

Marlon's Marketing Minute

June 30, 2012

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

The Big Affiliate Secret You've NOT Heard Before, And How It Helps You Sell More As An Affiliate – Or Helps You Help Your Affiliates As a Product Owner and Promoter

Hello,

Marlon here.

Just a quick reminder that if you haven't watched the video that goes with today's ezine issue, you'll want to do that since I cover a LOT of the content there.

\$100 CASH CONTEST – Pick the winning idea for EPISODE #2 of ibdissapointed.com

As you know, I created a persona at ibdissapointed.com. That is episode #1. He's obviously pretty feakin' dissapointed in gurus and has some issues about work, passive income, etc.

Now, I have several possible follow up ideas but I want YOURS.

My ideas are:

Possibility 1: His BROTHER or sister does a video responding and defending I.B. Dissa Pointed by explaining that he isn't a bad person, he's just had some frustrating times financially and he needs some better knowledge, training and information.

Possibility 2: I come on the screen as he's talking in a split screen effect, stop him and then explain some IDEAS that will help get him out of his frustration and ONTO the straight and narrow path of being a product creator and promoter.

[GO HERE TO SUBMIT YOUR IDEA](#)

"Ready For The Kudos & Huge Potential Profitability of Being A Published Author?"

Step By Step Guide **Explodes Publishing Myths**
and Reveals Simple Method To Earn
By Publishing Your Own Physical Books



New \$7 Weekend Special

On the link above you'll see the video that explains what the 7 buck weekend special is and how it can help you. Basically, the idea is you can

quickly, simply, easily and inexpensively get your book up on Amazon and that can give you a whole host of benefits.

Jason Fladlien Auction Bundle Buyers

If you were on the Jason Fladlien Auction, and did NOT receive your product access, please post to <http://www.getyoursupport.com>

Affiliates – Promote the new \$7 offer to your list this weekend

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.

But if you already have an affiliate ID [GO HERE FOR ALL THE SCOOP TO PROMOTE THIS OFFER NOW.](#)

[Watch the video](#) here that explains how this \$7 buck offer works, what it is and why you might want to promote it to your list.

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, since I have a \$7 offer this weekend, I will be checking support once or twice but don't expect an immediate answer. I don't have any staff working on the weekend, and I have people to see, places to go, things to do!

Now, to today's content....

The Big Affiliate Secret You've NOT Heard Before

If you haven't watched the video that matches up with today's issue, you'll want to watch that before you read this.

I explained a lot of what I have to say on that video.

But here's the big idea:

The job of an AFFILIATE is to TRANSLATE a product, idea or concept TO the specific wants and needs of a specific group of people.

A product owner or developer is what we call a CHANGE AGENT. They're in the business of creating a change in behavior or attitudes through some sort of innovation.

A change agent is typically more competent and educated on a topic than the normal customer.

That means customers can't necessarily IDENTIFY with the change agent because they're HOMOPHILOUS – that is, they're DIFFERENT.

As an example, I've spoken 120 times around the world, have 3 degrees, have read 3,000-5,000 books, have a vocabulary in the top 5% of my Master's level students.

So I have problems RELATING or IDENTIFYING to some degree to people who read 2 books a year or dropped out of high school.

Does that make sense?

Now, if that's YOU, that doesn't mean you can't use 100% of my methods. You CAN.

What it DOES mean is that YOU can relate to and talk with a different group of people than I can in different terms with different terminology.

Let's take my product Push Button Letters, and say you wanted to promote it as an affiliate.

Now, if you were say an insurance agent in the past or you are today, wouldn't it make sense to promote that product TO insurance agents, since you can speak their language and know EXACTLY how the product would

help or apply to THEIR highly specific, individual needs, needs I don't know about.

Or let's say that you are a PLR (private label rights) specialist and you sell a lot of PLR or you create PLR and sell it to others.

You understand how someone who does a lot of PLR might use Push Button Letters to write or re-write sales letters so they sell more or better.

And you can CUSTOMIZE the benefits of Push Button Letters to other PLR sellers in a way that I can't.

Maybe you were a sales rep or still are.

Do you think that other sales reps could use that product?

FACT: The BEST affiliates have a SUCCESS STORY and experience using a product then TRANSLATE the benefits of that product to OTHERS who are LIKE THEM, who are HOMOPHILOUS to them.

