

Marlon's Marketing Minute

June 9, 2012

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

**Remember this graphic
from last week? I'm gonna
show you how to create
your own and much more
using free software**



Flawless Reflection \$! Theme

How to video, including how to edit the headers in free Sumo Paint

Flawless Reflection is a totally cool theme. However, there are a few oddities in INSTALLING it that have to be done right.

1. You must upload the TINYMCE Advanced into your plugins. You may need to download the Brave Minisite Plugin zip file again:



[WordPress custom plugin Brave Minisite \(zip file\)](#)

2. You must put the UI.CSS to wp-includes > js > tinymce > themes > advanced > skins > wp_theme. That path is in the instructions PDF and also demonstrated in my support video.

3. In Settings > Tiny MCE Advanced you need to check off In Import the current theme CSS classes. Again, I demonstrate this on the video.

4. You do NOT have to use Photoshop or Photoshop Elements. Header.jpg and Headline.jpg are located in:

wp-content/themes/flawlessreflection/images

That is **wp-content > themes > Flawless Reflection > Images**

All you do it EDIT or REPLACE those two jpg's. You can edit them in Sumo Paint, Paint.net or ANY graphics program in the world that allows you save a .jpg file, which is everyone of 'em I know about.

ANY Wordpress theme with a graphical header requires this. If it's got graphics on the header, they gotta be PUT there by a graphics program. Of course, you do receive the PSD file which is a Photoshop file which makes it EASIER to edit. But you can do it in any program you want. Or pay someone 5 bucks on Fiverr to edit the PSD for you.

5. On the support video, I show how to edit the header.jpg in Sumo Paint which is free on the web and thus works on both Macs and PCs.

Still Time to Sign Up For The Wordpress Mastermind CALL

**This Thursday night at
7 p.m. CDT, 8 p.m. EDT**

If you purchased the [Wordpress Mastermind call](#) from THIS PAGE then we're holding it this Thursday night. I will be sending out the access details this week.

This call is going to be awesome. If you haven't watched my video about it yet (the whole video...not just like 30 seconds of it) check it out AGAIN... [Go here and watch the video now.](#)

Jason Fladlien Auction Bundle Buyers

If you were on the Jason Fladlien Auction, we had a miscommunication with Jason on the buyers. You probably have NOT received your bundle access yet.

I'll be having Lorraine sort all these out and send them Sunday night. You do NOT need to post on the support desk about this.

Waiting for affiliate approval?

We manually approve affiliates. It's a slow process that takes a week or longer.

This is deliberate on our part for reasons I won't go into here. Hang out if you haven't heard from us. We're getting' to 'em.

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 Create Your Own Graphics Using Sumo Paint and Other Paint Programs

One of the things you need to know how to do is create your own basic graphics.

My preferred method of doing this is Photoshop or Photoshop Elements. The BIG advantage of Photoshop vs. Elements being that it has actions you can download that run a whole sequence for you.

Amazing stuff.

But Elements is still terrific for editing graphics.

And you can buy older versions that work perfectly well on Amazon for \$25 or \$35. You can probably even find copies at your used bookstore.

But there are also PLENTY of FREE paint programs that are amazingly good. Of course, Gimp has been around for years.

I sometimes use [Paint.net](http://www.paint.net) because it's fast and easy to use. Photoshop is a huge program and a pain to open. I like Paint because it has layers which allow you to put images or text on individual layers that can be moved or edited without changing the other elements.

Then there is Sumo Paint.

IT doesn't get any EASIER.

<http://www.sumopaint.com>

Just click START DRAWING!

That's about all there is to it.

But whether you're talking about Photoshop, Photoshop Elements, Sumo Paint or Paint.net, there are some COMMON tools that do all the basics for you.

Let's just take a basic graphic like in my ibdissapointed.com humorous blog/video persona which stirred up some interesting comments on the blog and Facebook and Skype.

The reason I did it is that in a market like this when supply of gurus expands demand for training, customers start acting like the bitchy hot girl at school who has every guy in the world wanting to go out with her...so she treats them all like crap.

Fortunately, the vast majority of my customers are the exact opposite and I try to bend over backwards to provide good (albeit not perfect) support and products for you.

Occasionally, I muck things up a bit. Like I forgot to include the TNY MCE Advanced in the \$1 theme download. Actually, I didn't forget. It was a miscommunication with my staff.

Anyway, I had fun doing it and some people caught the humor in it.

On Facebook Lawrence said:

Lawrence Mills

Hey Marlon that cousin of yours is pretty scary. Glad that was a cup of coffee and not a cup of that home brew that you have in your cellar, lol.

We have some scary cousins here-get a load of what happened. This is supposed to be true, I think not, lol.

A Northern Territory farm hand radios back to the farm manager.

...



On the blog, people said:



Ben on June 10, 2012 at 6:03 pm said:

Edit

Loved this video even more than your 9-5 video which I watched at least four times. Most entertaining. Keep them rolling.

Reply ↓



marlons on June 16, 2012 at 12:01 pm said:

Edit

Ben,

Wow, you're a glutton for punishment! I wasn't going to do another one...but maybe for you I will.

