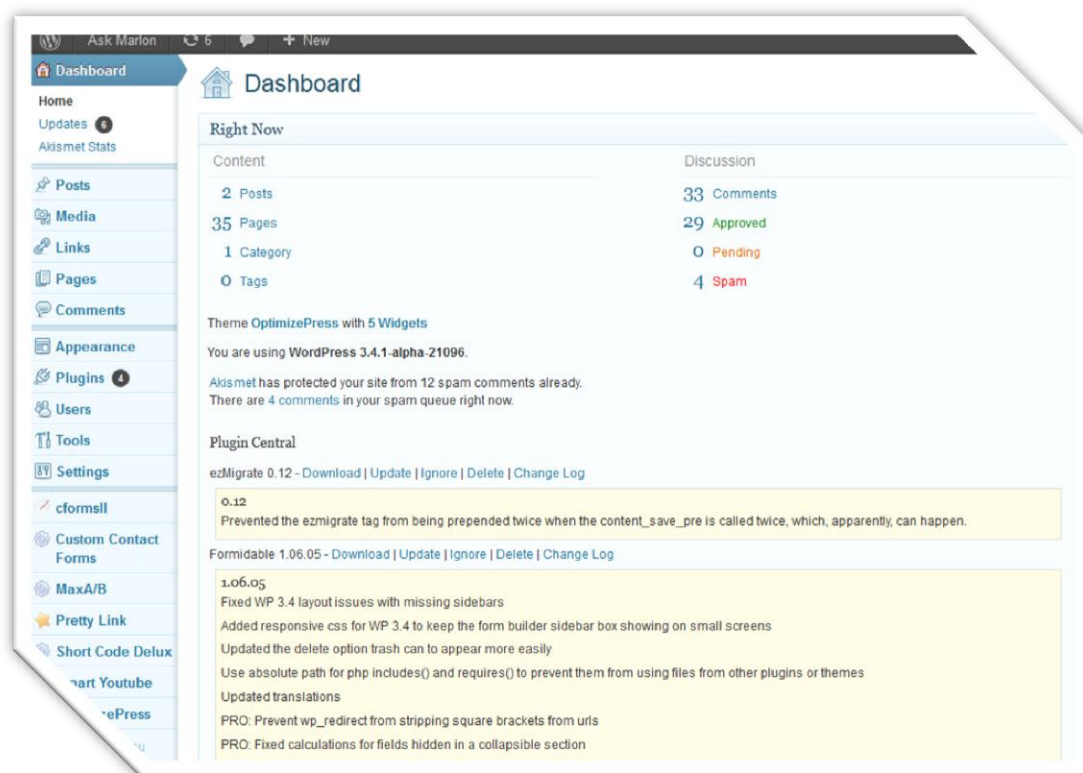


# Marlon's Marketing Minute

June 23, 2012

## How to Rock Out Wordpress For Fun and Profit



The screenshot displays the WordPress dashboard interface. On the left is a sidebar menu with categories like Home, Updates, Appearance, Plugins, and Tools. The main content area is titled 'Dashboard' and includes a 'Right Now' summary table, a theme notice for 'OptimizePress', and a 'Plugin Central' section listing updates for 'ezMigrate' and 'Formidable'.

Right Now	
Content	Discussion
2 Posts	33 Comments
35 Pages	29 Approved
1 Category	0 Pending
0 Tags	4 Spam

Theme **OptimizePress** with 5 Widgets  
You are using **WordPress 3.4.1-alpha-21096**.  
Akismet has protected your site from 12 spam comments already.  
There are 4 comments in your spam queue right now.

Plugin Central

ezMigrate 0.12 - Download | Update | Ignore | Delete | Change Log

0.12  
Prevented the ezmigrate tag from being prepended twice when the content\_save\_pre is called twice, which, apparently, can happen.

Formidable 1.06.05 - Download | Update | Ignore | Delete | Change Log

1.06.05  
Fixed WP 3.4 layout issues with missing sidebars  
Added responsive css for WP 3.4 to keep the form builder sidebar box showing on small screens  
Updated the delete option trash can to appear more easily  
Use absolute path for php includes() and requires() to prevent them from using files from other plugins or themes  
Updated translations  
PRO: Prevent wp\_redirect from stripping square brackets from urls  
PRO: Fixed calculations for fields hidden in a collapsible section

**Y**ou're going to discover some super cool ideas about Wordpress this issue.  
First, a few important issues for customers:

### **1. WORDPRESS QUICK START CALL**

We had it Thursday night and Lorraine will post the video into your account Sunday night, so it will be there Monday morning. GREAT Quick Start Call.

