

Marlon's Marketing Minute

May 12, 2012

Customer Support

How a German Blacksmith Started Internet Marketing In 1439 a.d. (And Why This Changes YOUR View Of Everything To Do With Internet Marketing)

Hello,

Marlon here.

1. You have less than 6 hours to get Product Dashboard 2.0 and get on the Quickstart Call on Tuesday. I'll be sending out the dial in info TODAY after 5 p.m. CST.

<http://www.productdashboard.com>

You'll notice there are many new bullet points on the sales letter. A few of those involve dollar figures. Please also take into account the average earnings of my customers and ezine readers link.

Now, I have some MORE UPDATES coming. You'll notice if you are an EXISTING owner that the bonuses have CHANGED and many of the icons already are updated and have new, fresh info.

I have several more icons to go, mainly the one about Amember. I'm adding Optimize Press and Wishlist.

Existing Buyers: Normally a product upgrade is 50% of what you originally paid for it. However, this upgrade on Product Dashboard is comped. I'm updating it at the yourloginlink.com location. Do NOT use productlogin to access the 2.0 version. I'm NOT updating that old location.

If you don't know your login for yourloginlink.com, then post a ticket to getyoursupport.com.

2. cPanel video buyers.

If you had trouble watching your videos, there is now a link to an instructional video when you log in that shows you HOW to watch the videos.

3. AFFILIATES – I sent you out a PROMO on Friday that SMOKES it. Check your email.

4. ATEAM MEMBERS – I updated the new interface even more and added several of the latest sessions. You MUST log in at productlogin.com to get the NEW interface. When you log in, you'll see a link on the right to Ateam. You click that, it takes you to a url and you RE-ENTER your user/pass. Sorry about that. I don't have a way to pass it through automatically.

5. Level One Coaching Members – You HAVE access to the Ateam archives or SHOULD. If you don't have a link to Ateam in your Infusion account, contact me at getyoursupport.com so I can give you access to the new Ateam.

The new Ateam area rocks. It has gotten rave reviews.

WARNING: Today's article is kinda hard core. It isn't your typical "how to do" something. However, I DO think it's EXTREMELY important you know what I have to talk about today.

How a German Blacksmith Started Internet Marketing In 1439 a.d. (And Why This Changes YOUR View Of Everything To Do With Internet Marketing)

Back in 1978, I was a young pup seeking to learn more about this crazy, exciting industry called Internet Marketing.

There were few products to found.

Actually, you had to dig through these little ads people ran in "ad sheets" in what was called back then the "inner circle of mail order."

You'd get "big mails" which were 8 1/2" x 11" sheets of paper with 1" ads on the front and back. And the envelope was stuffed with those sheets. You'd pour over the ads and send off your \$1 to \$5, hoping to learn just a LITTLE something.

That is how I learned this business.

It took 2-4 weeks for whatever you ordered to show up.

So it took a L-O-N-G time to learn jack about the direct response marketing business.

Later, you learned how to paste up your own ads. You didn't have computers back then, so you had to do it with press-on type. Whew!

What a tedious process.

This whole industry came to START in 1439.

Yeah, that's right.

The roots of Internet marketing STARTED in 1439 when a German blacksmith named **Johannes Gensfleisch zur Laden zum Gutenberg created a series of innovations that changed the world.**

In Wikipedia it says:

Around 1439, Gutenberg was involved in a financial misadventure making polished metal mirrors (which were believed to capture holy light from religious relics) for sale to pilgrims to [Aachen](#): in 1439 the city was planning to exhibit its collection of relics from [Emperor Charlemagne](#) but the event was delayed by one year due to a severe flood and the capital already spent could not be repaid.

When the question of satisfying the investors came up, Gutenberg is said to **have promised to share a "secret"**. It has been widely speculated that this secret may have been the idea of printing with [movable type](#).^[11] Legend has it that the idea came to him "like a ray of light".^[12]

By 1450, the press was in operation based on a loan of 8000 guilders from a wealthy moneylender named Johann Fust.

One of the profit-making enterprises of the new press was the printing of thousands of [indulgences](#) for the church, documented from 1454–55.

And, of course, it wasn't long after that until that there was a dispute over the return of Johann's funds and he SUED Gutenberg.

