

# **Marlon's Marketing Minute**

October 27, 2012

[Customer Support](#)

**Banished for 25 years. Now Available Again...**

## **Stalin Banishes Inventor To Siberian Gulag 25 Years For Figuring Out How To Solve ANY Problem**

You think you have problems?

In 1946 at age 20 while working in the "Inventions Inspection" department of the Caspian Sea flotilla of the Soviet Navy, a young man made a remarkable discovery about how to solve problems.

Aiming to capitalize on his discovery, in 1948, he sent a dangerous letter addressed as follows:

*"Personally to Comrade Stalin"*

He explained that the approach to solving problems in the USSR was chaotic and filled with ignorance about innovation.

At the end of the letter he made an outrageous statement: There was a method that could revolutionize the world and produce invaluable results.

For this great insight, Stalin banished him to a Siberian Gulag (concentration camp) where he worked 12 hour days.

After Stalin died in 1953, he was released. He studied 200,000 patents and discovered there were only 1500 basic problems that could be easily fixed by using the right principles.

He developed a sequence of steps that could solve virtually ANY problem.

And lest you think he was just some crackpot angling to score a few easy bucks, you should know that today his sequence of steps for solving problems, It has been reported that car companies [Ford](#) and [Daimler-Chrysler](#), [Johnson & Johnson](#), aeronautics companies [Boeing](#), [NASA](#), technology companies [Hewlett Packard](#), [Motorola](#), [General Electric](#), [Xerox](#), [IBM](#), [LG](#), [Samsung](#), [Procter and Gamble](#) and [Kodak](#) have used his methods in some projects.

The system has spread to over 300 schools around the world, is taught in universities, used by engineers, business people and, yes, marketers around the world.

Before I get into THAT, I have a special pre-Halloween offer for you:



## [See My Video Here](#)

I hope you check out the video I did explaining the pre-Halloween special offer. Now, I'll continue with the ezine article....

### **Why The Cause Of Problems Is NOT What You Think**

So you think you have problems?

- \* Problems with your money?
- \* Problems with finding your target market
- \* Problems with building your list
- \* Problems with your relationships

## \* Problems with your work

If you have problems related to your activities as an online marketer or entrepreneur, or you have other pressing issues and problems that steal your money, time, energy, focus or enjoyment in life, then this might be the most important issue of my ezine you've read this year.

Here is why:

The cause of almost all our problems – marketing, business, or otherwise – is NOT what you think.

See, 99.99% of people try to solve their problems with a method proven NOT to work the vast majority of the time.

That method is called trial and error.

And the reason it doesn't work is simply because there isn't enough time. Thomas Edison used trial and error to create his famous inventions. But his average invention took 7 years and sometimes as many as 50,000 "trial-and-error" experiments by his team of 1,000 people.

Unless you have a staff of 1,000 people and 7 years to solve a problem, this may not work for you.

The CAUSE of any problem you have or a friend, family member or loved one has is simple: Using trial and error to try to SOLVE the problem.

It's a black hole that leads to infinite frustration and even hopelessness and despair.

Fortunately, there is a sequence of steps proven by engineers, scientists, marketers and average people around the world to solve problems.

I'll explain more about that in a minute and let you prove it to yourself.

Once you have this formula down pat, you have CONTRL over your future because you know you'll be able to handle problems when they crop up.

In your online marketing, you can CREATE VALUE on demand for your customers simply by coming up with solutions the problems they have and can't figure out.

All you do is apply the steps, solve the problem and sell the solution.

This has enormous value.

Did you know that people right now around the world get paid \$25,000 to \$200,000 to run group trainings that show people how to solve problems?

And the method taught by most of these people is INFERIOR.

This is a new way of thinking that gives you joy and passion back in your life, because you free up your inner creativity and take it new levels you likely didn't think were possible.

Most people don't realize that invention and problem-solving is the foundation of our existence.

Think about it.

Where would be if someone way back hadn't invented TOOLS?