Reply ↓



Josh Anderson on June 12, 2012 at 4:17 am said:

Edit

I thought there would be a furry blue monster at the end of this video. I am so disappointed.

Reply ↓



marlons on June 16, 2012 at 12:01 pm said:

Edit

Josh,

You're funny.

Good gosh it's a lot of blue with the saturation turned up.
Blue Marlin = blue Marlon. Get it?

Marlon

Reply ↓



John Antaya on June 12, 2012 at 3:56 pm said:

Edit

Was that Decaf Coffee? Great video and got the message about passive income. Had a great laugh this morning also with this. Thanks

Now, you have your OWN photos, ideas, and things to COMMUNICATE. A nice little graphics program, even a FREE one, can help you do that.

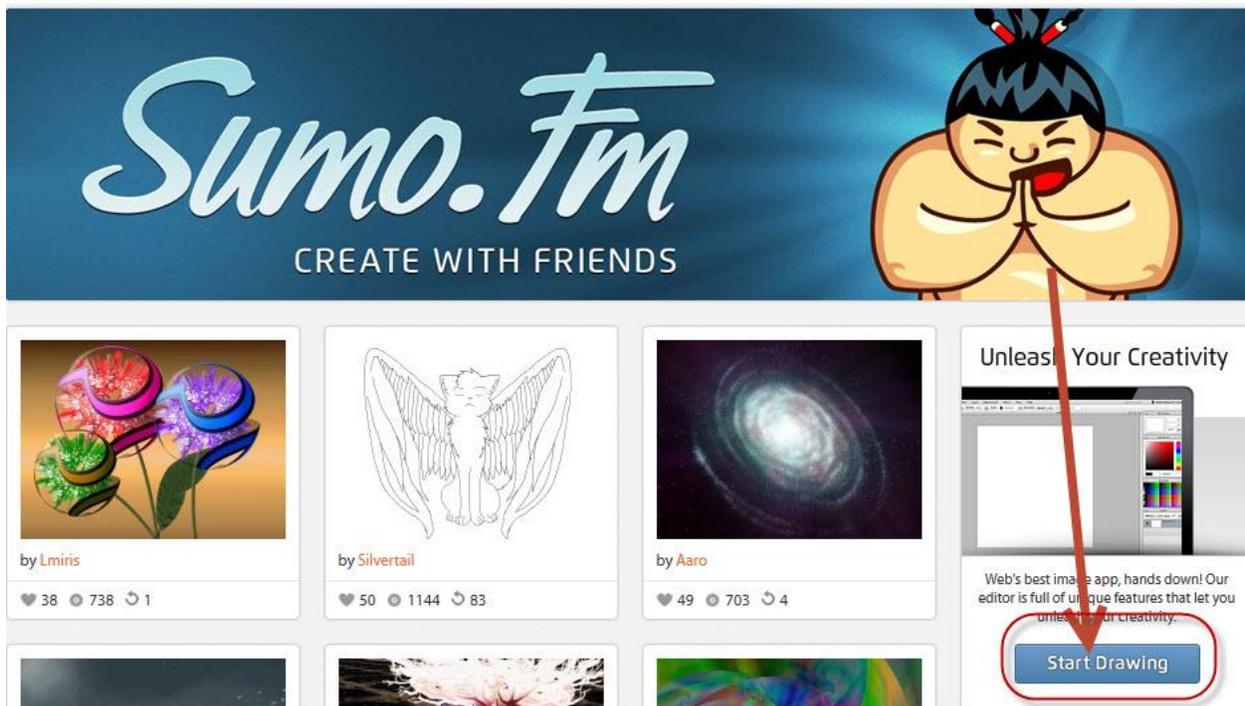
Here are the elements:

1. A photo
2. Text that somehow reflects the mood, tone or emotion in the picture.

All you do is open the photo in your Paint program, choose your font, muck around with it till you have it lookin' great, then save that picture as a JPG or PNG.

I usually choose a PNG or JPG based on which one is the smallest file size, although a graphic designer would have a more sophisticated approach to that choice.

