

Marlon's Marketing Minute Newsletter

August 14, 2010
9:22 am CST

Hi,

Marlon here.

Today's article:

"How To Promote Anything To Anyone Using the New Smartphone & Facebook Breakthroughs"

Did you know 64 MILLION people bought Smart Phones last quarter? That's 713,000 PER DAY – and all these people have email and Internet access ... here's how to take advantage

If you're reading this, it's because you got something you're wanting to promote or get people to RESPOND TO. I'll show you how to promote anything to anyone – don't care what it is.

Did you know FACEBOOK is now larger than Google? If you didn't know this, READ today's ezine.

AFFILIATES: My affiliate software apparently had a PROBLEM sending out ID's for NEW sign ups. All you do to grab your id is go to <http://www.getyourprofits.com>. Log in with the email address you used when you signed up and the password you chose. You'll see your reseller ID when you are logged in.

I have a GREAT freebie YOU can give away on your Thank You Pages (for opt-ins or product purchased):

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<http://www.thewritersecret.com/pdfdownload.html>
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You link to it using the affiliate link on that page and you GET PAID just for giving away some cool content.

New Turbo Charged ATEAM: There is now SOFTWARE you get access to on the software tab. We had a problem with it but it's fixed and working. Plus, there is a ton of new content posted and I'm getting our ducks in a row.

PLEASE READ: Do NOT email for customer support. Go here: <http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.

Marlon

Marlon's Marketing Minute
Electronic Newsletter
<http://www.promotemarlon.com>
Vol. 5, #30, August 4, 2010

This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: *How to Promote Anything To Anyone Online – Using the New Smartphone & Facebook Breakthroughs*
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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A. Sponsor Advertisement

These webinar pitch secrets These Webinar Pitch Secrets Helped Him Generate \$394,791.79 So Far In 2010

<http://www.marlonsanders.com/webinarpitch>

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B. Announcements from Marlon
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This is a favorite topic of mine.

I don't care WHAT you sell.

I don't care WHO you sell it to.

This formula will show you a path to get people to buy or respond online. I say respond because maybe the actual "deal closing" is done over the phone or in person.

I see all these people today just talking about get rich quick, easy money with no work and no effort and it about makes me VOMIT. Seriously.

What I AM about is the Gospel of Online Marketing and how you promote ANYTHING to ANYONE online.

So let's dig in:

Step One: Find Your Folks

You can't do ANYTHING unless you know where your folks are. Where are your potential buyers? Where are they hangin' out? Because unless you know that, you're going NOWHERE!

You can have the greatest marketing message in the world but if you deliver it to people who aren't BUYERS, you're SUNK.

Where do you FIND your potential buyers:

- a. Online forums – This is a great place to start.

Just search Google for: "niche name + forum" and you'll likely find what you're looking for.

- b. Ezines – Hey, ezines may be old school but they STILL work after all these years. After all, you're reading one right now.
- c. Facebook groups – Yep, Facebook groups DO have marketing potential.
- d. Blogs – Type in keywords and buzz words that are used in your business or that buyers might be looking for. Names of products or services, names of experts and gurus in the industry, model numbers.

Chances are, you'll find yourself some blogs. Blogs are usually referenced in forums also, as are web sites.

- e. Web sites – You'll find references to these in forums.
- f. Ezinearticles.com – If all else fails, go to ezinearticles.com, search your topic and look at the resource box at the end of the articles. These usually refer to blogs or web sites.

Now, I'm a magician from the past. Actually, my grandmother travelled with *Firestone the Magician* in the Midwest U.S. and was in all the acts, floating in the air and stuff. So when I was a youngster, I did magic shows for kids.

If I wanted to sell something to magicians and I've thought about it, here's what I'd do:

I'd go to Google and type in the MAGIC WORDS:

“magic forum”

And I'd find places like this: <http://www.themagiccafe.com/>

That took all of 10 seconds to find a forum. And in the forum posts, I'll find the blogs and everything else.

Step two: Create your “customer magnet”

Once you have found where your potential buyers are hangin' out, you gotta attract 'em onto your list and get 'em into your marketing funnel, right?

This is the FUN part. You get to CREATE stuff and show off a bit. Let that magnetic personality of yours shine. Or PRETEND you have a magnetic personality. Sometimes you gotta act “as if.”

Let's say I took 3 hours out of my afternoon, fired up Power Point and created a little screen capture video or wrote a short 5-10 page report.

I'd have a customer magnet write there I could give away or let others give away for a commission.

You can send out postcards with your customer magnet URL on 'em. You can put the URL in ads. You can give it away with ezine ads. You can put it out in press releases to newspapers, magazines and online sites.

Really, there are MANY possible ways to get your lead magnet out there.

I'm NOT just spouting off theory here.

So let's say you are an ARTIST and you're producing custom ART for businesses. What kind of customer attraction device or magnet do you put out there?

How about a free report, video or podcast that says:

“Free report reveals how to buy custom-designed art for your business office that projects the brand of your company, creates a buying mood for prospects and builds the value of your products.”