### **2. \$697 BONUS Up For Grabs This Weekend**

I did two webinars this past week. I'm offering a \$500-\$697 BONUS if you purchase either and post your receipt to [getyoursupport.com](http://getyoursupport.com)  
The [BONUS is LOCATED HERE](#). It's the recordings of my \$697 Round Table.

**a. The Burn Up Your Server With Traffic and Visitors Webinar Replay Available ONLY until 6/24 night. The replay goes offline then:**

<http://getatf.com/marlon/weekend/>

Keith and Charles show how they burned up their server with traffic! I bet you learn something from 'em on this webinar.

**b. Tim and Tanner's totally awesome method of getting 8% of visitors to buy with AUTOMATED product launches. A TON of great content you can put to use this week:**

<http://timandtanner.com/marlon-pm-replay>

Watch this training. You WILL learn some stuff you don't know that is very easy to apply.

To get my \$697 bonus for either Tim and Tanner's auto product launch system OR Keith and Charles' Traffic System, just post your receipt at

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



In only ONE NIGHT of mucking around with Wordpress, here is the brand spankin' NEW [MarlonSanders.com](http://MarlonSanders.com):



The screenshot shows the website for Marlon Sanders. At the top is a dark navigation bar with white text for: Vintage Video, Saturday Ezine, Credibility, Audio Interview, Pictures, Innovations, Support, Consulting, Customer Comments, Products, and Affiliates. Below this is a white header with the name "Marlon Sanders" in a large, bold, red serif font, and "Higher Response Marketing, Inc." in a smaller, red serif font below it. The main content area features a large video player showing a man in a suit walking on a stage. The video player has a play button in the center and a progress bar at the bottom showing 02:09 / 45:50. Below the video player is a "Share This Video!" section with a right-pointing arrow, the text "Share This Video!", icons for Facebook and Twitter, and a left-pointing arrow. Below the sharing section is a paragraph of text: "This is the first half of a speech Marlon gave in 2000 in London, England at Wembley arena where rockstars perform. The legendary Corey Rudl, Jonathan Mizel, Declan Dunn and Kirt Christensen also spoke at this event. It's said that the stage set alone cost \$20,000." At the bottom of the screenshot is another line of text: "In this video Marlon presents his 2-page Website formula that later became to be dubbed 'mini-sites' by Phil Wiley."

That is the first half of my speech at Wembley arena in London where rockstars perform. I thought about putting the whole speech on there for free but I'm a big believer that people benefit MORE from what they pay for.

So to get the second half of the speech, they'll need to pay something. But the first half of the speech has some really GREAT info in it.

Now, there is a NAV at the top:



The FIRST link is one you might REALLY like.

It is called Vintage Video. And it links to a big chunk of my presentation in 1997 at the Boulder Summit in Colorado.

This is the series of famous seminars that Yanik Silver, Jim Edwards, Jeff Walker, Corey Rudl and many others attended.

In this presentation, I'm presenting the 12-step formula for writing sales letters that others teach all over the Internet without attribution. I put this up because it's GREAT CONTENT and because it's undeniable PROOF that I developed this formula before others taught it.

And I, in fact, made the formula famous.

Now, you can see other links at the top to my ezine, a credibility page, an audio interview, pictures, etc.

Now, I don't have the pictures up yet. I wanted to use a very popular plugin called NextGen Gallery but I ran into technical issues.

I'm going to have Lorraine see if she can find another plugin for pictures. Or, as a last resort, I'll link to Facebook.

On the Consulting link, I'm going to create a new video for it. Right now it's a replay of one of the other videos.

**So What's All This Got To Do With YOU?**

Here's the idea:

I did all of the above basically in one evening. The header graphic is so stinkin' simple to make in Photoshop Elements you wouldn't believe it. You just drag and drop a BEVEL style and it makes it look all cool like that.

I think you can do the same thing in Paint.net or Sumo Paint, if you know how.

The videos were the hard part. I had a devil of a time converting the old 1997 video because it's in some old format. I couldn't even get it to play so I could re-record it with Camtasia.

Here are the ways this applies to YOU and how YOU can have FUN and make PROFITS using Wordpress.

### **One: Create your own blog where you showcase your best credibility elements**

I realize you may not have credibility elements. If you don't, then you can show your family, pictures of trips showing you're an active person and so forth.

