

Marlon's Marketing Minute

June 9, 2012

Support M-F 9 a.m. to 4 p.m. CST.

How to Communicate Ideas For Fun and Profit



<http://ibdissappointed.com>

1. If you didn't snag my Quick Start Wordpress Mastermind call, you might consider joining me for a rousing q & a and discussion. [Go here to join me](#)
2. Announcing the Elite Wordpress Cash Mastermind Call. ONLY if you snagged the \$17 Wordpress Videos or the \$48 Mastermind are you invited to my ELITE Mastermind Call. See the video about it here.

<http://askmarlon.com/elitecall>

Hello,

Marlon here.

I have a POWERFUL ezine for you today about how to communicate ideas for fun and profit.

First, a few important customer notes: If you dilly dallied around longer than 20 minutes, you got redirected to the \$7.00 page and yeah, it's 7 bucks after 20 minutes.

OTO #1: The first offer is \$17 for 30+ Wordpress videos (I've sold these in the past so if you already bought 30+ Wordpress videos from me, these are the same). Do NOT re-buy it!

OTO #2: This is \$48 for my Wordpress Mastermind meeting. I'll answer questions and present some new info.

You can [WATCH THE VIDEO here](#).

I realize you likely already have the cPanel videos. If not, they're a freebie bonus. If you do, you still get the Wordpress Mastermind call. I would substitute out something for the cPanel vids but it's just too freaking

complicated to do. I don't have THAT many staff to be able to do things like that.

ATTENTION \$1 Minisite Flawless Reflection Theme Buyers – I created a special [TRAINING VIDEO](#) for ya.

AFFILIATES – This \$1 front-end Wordpress Mini-Site Theme + Sales Letter Plugin Converts Gangbuster.

[See The PROOF and get your PROMO here.](#)

[Sign up here if you haven't already](#)

1. This is an INCREDIBLE front-end \$1 offer for a drop dead, gorgeous Wordpress template.

But the real HOOK is the 1 click sales letter plugin.

2. I've got 2 high converting OTO's and the proof is on this page:

<http://marlonsanders.com/wp1/proof.html>

OTO 1 and 2 both offer insanely valuable stuff for a price so cheap it's embarrassing.

Your affiliate link:

<http://www.getyoursales.com?p=YOURID&w=wp1>

Need support? Somehow people think you gotta sign up or something to get support from us. All you do is go to getyoursupport.com, click on link one which is the support desk. You click START a discussion, fill in your name, email and your problem. We email you a TRACKING LINK you can click on to check the status of your problem. That's all there is to it.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

Now, to today's content....

How to Communicate Ideas For Fun and Profit



<http://ibdisappointed.com>

Let's talk about communicating your ideas for fun and profit.

MOST people are completely and totally offtrack when they think of marketing online and making money online.

I believe it's a MASSIVE MISTAKE to think of this business as anything other than a communication business.

People only BU Y for one reason – to get benefits.

That's it.

That's the only reason they buy. WIFM – What's in it for me. If they don't buy, you didn't give them a big enough WIFM.

The other day I was brainstorming with some very well-known marketers in another country helping them come up with ideas on how to take their country's status in the IM industry to a whole new level.

They said it's a challenge to get other marketers to participate.

I said they had to come up with a bigger WIFM.

The point is, this business is about SALES.

Listen – no one makes money until someone sells something.

The Government doesn't make money unless they collect taxes. There ARE no taxes to collect unless there are sales.

There are no sales unless there's a benefit.

There's no benefit without a WIFM.

And there's no WIFM unless you can freaking COMMUNICATE the WIFM to the potential buyer or customer.

I hear people say, "I'm so overwhelmed. I don't know what to do." That's why I created the Overwhelm Cure.

Let's SIMPLIFY it:

1. You make money online by selling stuff or, stated differently, giving people a big, juicy WIFM to spend their money with you instead of someone else.
2. In some ways you aren't really CONVINCING people to buy. You're just giving them reasons to spend the money they were likely gonna spend ANYWAY and spend it with YOU – on YOUR ideas, on YOUR products, on YOUR services.
3. In the end it all comes down to communicating. You with someone else. You transmit the ideas OUT of your head TO their head. And they like and agree or they don't.