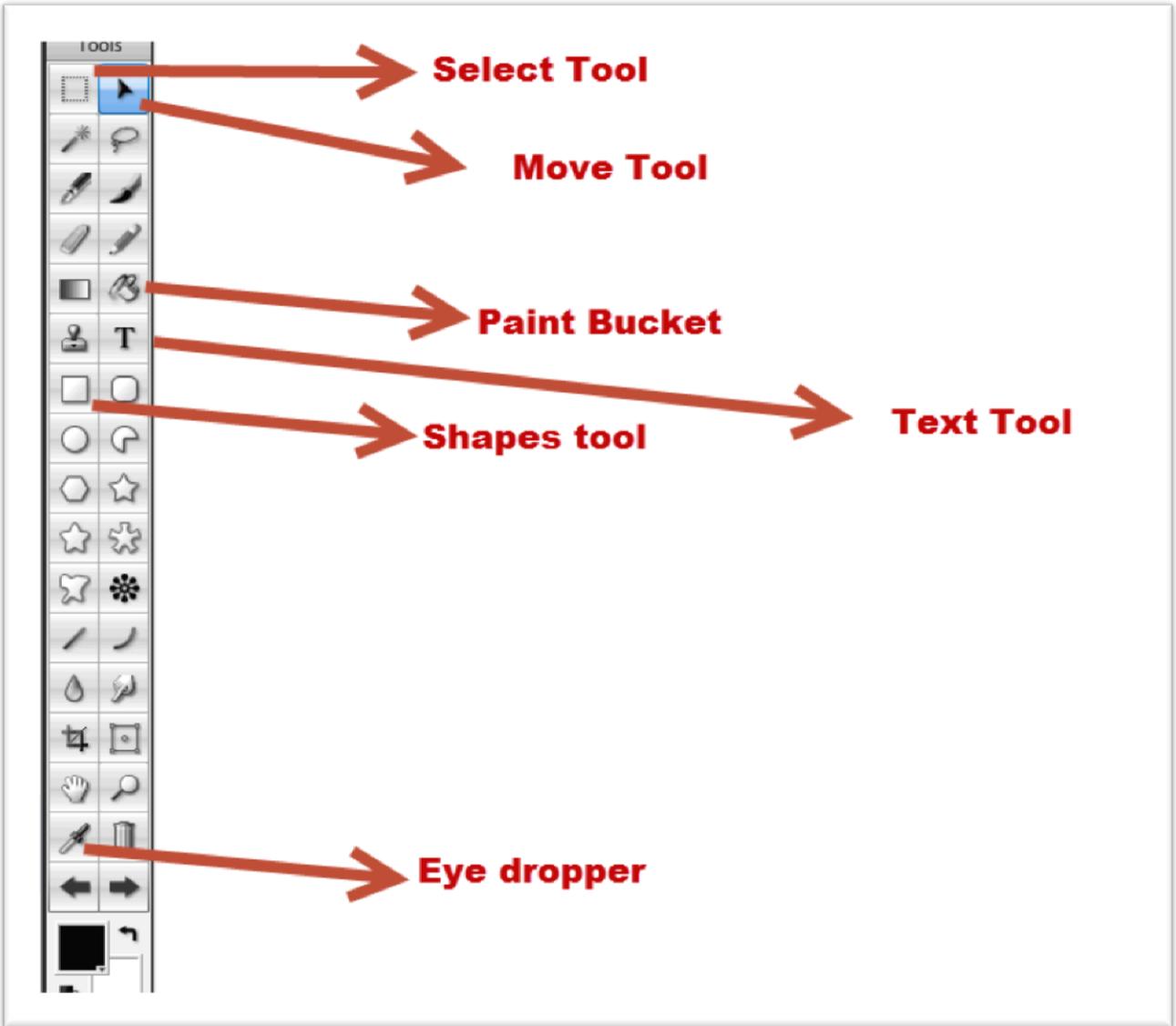
Just hop yourself on over to Sumopaint.com



Here are your TOOLS:



Here are some of the tools available:



If you don't know what a particular tool is, you just **MOUSE** over it and it'll tell you.

Here is the **MOST IMPORTANT** tool as you'll see if you watch my video showing how to edit a header for the Flawless Reflection Theme using Sumo Paint:



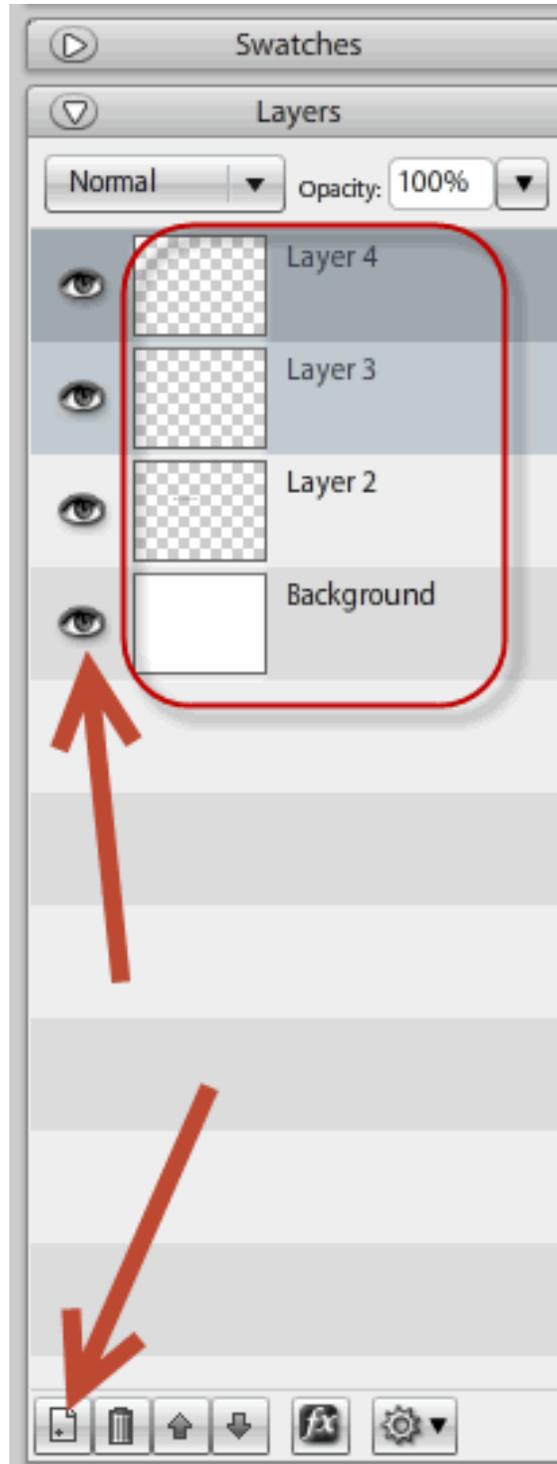
During the video I kept hitting the back button and it'd log me out! I didn't know about the UNDO.

