

Marlon's Marketing Minute Newsletter

August 28, 2010
10:24 am CST

Hi,

Marlon here.

Today's article:

"How An Ex Blues Musician Found Freedom, Finance and Fun In Internet Marketing"

Today I tell about my recent meeting with an Ex-Blues Musician who made his dreams of freedom and the ultimate lifestyle come true – and he's only just begun

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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[Who Else Wants \\$8.89 a Click and 100% Commissions For The Next 7 Days?](#)

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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.

I've posted the Thursday Ateam call now expanding on how Gary built his \$60 million business using social media and actually DEMONSTRATING live how to get visitors using social media.

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

Marlon

PS: Round Table owners – Module 6 and tons of bonuses are POSTED!
Module 6 video is fixed and posted. I'm doing task sheets for sessions 5
and 6 today.

Marlon's Marketing Minute
Electronic Newsletter
<http://www.promotemarlon.com>
Vol. 5, #33, August 28, 2010

This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: **How An Ex Blues Musician Found Freedom, Finance and Fun In Internet Marketing**
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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A. Sponsor Advertisement

Give away these reports on your thank you pages and bring in extra dough.

<http://www.promotemarlon.com>

PS: Just stick one of these banners on your thanks for opting in page or thanks for buying. Just click the “thank you graphics” link at the top.

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B. Announcements from Marlon
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1. Customer support issues?

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

If you haven't got a refund, have an unresolved problem or didn't get a decent response to a problem you've had with us, please post to the support desk. I am personally looking over these tickets and even responding to some of them.

2. LIVE CHAT will NOT be available for at least a few weeks. Please use the support desk.

3. **OPTIN Secrets Buyers** -- In your bonuses folder, there is a folder called "Extra Tips." Lisa got that content uploaded for you.

4. ACCESS problems?

If you have ANY problems accessing ANY product you have bought from me, please contact us at <http://www.getyoursupport.com>

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C. How An Ex Blues Musician Found Freedom, Finance and Fun In Internet Marketing

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For 25 years he played Blues gigs around the world, spending a lot more than his fair share of the time jammed up in a van with his band members.

Smoky bars, late nights, low pay and an endless travel schedule that never stopped.

Yet, today, he's found ultimate freedom via Internet marketing.

Yesterday, we're sitting in white, sculptured metal chairs next to the fountains at a local mall. He sports the hair of a hippie from days gone

by, chomps on a gigantic black, textured cigar, and exudes the confidence of a man who exceeded his income expectations online long ago.

His name is Pat O'Bryan. And you've probably seen his book *Portable Empire* at your local bookstore.



He drove down from Austin the other day to hang out and chit chat about life and Internet marketing.

The conversation got interesting, “Marlon, my burn rate is really low. I only needed \$13,000 a year to do better than I did as a blues musician. I exceeded that long ago.”

Today Pat has even bigger dreams of having his own cable TV show, and many more things, all funded and empowered by his Internet marketing success off the back of his successful book.

“Marlon, I don't know what I can do. I want to find out. Everything I've done in Internet marketing so far has succeeded.”

As we chit chat, he stops now and then to check his email on his Ipad. He has some kind of thing going with Willie Nelson and a few other big names. I didn't pry for details. But it's obvious life is good for Pat.

“So Pat,” I asked, “What percent of your income comes from your now renowned Unseminars and your coaching business?”

“About 25 percent,” he fired back. “But I have a number of other sources of income. For example, I use my musical talents to produce background music for self improvement audios. That’s a very good business.”

He has his fingers in a lot of pies. I said, “Pat, aren’t you concerned that lack of focus will be a problem?”

He pulls the Ipad of his beat up brown leather satchel and pulls up a mind map. “Here’s the different projects I got going. Craig is working on this one, this one and this one. Jeff is doing these. I’m in charge of this one.”

Needless to say, I was impressed by his clear thinking and organization. Simple. Clear. Well-defined projects with a minimum of clutter.

My curiosity got the best of me, “Are those guys employees?”

Pat said, “That’s an interesting thing. One of ‘em doesn’t need to work at all. He used to work in the nuclear industry. A few weeks ago he chartered a private jet and took a friend to New Orleans for a party. That trip probably cost him \$60,000. He doesn’t need to work for me. He just likes doing it. He sets his own hours and tells me what he wants to work on. He’s incredibly talented.”

“But Pat,” I quickly fired back, “What if you have a product coming out or something and you need him to work and that week he’s only putting in 15 hours?”

Pat responded, “Hasn’t happened yet. He likes working.”

He went on to say that his other go-to guy was in his coaching club and just wanted to be involved with him. He’s very talented also.