Or where would the human race be if no one ever created the SAIL. We take it for granted now. But the invention of the sail changed the world and is one of the most important inventions of all time.

### **Is There A Sequence Of Steps That Solves Problems?**

The question is, what's the logic behind this, can anyone do it, why and how does it work?

**1. Just as people every day are taught to be musicians, pianists, doctors and lawyers, even so can the process of creating, inventing and solving problems be taught.**

Problems are very difficult to solve when you don't have the right sequence steps.

It's just like a safe with a combination.

It's really hard to open a safe. Until you have the right combination. Then it takes only SECONDS.

The combination is a matter of knowledge and practice. Plain and simple. Anyone can learn to do it.

**2. Once you learn to solve problems, a great deal of opportunity opens up to you in ALL areas of your life.**

The reason is that a person with solutions has social currency in all arenas, not just online marketing.

There are no shortage of problems. There will never be a shortage of problems. A person who has solutions has value to anyone and everyone around him or her who has problems and needs solutions.

These solutions can be given away as a way to obtain reciprocity or social favor. Or they can be sold.

**3. Imagine a river. One bank is the problem. The other bank is the solution. What you need a BRIDGE that goes across the river from the problem side to the solution side.**

**4. The FOUNDATION of ALL problems is a CONTRADICTION**

The essence of a problem is creating or doing X WITHOUT Y.

To give a very basic example in online marketing, to get visitors to your website WITHOUT spending a lot of time or money.

Out of 200,000 patents studied, every single invention resolved a contradiction. That is the essence of an invention and the heart of what you do when you solve a problem.

Another way to state it is that an invention allows for "gain without loss."

This is the opposite of compromise. A compromise is not problem solving. It's just living with the problem and trying to minimize it. It doesn't really FIX the problem.

**5. Problem solving is all about how to remove or resolve a contradiction WITHOUT creating a lot of extra cost or effort.**

If you can do this, you are a magician. Fortunately, you don't have to invent the method yourself! It has already been invented for you.

All you have to do is use the steps.

**6. Brainstorming is NOT sufficient to remove contradictions**

Take any problem you have.

The reason it's a problem is you've ALREADY tried to come up with answers or ways to solve it and couldn't.

If brainstorming worked, you would have already solved the problem.

The reason brainstorming doesn't work is you tend to generate ideas at RANDOM which go down paths often in the opposite direction of the solution.

**7. More brainpower doesn't equal a solution**

In studying inventions and people who have resolved contradictions, it has been found that more brains don't equate to answers.

Most often, the answer is still figured out by ONE person.

**8. The sequence of steps required to solve problems and contradictions are simple and straightforward to follow.**

The steps are not difficult or complicated as I'll illustrate in a second.

**9. After studying 200,000 patents, 40,000 in depth, 40 PRIMARY methods of resolving contradictions were discovered.**

Take all the problems in the world, whether problems with machines, people, marketing – or anything else.

There are 40 basic principles that will resolve the vast majority of them.

And you only need to use these principles on a small percentage of problems that don't easily resolve with the basic formula and steps.

### **So What Are The Steps In This Remarkable Formula That Can Automatically Resolve Problems?**

By now, you're wondering what the steps are.

That takes more time to explain than I have here. I will be sending out a series of emails over the next few days giving you more details.

But I want to give you several of the absolutely critical steps and an illustration.

Just step one could cause one or more of the problems you're struggling with right now could automatically resolve.

Some problems require only 1 step. Some require all the steps. And the most difficult ones require the use of the 40 principles.

Here are the FIRST several steps of the formula:

1. What caused the problem?
2. What's the contradiction?
3. What would the ideal solution look like?
4. What might get you closer to the ideal solution?

Here's a marketing example related to getting people to read your emails.

#### **1. What's the cause of the problem?**

People get bombarded with lots of emails so they may not open YOURS!

#### **2. What's the contradiction**

To get people to value what is not seen as valuable.

How do you see emails as valuable when they're bombarded with them?

