipedia.org/wiki/Mikhail_Botvinnik

Ted saw chess as an art. A thing of beauty. And that's the difference between learning moves from a chess book and the ART of chess.

I think a lot of people want to learn the mechanical part of marketing. The step-by-step. The paint-by-numbers. And that's good. Most of us start that way.

But the most valuable thing is to discover the ART of marketing as well as the science. The beauty of it. Imagine the guy or the gal who plays chess and loses games. He or she asks the Master for a few magic moves that can win games.

And I think the Master says, “Discover the beauty of chess. And the art of it.”

Now maybe that's a tall order for a book to accomplish. But maybe, just maybe, as you read, you'll fall in love with this thing we call marketing. And you'll spend the rest of your life in pursuit of it. Or, if the bug bites you, maybe it will spend the rest of your life haunting you.

Once bitten, never forgotten.

So, my fine friend, with the preliminaries out of the way, find yourself a comfy chair and settle in to delve deeper into this world than you've ever been before.

The Early Masters and What You Can Learn From Them Today

It's said that if we stand tall, it is because we stand on the shoulders of those who have gone before us.

I think it's nice to know who a few of those greats were and what you can learn from them. If you want to grow a tree big, strong and tall, that tree needs roots.

And if you don't have your roots, then to some degree, you lose the potential for growth.

So let's talk about those roots.

I think you should AT LEAST know who these people are and a bit of what they contributed. I'm just laying a little groundwork here – a brick at a time. Don't worry if you don't immediately get some big WOW from reading this chapter.

This is an art.

It's like a dinner. We have an appetizer. We chat a bit. We enjoy the surroundings. The dinner builds as you go on....

You can't talk about greats without talkin' about John Caples and *Tested Advertising Methods*. Back in the AOL and Compuserve days, I was chattin' with this guy I'd met on AOL. He wrote copy like I wrote copy. And I was so excited to ask him where he learned to write copy from.

John Caples and Gary Halbert he replied.

I about freaked out and we became friends. Nowadays, all these young guys and gals don't know this. But Jonathan wrote the first newsletter on Internet marketing that was sold. Or certainly one of the first 1, 2 or 3.

He was friends with Sheila Danzig, Michael Enlow and other names people should know about but don't. So anyway, about anyone who writes copy learned from John Caples and those old Gary Halbert newsletters.

Caples is a bit outdated in his style. Yet, somehow you can whip out a copy of *Tested Advertising Methods* to this day and find yourself scribbling a few notes.

Listen to the title of Caples' book: TESTED Advertising Methods. Realize right here. Right now. Testing isn't something invented in the Internet days. Direct response marketing is BUILT on the backbone of testing.

This is FUNDAMENTAL to the business. It's one of the ROOTS.

Here's an Old School Marketer that needs to be mentioned: *The Charles Atlas Bodybuilding Course*. Way, way back Charles Atlas ran these lead generation ads in comic books where it showed some guy at the beach with a girl who got sand kicked in his face. And the solution was to build up your muscles.

Anyway, once you got on the list, you kept getting direct mail. And the price of the course just kept getting lower and lower and lower. Finally, I bought. When I got the course, I had no idea WHAT it said. I was so young I didn't even know what abs or triceps MEANT.

But this was one of the famous SEQUENCES with price drops. People think modern day marketers invented mailing sequences. Wrong answer. Back then, there were guys doing seminars for \$5,000 on stock trading! W.D. Gann, for example, marketed a lot of high-end products back in the day.

Sequences aren't something new. Price drops aren't something new.

Then there was Thomas Hall, author of the famed *Direct Mail Guides*, and mentor to MY mentor, Lew Williams. Thomas made you edit your copy 20 or 30 times. And that's how Lew taught me. Gary Halbert said Thomas Hall was his mentor. I guess he was in the sense that Gary likely originally learned direct mail from the Guides.

Big ticket info products, seminars, and coaching programs aren't something new. Man, Thomas Hall was doing preview seminars and selling elaborate coaching programs way back then.

So the HISTORY of the info product business includes selling coaching programs with *free previews*. I just chatted on Skype with one of my friends Fione Tan, who is a very renowned Internet marketer in Asia with offices in Hong Kong, Malaysia and Singapore.

Fione does \$10 previews that she uses to sell her coaching program. They aren't free anymore. But the model probably isn't all that different from what Thomas Hall did years and years ago. What's old is new again.

