

MARLON'S MARKETING MINUTE

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“Candy From a Baby” Money Method

Hello,

Marlon here.

First off, the Unlimited Sales and Profits training for Profit Planner B Owners is IN your member's area. Done deal.

SECOND: I have a weekend special for \$17. I couldn't take it any lower on price due to the licensing agreement. [But it's a REAL VALUE.](#)

Profit Planner Plan B buyers – the new 1 click software is ALREADY in your account as a BONUS. You do NOT need to buy it.

Profit Planner Plan C buyers – YOU have access to a very nice colored boxes software with step-by-step videos walking you through using your Profit Planner. Then, there is an UPGRADE link in your member's area if you want the 1 click software. Just log in.

The PROOF it's the world's first is I own the domains surrounding it and on the video demo do a GOOGLE SEARCH that PROVES it conclusively.

FREEBIE from Barb Ling: 57+ Ways To Be Happy And Single On Valentine's Day!

It's a POST Valentines gift:

<http://virtual-coach.com/general/57-ways-to-be-happy-and-single-on-valentines-day-free-download/>

If you need customer support, NEVER email us. Always, always, always use the support desk:

<http://www.getyoursupport.com>. The link is in every ezine issue and at marlonsanders.com

Oh my gosh.

Today I have a fun idea for you.

It's the "Candy From a Baby" Money Method – as easy as taking candy from a baby.

It's a way to build MOSTLY automated cash via webinars that sell a super easy to perform SERVICE. The ADVANTAGE of selling a service is it's not something that can easily be knocked off.

I'll tell you a story.

You probably know my first moneymaking venture was as a magician in the 7th grade. Whether it was a true story or not I dunno.

But my grandma told me she travelled with Firestone the Magician and was in his show and was sawed in half and floated. And people got to see a magic show and a movie (in the very, very early days when movies just were available).

She told me my grandpa showed the movie and she was in the magic show.

Whether or not it was true, I dunno.

I BELIEVED it.

And BELIEVING SOMETHING is the primary psychological force that creates POWER. Thus, the famous book [Magic of Believing](#) by Claude M. Bristol, one of the must read self improvement / motivation / success classics.

So anyway, I BELIEVED the story from my grandmother (my dad is skeptical about the truth of it and my brother barely remembers it). And I became a magician at an early age. I wrote my first direct response ad in the 7th grade and my darned phone rang OFF THE HOOK.

I ran my poor mum RAGGED doing magic shows 3 up on Saturdays. I raised a rabbit for my dove pan. I had 2 equipment boxes with custom made slots for my tricks (actually converted tube caddies I got from my dad). I had a magic table with a pink rabbit on the front.

Quite a show!

Just remember, people will pay a premium for a bit of happiness, fun and showmanship.

Which brings round to the POINT via the long, circuitous route. Yesterday I was reading a famous psychic Richard Webster. And he has these books where he explains how over the years from a small town in New Zealand, he's made a living about 5X times better than the average person in his country using very simple methods.

Making An Easy \$300 An Hour

He'd either give free talks on psychic topics then sell books and knick knacks. And, of course, end up booking 1-on-1 past life regression sessions, psychic parties, astral travel workshops and such.

He made [\\$300 an hour doing past life regressions](#).

For example, he'd get \$65 per head on a Saturday for a 3-hour astral travel workshop. That's \$1300 minus \$100 which is what he spent to run his ad 2x in a free paper. And, of course, he'd also get people on his waiting list from his free lectures.

But he also gave talks on Astrology for fee or free then sold private readings or computerized astrology charts (using software that took only minutes to run 'em). That one was GREAT because it had a back end. The software company kept coming out with new charts and he'd offer these for a free to existing customers.

Freaking hysterical stuff. He had a thriving business doing outsourced "scopes" (horoscopes) for astrologers. And he just printed him using a computer software program.

But it doesn't stop there.

He also did hypnosis lectures. And, of course, sold books and hypnosis sessions off that.

He did psychic parties for women and then sold 6-week psychic trainings off that.

Joe Verde is the phenom that dominates the training industry to car salespeople and sales managers. He offers a free book on goal setting and shows sales people how to CRUSH their sales using goal setting via 3 month averages. Then he gets 'em into workshops to hone their skills.