The revolutionary thing about the Internet is it ENABLES the massively rapid communication of ideas on a scale never before possible. The revolution is many times GREATER than the printing press was.

I mean, the printing press was a massive innovation. It took the world out of the dark ages and put information and knowledge in the hands of the common person and NOT just in the domain of the elite.

You have two ways to communicate:

Audio and writing

Silent movies without audio are kinda a thing of the past. So the primary modality there is audio BUT the visual aspects satiate the A.D.D. nature of the web surfing, game-playing, smart-phone using consumer of today.

So the eye candy helps keep attention on the message you communicate with video and audio or text delivers the actual payload, which is your WIFM.

This is your persuasion powerhouse.

BENEFITS.

What Are The “Must Know” Tools of Communication?

In today’s Internet world, there are a few “must know” tools of communication:

1. Screen capture video

You, of course, know about Camtasia. And there are many other screen capture options now like screenr or screen-cast-o-matic that fit every budget.

I’ve found that the zoom and pan in Camtasia is really easy to use now and allows you to easily zoom in and out. I love it.

You can see me use it on this [training video here](#).

2. Sony Vegas or Final Cut

Sony Vegas Platinum costs under \$100 as I recall. Vegas Pro is more expensive, but you don’t need it until you get more advanced at video. Normally you don’t need to use masking, which is one of its features.

And the Pro Titler is a great addition but not absolutely essential.

I personally love using Sony Vegas, although I started with Magix Movie Edit Pro and it holds a warm place in my heart.

I haven't tackled After Effects yet, but plan to.

One of my favorite Youtube personalities is Richw4. He's a dwarf who does the most amazing Sony Vegas tutorials.

Why Use Sony Vegas?

Do you really NEED to do live video?

I know MOST people are really, really reticent to do video. And I get it. It's a bit of a pain to figure out the lighting, the cameras, the editing.

But honestly, if I did [THIS VIDEO](#) in Camtasia, would it have the same impact?

I don't think so. By the way, I have CHOIR MUSIC in the background because I know if you're a reader of my ezine I'm preachin' to the choir!

The objection to video is "I don't look good."

Listen, Little Richie (Richw4 on Youtube) has slits on his arms from operations. He has stubs for fingers.

Yet, he manages to do incredibly engaging video!

What's hilarious is I actually saw someone comment once that, "Yeah, he can do it because he's a dwarf. I'm NOT a dwarf. Why would anyone watch me?"

Good gosh. Talk about bottom-of-the-barrel self esteem!

Holy smokes.

I mean, Little Richie has giant slits on his arms from his operations. They are NOT pretty to look at. But he WINS you over just by being engaging.

He's absolutely amazing to me.

Now, there's a substantial learning curve on doing video that doesn't suck.

I'm learning all the time, and I feel my videos stand a lot of room to improve. But I shoot them in a small room.

Anyway, I had a message to deliver. [I put it in this video.](#) And soon as Optimize Press comes up so I can license it, I'll have a rockin' site at ibdissapointed.com.

How To Communicate Your Message

I had a message I wanted to communicate about all the GURU HATE and "dissapointment" that has been going around like a bad virus.

That is why I chose a humorous video to do it.

I plan to do a series of videos as the persona of Mr. Disa Pointed.

I never one time in all my career dissed, badmouthed or bashed my teachers and mentors. Now?

Man, we have some VIGILANTE consumers out there who are pissed off at themselves but taking it out on "the gurus" who for some twisted reason they feel deserve it.

I understand there is high level black PR going on to disrobe, discredit and DIS-everything gurus.

Understand that guru means teacher.

Understand that when people try to take down others, they usually do it for personal gain or fame. So they too are profiting by trying to be an anti-guru or teacher.

A teacher of why all the other teachers are bad.

Whatever. It's all a function of having supply EXCEED demand in the marketplace. If you own Red Factor, you should understand this from lesson one.

I could go on and about it. Instead, I'll approach it via humor in my videos.

What's YOUR message. Maybe YOU could better communicate it via video also. Be prepared for a learning curve. But in my opinion the effort is totally worth it.