What This Story Has To Do With YOU, The Internet marketing Training Industry and a Huge Controversy

Let me highlight a few things here:

1. Gutenberg had a SECRET. A real, honest-to-goodness secret.
2. Based ON that secret a profit-making business was formed that changed the world.
3. This BUSINESS was selling INFORMATION. That's right. Thousands of documents of "indulgences" that someone had documented.

That's right, bucko.

Someone created an INFORMATION PRODUCT that was a list of indulgences and Gutenberg printed up these suckers and it was the FIRST mass-produced information product printed and sold!

How 'bout them apples?

People who say knowledge has no value need to READ this statement from Wikipedia:

His invention of mechanical [movable type](#) printing started the [Printing Revolution](#) and is widely regarded as the most important event of the [modern period](#).^[1] It played a key role in the development of the [Renaissance](#), [Reformation](#), the [Age of Enlightenment](#) and the [Scientific Revolution](#) and laid the material basis for the modern [knowledge-based economy](#) and the [spread of learning to the masses](#).^[2]

Note this:

"His invention laid the material basis for the modern knowledge-based economy."

This IS what the modern economy is about and based on: KNOWLEDGE.

Now, there are two camps:

Camp One: Knowledge has no value. It's all open source. You can know anything you want to know without paying for it.

Camp Two: Knowledge HAS incredible value because it's the basis for all modern commerce. We no longer live in the manufacturing era. We live in the knowledge era. And the single most viable and valuable thing that exists is the ultimate intangible: KNOWLEDGE.

These are two hugely different viewpoints.

I submit to you that people who are in camp #1 do NOT understand business, the fundamentals of business, nor the modern day economy.

Most workers today are “knowledge workers.”

The competitive edge most businesses have IF they have one is a knowledge advantage.

For people who contend that a knowledge advantage doesn't exist, let me point out a few things:

1. Coca Cola™ has a secret. It's their formula.

Anyone who says secret knowledge doesn't exist, then can obviously easily find that formula and manufacture their own coke, and it's EASY to do as evidenced by all the other products that taste like it.

Or not.

I've seen many companies TRY like the devil to produce something that tastes like Coke™. But it doesn't.

2. My own personal work with a client worth \$600 million

I had a client back when I was a copywriter who was worth \$600 million. He had a method of taking a company with earnings of a few million and selling it for 70-80X earnings, which is unheard of and insane.

To this day, most companies and people do not KNOW how he did that. He didn't do it just ONCE. He did it MULTIPLE times.

He had a SECRET.

Now, anyone who says the value of an ebook is say only \$70 and there is no way in HADES they would ever pay more than \$70 for an ebook just don't get it.

They are totally freaking out of their minds and have no understanding of the basis of modern commerce.

If Walter wrote up that system on how he sold companies with a few million in earnings for 70X multiples of that, it would make people who used it roughly \$69 million or more.

But see, that KNOWLEDGE was a secret, meaning very few people KNEW it. What's more the KNOWLEDGE itself had value.

Do you get that?

It's NOT how many pages it takes to explain it.

It's the KNOWLEDGE itself.

Back before Gutenberg, there was no movable type. No fast way to put knowledge onto paper so it could SPREAD. Thus, information was shared and transmitted orally, which was an enormously inefficient way to spread knowledge.

Anyway, Walter had a secret for selling companies. I know what that secret was.

It's so simple, honestly I could write it up on ONE sheet of paper.

And if someone with a company with one million or two million in earnings DID what was on that sheet of paper, they'd have a good shot at selling their company for 70X or 80X earnings, depending, of course on the business and other assets.

There are a few other pieces involved, which is why it might actually take 10 pages to explain.

What's the value of 10 pages?

How much would YOU pay for 10 pages?

Not much? What about....

3. Example 3: I once paid \$500 for one sheet of information.

Why?

Because it had an advertising method on it written very specifically about how the largest 900# company in the U.S. at the time advertised their lines and generated massive amounts of calls for a fraction of the price others did.

4. Here's another example: Dan Kennedy developed a sequence of processes for selling and conducting high-end coaching programs in the \$25,000 to \$50,000 a year price range.

Now, you CAN'T buy that system in an ebook.

I only know of one program that claimed to reveal it and the price of that 3 ring binder was \$7500.

One sale and you triple your money.

Now, you can say "there are no secrets."

The truth is this: I don't know of anyone right now selling coaching programs and delivering them with a minimum of hassle the way Dan's system does OTHER THAN people who are in Dan's system.