So he sells goal planners and workshops off the freebie ebook.

Or how about this one? Today I perused a book I bought about creating a STRATEGY for your business. And the BIG IDEA was how you could do a thing called "CONJOINT ANALYSIS" (I think my grandma had one of 'em on her big toe) and this whizbang technology blows away your competition.

The book REALLY sells the sizzle of how fantastical this conjoint analysis thing is and all it can do to make your products sell like iced bottled water in the desert.

Here's a Total Laydown!

What about this?

You do a free lecture on Tarot cards and sell readings. It's like taking candy from a baby.

Or what if you did Psi parties and sold private readings off it [it like THIS guy DOES](#) and teaches people to do?

What if you used Facebook ads to target people in one profession, like dentists. Then you place an ad for a FREE SEMINAR / workshop / lecture / webinar (actually all are an automated webinar but call it whatever makes you happy) on how to BOOM your GOOGLE PLACES (or whatever it's called now) listing?

I don't keep up with all the Google Places stuff. But you know, if you run this ad to chiropractors:

How to get 25 new dental client call ins a week from Google Places. Free Training.

They go to an automated webinar. And from there you sell a service using one of the Google Places software systems available (just do a Google search). But don't FIXATE on Google Places. It could be doing Google Hangouts. It could be doing Bing ads.

It could be that you have an outsourcer who'll do stuff for them like submit their ad to classified sites or whatever.

The point is: The webinar / training / lecture SELLS 'EM on the IDEA of doing it. And the back end is doing it FOR THEM.

And if you're LUCKY you can find SOFTWARE that does the actual thing.

If not, you gotta hire some outsourcers.

The Ideas NEVER Stop

So you do a freebie training on how to get publicity, customers (or whatever) by sticking a book on Amazon once a month on KDP Select days.

THEN what you do is offer to CREATE the book FOR THEM by doing a one hour interview with them once a month.

That interview is transcribed for \$25. It's turned into a book for \$20. You charge the client \$197 or \$297. Maybe even \$500 if you're selling to a profession like Psychologists or Plastic Surgeons!

Whatever.

Ten minutes from now you can have an ad set up on Facebook that ONLY Plastic Surgeons see. And the best part is, the BACKEND to the BACKEND is you sell all kinds of PROMOTIONAL SERVICES for the ebook once it's there! Then they need blogs and other stuff too!

There are like 6 back ends on that.

Heck, I could take what I JUST explained in this ezine, do an auto webinar on it. Then sell a 6 week course on it.

And maybe I WILL.

You know the course goes into the software, different ideas, running the ads, etc.

Youtube Ranking Idea

A guy in the automotive sales business quadrupled his squeeze page response using a PUPPET in the video. It's really very clever.

So a guy put together a little package he sells where you can resell [the whole kit](#). I have no idea if it's a good idea or not. But one way to market it is to target with FB ads, offer the freebie webinar showing how to quadruple the response to ads. Then it goes from there.

So today I saw this software that does a whole Youtube ranking thing with reports and the whole ball of wax.

Tell me THAT couldn't be turned into a business.

Not ALL these ideas are probably good ones. But I bet SOME of them are a goldmine.

Back in the biorhythm craze days, Richard Webster sold biorhythm charts using software.

It's Better To Create Your Own!

While I've cited a few totally done 4 u things above complete with everything you need to get clients, in GENERAL, it's sometimes better to do your own. You know, find something or think of something where YOU are one of the few doing it, or certainly where it's not mass marketed.

Sometimes it's OBVIOUS. Like you didn't have to be a rocket scientist to use the Astrology Software Richard Webster found to sell Scopes (horoscopes). While it was marketed with "professional reports" and such, it wasn't sold as a big, massive turnkey business opportunity on a mass basis.

It was RELATIVELY undiscovered.

All I'm saying is, you may just wanna create your own.

For example, I've given a ton of ideas here. MOST people STILL don't know you can do auto webinars. So you do an auto webinar showing how to market WITH auto webinars AND the pitch is for them to [use your affiliate link to BUY the auto webinar software](#) and you give them a bonus.