Actually, it's a BLAST. Learning to do video is so much freaking fun. It's not even expensive. You can use light from a window, an inexpensive backdrop, a \$179 video camera and SHOCK yourself, once you learn what you're doing.

3. WORDPRESS

Wordpress is a Game Changer. And I really mean that. You can get ideas out there so fast with Wordpress it'll make your head spin.

So this morning I shot the video for ibdissapointed, put up the blog, edited the video in Vegas and compiled it, uploaded to S3. And the whole thing didn't take all that long.

The only snag I'm running into is the Optimize Press website appears to be down, so I can't activate my license. I'll have to use another theme temporarily.

I think it's good to have a variety of themes.

a. Sales page themes

The Flawless Reflection theme I'm selling is in this category. It's very good looking. Now, it certainly doesn't have the massive functionality of Optimize Press. But it's also 75X less expensive.

I have other sales page themes too. Having 2, 3 or 4 options is not a bad thing.

I put up this whole page this morning in about 5 minutes. Of course, the video was already done.



<http://www.askmarlon.com/elitecall>

That's the page I put up ONLY for my customers who spent \$17 for the most recent Wordpress Videos or for the Wordpress Mastermind – and the REASON is it's a Mastermind Call SPECIFICALLY for my customers who have those two experiences.

I got a pissed off customer because he had bought a lot of stuff and wasn't invited to a Mastermind without buying something.

The MASTERMIND calls are to Mastermind a SPECIFIC purchase so you get MORE VALUE out of it. THAT is why they're specifically for those product buyers.

In this case, the Elite Mastermind is for customers who really WANT the next level and are willing to pay more for it. The video on the page explains it.

Anyway, the POINT is, YOU can come up with your own ELITE something or the other, shoot a video for it, edit it in around 10-20

minutes in Vegas, upload to S3, insert on your blog and add a spiffy little header that takes all of 5 minutes to do.

Can you see how incredibly powerful that is?

b. Blog theme

For hard core blogging, I'd use something other than Optimize Press. I use the Genesis framework but there are thousands of choices.

c. Launch theme

Optimize Press has a product launch ability built into it. But there are other product launch themes that might have more functionality.

d. Membership site theme

If you run a membership site, you need a theme. I use Genesis but there are tons of options, including Optimize Press and Profits Theme.

There's a new theme called Fast Member that looks excellent but I haven't installed it yet.

e. Product delivery theme

If you deliver your products using Wordpress you need a product delivery theme, which can be a membership theme serving double duty. Or a theme you like for this specific purpose.

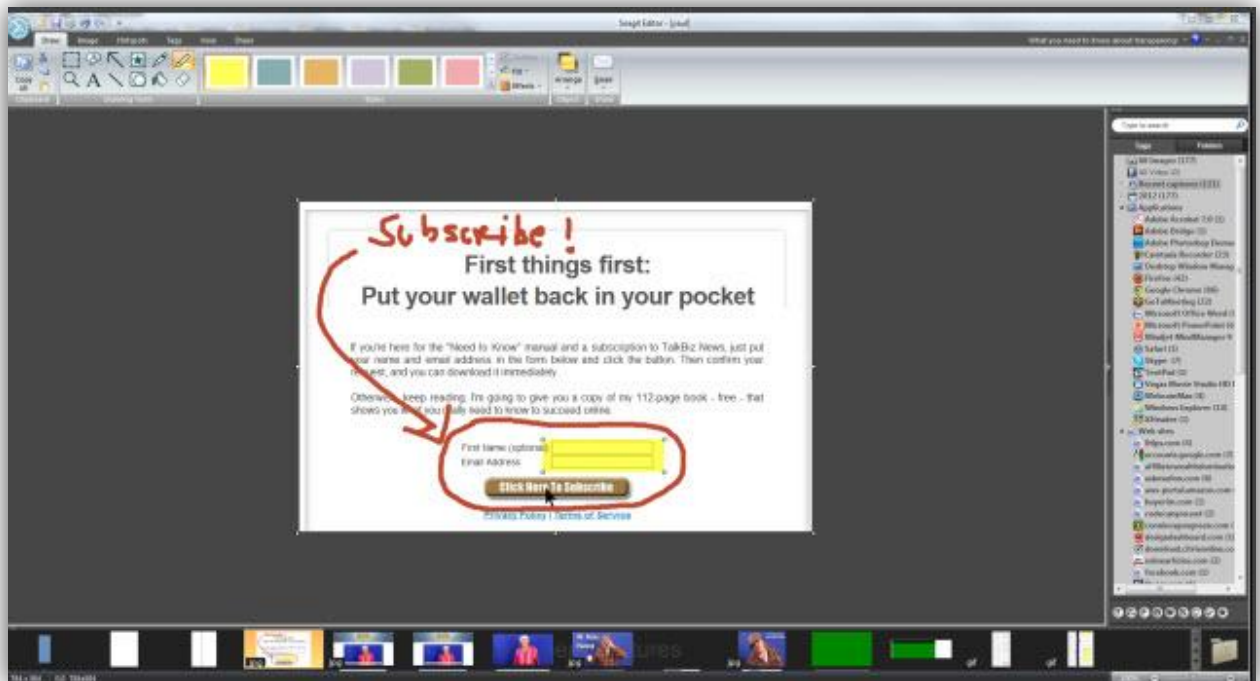
ONE WARNING: If you use Wordpress, back up your stupid database. Holy smokes.