“I bring on talent very carefully because I’m not a manager. I like people who are self-motivated and manage themselves. I work with people smarter than I am.”

I thought to myself, “That sounds a lot like me!”

He quickly pointed out, “One thing I’m proud of is my new video software. I spent \$7,000 to have it programmed but it’s REALLY cool.”

“Marlon, it lets you put active links right in your video.”

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

You can see a video of Video Link Generator right there on his home page.

After sauntering around the mall with multiple stop-offs, Pat chomps one last time on his big ol’ black cigar.

“I’ve got a meeting tomorrow with a fellow flying in to meet with me about a deal we might do together. And I have a doctor’s apt. in the morning for Betsy. So I gotta roll.”

With those words, we embraced and he took off on his path to find how high is high. How far can he go? He’s already exceeded everything he thought was possible.

I thought I’d write up a few words about Pat today because he demonstrates a number of the keys that I believe, preach and teach.

1. The power of productizing

Pat has his Portable Empire book, Unseminar, coaching program, software, tapes. He’s really a product-creation machine.

The cool thing about Pat is he FINISHES stuff. See a product can’t be promoted and sold unless it’s done. Half done, gonna be done, almost done, someday done doesn’t cut it.

Pat finishes his products and gets them out and promoted successfully. That's what I teach. That's what I practice.

2. The power of personal promotion

You'll notice Pat hired a pro photographer (or appeared to) to take some of his pictures. Either that, or he has a really good eye. For myself, I hired someone. And plan to do that soon again.

Pat published his book and promoted the daylights out of it. However much energy you spend in writing or creating a product, you need to have a PLAN in place that expends multiples of that in promoting the product.

A book no one reads won't do you much good.

3. The power of financial management

Pat keeps his burn rate low. Now, he's allowing himself to enjoy the fruits of his labor. But with cash in hand FAR exceeding cash spent.

It's not how much you make. It's how much you keep. You need a plan in place for banking part of everything you keep. That starts with having an emergency fund you keep well-stocked.

Pat exemplifies this simple principle.

4. The power of a dream

Pat has long ago exceeded his income goals and expectations. Now, he's free to dream with his partner Betsy about what else he can do. How high is high?

Too many people let guilt, negative people, self criticism and pessimistic attitudes stop them from even trying.

Pat is the exact opposite. He pushes the limits just to see how far he can take things.

5. The power of the Mastermind

Pat lives 10-minutes away from superstar Joe Vitale and has been blessed to work with Joe on various projects.

Pat understands the true SPIRIT of a Mastermind and makes sure that it's a win-win for both him and Joe. Pat insisted on picking up several tabs as we were hanging out even though I was more-than-happy to do so and the purchases were trivial. It just demonstrates his attitude of "no-free-lunch."

A Mastermind is a 2-way street. You can't just take. You have to give more than you take. And that's true for all involved in a Mastermind.

I learned about the power of Masterminds back when I was a freelance writer puttin' out promotions for Walter Hailey. If you've read my back ezine issues, you know that whole story.

Walter transformed himself from having nothing to being worth \$600 million using the power of the Mastermind.

6. The power of passion and energy

Pat teaches practical metaphysics. And he ALSO channels his energy into relentless production and promotion, assisted by several enormously talented and capable assistants.

One of the things that amazes Pat's friends is how FAST he can get a product out or promotion done. He does in a day or two what others might take six months or a year to do.

Why? Because instead of over-analyzing it, he just does it. In the time most people spend stewing around over whether or not they should do this or that product or this or that promotion, he already has it DONE.

His pal Joe says, *money loves speed*.

That's one of the mottoes I've acquired for my Ateam'ers. Money loves speed. Instead of debating it forever and trying to create the perfect product or promotion, just get it done and out there.

7. The power of investing in yourself

Pat has worked with his own coach (my term, not Pat's) for 10 years, helping him keep his thoughts crystal clear, his energy focused and his purpose on point.

While most people won't invest much in themselves because they don't see an immediate payoff, Pat saw that his most valuable asset was himself. Today, in his coaching program, he does the same for others with his home-spun philosophy and brand of practical metaphysics.

If Pat were writing the summary to this, he'd say:

- Channel your energy into production and promotion
- Don't shoot for your dreams. Shoot to exceed them
- Keep your burn rate low and manage your finances
- See how high is high and push your boundaries
- Be part of a Mastermind
- Money loves speed

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Marlon Sanders is perhaps the last ambassador of old school Internet marketing. Create it. Promote it. Bank it. What more do you need? You can check out his products at <http://www.marlonsanders.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 you 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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