That is something unique I think to Sumo Paint.

Below that you have your color picker, a standard of most all graphics programs.

The Layer Menu – Very Important

The final thing to point out is the extremely important LAYER MENU!

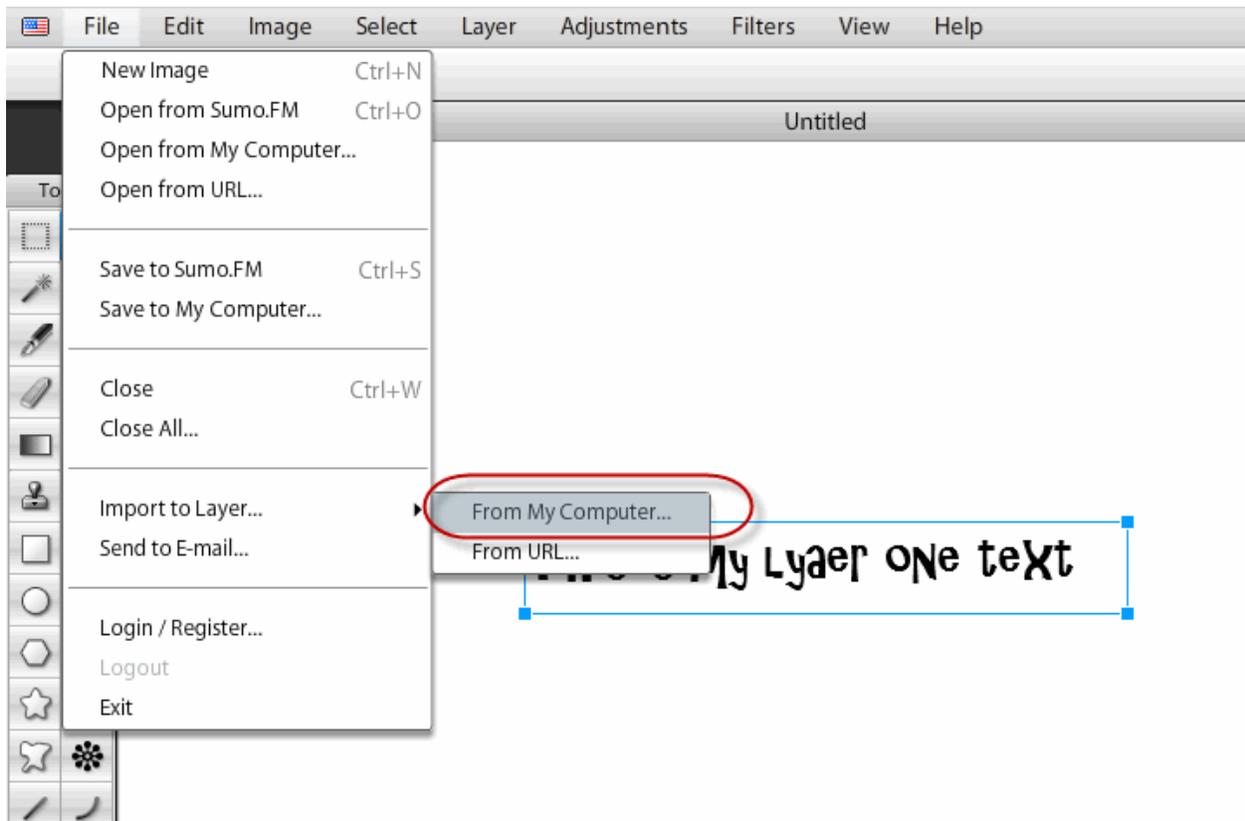


You can put text or images on separate layers, edit them separately and drag them up and down above and below other layers.

This is totally awesome stuff and is a **BIG BREAKTHROUGH** when you learn how simple and easy it is to put stuff on layers.

- a. You click the layer
- b. You add your image or text and it automatically goes on the layer.