You could buy PLR music tracks and PLR photos. Then do a freebie training on HOW to SPICE UP your videos with music and pictures THEN sell the kit.

Or If you learned to do the ANIMOTO online service well you could offer an ADDITIONAL service using it. Or quite possibly you could.

Let's say you're a handwriting ANALYST.

You run ads on Facebook or send out postcards to businesses that say:

HIRING PROBLEMS? Free training shows how to prevent bad hires using handwriting analysis on applications. Watch it now.

THAT is TAKING CANDY FROM A BABY.

You give them a 50 minute education on the validity and uses of handwriting analysis in hiring THEN offer the service.

And it's built in repeat business. You *could* [use software](#) for the reading, although that might be better offered for non-professional uses.

Oh, Richard Webster once did lectures about auras then offered Aura Drawings and readings. And he did it with software something like this: <http://www.aura-reader.com/> That isn't the one he used I don't think. But you get the idea.

So say that you had a 4-day EMAIL SEQUENCE that always banked it in, something like Frank Kern's infamous 4 day cash machine.

And you did a free training SHOWING real RESULTS.

And the back end was you'd write a sequence for them. If you were a writer, it wouldn't be a bad way to get clients. If you had a super duper sequence that REALLY almost always produced results, it'd be a moneymaker. And you could probably crank out the emails FAST.

I think in Frank's deal he offered extra bonuses and half the price or something like that in an email sequence.

Pretty much a slam dunk to ANYONE who does it.

I have a friend with an antique shop. I spent \$60 on a Facebook ad that sold a \$5000 or \$10,000 antique table for her.

I could interview her on a webinar then get it out on a replay and sell a Facebook Ad Writing / Setting Up / Monitoring service.

Really, it's like taking candy from a baby.

Or how about a few issues back when I showed how this guy had a whole automated Craigs List outsourced lead gen machine: <http://www.youtube.com/watch?v=sMezRVBwu0s>

What if you did a webinar on it and you set up the software for them, had the outsourcer for them, set up the ads for them. Turnkey. \$200 a month. One outsourcer could handle 10 to 20 accounts a night.

Costs are \$350 a month.

20 clients x \$200 a month = \$4000

40 clients x \$200 a month = \$8,000

100 clients = \$20,000 with costs of say 4 outsoucers or \$1400.

And the monthly cost of your [autowebsinar software](#).

Best wishes,

Marlon Sanders

[Here's the VIDEO DEMO](#) of the new 1 click Internet marketing plan software if you haven't seen it yet. If you can't put 2 and 2 together, hang out. I'll do it for you another day.

**Would You Be Interested In An Auto Webinar That
Sells Profit Planner Coaching FOR YOU – AND Gets You
\$65 A Head, PLUS \$97-\$197 a Month, PLUS Up To 80%
Commissions On The Profit Planner?**

Would you be interested if I created an auto webinar FOR YOU that sells people on the IDEA of the Profit Planner AND you get paid \$65 for that training.

So that's \$1200 on a Saturday if you get 20 people.

THEN on top of that, at the \$65 training, you THEN sell a \$97 to \$197 COACHING where people meet with you weekly or monthly in a small group and you support them in their use of the Profit Planner.

If you WOULD, then post to <http://www.getyoursupport.com>. If I have ENOUGH people interested, I'll consider putting it together.

Training Is Now Available In The Member's Area (For Option B Owners)



If you're an AFFILIATE and/or you have a LIST, I need your help to spread the word about what I call the TRUE GOSPEL of Internet marketing. Internet marketing that isn't B.S. and really works, Internet marketing that is ONE FORMULA that has been working since 1997.

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

You can get tools and post your ideas, comments and feedback to me THERE.

Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get my Facebook Training. This is powerful training on how to use paid Facebook advertising to generate leads but then get the cost per click down to pennies even in the most competitive markets imaginable. MOST people I know who are BUYING ads and succeeding today are doing it on Facebook. The volume there will make your head SPIN! You can build a whole 1,000 lead a day empire off of Facebook if you want and are in a high demand niche with the volume.

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

<http://www.productdashboard.com>

The POINT of Product Dashboard is to get you to create QUICK audio-based info products to TEST MARKET your ideas as fast as possible to find the 1 or 2 out of 7 that is a winner!