Then you buy banner ads on web sites, or run the url in small ads in trade magazines your prospects read.

You send them to a page that gets 'em to give you their email address.

A guy who is absolutely BRILLIANT at customer attraction devices is Craig Proctor. He's one of the top real estate agents in the world and teaches real estate agents how to get business using customer magnets that they advertise in the local paper.

Here's an example ad:

Which of These Costly Homeseller Mistakes Will You Make When You Sell Your Home?

He has a little bit of copy about it and then has people dial an 800 voice mail to get the report by leaving their name and address. He also sometimes run ads that send people to a web site that offers free reports.

Ben Altadonna is a chiropractor who has a similar system for chiropractors.

I don't care WHAT you sell.

You may be a sculptor, artist, musician, song writer, non profit, writer, promoter, videographer, or ANY BUSINESS.

If you can get a customer magnet out there and get people to respond to get it, you CAN market online with email. I was telling my guy at my local magic shop he needs to start collecting email addresses.

Hey, you need money? Send out an email blast in 2 minutes and you have money coming in.

Step Three: Get the Email Address

Internet marketing is ALL about email marketing. Direct mail is awesome. And it's also NOT cheap. Plus, to produce a decent looking direct mail package is either time consuming or costly.

Postcards are good. But you can only cram so many words on a postcard.

Why not LIBERATE your promotional abilities by getting email addresses and following up with emails?

I hear this all the time. "How do I market XYZ online?" As though it's a big mystery!

Hey, it's SIMPLE man. You get an email address then guess what?

You send emails!

So your big plan is to offer a freebie people will want then have 'em give you their email address.

In the biz, this is called a "name squeeze" page. Here's what one of mine looks like:

ATTENTION -- Limited Time Special Report Offer

Free Gift - Bonus Report

↓↓↓↓

**"How To Escape Your Day Job,
Pay Your Bills And Make Progress
Towards The Ideal Internet Lifestyle!"**

→ Grab this report now and get **FREE Giveaway Rights!**

Just enter your name and email below

Name:

Email:

* This is a FREE PDF from Marlon Sanders. Credit Card is NOT Required.

Now, the REPORT you give away is critical and crucial to ATTRACTING the people you wanna attract.

Mine here is ok but probably off base from who I want to attract. My goal is to teach the Gospel of Marketing and to teach people how to market online.

I should really focus my lead magnets more on that topic.

Step Four: Send out emails

Now, you're going to need an autoresponder service.

I have a private label of 1 Shopping Cart called <http://www.automateyourwebsite.com>.

I've put a LOT of people on that system. It's a great all-in-1 system for people who want to get started and have their shopping cart, affiliate software, ad trackers and autoresponders all in 1 for one monthly fee.

Now, pro email marketers often use other services, although you can certainly scale up with [automateyourwebsite.com](http://www.automateyourwebsite.com). I've probably gotten hundreds of people started in online marketing using this service.

But Aweber and Getresponse are the two main choices of people who do heavy duty, serious email marketing because they are dedicated email solutions, but definitely not as inexpensive as an all-in-1 solution.

I've known Simon from Getresponse and had accounts with him since he was 19-years-old.

I've used Aweber also for many years. Because my business established different lists at different times over the years, I have and use accounts with all 3 services.

The point is, pick ONE so you can send out email broadcasts or blasts.

What do you SAY in your emails?

1. Offer a discount for a limited time

That's good 'ol fashioned marketing with a special offer and a deadline. I imagine Ben Franklin used to do this with direct mail a zillion years ago.

Still works no matter what anyone tells you about "old school marketing."

Special offer for a limited time always worked. Always will. Period.

2. Give customer testimonials

People eat up social proof because they don't want to be the guinea pig. In fact, ANY kind of proof you can offer is good.

Link to PHOTOS on your FACEBOOK or blog of your customers enjoying your work of art, your product or service, the BENEFITS of whatever it is you do.

I mean, if you sell travel, it's easy. But ANY product or service has an "end result" with a smiling happy customer enjoying the end results.

So an ACCOUNTANT could have a pix of a happy client holding up a REFUND check!

A car sales person has a photo of the family on vacation in their new car.

Sell the sizzle, baby!

3. Explain the benefits

People don't buy a product or service. They buy what it does for them. So give 'em some benefits in your email.

If you're a magic shop and you send out an email, tell 'em how cool some new trick is and why it's a great trick to buy.

Step Five: Use Your Blog and Facebook to Sell

The cool thing about Facebook and your blog is you can send people there to see pictures, read feedback from customers, watch video or listen to an audio.

You could interview customers and put the interview on your blog or [Facebook Fan page](#) using FBML.

Wordpress is FREE! I love it.

If you have EVANGELISTS who spread the word about your products or services for free or for free, you can sets up a blog for your evangelists.

Here is mine: <http://www.promotemarlon.com>

See, that looks pretty cool, doesn't it? You can have the SAME thing in an hour or less.

Wordpress is FREE!