People who are active, have families and are involved in activities are viewed as more CREDIBLE overall by others.

If you do activities for charity or in the Church, show this. It's a credibility factor. This is why you see teachers of Internet marketing showcasing charities they participate in and show an ACTIVE lifestyle like skydiving or whatever.

And why they show pictures of their family and pets.

These are ALL subtle elements of credibility.

There's NEVER been a divorced President in the U.S. elected. Family DOES matter to people.

Now, if you don't have family then showcase what you DO have.

You'll notice I ain't got pix of my wife or girlfriend on my blog. I found other things to showcase.

What is AWESOME is that you can upload your VIDEO to Amazon Aws and use Pro Player, JW Player plugin or another video player to have the video play right there on your blog.

Super easy and simple.

If you got the Wordpress Quickstart Mastermind, I demoed how to do this and most of the other things in this issue.

### **Two: Use Wordpress to Get Out Sales Letters Lightning Fast**

I put up this sales letter this morning in between 30 minutes and an hour and I'm NOT that proficient in Optimize Press. I believe this is the first sales letter I've attempted.



## **Discover How to Create, Deliver and Sell Your Own One Problem, One Solution \$7 Info Products – Beginning 90 Minutes From Now**



Hello,

Marlon here.

If you'd like to have build your list faster than the speed of Superman, have a very practical way to make sales and profits – and be able to do it even though you got a day job, are stretched to the gills with coaching programs, webinars, training, family duties, and all the rest, THEN this might be the most important letter you'll read this month, if not this year.

Here's why:

Little \$7 info products can totally change the success you're having in your Internet business, and do it really quickly and even make it FUN! There are a number of benefits of doing these products:

### **Build your list faster than the speed of Superman, starting from diddly squat**

Yes bucko, you and I know you don't have a list, or if you have one chances are it's under 100 people. Just one little measley \$7 info product has blown right by that list-building number for many people I know. You won't have to cry over spilt milk ever again over, "I don't have a list." You'll HAVE a list.

Not only that, you can turn your spilt milk teary-eyed story of not having a list INTO a "milk-the-cash-cow" list profiting success story.

What if you really COULD do like all the emails say, wake up in the morning, spend 10 or 20 minutes to send an email to your list, come home from work and have MONEY waiting for you in your Paypal, possibly exceeding what you made at your J.O.B for the day?

What if you really, honestly could go to bed at night, wake up in the morning and find money in your Paypal account that you can IMMEDIATELY go suck out with a debit card and buy that nice something or the other for your skeptical significant other? Or pay off that creditor who burns up your telephone like it's a forest fire in Texas?

That's the sales letter I put together for the 7 buck offer this weekend. You can see it at <http://www.askmarlon.com/7buck>

AFTER this weekend the price will be higher.

The headline is a cufon font which is just a drop down in Optimize Press. Ditto on the blue box. It takes like 2 seconds to add that to your sales letter.



I also added a few subheads and an order link that I used another Shortcode for because I couldn't figure out in 5 seconds how to hyperlink the Optimize Press order button to my shopping cart url. I'll figure that out for next time.

Video 7: How to rank your product ideas, so you know with certainty which one to start with.

Video 8: Quickie thoughts on doing a 12 product survey. Should you? Shouldn't you? If you do, how?

Video 9: How to outline your 7 buck product

Video 10: How to record or write the product fast, without sweating bullets or blood

Video 11: How to whip out a sales letter, even if you're not a writer, even if you've never done it before

Video 12: How to get affiliates to promote your little 7 buck offer and 10 ways to set up your affiliate program

Video 13: 6 ways to take orders.

Video 14: Autoresponder choices and an overall wrap up, including doing your sales letter graphics with WordPress

## 100% Moneyback Guarantee

Go through the whole 14-video, 90-minute presentation. If it's not for you, then let me know within 60 days and I'll refund 100% of your money. Just post a ticket at <http://www.getyoursupport.com>

What's the catch?

Well, the video delivery page is bland and boring. At this price, I just didn't take the time to have a designer make it look all perty. BUT, the videos are there and 100% get the job done.



Now, you do NOT need to use Optimize Press at all.

There is Profit Themes. There are many Shortcode programs that make it easy to create good looking pages.

And frankly, with just a LITTLE effort learning Wordpress and maybe using Tiny MCE free plugin, you can do a great letter yourself.