I know people who sell coaching for that amount but have to do insane amounts of work to deliver their coaching.

Dan's system ONLY requires 8 days out of the whole entire year to earn \$25,000 to \$50,000 per client AND it's GROUP coaching. So that 8 days is for the whole entire GROUP of 12 to 25 people.

Now, SELLING that kind of program is a hat trick.

I mean, even a very talented copywriter can't do it BECAUSE it's a whole sequence of elaborate processes that go into it.

All I'm saying is:

- a. This is information hardly anyone knows
- b. The value of the information is far more than a 3-ring binder it might be contained in. The value of the information has nothing to do with the pages it's printed on.

Why This Is RELEVANT to YOU!

I bring all this up for a reason.

There are many types of products and services you can sell as an Internet marketer.

Information products are only one.

You can have products drop shipped.

You can sell services.

You can sell coaching or consulting.

Really, I'd contend you can sell virtually anything.

You need to have your head CLEAR about the value of information if that is what you choose to sell.

You ALSO need to get CLEAR about the value of what you're learning.

There are some people within this industry who are taking a stance against the industry saying that it's all a ripoff.

My contention is this:

1. What you pay me for is to learn direct response marketing methods and information that have been working since before the Internet even existed.
2. The information-selling business as a profitable entity goes all the way BACK to Gutenberg, for goodness sakes.

The VERY first thing that was done once movable type was invented is Gutenberg started selling an information product (the list of indulgences and later Bibles).

3. Money spent learning MARKETING IS never WASTED.

You know, on an airplane trip I explained to the guy sitting next to me how he could get students for his seminary.

I've told my dentist and chiropractor ways to get clients from the Internet.

My friend Terry Dean a few years back used his knowledge of marketing to help construct strategy for a chain of 400 churches or something like that.

You can use MARKETING and Internet MARKETING to help a friend or family member get a job. Help your charity raise funds or money as Connie Green does. Help your dentist get more customers.

I even gave ideas to the business that repairs my PC.

If you think you're just buying some gimmick to make money and if it don't pan out, your money was WASTED, then you don't understand the business you're in, what you're learning or the value of it.

No business in the world EXISTS without some form of marketing. And, in fact, those who attack our industry are using Internet marketing to attack those who TEACH Internet marketing.

And, of course, they'll publish books and use MARKETING to promote those books slamming people and the industry.

And they'll use BLOGGING methods and marketing methods to promote their blog.

Yet, they claim the industry has no value.

For YOU, YOU need to get YOUR head straight about this. Or that's my opinion and contention.

If you feel that somehow you got "ripped off" by something you bought, then consider this:

1. You were buying for a reason OTHER THAN to learn direct response marketing and technology marketing that is Internet FOCUSED.

You were out to buy a magic wand or secret pill that would make money instantly show up.

Well, STOP doing that. Stop seeking an instant money cure.

2. The MAGIC and the POWER is in learning marketing, and specifically direct response marketing, and I would contend the most awesome and powerful thing that has changed the world is Internet marketing.

3. Money spent learning marketing is NEVER ever wasted because you can use it for so many things other than just “making money online.”

Let me end with an analogy.

I’m an amateur magician. Actually, I performed as a magician for money quite a bit in my younger years. So I guess that makes me kinda a semi pro, even though I haven’t done that for many, many years.

I like to go to my local magic shop and buy TRICKS and DVD’s that show TRICKS.

That ain’t how I STARTED learning the business.

I STARTED with the 6-volume Tarbell Course that taught the HISTORY of magic, the basic PRINCIPLES of magic and the timeless tricks throughout history that made magic famous.

That was my ROOTS.

You START with the roots.

You START by learning the basics.

You don’t start learning “tricks.” Well, most people do and there’s nothing wrong with it. But you don’t become a great magician by learning tricks.

You become a REAL magician by learning the roots, the basics, and ultimately the ART of magic.

So many people in Internet marketing only want to learn TRICKS that make MONEY appear.

They don't want to learn all the fundamentals that allow you to create your OWN TRICKS on demand, once you know them.

There's a saying in this industry that people don't want to LEARN anything. They want the magic button that just does it for them.

So yeah, that is what some marketers sell.

Are you a magic button buyer?

How has that worked out for you?

Do you understand the basics, principles and methods of direct response marketing, advertising, lead generation, communication and conversion?

Or are you just seeking that quick trick that brings in extra cash.