You have a different EDUCATIONAL level than the product creator in all likelihood. You have a different background, understand different people and speak a different language.

The big MISTAKE affiliates make is they don't use this massive benefit to their advantage.

It's ridiculous.

Why would anyone post a GENERIC review about a product when you can take that product, and explain to a SPECIFIC GROUP OF PEOPLE EXACTLY, precisely how it solves problems they're struggling with right now?

Here's the PRINCIPLE: A communication is more persuasive the more it addresses the EXACT needs, problems and wants of a person or group.

That's the job of a sales person.

A sales person talks 1-on-1 usually. And they find out that person's EXACT needs then TRANSLATE the benefits and CUSTOMIZE the benefits of a product or service to that person's exact needs.

Now, YOU can do the same thing.

Find the group or groups of people you have something in common with based on your background, past, relationships, family background and experience.

Now look at products YOU use and those you know USE to solve problems or that COULD be used to solve problems specifically relevant to that group or those groups.

Now hold a WEBINAR or teleconference call, or write a report, or a blog or do a video that pinpoints WHAT their points of PAIN are and how the product or service specifically resolves those points of pain.

If you are an OPINION LEADER then you already have a tribe of people who listen to you and follow you.

Your job is to customize the benefits of a product to your tribe and to SCREEN OFFERS and present TO your tribe ONLY those offers that are highly relevant.

That's why you don't see me promote a bunch of junk to you on my list. You're part of my tribe. And I want to present only RELEVANT problem-solving, results getting products, webinars and information.

How could YOU capitalize on your past, your background, the types of people you identify with?

Think about that.

Maybe the only thing you got going for yourself is that you're a newbie. At bare minimum you could write about products you like as a newbie that help you and sort through the noise for other newbies.

And translate new products into the NEEDS of newbies.

Or maybe you're really into doing membership sites and you got a little **TRIBE** of people who subscribe to your list who also do membership sites.

You need to present **TO** them products that solve the problems membership site builders and owners have.

If you were going to promote Push Button Letters to them, instead of a generic review, you'd write one showing how **YOU** used the product to write a letter for one of **YOUR** membership sites.

Or if you were promoting Traffic Dashboard, you'd explain maybe how you used row 1 to write articles that you then compiled into a book and put on Amazon.

Or Amazing Formula. That product applies to most any business but has to be **TRANSLATED** to the unique angles, perspectives, wants, desires and **NEEDS** of a specific type or group of businesses.

The more you sell to **SPECIFIC NEEDS** the more you convert. The more sales you make.

The more you talk in generalities, the less you sell and the less you convert.

And this is the **BIG PROBLEM** product creators (or Change Agents) have: They are **DIFFERENT** from most customers and groups who would buy, use and consume their product, service or information.

Therefore, they can't talk on a **HOMOPHILOUS** basis with that target audience.

They need **TRANSLATORS** who can **TRANSLATE** the **LANGUAGE** (that is, the benefits) of their product or service **TO** a specific group of people with specific needs.

So Push Button Letters could be used to write sales letters for people who create and market magic tricks.

But someone has to **WRITE** a letter, do a webinar, or create a video or videos that explain **SPECIFICALLY** to magic trick **CREATORS** what the

product is, how it works and how it helps them solve the problems they have communicating the benefits of their tricks.

Maybe you've been heavily involved in Church work or charities. Do you think those organizations have specific needs? Do you think you might could start a blog, put out videos, do Twitter posts that communicate the benefits of and help customize affiliate products to their unique needs?

Who do YOU personally speak the language of?

Do you know of products that solve or COULD solve problems they have? Or things they want that products or services could help them GET?

If you do, THEN you are on the path to being a highly valuable affiliate.

Are You a Product Owner, Creator or Change Agent?

Are you a product developer?

Are you producing products that you sell in order to change behavior or attitudes? Or to get people to adopt a problem-solving innovation?

If so, then YOU need TRANSLATORS who can take your product to SPECIFIC target audiences, groups and markets and CUSTOMIZE your benefits to those audiences and groups.

Alright, that's what I have to say today. I hope I've sparked an idea in you that proves to be of great benefit.

Best wishes,

Marlon Sanders

MarlonSanders.com

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>

Notes About Flawless Reflection Theme To Buyers

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.



<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