Another old-timer you should know about is Claude Hopkins, author of *Scientific Advertising*. It's a classic. I think Hopkins brain would implode if he saw modern day Taguchi testing software. But knowing again that this business is BUILT on the backbone of testing.

This is a root.

This is a fundamental.

Going back REAL old time was an advertising man named John E. Kennedy who penned Reason Why Advertising. When you hear the statement *tell people the reason why you're doing it*, that goes all the way back to John E. Kennedy. I believe his book is public domain, so you should be able to find it on the Net. It's a quick read.

Another one of my favorite old timers is Clyde Bedell. Jay Abraham once sold an elaborate package by Clyde Bedell. Couple others you'll hear mentioned are *The First Hundred Million* by E. Haldeman-Julius and *How to Write a Good Advertisement*.

In the old days, having copies of these books was like the "Secret Code." If you had read 'em, that meant you part of the elite club. Ted Nicholas, Dan Kennedy and others would talk about 'em.

Now, in terms of the information business, the first newsletter published on the topic years ago was by Jerry Buchanan. And I once asked Jerry who he thought STARTED the business of selling information by mail.

He said R. A. Torrey. Don't know if it was true or not. But Jerry was in a position to know. R. A. Torrey sold business opportunity type stuff by mail. Torrey had a network of distributors who would be similar to today's affiliates.

What do you TAKE AWAY from this little bit of talk about the roots of our business? Well, snag yourself a copy of *Tested Advertising Methods*. You'll learn some basics of writing copy. And just as importantly, you'll understand a little more where we came from.

And when you see someone with an ad that reads *They All Laughed When I...But Then When I* – you'll know where that came from. I guess Caples most famous ad read *They All Laughed When I Sat Down At The Piano But Then When I Started To Play*.

Reason why copy, sequences, free previews and coaching, selling newsletters, long copy, testing.

These are all ROOTS of our business.

Let's saunter along here and get round to talking a little more about the info product business. There are important lessons to learn here.

The Roots Of The Info Product Business

This business many of us are in. It's the Info Product Business. Now, most of the methods we use in it apply to many other types of businesses. So if you're in a business OTHER than the Info Product Business, hang with me. There are plenty of lessons here for you also.

END OF BOOK DRAFT

Marlon Sanders
The King of Step-By-Step Internet Marketing and
"The Ambassador of Old School Marketing"

Marlon Sanders is the author of "The Amazing Formula That Sells Products Like Crazy.

To get on his killer ezine list, to get cheat sheets and all kinds

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. Are You Paying Over \$10.00 For Hosting?

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.

<http://www.designdashboard.com>

The image is a promotional graphic for 'the Design Dashboard'. On the left, there is a screenshot of a software interface with a sidebar containing numbered steps (1-5) and a main area with various icons. To the right, the text 'the Design Dashboard' is written in a large, bold, white font on a green background, with 'designdashboard.com' in blue below it. Below this, a smaller line of text reads 'System That Turns Creating Web Pages, And Blogs Into a Virtual No-Brainer!'. At the bottom right, there are links for 'Customer Support | Affiliates'. A large blue speech bubble with a white border contains red text: 'Screen caps completely updated and many new step-by-step written instructions added! The clearest, best Design Dashboard -- EVER!'. At the bottom left, there is a small box with the text 'You've Got a Web Site Ready To Make Sales!' and a signature. At the bottom center, the main headline reads 'How to Point 'n Click Your Way To Create Amazing Web Pages That Sell Your Products Like Crazy!'.

5. Promote your own products made easy

Grab the brilliant video by Adeel Chowdhry on how to mash together stock video, stock sounds and stock music to create an attention-grabbing, compelling video you can put on your sales page, Facebook, Squidoo lenses, Hub Pages, or even Twitter out to your list.

<http://www.PromoDashboard.com>

The **Promo Dashboard**
promodashboard.com

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

This is what shows you how to set up your squeeze page, get people on your email list and send out emails that make 'em buy!

"You Point and Click Then Follow The Steps When You're Done You've Got A Squeeze Page and Emails That Convert!"
Marley Jordan

If You Have One Hour A Day For 12 Days, You Can FEEL The Power

Free 16 Minute Video Reveals

6. Your Own Products?

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 you 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 emailed and says she has added new info on social media!

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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