THAT is why I created Product Dashboard. Now, it's really the APPLICATION of the product creation part of Gimme My Money Now, which is the action plan for Amazing Formula. In Gimme, I teach to do a 12-product survey, create a FAST audio product, TEST it with a KSL and roll it out via affiliate traffic. That model applies TODAY every bit as much as when I originally created the model.

What I FOUND was Gimme presented the IDEAS but not enough of the mechanics on HOW to DO the fast audio products for some people to be able to implement it. So I said, "Hey, let me REALLY help people by putting this into a step-by-step how to." Again, I KNOW you want to know, "Marlon, is it out of date?" The answer is again, I teach EVERGREEN stuff. It's basic. Find your target audience. Do a survey. Find out what they want. Create a FAST audio product and see if it SELLS. That's the whole concept. A few SMALL details may have changed...like the VERSION of Audacity you use I'm sure has changed. It doesn't matter. It's the BASICS that matter. THAT is the concept behind Product Dashboard. Survey > Create audio > TEST FAST. If it sells, roll with it and roll out an affiliate program. If it doesn't, do the NEXT ONE.

Get all the basics on how to do graphics the REAL WAY using PSD's from Photoshop Elements, so later you can graduate to full-blown Photoshop. This is very basic but really, really good training in just the core stuff you need to START OUT with. This is training wheels for graphic design. You won't become a pro overnight. But this gets you on the RIGHT PATH and that is the PURPOSE. We updated screen caps last year. None of the basics in Photoshop Elements change much. You got a lasso. Paint bucket. Patterns. Gradients. This is what we teach here. BASICS. To me, if you're really SERIOUS and don't want to just hire out all graphics, you need this. <http://www.designdashboard.com>

Get “training wheels” to walk you through my famous 12-step formula I taught around the world in 120 seminars Fill in the blanks and click a button.

The ORIGINAL fill-in-the-blanks letter software. This is NOT about magically creating sales letters. It's like TRAINING WHEELS for my 12-step formula to FORCE you to use it and walk through the process mentally. I found in teaching this in 120 seminars that people would not actually DO the formula I taught. So I decided to create a way to FORCE FEED it. THAT is why I created Push Button Letters that then spawned the whole entire genre of sales letter creation software, MOST of it sold as a magic pill without understanding the GOAL which is to get you to MENTALLY PROCESS and walk through a precise, step-by-step FORMULA.

<http://www.pushbuttonletters.com>

The exact things I taught a new employee to get him up to speed on all this marketing stuff in 30 days. And will get YOU up to speed on the absolutely critical basic knowledge also. Get up to speed FAST with the in-house training I gave one of my new employees. I love this product. To me it's Evergreen. The stuff I teach here is what I feel is absolutely VITAL for anyone to know, including a new employee, new customer or whoever. That includes you. This is BASIC but powerful training. I find a LOT of people miss the BASICS, so they get no value from other stuff they buy. You HAVE to put in your basics FIRST <http://www.themarketingdiary.com>

Want to know how I got 30,000 affiliates to promote me? I love this product also. It's how I got several million people to my websites. It includes the steps, the documentation, everything. Now, yes, I did this product some years ago. You'll find out the things I do, teach and believe in are EVERGREEN. The answer is NO. It's not outdated. YES, everything in it STILL applies. Do I STILL use everything you'll read about it in it. It's my BLUEPRINT for a highly successful affiliate program.

Check this puppy out:

<http://www.1in102.com>

Need a target market? <http://www.pushbuttontargetmarket.com>

If you're struggling to find a target market, I think this can help. It isn't the ONLY thing you need. It isn't like "the answer." But I really think if you delve into the tool it talks about that you can really gain a deeper understanding of what is SELLING in the market. That is the purpose of it.

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

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

List To the "Pizza Cast" and discover some cool secrets of promoting products: I did this when I employed Santos. I think it's a good discussion of Promo Dashboard and the purpose of it. I like this interview a lot personally! Even though I did it 2 or 3 years ago that's why I keep it up. I think it ALL still applies. Again, this is another EVERGREEN PRODUCT and concept.

<http://www.promodashboard.com/pizzacast/>

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>



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