If you have the Flawless Reflection theme I sold for a buck, you can do a great looking sales letter page also.

By the way, I created a new how to video on it and have it on the download page. I originally didn't post all the files you needed. So I have those all posted now with instructions on video.

My POINT is this: You can CRANK OUT a sales letter in an hour or two that looks good enough once you learn just the BASICS of Wordpress.

I'm NOT saying my letter there is a world class design. All I can say for it is that it's "good enough."

With practice, I'm sure I'll get better.

### **Three: Create a blog to SHOWCASE events you go to**

If you go to a lot of events, then take pictures and have a blog JUST for the pictures of and reports from the different events you go to.

Be sure to include FREE REPORT offers on the blog so you can turn those visits into subscribers.

Themeforest.net or Woothemes have plenty of themes you can use for this purpose.

### **Four: Create a blog to advocate your key concept**

Every product is fundamentally a CONCEPT. If people BUY the concept,, THEN they buy the product.

For example, the CONCEPT of my Dashboards is that people don't implement products because they get overwhelmed with details and don't approach things step-by-step.

You either buy into that concept or you don't.

If you DO buy into it, then you are also LIKELY to buy my Dashboards because they are the logical extension of the concept.

The CONCEPT behind Push Button Letters is that even if people KNOW a sales letter formula, they don't FOLLOW it. Actually, this is a fact. I know it from experience.

Push Button Letters forces you to follow a structured formula. You may already KNOW it but this forces you to USE it and DO it.

If you buy into that CONCEPT, then you buy the product.

What is the CONCEPT behind YOUR product that if people buy into IT, they will probably BUY your product?

Create a blog about the CONCEPT and advocating the CONCEPT vs. the product.

If they buy the concept, they'll buy the product. So don't PUSH PRODUCTS.

Push concepts.

If you didn't have a huge revelation right now over that, as you keep mulling it over and over in your head, you WILL.

You do NOT need to be a product pusher any more.

What you want to be is a CONCEPT ADVOCATE. And you promote those concepts in your blog.

### **Five: Let Your CREATIVITY Find An Outlet**

There are so many ways to use Wordpress and blogs. Once you get COMFORTABLE using the technology, then your brain activity and attention is freed up to CREATE.

And that's where the money is made. In the creation.

Not necessarily in creating huge, massive breakthrough ideas. Instead think of the TIPPING POINT. That little twist or angle or extra that could just push it over the top.

### **Here's The Big Picture**

Money is made via the COMMUNICATION OF IDEAS.

Why?

Because no one makes ANY money until someone buys something. How do people buy?

Because they see a BENEFIT or a WIFM. What's in it for me?

No Bennies. No WIFM. No Sales. No Money. No smiles. No money while you sleep.

All money is as a result of communication of benefits that end up in money being exchanged.

Getting your IDEAS expressed is the BEGINNING of communication. And what easier, faster, simpler way to do that than a blog?

And since Wordpress is free and stable, it's a fantastic platform to express your ideas faster than ever before.

Gutenberg changed the world by allowing the mass communication of ideas and knowledge.

The Internet did that 100X because it made it FREE or dirt cheap to print your ideas.

Now a blog takes that one step further by making it enormously simple and fast so that anyone, even an 80-year-old can do it.

However, if you're 80 don't be spending your social security money on IM stuff.

Alright, I hope I've given you some great ideas. And if you haven't checked out the videos I posted on [marlonsanders.com](http://marlonsanders.com) from my seminars, check 'em out.

Good content there.

Best wishes,

Marlon

Best wishes,

Marlon Sanders

BTW: Key action points:

1. Decide RIGHT NOW what promo you will put out next week, or even today
2. Write out the steps involved or even do a work breakdown structure mindmap.
3. Plan the steps into your week using the method I've taught you in other issues.

### **[\\$7 Special Offer Of The Week](#)**

## **Discover How to Create, Deliver and Sell Your Own One Problem, One Solution \$7 Info Products – Beginning 90 Minutes From Now**



Hello,

Marlon here.

If you'd like to have build your list faster than the speed of Superman, have a very practical way to make sales and profits – and be able to do it even though you got a day job, are stretched to the gills with coaching programs, webinars, training, family duties, and all the rest, THEN this might be the most important letter you'll read this month, if not this year.

Here's why:

Little \$7 info products can totally change the success you're having in your Internet business, and do it really quickly and even make it FUN! There are a number of benefits of doing these products:

**[Click here to snag the price before it's gone](#)**