

# Marlon's Marketing Minute Newsletter

September 4, 2010  
8:47 a.m. CST

Hi,

Marlon here.

Today's article:

## **"How to Underwrite Your Tomorrows With a Solid Foundation"**

*If you've been washed out, hung out, dried out,  
hyped up, put out – or you'd just rather not be --  
and you'd like a little bit of reality and truth mixed with  
a heavy dose of Old School Marketing that cures money woes  
then don't DARE miss today's article!*

**Notice is served: The revenge of Old School Marketing  
Begins TODAY!**

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

Marlon

PS #1: Other people sell what I give you for free every week or only give you to you during a product launch. I'm here every week teaching and preaching the Gospel of Internet Marketing. Your return participation by commenting on my blog, tweeting my posts and spreading the word is much appreciated.

PS #2: Round Table owners, affiliates, Level One Buyers, Ateam'ers – please read announcements

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**Marlon's Marketing Minute  
Electronic Newsletter**  
<http://www.promotemarlon.com>

This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: **How to Underwrite Your Tomorrows With A Solid Foundation**
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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**A. Sponsor Advertisement**

**Join my NEW “Level One” 30-day coaching program and get your FOUNDATION in place**

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

PS: This is NEW and contains my highest level of info. Get on the right track and gain certainty about where you’re going and how you’re gonna get there.

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**B. Announcements from Marlon**  
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1. Customer support issues?

Reminder: MONDAY is a holiday and our support dept. is closed. Any issues will be responded to on Tuesday.

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. PROPS to these affiliates who went to bat for one of my promotions recently and who have been loyal promoters. These folks get my commendation and thanks:

David Jenyns  
<http://www.davidjenyns.com/>

Dave Lovelace  
<http://davidlovelace.com/>

Michael Paetzold  
<http://mpaetzold.com>

Brian Terry  
<http://bigsellingwebsitedesign.com/>

Mark Flavin  
<http://www.markflavinblog.com/>

Tracy Repchuk  
<http://www.tracyrepchuck.com/>

Jeremy Gislason  
<http://www.surefirewealth.com/>

Andrea Goodsaid  
<http://www.andreagoodsaid.com/mlm-blog/>

Earl Netwal  
<http://microbusinessspecialist.com/blog/>

Shelby Carr  
<http://www.theprofitshack.com/>

Allen Gardyne  
<http://www.associateprograms.com>



Would you agree with me that marketing makes a big difference in whether or not people spend that judicious allocation of money with you?

If so, then we're on the same page.

See, I believe "The Economy" doesn't determine your "Personal Economy."

While you can't control "The Economy," you have control over your "Personal Economy." There are a few simple, basic steps required to make your "Personal Economy" be the one you want, the one that is stable, secure and solid.

**1. Underwrite your Tomorrows with a solid foundation, not sand that washes up when storm clouds roll**

Tell you a funny story.

In my city, a whole entire housing division got wrecked when a massive retaining wall near the houses faltered when the storm clouds rolled in. Come to find out, apparently it wasn't built to specs.

Now, fast is alluring. And I couldn't agree more with Joe Vitale that money loves speed. AND, when it comes to your foundation, speed isn't necessarily the thing you want.

SOLID is the thing you want because the foundation supports and underwrites your Tomorrows.

If you build on a shaky, questionable foundation, then overnight everything you build up over the next year or two or three could crumble down virtually overnight.

People insistently, persistently and relentlessly search for the easiest, fastest, simplest sounding solution to their money woes, thus underwriting their tomorrows on quicksand.

**2. Realize that the best sounding pitch probably isn't**

Promise people it makes a lot of dough. Say that it's automated by software and you practically have to do nothing. Claim that it brings in the bacon almost overnight. Say that even a kid could do it.

There you have a recipe for the next bestselling info product.

Now, I'm ALL FOR automation. Hey, if a kid can do it, that's great.

But you know what?

Let's talk between adults here. You know, when you're a kid and don't know any better, or it's your first day in Internet marketing and you've never gotten a chain letter before, then that's one thing.

But come on man....we aren't kids anymore. We're grown ups. Big boys and girls. Unless you're just really incredibly gullible, I'm guessing that you realize ONE ebook that costs you 27 bucks ain't gonna give you a doctor's income.

Yesterday I talked to a girl at the mall. She just spent \$17,000 for one year at college. When she finally graduates after spending 4X that amount, the chances she'll get a job in the field she got her degree in are 20% or less according to statistics.

And when they DO get a job the starting pay for the first year will be \$30,000 or less USD money.

Yet, believe it or freaking not, some people honest-to-God believe that one ebook costing less than \$100 is gonna do for them what 4 years of college and approximately \$80,000 couldn't.

And then the SAME PEOPLE bitch and moan about spending \$1500 or \$2,000 for good, solid Internet marketing training as though it were a scam! 'Cause they REALLY thought the ebook was gonna give them the \$5,000 a month income they need to replace the crappy job they got using that \$80,000 degree.

If I just popped your bubble, then I don't know what to say. Really. I don't.

### **3. Gimmicks are nice. But the basics are 10X better and 100X faster.**

I'm a HUGE, massive believer in the Power of the Basics. I think my Push Button Letters software rocks. It helps people follow a proven, structured process for a sales message.

However, you know what's even better?

Understanding the basics of crafting sales messages. How to write headlines that get people to read. How to pen an opening statement that compels people to listen. How to tell a story. How to create enticing bullet points. How to justify a price and make it seem like a bargain. How to write a guarantee and create urgency.

So the BASICS.

You don't NEED to know how to go DOUBLE DIAMOND if you aren't DIRECT, to use a little ol' terminology I'm sure you've heard before.

Let me give you a little hint that'll SAVE you an enormous amount of time: Anytime you study a subject, read the originals who wrote on the topic. Because everything written after that BUILDS on or regurgitates those basics.

You wanna learn to write a sales message? In my opinion you START with John Caples. You don't END with John Caples. You START with him. He's the foundation.

Little Gary Halbert and John Carlton in there won't hurt you either.

I'll give you several examples. Most books on sales and selling are regurgitations of Charles Roth's book *Secrets of Closing the Sale*.

He wrote that sucker years and years ago. But it's written with simplicity and clarity you often don't find in books today.

You want to learn the science and art of management?

You START with the book that changed the entire history of Western Civilization – *The Principles of Scientific Management* by Frederick Winslow Taylor. It's only 76 pages.



## Scientific Management (The Making of Sociology) [Hardcover]

Frederick Winslow Taylor (Author)

No customer reviews yet. [Be the first.](#)

Price: **\$275.00** & this item ships for **FREE with Super Saver Shipping**. [Details](#)

**Usually ships within 1 to 3 weeks.**

Ships from and sold by **Amazon.com**. Gift-wrap available.

**4 new** from \$275.00 **2 used** from \$310.87

Formats	Amazon Price	New from	Used from
Kindle Edition	\$220.00	-	-
Hardcover	\$275.00	\$275.00	\$310.87

Some ding dongs will say “I’d never pay \$310 for a 76-page book.” And they would be CLUELESS. Run, don’t walk, from people who say junk likje that.

It changed the entire history of manufacturing. Anyone who tells you an ebook is only worth \$27 and is a ripoff if it’s more just simply doesn’t understand the nature of a knowledge economy and role that information plays in the creation of value.

Another absolutely foundational book about management is *General and Industrial Management* by Henri Fayol and *Organizing for Work* by Henry Laurence Gantt.



## General and Industrial Management [Hardcover]

Henri Fayol (Author), Irwin Gray (Author)

No customer reviews yet. [Be the first.](#)

Available from [these sellers.](#)

**3 used** from \$236.27

Formats	Amazon Price	New from	Used from
⊕ Hardcover	--	--	\$99.99
Hardcover, June 1984	--	--	\$236.27
⊕ Paperback, Import	--	--	--
<a href="#">Show 5 more formats</a>			

I have a copy, so I guess I paid \$100 to \$236 for it.

Anyone who says, “Well those books aren’t current. They aren’t up to date.”

You know what?

They got no clue. I’m just telling you straight up. They got NO CLUE.

You don’t properly understand modern management until you understand the foundations Taylor, Fayol and Gantt laid.

You want to understand Deming and the whole quality movement? Then you fork over \$194.50 for one BOOK written in 1945 by Walter Shewhart:

[http://www.amazon.com/Statistical-Method-Viewpoint-Quality-Control/dp/B0015AK61M/ref=sr\\_1\\_12?ie=UTF8&s=books&qid=1283604778&sr=8-12](http://www.amazon.com/Statistical-Method-Viewpoint-Quality-Control/dp/B0015AK61M/ref=sr_1_12?ie=UTF8&s=books&qid=1283604778&sr=8-12)

THAT book is the whole basis that the manufacturing revolution in Japan was built upon.

**Statistical Method from the Viewpoint of Quality Control [Hardcover]**

[Walter A. Shewhart](#) (Author)

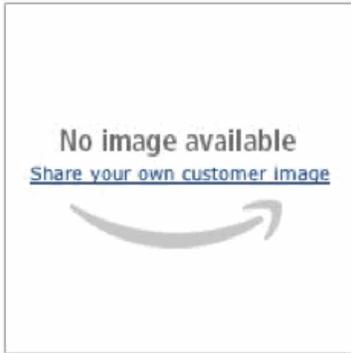
No customer reviews yet. [Be the first.](#)

Available from [these sellers.](#)

**3 used** from \$194.50



You want to understand USP? You START by reading Rosser Reeves who invented the term, NOT with what Jay Abraham SAID about Rosser Reeves. You read that AFTER you understand what the hay Rosser Reeves said to START with.



## Reality in Advertising [Hardcover]

[Rosser Reeves](#) (Author)

★★★★★  (6 customer reviews)

Available from [these sellers.](#)

**1 used** from \$135.00

Formats	Amazon Price	New from	Used from
<a href="#">+</a> Hardcover	--	--	\$96.87
Hardcover, 1981	--	--	\$135.00
<a href="#">Unknown Binding</a>	--	--	--

[Show 3 more formats](#)

The basics.

By the small numbers of these books available, you can see not a lot of people buy them. Why? Because they don't get the value of "the basics." The foundations. The original works.

You want to understand Taguchi method? You don't START with Taguchi for gosh sakes. You START with the dude who invented the whole CONCEPT of doe – design of experiments.

When I read the ORIGINAL papers done by the guy who created these concepts, all of a sudden I had massive new insights into the REALITY of the concept. I "got it" with a speed of clarity and understanding I didn't have before.

I could go on and on. But everyone loves speed. Everyone loves instant.

Unless, of course, you're eating food.

In which case I'm guessing you'd RATHER have something other than fast food, even though fast food is...well....fast.

If you wanna build TALL, you wanna build STRONG, you wanna build EVERGREEN, you wanna build something that LASTS, then you build ON the basics.

You START with the basics.

And don't listen to the people who say "they're outdated." They don't apply no more. They don't work no more.

If you believe that, I'll sell you some really GREAT land in Florida. And for you UK'ers and Aussies, Florida is where we got a lot of SWAMP land.

And a lot of people have bought that swamp land real cheap thinking they got the bargain of the century.

And, I submit to you, a LOT of people THINK they're buying Internet marketing gold that brings overnight wealth when what they bought is swamp land.

I'm just sayin'.

You START with the basics.

You BUILD upon a foundation.

You don't understand how to write a headline or create an opening statement for a webinar.

You don't understand how to create a title for a report that attracts your Intended Customer.

You don't understand front-end, back-end, lifetime value of a customer.

You don't understand a bit of html and css.

You don't understand how to open and edit a PSD file.

You don't understand how to create a PDF.

You don't understand how to create a download page, ftp and link u to files.

You don't understand how to set up an affiliate program, create banners or hire them out.

You don't understand how to write subject lines of emails.

You don't understand the 3 divisions of a business that all success builds upon.

If you don't understand these things, you got NO FOUNDATION. Yeah, it's not all hot and exciting sounding like the latest Clickbank miracle product. (And, for the record, I love some CB products. I'm not knocking them.)

The bells and whistles, the makeup, the shoes, the highlights, the SIZZLE is great.

But if you ain't a FOUNDATION, you're building something that won't stand the test of time.

Wanna make Internet marketing underwrite your Tomorrows?

Then build on something worth building on.

I am perhaps the last remaining AMBASSADOR OF OLD SCHOOL MARKETING. And I'll be DARNED if I'm gonna sit around and shut while people who haven't been in business long enough to know better trash out old school marketing.

They don't know what they don't know. No one else apparently has the guts or kahunas to step up to the plate and defend Old School. Instant, fast, easy, quick, no effort are all the words of today. REALITY and truth have been replaced by what will give you the largest dollar per click when you wham your list with it.

I guess some people who rather have people blow smoke at them and PAY others to do that to them than just learn the truth. Personally, I don't think the truth sucks. I LOVE learning the basics. I enjoy the living daylight out of learning the foundations of something. It's a GREAT process to me.

Love it. Enjoy it. Eat it up.

Hey, I understand the whole fast results thing. I got a microwave. You know what I'm sayin'? And I believe strongly in giving affiliates a great dollars per click.

So I'm all for "New School." I'm NOT anti new school. But I'll say it again. You START with the basics. I warn you about anyone who trashes out Old School.

I'm telling you straight up. They don't know what they don't know what they don't know.

Like let's START with a few legal considerations. But I won't go there. Maybe, possibly, conceivably at least READ what the FTC said about income claims.

Nothin' personal.

I'm just sayin'. The basics, dog. It's all about the basics. You kint write a headline worth spittin' at but you're gonna create CPA blogs and flip 'em for big dough.

Alrighty then.

#### **4. You put your foundation in a BLOCK at a time**

Foundations aren't built overnight. You put 'em in a block at a time.

You start with this. Here's what it is. Here's what it means. Here's how it functions. Here's how it works.

Now you go to this chunk or block.

This is a PSD. This is how you open it. This is how you edit it. This is how you save it. This is how you upload the image.

#### **5. You go from point A to point B to point C**

THIS is how you make things go write.

You map out where you wanna END UP.

Then you create your sequence BACKWARDS from there until you have a map of point A to point B to point C to point D.

Now you START at point A.

You learn point A.

You get point A straight in your head. You understand it. You iron it out. You get it down pat.

Now you got to point B.

Let's say it's an email capture page. You study 'em. You collect samples. You learn about 'em. You try 'em out.

Finally, you got a STABLE point B that is working for you.

Now you go to point C.

You don't START at point Z – money in the bank overnight.

Money DOES show up in YOUR bank overnight.

You CAN be an overnight success.....

AFTER you get points A through Y in place. You get your Foundation in place and build a level at a time.

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**Action Steps**  
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**1. Decide to build a foundation that Underwrites Your Tomorrows.**

Are you gonna build something that underwrites your Tomorrows? If you are, then you need to get your Basics in place.

**2. Learn the Basics**

Targeting audiences, crafting headlines and offers, putting up blogs and web pages. Emails. Autoresponders. List building. The 3 divisions of a business.

**3. Run don't walk from anyone who trashes out "Old School" marketing.**

As perhaps the last remaining Ambassador of Old School marketing I feel it's my job, duty and right to suggest that to you.

**4. Avoid acting like a crack addict and jumping like a horn frog on anyone who promises you instant deposits in your bank account that are automated with almost no brains or effort.**

Hey, I got an automation product. Gotta update it soon. But yeah, I believe in automation. But it's the icing on the cake. NOT the cake.

**5. When you wanna learn a topic, study the original source materials first**

This will save you tons of time because you'll gain crystal clear understanding of what later works are built upon and referring to.

6. STOP complainin' about upsells, complainin' about people pitchin' at seminars and START subscribin' to lists with gmails and yahoos, collecting oto's and upsells and downsells and pitches, CHOOSE to go to seminars where they pitch instead of ones put on by people afraid to sell but gonna teach you HOW to sell – and get a CLUE about the business we ARE in.

Pitchin' and a sellin'.

THAT, my friend, is the true gospel of marketin'. And I'm maybe the only one got the guts to tell ya. Straight up. You heard it here.

FINALLY ....

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**The Revenge Of Old School Internet Marketing Begins Today**

“You think you're pimp, you think you're tough, you're young, you're cool n hip. You think you don't need old school no more. Well, dog, we'll see whose in business 10 years from now and who ain't. We'll see who stands and who doesn't. We'll see whose customers survive, thrive, rock and roll, and whose don't.

**I am perhaps the last remaining Ambassador of Old School Internet Marketing and the Revenge of the Old School begins TODAY.**

I cordially invite any other “Old School” gurus and marketers with lists to join me in the Revival of Old School Internet Marketing

by contacting my support desk at <http://www.getyoursupport.com>  
and tell me you want to be in on "The Revival".

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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/levelone>

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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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**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](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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