Wordpress has vulnerabilities. Keeping it up to date and following basic security procedures helps. But still, you never know. This is one downside of Wordpress but I feel it's offset by all the positives.

In the [cPanel videos](#) I have an extra bonus that shows how to set up a program that automatically backs up your database.

4. Picture Capture Software

The ability to take screen caps of your screen using Skitch, Snagit, UltraSnap or any of the others is IMPORTANT. Learn to use your tool.



Well, I hoped to give more specifics this issue.

But I think I've said enough for now. I hope you learned something from this or got an insight or got inspired.

Let's wrap this up with this:

WIFM – What's In It For Me?

That's the magical elixir that produces money out of thin air. It's the rock in the rock and roll.

It's the Sugar in Sugar Daddy.

It's the single element that causes people to rip out their wallets and type in those magical digits for you.

The key to sales and selling, the key to making money is WIFM.

And you can't WIFM without audio or writing.

And in today's world, to get people to focus long enough to absorb that message it helps to have video.

So the REAL TOOLS of this business are:

Audio

Video

Written words

Put on the Internet.

Spread around the world.

Amped up with Facebook and Viral Tools.

Distributed on your blog.

You either love that, are a junkie for it, can't get enough of it, are obsessed with figuring it out.

Or you really, honestly believe you're gonna push a few buttons and have thousands of dollars show up.

I trust that since you read my blog, you're not in the last category.

Godspeed,

Marlon Sanders

Still The King Of Step-By-Step Internet Marketing

Still "In Da Game"

Still passionate about selling

If you liked this issue, LIKE IT on Youtube and at:

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

facebook 4 1 92 Search

Introducing Timeline - a New Kind of Profile
Timeline is your collection of the photos, posts and experiences that help tell
Harlan Kilstein, Rachel Henke and 150 other friends have updated to the new profile.
[Get Timeline](#) [Not Now](#)

Marlon Sanders
Lives in San Antonio, Texas Born on February 7 Add where you work Add your school Edit Profile

Wall
Needs Review 5
Info
Photos (293)
Notes
Friends
Subscriptions

Friends (3121)
Joel Peterson
Kirt Christensen
Levi Jonathan
Carmen Sakurai
Joel Comm

Update Status [Add Photo / Video](#)
What's on your mind?