Here is how you add an image to a layer in Sumo Paint:

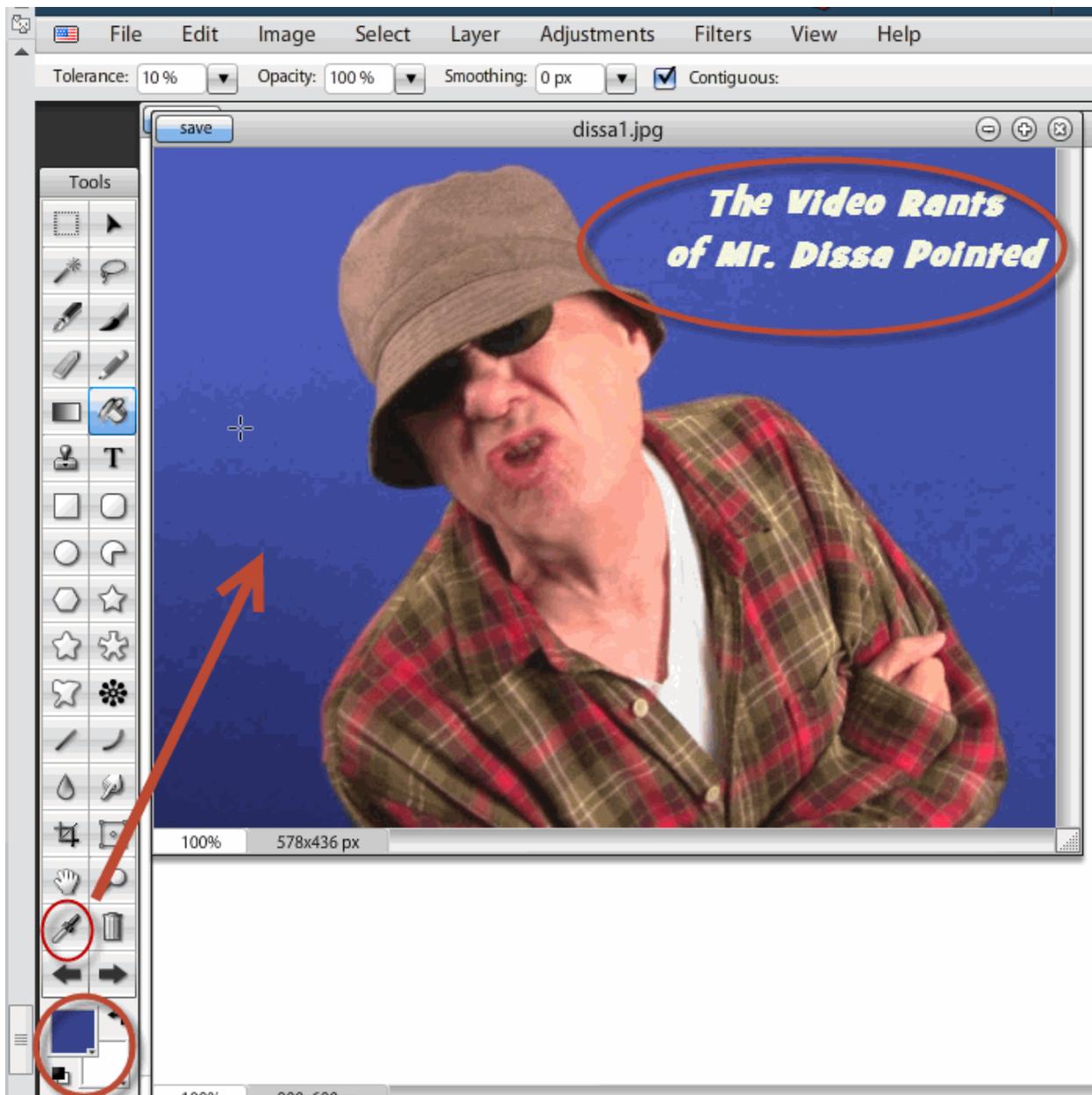


Let's say we want to CHANGE text on a PHOTO or graphic header (like the Flawless Reflection theme).

Step One: Open the graphic:

