

# Marlon's Marketing Minute

August 27, 2011



## Intro From Marlon

Hello,

[Last week's ezine](#) issue got 223 comments, although about 1/2 of those were my personal responses to posts, 11 Diggs and 34 social shares. THANKS to those of you who pass along the news.

As you know, a lot of others are now CHARGING monthly for less content than I give you in my ezine for free. I can ONLY continue doing this if you pass along the news to others.

Today's issue: **The economic insecurity, recession-protection strategy**

This takes last week's blockbuster concept and fills it out even more. NOW – if you took last week's 7-day CHALLENGE – I want to hear how it went!

**Let Me Know How Your 7-Day Challenge Went! Post Now!**

[POST your results](#) and let me hear what happened. Seriously, I'm interested in what went RIGHT and what went WRONG. How many of the days were able to stick to your schedule? Did things go as planned or sorely off target? Was it frustrating or fulfilling? Did you get more done than you had in a long time or was it the same old thing for you? How did it FEEL? Did you make PROGRESS? Did you get more done than you THOUGHT you could? Was it EASIER or HARDER than you expected?

## **Post Your Results**

**AFFILIATES, check out our new tools:**

<http://www.promotemarlon.com/blog>

I had some broken links on the banners. I think we got that problem fixed now. I have a GREAT PROMOTION comin' down the pike for you shortly.

Best wishes,

Marlon

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**Marlon's Marketing Minute  
Electronic Newsletter**

<http://www.promotemarlon.com>

**Vol. 6, #32, August 27, 2011**

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This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon

C. Main Article: **The economic insecurity, recession-protection strategy**

D. Resources

Brought to you by: Marlon Sanders, Publisher

## **A. Sponsor's Advertisement**

**Free webinar by my pal Jason Fladlien reveals how to CRUSH IT selling your stuff on webinars – how to get ‘em, book ‘em, do ‘em, sell on ‘em.**

### **How to sell on webinars**

## **B. Announcements**

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. 30-day members** – A new Traffic Module is now POSTED in Module 17 and in Module 16 is a whole TRAINING on writing your sales messages and letters.

I found an UNBELIEVABLE software program for creating **Facebook Ads that get 1%+ CTR rates** that are unheard of. Going to see if I can negotiate rights to include this in your membership.

**MAIN ARTICLE**

## **C. The economic insecurity, recession-protection strategy**

It's no secret.

We've had some challenging economic times the past few years around the world.

I've been doing this since 1996, so I want to share with you a system that will help you prosper both in good times and bad. That way, you're prepared for whatever may come.

I'll start with the basic premise of how to generate money. That method is by promoting products, either your OWN or other people's.

You can promote products as an affiliate. Or you can create your own products and have a whole slew of affiliates promoting for you, obviously my preferred method.

But either way, this is how you generate money.

If every day you spend time finding hot products to market and then allocate time to marketing those products or other ones you've found, you're on the right path to security in any economy.

There are TWO parts to that equation:

1. Having products to promote
2. Promoting or marketing them

**Let's start with #1: The secret to having an endless supply of hot products to promote that will keep money coming into your bank account on a regular basis**

You can promote products as an affiliate, so you're paid a commission on each sale. This is how most new people get started.

You can buy what are called “private label rights” which are pre-packaged products that you own and can do whatever you want with.

Or you can create your own products.

Here’s what you’re going to do from NOW ON!

Every week you’re going to have time slotted every day (or as often as you can fit into your schedule) a set time to work on product development and marketing.

You’re going to first visualize the end result you want from the next few weeks in developing or finding a product to sell.

For example, if you’re an affiliate, you’ll spend this time researching your markets and keywords, hunting down top quality affiliate products, buying and reviewing them to see which ones you want to promote.

You will also likely spend this time creating your own UNIQUE BONUS to offer when people buy from you. This is the most powerful way to promote as an affiliate – create your own “add-on” BONUS to offer when people buy the affiliate product.

They then email you their receipt and you send them your unique bonus. What you do with the bonus is look over the product and try to find a weakness, something left out or an element that could make it ever better.

Then you RESEARCH this during your product development time and create the bonus, either by writing it or recording screen capture video (very easy to do with CamStudio free software or Camtasia).

To get back to my example, let’s say it’s Sunday night and you’re planning out your week. You have a 90-minute set time slot daily for your product development.

You visualize your project as though it were completed.

Then you work backwards through every step needed to produce that end result.

You make a list of all those steps and plug them into your daily slots.

## **Example Of How To Plan Out Your Product Development For The Week**

Now you have your whole week of product development planned. Here's an example:

### Monday:

- Research keywords for your niche
- Choose 10 keywords to focus on

### Tuesday

- Go to Clickbank, Paydotcom and Commission Junction and find 10 possible affiliate products
- Review sales letters
- Read comments about products on Google, Warrior Forum and anywhere else legitimate reviews exist.
- Select best 2 products and purchase

### Wednesday:

- Review the 2 products you bought to see which one to promote
- Select best of the 2 products
- Make notes on what you really like about it
- Make notes on what it's missing or what could be better

### Thursday

- Research and make notes on the missing aspect that will make a great bonus

-- Do a mindmap that fills in the missing content or adds additional value

Friday

-- Record your bonus as a video based on the mindmap

-- Compile the video

-- Upload to your website or blog for delivery to buyers

----- END EXAMPLE -----

Hopefully you get the idea from this of how you plan out your product development slot.

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➔ SPECIAL NOTE TO ATEAMERS AND 30-DAY COACHING MEMBERS

This example does \*not\* illustrate dividing the tasks into physical movements. I can't describe this part of the concept Mark Hamilton layed out in his Neo-Tech Business Control manuscript for free as it wouldn't be fair. However, if you're an Ateamer or 30-day coaching student, in the webinar, you'll find an explanation of this ADVANCED concept. You can also obtain this information by purchasing Neo-Tech Business Control or by joining his private [membership site](#). I believe Neo-Tech and probably Neo-Tech Business Control are trademarks of I and O Publishing, although I haven't confirmed it.

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## **How This System Works If You're Marketing PLR Products**

If you're marketing a PLR or private label rights product, THEN your activities would be different. What you do with plr is RE-BRAND it.

Here's an example of what that might be like:

Monday

-- Review newest PLR materials available from plr sites you are a member of

-- Purchase and download several possible products

### Tuesday

-- Review the content and decide which one you want to market

-- See if you can combine 2 or 3 plr products into a new one by taking bits and pieces from each

### Wednesday

-- Assemble your new, unique PLR product

-- Give it a new title

-- Hire an inexpensive ecover designer to create a new cover for it or do it yourself.

### Thursday

-- Come up with ideas for a bonus based on anything that is missing from the product or that would add to it

-- Dig through PLR sites to see if any of them have content that would create a nice bonus that fills in the weak points

-- If so, buy PLR and review

### Friday

-- Package up your PLR bonus

-- Create download page

-- Create order form

----- END EXAMPLE -----

You now have several examples of how to plan out your product development week.

## **Product Development Tips**

If you're promoting affiliate products, I recommend you create and offer your own unique bonus.

Another thing that works well is using a screen capture video software (like Camtasia) to demonstrate buying the product, then accessing the product or the membership site.

People like to see WHAT they're buying and they like to see the purchase process....these types of videos typically convert excellent.

If you're creating PLR products, my recommendation is that you re-brand them. It's nice if you take the time to combine elements from several PLR products into a unique package, although this isn't necessary. Then have a new ecover or graphics created, create a new sales letter or enhance and improve the one that came with the plr by writing a better headline, beefing up the bonuses and creating a better guarantee.

If you're creating your OWN products, screen capture video using mindmaps, power point slides or even points or flowcharts created in Microsoft Word or Open Office work well.

This is much faster than writing a product from scratch for most people. Obviously, I have a [Dashboard](#) to assist you with your product creation if you want the help.

Let's look now at your marketing

## **How To Plan Out Your Marketing Time Slot For The Week**

Just as you picture the OUTCOME of your product development, you picture the OUTCOME of your marketing project. What would the finished result look like?

You work backwards from the finished results to the individual steps. Then you plug those steps into your daily marketing time slots. Hopefully, you're

able to devote 1-3 hours daily for marketing. If not, pencil it in on as many days as possible.

For this example, I'll assume you're doing it daily.

### Monday

-- Write a review of the product and point out the one weakness that is the missing part or parts your bonus will fill in

-- Write a benefits-rich description of your bonus that fills in the missing pieces missing from the product

-- Post review on your blog

### Tuesday

-- Fire up Optimize Press or Profit Themes on your blog and create a new sales page. If you don't have Optimize Press or Profit Themes, no problem. Just create a new page and let 'er rip.

-- Add your product review to the blog page you created.

### Wednesday

-- Review your swipe file of the best banners you've found

-- Using your swipe file for ideas and inspiration, write out text for several different banners

-- Hire a designer to create the banners for you in all different sizes including 125 x 125, 720 x 90 and all other popular sizes.

### Thursday

-- Write 2 emails promoting your product

-- Test these out on a viral list builder as explained in row 5 of [Traffic Dashboard](#).