Marlon Sanders
Orld debut of my new Youtube Persona: Mr. Disa Pointed: <http://youtu.be/TsmIXqI1W7c?hd=1>

dissa.mp4
www.youtube.com
Like it and share it

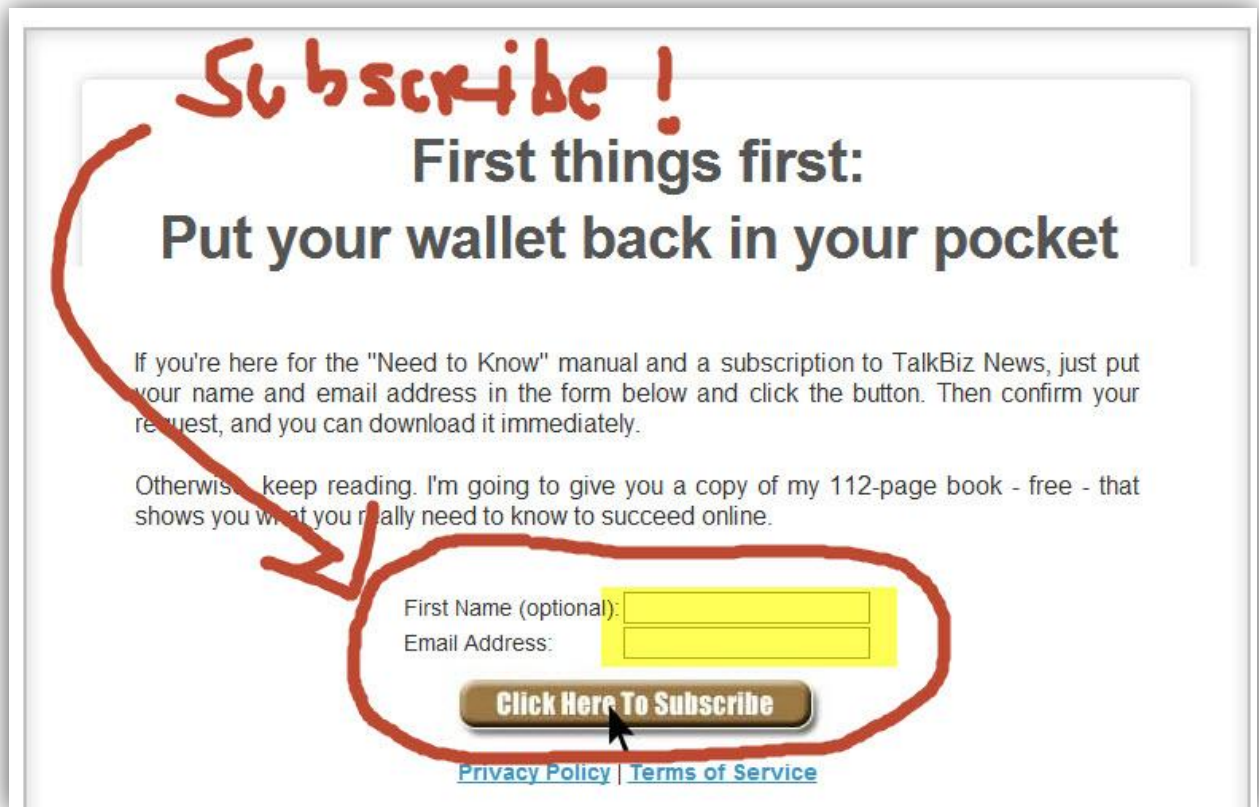
Like • Comment • Share • 6 minutes ago •

Zara Lockwood and Tia Dobi like this.

Write a comment...

When **Paul** writes something and actually **SELLS** it instead of giving it away in his ezine, it is **REALLY** extra gold.

<http://www.talkbiz.com/contentcash/?=7>



This also goes for purchasing the Joel Peterson webinar system:

<http://webinargo.com/replay.php?webinar=ms>

That is a whole webinar that's incredibly insightful on how to sell stuff using automated and manual webinars.

[How to Get Product Ideas and Deal With Competition](#) – This shows how to target overserved, underserved and non consumer markets, then how to find white space so you aren't competing head on. The pitch isn't that great but just 2 weeks ago a customer told me this was going to totally change his business.

[How to Learn The Basics of graphic design and putting up websites](#) – All the screen caps are updated and the steps are updated. This is serious training for newbies on designing graphics.

Traffic Dashboard really works: <http://www.thetrafficdashboard.com>



<http://www.ateamsuccess.com>

This poem summarizes everything I am, everything I believe about marketing and life.

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost