

**Marlon's Marketing Minute**  
**October 23, 2010**

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## **A Grab Bag of Marketing Delights**

I want to talk about some cool things I've ran across in the page month or two. And a few others I've known about longer than that but YOU should know about if you don't.

**1. Mukul Verma – Mukul has some of the brightest traffic ideas I've ran across recently and he sells them too cheap.** I loved them and you will too. Here's my AFFILIATE link to him:

<http://www.trafficmarketingintensive.com/marlon>

He put that up just for us 'cause I told him I wanted my folks to know about him. He's deserving and his methods are quite cheap although NOT slick.

**2. Anik Singal's latest presentation.**

Anik says 60,000 people have downloaded his ebook using this squeeze page.

<http://blog.empireformula.com/empire/marlonsand>

If you need squeeze page ideas, there ya go.

Now, Anik is doing follow up videos: If you want slick, as opposed to Mukul Verma style, I recommend you study this stunning presentation by Anik who I know from year's past:

<http://blog.empireformula.com/networking-in-your-underwear/>

That's an awesome use of Camtasia I've never seen done before. I think I'll copy it. Really nifty.

I admire someone who can take many of the same things I've been teaching for years, slick them up, and get paid a LOT more than I typically charge for them. I admire that.

Why?

Because straight up, I'm telling you the most UNPOPULAR but true advice you'll ever read here – you don't appreciate, value nor use or profit from what you don't pay for.

At \$67 a month I can hardly get people to show up for Ateam calls. At \$1,000 for 30 days training it's a strain to get people to do assignments, although several of my Level One people are real go-getters.

But it's like a friend of mine told me, "Marlon, I couldn't get people to DO anything until I raised the price to \$5,000. Then they actually took it seriously and did something."

This is why I buy \$30 notebooks to write my ideas down in. Subconsciously it forces me to value my own ideas. But 99% of people will never get that, do it or even understand it because they think the less they spend for info, the better it is.

Actually, the more you spend, the better. It's why I usually buy products from my own friends like Jason Fladlien (and others) instead of asking to be comped. I'm not above the truth of this law.

I bought stuff from my friend Daegan Smith. And others.

**3. A recommendation you've never heard from me before:**

**"Forever Traffic Formula Has The Potential To Be LIFE CHANGING For Many Of You – So, Dismiss**

# and Ignore This At Your Own Risk!"

That WSO headline comes from Jeremy Kelsall. Man, Jeremy is pretty prolific at WSO's which is what it takes.

I admire that also. Really admire it. Brad Gosse is also prolific.

The money is in being prolific.

Now, Jeremy has a great little traffic product there and I snagged it.

I figure that 1 out of every 4 or 5 things I buy like this will give me a great idea. I bought one other thing from Jeremy and it was really good. He has a very good rep.

<http://supermarketingpro.com/ftf/?e=marlonsand>

That's an affiliate link if you're SO greenhorn that you don't know a link that has a question mark at the end and someone's name is an affiliate link. Anywya, it's a webinar where they explain their relatively Evergreen traffic formula in depth. I'm sure it'll be an awesome event on Monday and you get the recording.

While you're there you'll see a fly-in add on the Warrior Forum for Double Your Productivity by Jflad (Jason Fladlien). I don't know how Flads talked Allen into doing that but it's totally awesome.

Anyway, I LOVE the way Jeremy differentiated on an ATTRIBUTE just like I do with EVERGREEN. But he calls it FOREVER TRAFFIC.

Job well done.

What a great attribute to differentiate on.

*Oh, if you have no idea what I'm talking about, you obviously aren't on my Ateam and haven't bought nearly enough products from me nor read nearly enough of my back issues.*

**4. Here's a GREAT example of fishing around for a Tipping Point product idea:**

## **Amazon Traffic Secrets!**

**"Breakthrough Course Reveals... For The First Time *Ever*... How To Generate A Ton Of Traffic From The Most Overlooked, Untapped Goldmine Left On The Internet!"**

<http://www.warriorforum.com/warrior-special-offers-forum/270000-amazon-traffic-secrets-how-generate-ton-traffic-amazons-292-621-921-monthly-visits.html>

It hasn't done bad on the Warrior Forum. I think it's a very nice angle to try to cash in on Amazon as a traffic source. CLEVER.

**5. In the past few months I've probably dumped 500 of my books at a used bookstore.**

When you have thousands, you have to make way for more. Now, ONE book with specialized knowledge is worth 1,000 that are GENERAL in nature.

True story.

There's a certain STUPID logic that says for a \$100 ebook you could have bought 10 books on Amazon.

Yeah, but you could have bought 1,000 and STILL only have general information, not the specialized info it takes to succeed.

One great ebook is worth 1,000 general books. I still probably have 3,000 or 4,000 books of the general nature in my 2 rooms here that are libraries.

Reading is a hobby. I don't consider those books THAT great an investment although I do pick up a good idea here or there.

**6. My current weekend offer of the A to Z info product creation course for only \$7 is a can't miss offer.**

<http://budurl.com/7buckspecial>

It ends this weekend and the price goes back up to \$37 or \$47 JUST as it did with some of my other offers that then generated pleading support tickets for the lower price. Honestly, if getting some specialized knowledge isn't worth 7 bucks to you, I don't know what to say!

## **7. Found a GREAT example niche site:**

<http://www.masuccess.com>

This is a TOTALLY awesome niche site/business. He has 3 levels of memberships for Karate schools that want training videos, marketing materials and so forth.

If you click "resource library" you can see some of the videos. From what I've seen they are 10 minutes in length and high quality. I LIKE that idea.

This guy wrote a book I found at the bookstore that could have been written about the info product business even though he wrote about Karate schools.

It's one of the rare books from the bookstore that actually has enough specialized knowledge in it to be beneficial in our type of business:

*Business is Business* by Frank Sullivan.

I can't quickly find it on Amazon but I'm sure you can find it on masuccess.com. He talks about lead generation, upgrades, selling, retention.

Good stuff.

I'll probably join his site for the \$79 for a month so I can watch a few of the videos. The one about upgrades sounds good. He has several there that are good.

I like learning from people in other industries. In fact, I like learning. That's why I buy books from the bookstore even though they're pretty much a waste of money.

Still, I enjoy sitting outside at Starbucks sipping a tea or coffee and reading a book. And occasionally, I run across a gem or two that makes me money.

8. If you had been in Level One Coaching the past 20 days, you'd have a target market chosen, 12 product ideas, know how to outsource and would have actually done it, know about PDCA, know about a host of other methods I teach. And you would have taken considerable action.

Or you could be where you are right now today reading this.

What's \$1,000 worth to you? What do you feel it takes for you to MAKE \$1,000. Without a product to sell the only way you're going to make it is trading time for dollars or investing.

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

It's NOT for everybody. If you can't take action and do assignments, if you have no personal power, if you just want to collect info, forget about it.

THINK: 30 days from right this minute, what will you ACTUALLY have implemented and done? I can tell you that with my 30 day coaching program, you will have done a lot more than THAT.

How much are you tomorrow's worth? Are they worth investing in?

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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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**Resources you can use**  
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**1. I got my final warning from Google..now it's MY turn....**

<http://budurl.com/marlonsrevenge>

**2. Grab some popcorn and enjoy the most unconventional marketing WebTV show you've ever seen.** It's presented by my friend Andrew Lock at [www.HelpMyBusiness.com](http://www.HelpMyBusiness.com), it's free, and it's become more popular than a supermodel in a catholic boys boarding school ;)

Seriously, it's the #1 show for entrepreneurs on Apple iTunes now, so check it out.

And if YOU'D like to create a profitable WebTV show for YOUR niche, Andrew has put together the 'ultimate' course, which you can find details on at: <https://alock.infusionsoft.com/go/webtvcourse/msand/>

**3. Need to create your OWN INFO PRODUCT?**

There's only one product that does it step-by-step in detail on a Dashboard anyone can follow: <http://www.productdashboard.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. 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>

## **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.

<http://www.PromoDashboard.com>

## **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>