### Friday

-- See which of the 2 emails worked best

- Create a page on your blog for affiliate tools.
- Add your email for affiliates
- Add your banners
- To to Adbrite and run a gang test of your banners to see which one converts best. See the banner advertising row of Traffic Dashboard for instructions on how to run the gang banner test
- Make a note to check on the results next week so you can highlight THIS banner to affiliates

----- END EXAMPLE -----

This is just an example. And you can obviously plug in any activities you want.

## **5 Marketing Tips**

1. The fastest way to get traffic to your site is with solo mailings and viral list builders as I explain in row 5 of Traffic Dashboard.
2. Organic seo traffic CAN be a long-term strategy if you use evergreen methods. You have to be prepared to work on this six months or longer. Even though some promise very quick traffic, in general, the successful approach is to work at it with the long term perspective.
3. Having your own affiliate program is the single best source of traffic. Your goal is to turn every customer into an evangelist and promoter of the product by giving them articles, free reports, info graphics and videos to distribute for free.
4. If you're an aggressive person and a good networker, product launches are high risk, high return. But they can certainly generate a big chunk of cash fast, almost overnight. Of course, you may have to work three months to set up that one big payday.
5. One of the things that working gangbusters right now is webinars. I don't know how long it will be until the party will be over, or if it's ever

over. But this is what is working right now. Here's a free webinar on how to do it:

[How to sell on webinars](#)

## **How To Ratchet Up Your Results 10 Fold**

I recently did an Ateam call where I explained the concept of using physical movements as developed by Mark Hamilton in Neo-Tech Business Control. This method is amazing.

My examples above show ONE PROJECT for the week.

By using a simple twist called "physical movement" Mark does as many as 22 projects and 150 steps in ONE WEEK!

I'm personally using this method and it rocks.

However, it isn't fair to Mark to give away this genius method for free. I did cover it in an Ateam call so as to vastly limit the exposure of it. You can also get the information if you're lucky enough to obtain a copy of Neo-Tech Business Control or you join Mark's membership site at the url I gave earlier (NOT an affiliate link).

Do NOT use this fact as an excuse to not do what I taught in this report. All I'm saying is if THIS helps you (and it will tremendously) then imagine taking it even to a next level!

## **Summary of How to Survive and Thrive During Good and Bad Times**

A job gives you a steady income.

That's not a bad thing. But maybe you find yourself OUT of a job or worried you'll lose your job. Or you're already on your own.

The path to creating your OWN income and freedom is by MARKETING PRODUCTS, whether they are your own, plr or affiliate products.

What 95% of people NEVER do is set a daily time slot to work on product development and marketing.

If you have a job or other responsibilities, work your time slots AROUND your job or other commitments.

Most people will never do this.

If YOU do it, you'll have a HUGE EDGE on everyone else! And this is KEY to surviving and prospering in any economic environment.

Remember the 10X Rule?

People say, "Marlon, how can I do THAT? I have a job. I have a spouse. I have kids?"

Well, THIS is the answer. THIS is how you do it.

This is how you accomplish 10X in ONE WEEK! Nobody else in IM teaches this stuff. Nobody has the guts to.

Neo-tech has its own share of controversy for one thing. Not only that, I'm talking about you having to \*do\* stuff and plan.

People are scared to talk about that. They want to talk about the pot of gold at the end of the rainbow, the pie-in-the-sky because that's what SELLS.

I'm the one person here to tell you the truth.

I'm the one person here to give you REAL tools.

I'm the one person here to help you take things out of the dream world and plug them into the day-by-day REAL world you live in with a job, family, kids or whatever.

I don't care if you chase pie-in-the-sky, get-rich-quick products or not. That's up to you.

But here's a real method that gets real results and you don't have to be a rocket scientist to use it. And I gave most of it to you for FREE.

How 'bout them bananas?

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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://marlonsanders.com/>

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REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

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**Resources you can use**  
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**1. Watch this webinar to learn how to sell on webinars and become a veritable webinar king or queen**

[How to sell on webinars](#)

**2. Can you get 600 visitors a day from Squidoo?**

<http://www.thetrafficdashboard.com/squid>

**3. Promote my smoking hot Traffic Dashboard product**

<http://www.getyourprofits.com>

**See the dashboard at <http://www.thetrafficdashboard.com>**

**4. Confused by Internet marketing?** This unravels the big picture and makes it all crystal. Thousands around the world have been helped:

<http://www.amazingformula.com>

**5. [How to design your own website](#)**

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>

**6. How To Promote YOUR Products Step-By-Step  
THIS is where you start.**

You have a product you want to promote or want to learn HOW to promote? Start here.

**7. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....**

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](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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<http://www.ateamsuccess.com>

## 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**