Now, I use a premium theme there but if you're on a budget there are forty zillion free wordpress themes.

Literally, you can set up wordpress in an hour. What I love about it is you can post an article on there fast. Or put audio or video on it.

Or photos of your customers enjoying your product or service.

Did you know Facebook is now LARGER than Google?
[Documentation here.](#)

It's time you now start using Facebook.
<http://www.marlonsanders.com/facebook>

Step Six: Get orders or responses

If you gotta close people on a webinar, your objective is to get the webinar sign up.

If your objective is to sell something, you want 'em to click the buy button.

If your objective is to have 'em talk to you or a sales person over the phone, then all you need is a contact form for a free consultation.

I LAUGH over all the skeptics who used to say you couldn't use the Internet to sell stuff other than "how to make money at Internet marketing."

Over 6 billion dollars was sold on the Net as I recall. I actually show the stats and all that in my [free ebook here](#).

People who said that stuff just didn't get EMAIL MARKETING.

How simple could it get?

You attract the people you want to buy from you by putting out customer attraction devices that get 'em onto your email list.

Then you send out emails, get 'em to your Facebook and blog. Show 'em pix and stories of happy, satisfied customers, videos that explain the benefits of your offer.

This isn't rocket science.

People freak out and say stuff like, *but my customers aren't online.*

Yeah, do they have EMAIL?

HALF the world's population now have mobile devices like the Google Droid, the iPhone and devices that can access email.

[Last quarter, 64 MILLION SMART PHONES were shipped that can access email. That is 713,000 PER freaking day!](#)

They can also access the Internet.

Which means we now need to have smart phone friendly web pages or blogs.

Facebook is awesome because it's like crack. And you can send out status updates and blast people over to your FAN PAGE where you got your opt-in, email capture form, lead magnets, customer magnets, whatever kinda magnet you wanna stick on there you can.

Video, audio, podcast.

You name it, you can do it.

Some speculate Facebook could overtake Google in the future.

Do you realize you can now upload your customer magnets to Amazon and have Amazon promote them FOR FREE?

Ditto for books you create on CreateSpace.

This is a new world where old school marketing works even better – and don't let any product freaking launch or anyone else tell you different.

This game is SIMPLE.

1. Find people.
2. Make attractive offer of customer magnet.

3. Get on email list.
4. Send email.
5. Send to Facebook/blog.
6. From there send to action page, order page, contact form, sales letter.

Your blog is your HUB.

THIS is the new Gospel of Internet Marketing.

Did you know people are making small fortunes teaching businesses how to do the above 6 steps and helping them do it?

Did you know that?

Let's hear from YOU about the ideas in this issue on my blog.

Don't just be a lurker. I want to hear from YOU.

[CLICK HERE TO COMMENT](#)

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Action Steps

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1. Decide that Facebook and Smartphones have changed the world and it's time you get real serious about taking the 6 steps in today's ezine

The time to sit and ponder is over. It's time to rally yourself and take advantage. 64 MILLION smart phones sold just last quarter. Think about that. And that doesn't include Ipads and all the other stuff going on.

The explosion of Kindle sales and ebook readers means more people than ever can and will read your customer magnets and that you can now get them distributed on Amazon. See the free report on how to do this in my Ateam site.

2. Get your blog set up if you don't have one.

I highly recommend wordpress. It's free and everyone uses it.

3. Set up your autoresponder service

You gotta have an autoresponder.

<http://www.automateyourwebsite.com>

That's a free 30-day trial and you get your affiliate software, ad trackers and shopping cart. Perfect for beginners. That is my private label so I do make a commission if you buy.

4. Set up your viral download page for your lead magnet or at LEAST clone my download page below:

Here's one of my pages you can STEAL:

<http://www.promodashboard.com/getpdf.html>

You can copy the source code for that page and use it to give away your own customer magnets.

5. Get your Lead Magnet onto Amazon.

My Kindle Report shows you how to do this. I'm uploading it today to Ateam if you're a Member.

6. Send out your Facebook Status update about your Lead Magnet.

Learn how to put up audio and video and lead magnets on your WALL and Facebook Fan pages.

7. Send out a notice once a day on Twitter about your lead magnet.

If you got my [Facebook Extreme](#), you have the Twitter course with it.

8. Here's an excellent WSO on lead magnets

<http://budurl.com/leadmagnets>

I don't even make a a dime on that. Just a link to a guy who has good scoop.

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://thewritersecret.com/>

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D. Resources you can use
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(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links. Get your links at <http://www.getyourprofits.com>)

1. The Marketing Dashboard: Amazing Formula and Gimme boiled down to icons and step-by-step. Doesn't replace AF and Gimme but useful. Basically, it spoon feeds all the things in AF and Gimme. <http://www.getitgoing.com>
2. The Marketing Diary: Me teaching Matt daily all the details of the Amazing Formula and Gimme system. This contains additional insights into The Amazing Formula and Gimme that you won't find in those products. 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. 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>

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>

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 your more than the Dashboard to have custom created! <http://www.productsdashboard.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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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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