Step two: Click on the eye dropper

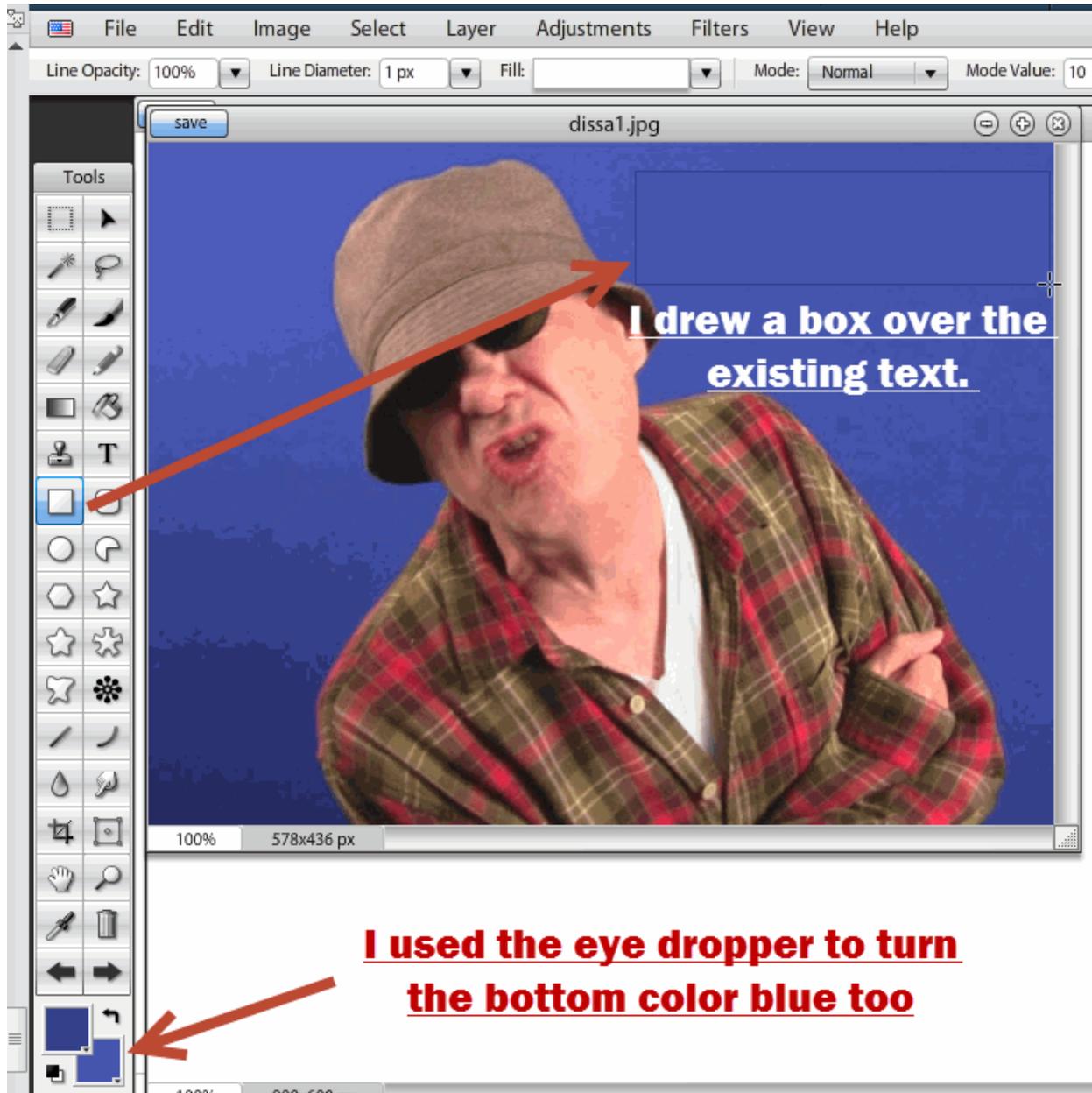
Step three: Click on the color you want to paint over the existing text with



When I clicked on the blue background with the eye dropper, it turned the color in the color square there to blue.

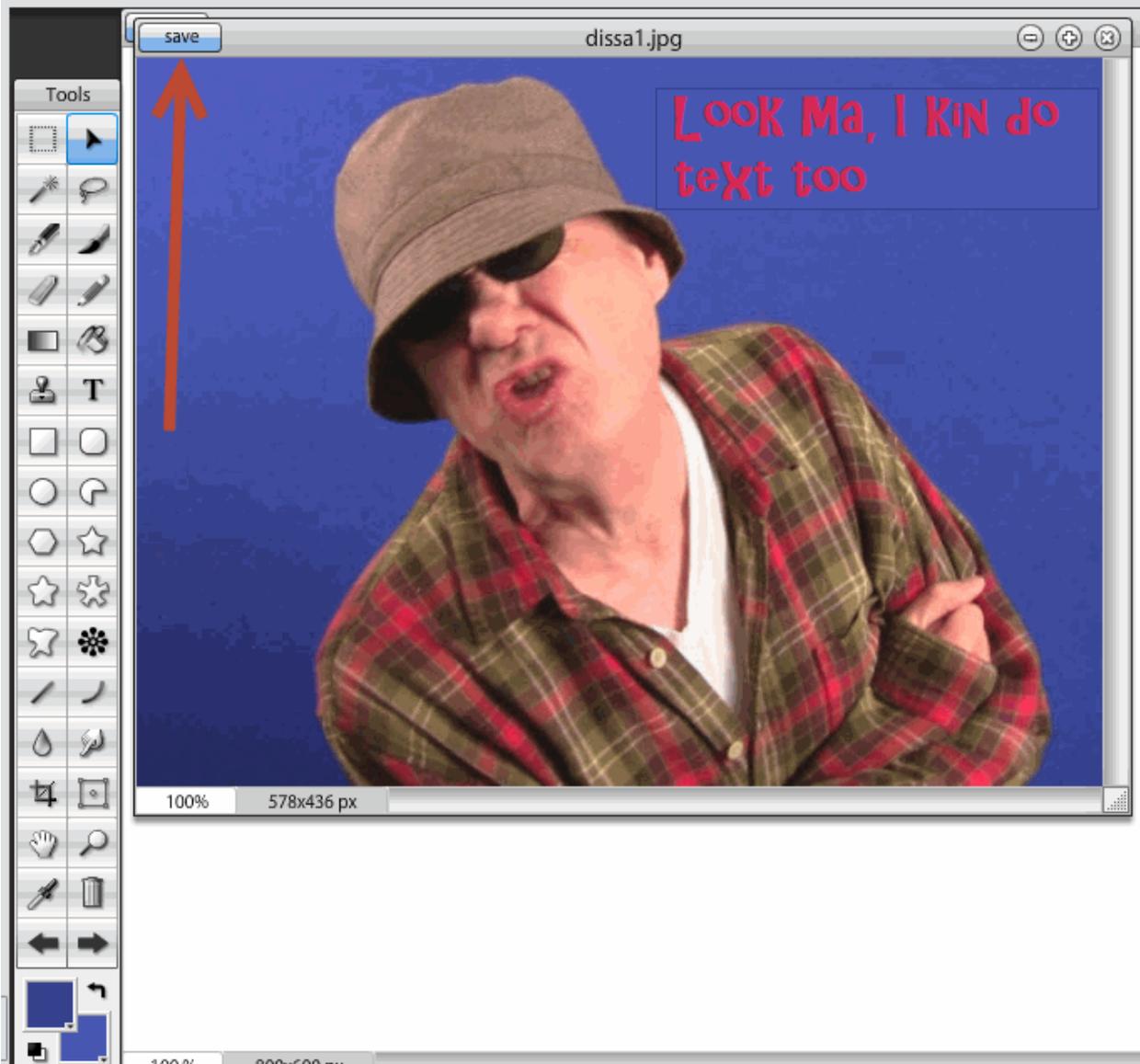
Now I'm just gonna select a rectangle, draw a blue box over my text and then I can put the NEW TEXT ON.