GIVE ME SIMPLE DARNIT!

I don't have time.

Don't you get it?

I just want you to figure it out for me and give me the magic money appearing trick.

Fair enough. That's what some marketers do. And that's why there is some criticism of our industry, largely driven by the demand from buyers for tricks.

Now, to be fair, if you go to ellusionist.com, mostly they sell tricks. There are many master magicians who create and package the trick and sell it.

I'm going to contend THERE IS NOTHING WRONG WITH THAT.

If buyers WANT to buy tricks, and that's what makes them happy, I contend ellusionist has a RIGHT to sell tricks. Now, they do sell a few courses, but you know, not many buy them.

TRICKS are what sells.

I personally hate that. I think it sucks.

But yeah, that's what the amateur magician who buys this stuff wants. A cool trick that works with the least amount of learning possible out of the box.

Now me? I buy tricks. I LOVE them. But I also recently bought a whole A to Z mentalism training DVD set that goes through every single principle and technique used in mentalism tricks.

I have a desire to learn more about photography.

I just bought the most amazing book that teaches all the core, basic PRINCIPLES underlying masterful photography shots.

Things like symmetry, balance, backgrounds.

My photos have already improved and I ONLY just read snippets of the book.

Like yesterday I wanted to take a photo of storm clouds out my back yard. Instead of just the normal shot, I realized that capturing the TOPS of 2 roofs in perfect symmetry in the picture with the storm clouds above would add that element of symmetry.

Or how about a sales letter with a video at the top that is top heavy and needs BALANCE on the rest of the page.

One Last Example of How I Won a Chess Championship

I was my high school chess champion.

Why?

Because I read a very famous Chess teacher Fred Reinfeld who explained the BIG SECRET of Chess was to control the MIDDLE of the board.

If you did that, you usually won.

I even beat the state Chess Champion of Oklahoma at the time, Ted Gross. In fact, I wiped him off the board with the Cambridge Springs attack.

Right now I'm studying how the TOP memory champions in the world uses memory systems. And the WINNERS create a more advanced system. They have KNOWLEDGE of a better system.

It's NOT about your innate memory. It's about the system they use to remember things that was originally invented by the Greek Orators, thus the word mnemonics.

Yeah, that's right dog. Knowledge + System + Lots of practice can make YOU a world champion at memory and there is actually a book by a journalist who proved it by becoming U.S. champion in a year or two.

I wrote about it in another issue.

Here are your take aways this issue:

1. The first mass produced info product was sold by the inventor of modern day movable type and founder of the knowledge revolution, Gutenberg.
2. Shortly thereafter, a lawsuit occurred. Go figure.
3. If you don't think 10 pages can ever be worth more than \$70, you have no understanding of the modern day economy and what creates value and you've got learning you need to do. Educate yourself about what creates value in the modern economy. There are many books written on this about knowledge workers, the knowledge economy and so forth.
4. Knowledge is the ultimate competitive advantage. Ask Coke or KFC (the 11 spices).
5. People want to learn TRICKS. I contend info product sellers DO have a right to sell tricks if that is what people want to buy.
6. YOU as a reader of my ezine, I expect and hope for more from. While I contend people have a right to sell tricks, I hope that you as a buyer are more educated and realize that the value and REAL magic is in learning marketing and the basic principles BEHIND the tricks. If you feel you were

ripped off, part of that was probably because you wanted to buy a “trick” not learn marketing. A few of those fingers point back at yourself.

7. The Internet marketing training industry will be attacked by those who feel knowledge has no value. I see it differently.

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So in the 12th grade, there was a girl named Cindy H. I think the memory fades now. But at the time she was someone special.

This was her favorite poem. And it's been a fav of mine ever since. I thought I'd share it with you. And maybe it'll remind you of a place or time that brings back good memories.

An Irish Blessing

May the road rise to meet you,
May the wind be always at your back,
May the sun shine warm upon your face,
The rains fall soft upon your fields.
And until we meet again,
May God hold you in the palm of his hand.

May God be with you and bless you:
May you see your children's children.
May you be poor in misfortune,
Rich in blessings.
May you know nothing but happiness
From this day forward.

May the road rise up to meet you
May the wind be always at your back
May the warm rays of sun fall upon your home
And may the hand of a friend always be near.

May green be the grass you walk on,
May blue be the skies above you,
May pure be the joys that surround you,
May true be the hearts that love you.

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