#### **3. What would the ideal solution look like?**



The ideal solution would be that people see your emails as valuable and open them, even when they ignore most other emails.

#### **4. What step might get you closer to the solution?**

The “typical” answer is to write valuable information in your emails.

Unfortunately, this tactic is used by so many people it doesn’t carry a lot of weight, depending on your market of course.

Some of my friends are getting 30% open rates in non Internet marketing niches.

But we’ll talk about one like Internet marketing where it’s just crazy.

IDEAS:

1. Include a code in emails and one person’s code each email wins a prize
2. Include something of value in the email other than information.
3. Give people points every time they open one of your emails that can be redeemed for cash or prizes as they accumulate.
4. Include an image in each email that the reader can copy and use on Pinterest or Facebook.
5. Include a code word that gives them a free product from a JV partner

Those are just a few ideas off the top of my head.

To explain how POWERFUL the formula is, I used the WHOLE formula on the problem of getting affiliates to send out promo emails on an ongoing basis.

I filled up a WHOLE entire yellow pad legal tablet with the ideas I obtained, many of which I’ll be implementing over the next year.

Just STATING the contradiction in the problem and DEFINING it in terms of only 2 THINGS is enormously powerful.

For example:

1. You want your emails read
2. People get millions of emails

Now, there are many other things that you could include in the problem. But to use the contradiction method, you ONLY include TWO in one problem statement.

JUST by doing that one thing alone you'll get ideas for solutions – automatically.

For example, in the problem statement above, what if your emails weren't sent by email?

The emails popped up in the system tray? Or they came in on skype? Or they came in on text? Or they were sent to the person's ipad?

Or what if the emails wasn't something you read? It was just a picture? Or audio?

One of my friends invited his best customers to a Skype group and he blasts out his announcements there.

I will sometimes send out my promo as a Facebook status update and pay to promote it because I know most of my best customers are either on my Facebook or in my Facebook Group.

Do you see how this works?

Those few steps are only the BEGINNING. And I haven't taken the time here to explain them thoroughly.

My goal this issue is just to explain the BASIS for problem solving formula and to alert you to its existence.

And to explain that the cause of most all problems is trial and error problem solving and there IS a better way.

And that just by identifying the contradiction and Ideal Final Result you can sometimes solve problems almost automatically.

And that isn't even warming up the engines. That's just like sticking your key in the hold and not even turning it on.

Just WAIT until you see what happens when you crank the engine!

Holy Guacamole! It's a thing of sheer beauty.

Even if you got problems you don't think you can solve, wait till you run 'em through THIS sucker!

Just one guy teaching this method to a class was able to solve over 6,000 problems!

Now, here's the thing:

In my NEXT EMAIL, I'm going to give you just ONE of the 40 methods and show you how to use it to get affiliates to promote for you!

Best wishes,

Marlon Sanders

PPS: In the video I tell you my opinion about the new *Atlas Shrugged* #2 movie. **[Be sure to watch to the end](#)**

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A Few Resources For You

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1. Need traffic to your website or blog? [Click here.](#)
2. Need to create your squeeze page? [Click here.](#)
3. Need to design your website? [Click here](#)
4. Want the whole enchilada? [Click here.](#)
5. Want to create your own product? [Click here.](#)
6. 15 pre-made squeeze pages  
<http://www.marlonsanders.com/squeezepagemadness>

7. Hot looking headline graphics templates  
[Get 'em here.](#)

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 blessing

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### **How to Get Support**

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

## 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

On WEEKENDS, we don't typically have support. Now, to today's content....

## **Post to my Facebook Group**

Join us. The group is growing like crazy. Just last night we added 30 or 40 people. We have many famous people popping in like Rusty Moore, Adam Urbanski, Pat O'Bryan, Brian T. Edmondson, David Frey, Connie Green, Terry Duff, Tia Dobi, Marc Harty, Frank Kern, Ross Goldbert, Martha Giffen and many others! I know I'm leaving important people out.