That easy.



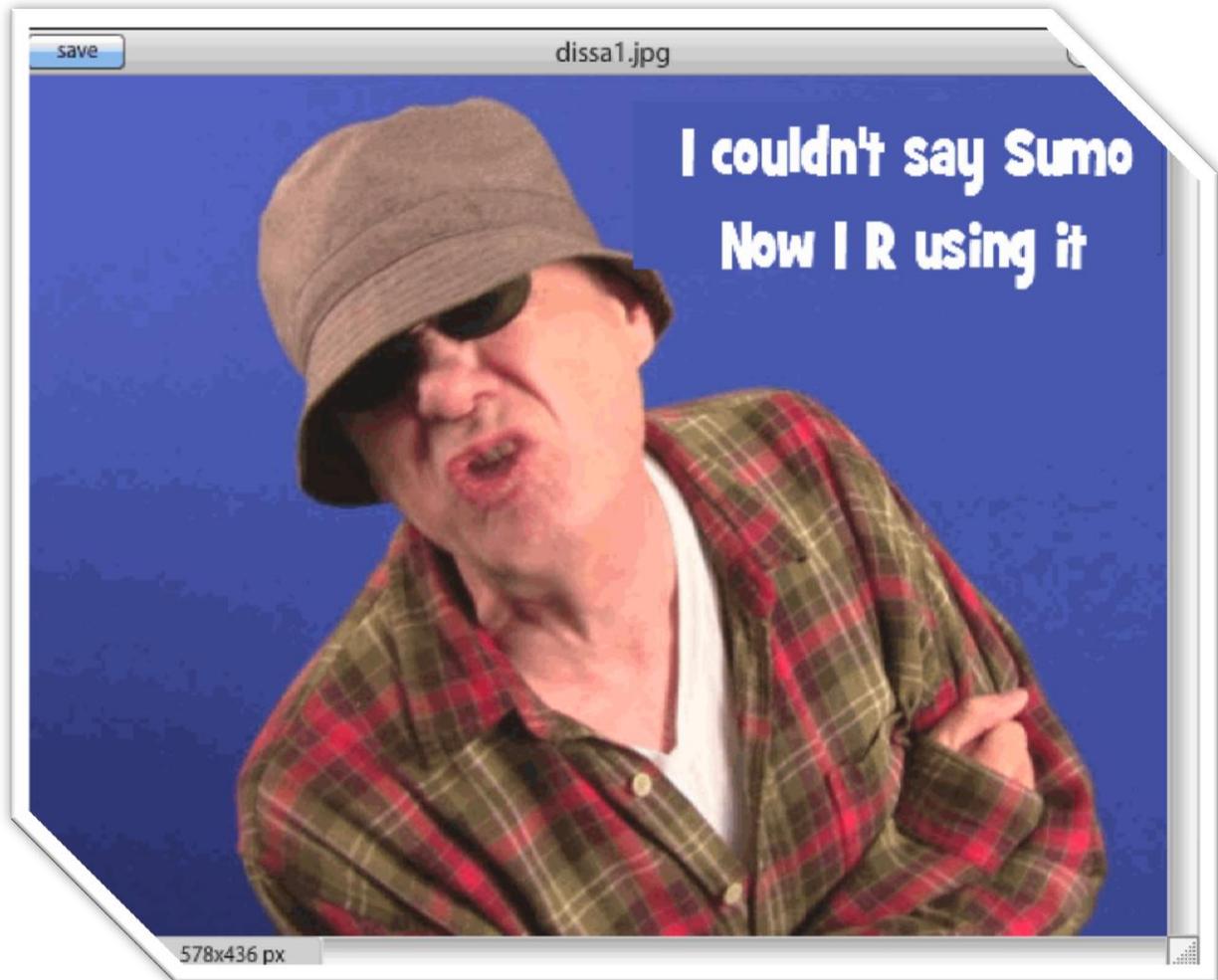
All I did was click on the lower box, select the eye dropper by clicking on it, clicked on the blue background near the next, clicked on the square and drew a blue box over the EXISTING TEXT so I can change it.

