

Marlon's Marketing Minute

[Support](#) [Affiliates](#) [Credibility](#) [Blog](#)

How to Borrow Ideas from Other Industries For Big Profits, Response or Results

October 12, 2013
10:48 am CST

Hi,

Marlon here.

Today let's talk about what your big promise is for your product or service.

If you read last week's ezine, you know I'm gearing up a new product. Hopefully, if all goes well, I'll be launching it this week.

As a result, this will be a short issue today because I have a few more things to do before the product launch.

AFFILIATES: You can GIVE AWAY the ezine you're reading right now and get your cookies set for the upcoming launch.

<http://www.promotemarlon.com/blog/new-launch-coming-give-pdf-away-get-cookies-set-now/>

Go there to read how or [click here](#).

I want to sell a print edition of the PDF as one of the options if I can figure

out some of the details of doing it. The vendor I used in the old days for this has changed hands.

This morning I recorded a whole video that walks through every single bullet point in the sales letter because I HATE it when you buy a product and wish the person who wrote the bullet points would have written the darned letter!

Drives me batty.

So I wanted to make sure when you buy this, that you get exactly what is promised.

Fortunately, God has smiled on me and my hand and arm have been good for typing. I've had a little soreness but not a lot. My change of diet going to almost all veggies and fruit has given me improved energy and I've had virtually no angina pain.

So I've been able to crank on this new product, and I think you'll LOVE it! Or I certainly hope so.

The idea I want to present today is one I got from Jay Abraham years ago. As he tells the story, he was a professional job changer when he was young and seldom held a job longer than a week.

As a result, he got exposed to all these different marketing ideas from different businesses and that's how he became a "marketing genius."

I've done the same thing throughout my career, borrowing ideas from other industries.

What's GREAT about this idea is you can borrow ideas you're pretty darned sure will work because they are tested and proven in one or more other industries.

For example, I have a book here called *What a Way to Live and Make a Living: The Lyman P. Wood Story*.

He built a very large business selling Trojan Horse Tillers to gardeners through ads in magazines.

You may have seen ads in the past for “Troy-Bilt” gardening equipment. People told him he couldn’t sell a 300-pound \$400 tiller through the mail but he did by offering a free report: “How to do wonders with green manures, cover crops and organic mulches.”

So here was a guy who took “free report selling” that people had been using in mail-order for years and applied it in another industry to selling gardening equipment!

You’ll see this theme run over and over.

A lot of people you *think* are creative actually just “borrow” ideas from other industries and businesses.

Before selling gardening equipment he sold an inspirational magazine and prayers.

Talk about the ultimate “done-for-you.” I mean, honestly, you’d think people could at LEAST come up with their own prayers.

But seriously, he sold prayers that were written out for people to say.

He ran ads where people would write in for a sample magazine or more info. One of the things he sent out was a list of 15 questions that contained 15 problems they might have. They’d check off which ones they had.

Then, he’d send letters matching the problems they checked off!

I’m CERTAIN people thought he had the magical power to read their minds! Because 3 months later they forget they told him they had corns on their feet or whatever problem they checked off.

Interestingly enough, you can BORROW this idea and apply it to Internet marketing.

What if after opting into your email list, you have a list of “topics of interest” people can check off. Or free reports they can request.

Based on these things, they go into different autoresponder series. Or, in some email programs you’re able to “tag” them with that interest.

You can do that in Infusionsoft, Office Autopilot and other services.

That means you can send PERSONALIZED emails based on what they just told you they wanted.

“Dear John,

I know you’ve been struggling with getting your hosting account set up.

Let me see if I can help you.”

You get the idea.

My point is, there’s a GREAT idea from the “prayer-selling business” you can borrow and use!

I have a book published in 1985 called Softwares Success by Brian King and Stephen Anthony. This guy would create “add-on” programs for best-selling software and advertise it using 1/3 page ads in big magazines.

It’s an interesting idea.

Some people do this with Infusionsoft and sell add-on products. For example Quick Sale System is a whole add-on that makes it easy to do one-time-offers and webinars in infusion with complete stats tracking.

Others specialize in add-on serves for Hubspot, another big company and program.

Instead of trying to COMPETE with a big player, you find a way to become complementary.

What if you had some kind of “add-on” system to people who bought Product Launch Formula by Jeff Walker?

Whether you like that idea or not, you might come up with your own way to hop on a big elephant and ride it to success.

There are marketing ideas everywhere you look.

Ideas that are ALREADY TESTED, already proven, already known to work. All YOU have to do is borrow them and apply them to your business.

What's interesting is that every industry has certain marketing methods that everyone uses, and a whole lot of methods that could work but no one uses.

Every industry has blinders on, including Internet marketing, coaches, and service businesses.

Gary Halbert taught and used a method called "tear sheet" mailings where you sent out a newsprint piece that appeared to be torn out of a newspaper. And your sales message looks like an ad on that piece.

Then he'd put a stickie on top of it.

Chris Tucker in the mortgage industry figured out how to use tear sheets to generate leads for mortgage brokers and licensed his whole turnkey lead generation system for 10k or something like that (I don't know the actual price..I know it wasn't cheap.)

And basically, all he did was re-purpose the old Gary Halbert tear sheet idea!

You don't have to SELL an idea. If you have something that works you can just LICENSE it to others for their use.

I hope this SEED of an idea today grows and bears fruit for you: BORROW ideas from other industries and apply them to WHATEVER it is you MARKET or sell.

Best wishes,

Marlon Sanders

PLEASE READ: Do NOT email for customer support. Go here:
<http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.

Be WATCHING for the new product announcement email soon!

=====

RESOURCES

=====

If you want to learn SOME of what I know, I have links below to a few of my best products.

If you're a serious newbie and want my equivalent of the \$500 package that I started with, go to <http://www.thebigcourse.com/>

If you haven't taken any action or haven't done much yet and just need to "jump" the learning curve, get that.

If you're a raw beginner or newbie, just [START HERE](#).

And if you don't have that much trust in me yet, then try out one of my individual products below.

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.designdashboord.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>

This poem on the next page summarizes everything I am, everything I believe about marketing and life. I usually close out my ezine with it. The reason is that I “teach you to fish” while the vast majority of people in Internet marketing take the easy road, which is “selling you the fish.”

The problem with that is what happens when the “fish dies,” as it more often than not does? The answer is you flushed your money down the toilet and got nothing, leaving you feeling like it was “Done TO You.” That’s why I take the *Road Not Taken* and teach you how to fish for yourself.

If you believe that too many people waste time, money and energy buying “fish” programs and that the road not taken is actually the FASTER road by miles, then help share the word about my ezine by telling your friends on Facebook, Twitter, social networks, forums and groups about the BestOfMarlonSanders.com.



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