Now, my top blue box is a slightly different color than the lower box so it put a little line around the box. I could correct that by taking the time to make them both the exact same color.



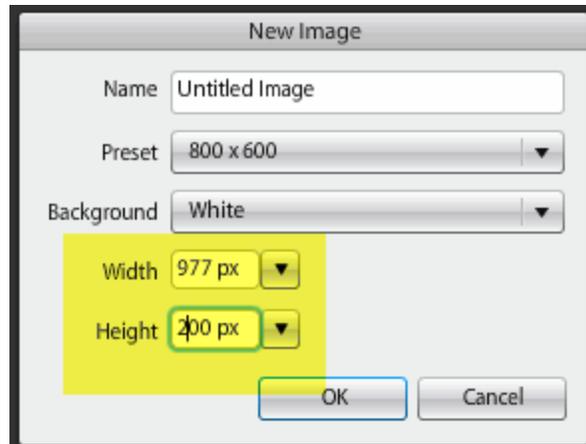
Be sure to remember to **CLICK** the **NEW LAYER** button **BEFORE** you type your text.

Here is what it looks like with a little more mucking around:



The SAME THING is how you create a HEADER GRAPHIC for Wordpress or edit the Headline.jpg for the Flawless Reflection Theme.

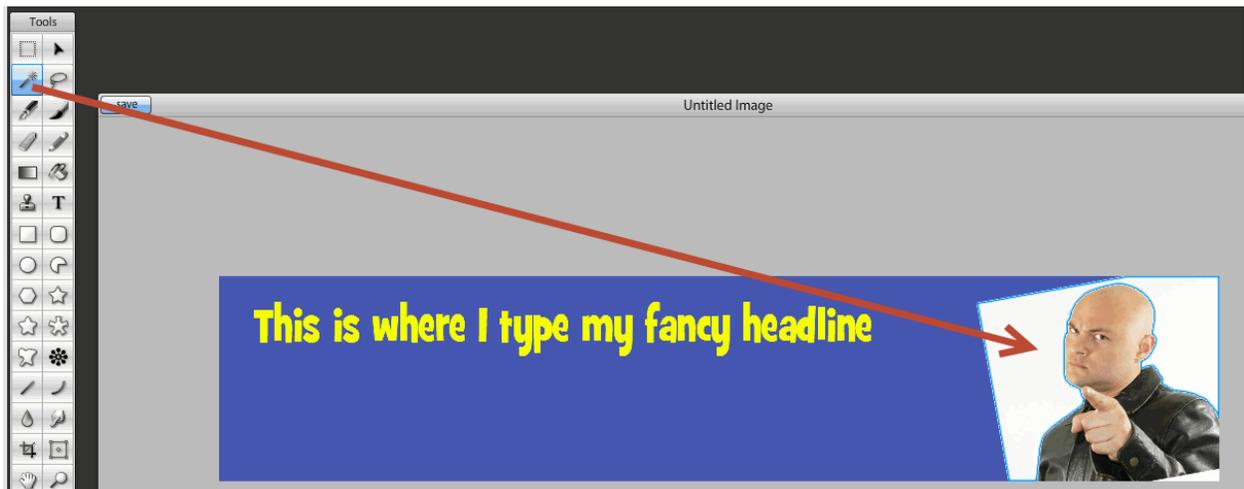
For example, for Optimize Press you need a header image 977 pixels wide. So you do new image and this:



Now you throw some paint on it with the paint bucket, add some text, import a photo to a new layer:



Next you click the MAGIC WNAD tool and click on the white background:



Then you hit DELETE.



I don't know Sumo Paint that well. I still got a little line there I'd have to figure out how to remove or just get rid of it with a blue rectangle.

But you get the idea.

I could have a headline for Optimize Press that is 977 pixels wide in short order.

Actually, I prefer Paint.net for that purpose and use it fairly frequently. It has layers also.

All I'm showing you is that these programs have:

- * Paint buckets
- * Layers
- * Eye droppers for selecting colors
- * A select tool
- * A crop tool
- * A text tool
- * Some way to insert images on a layer
- * A way to insert text on a layer
- * An eraser tool

* And so forth.

They have more IN COMMON than not in common.

Now, you SAVE your image:

PICTURES: Save as JPG or PNG

TEXT save as gif

Best wishes,

Marlon Sanders

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](#)

If you missed my tut on how to use the Flawless Reflection Theme, [see it here](#). If you want to BUY the Flawless Reflection Theme, [it's here](#).

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>

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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