

This One Tweak Changes Everything – Guaranteed

Hello,

Marlon here with an exciting issue of *Marlon's Marketing Minute* for you.

I'm gonna break down some specifics for you.

First, before I get to that, I have a weekend special for you. I was already supposed to raise the price on this one but people are loving it:

<http://marlonsanders.com/bookoutsources/>

A word about my weekend or weekly PLR specials.

Some of these are fantastic values. A few of them are marginal. On really rare occasion one of them may suck. I try hard to find ONLY products that dovetail with what I teach and espouse in my Amazing Formula as well as the TLO Formula.

Some people apparently get extremely bent out of shape if they buy something for 7 or 10 bucks and it's less than life changing or the sales letter was a tad hypey. Or the audio quality is less than stellar or even amateurish.

If that's YOU, tell me so I can get you off my ezine list! Seriously. First of all, given my time constraints, I try to bring only valuable items to the table. If you make a habit of refunding \$7 products and it's all the money in the world to you, or you think you've been horribly ripped off if you spend \$7 on a product and it somehow didn't "meet your standards" then listen up. A. Don't buy from me. B. Click unsubscribe and get the h\$(off my list. Seriously. I don't want you as a customer because really, I don't think there's hope you'll ever get it.*

Second, you can look at these like a tip jar for my ezine. I produce one of the best ezines in the industry (along with Paul Myers). I don't charge you for it. If you want to say thanks AND sometimes get a huge value, then the PLR is your way to do that.

Having said that, I will be charging for an archive of all the back issues. Purchasing the PLR doesn't guarantee you access to back issues.

I do have some of my best back ezine issues at

askmarlon.com/bestofmarlon

Third, I try to stick to my deadlines but sometimes I'm a little lazy about it. Or if people are really loving a product, I leave it up at the lower price just because I WANT you to get it and benefit from it. Still, I plan to do a better job of taking them down or changing the price when I say I will.

Fourth, on WEEKENDS I'm in down time. That means if for some reason your product access / login doesn't work, I likely won't be Johnny on the spot fixing it. If your life can't go on without you getting instant access, then really, I'm speechless.

If you already have a login and you buy a product, do NOT type in a new user pass. Buy, then just log in at <http://www.productlogin.com>. Your user is your email and you chose your own password.

Round Table Conference Call this Thursday – For you Round Table special offer buyers, I promised a conference call. It will be recorded. I will be re-sending the dial in although I've already sent it once.

Affiliates: Tools and resources are updated at <http://www.promotemarlon.com/blog>

If you have a RESPONSIVE list and can bring in 20 or more sales, but you need a BONUS for a product you really love, the contact me at getyoursupport.com and I'll see what I got for you.

Now to the article of the day.

I spent some time yesterday re-reading for the umpteenth time some books by Mark Hamilton of Neotech, Neothink, Society of Secrets and other trademarked names of fame and infamy.

I've written before about Mark. His father, Frank R. Wallace wrote the original and massive Neotech volumes. I'm going to give you a quick overview before I get into the real ESSENCE of the message, because if I don't, you'll get distracted by what you read online.

Some legal trouble went down in the U.S. over it but I think at the end of the day he or his business was exonerated. I don't remember the whole long drama.

A LOT of people would read one or two reports about them in Google or a few negative Youtube videos and write them off as a scam.

Notice that they looked to what OTHERS said, not their OWN opinion. Straight up, those people haven't read MOST of the books. And probably only read 10 pages or less of what they bought and criticize.

And if they have read any substantial part of it, you can tell by what they say, they have NO understanding of it. Like one video said it's just Ayn Rand rehashed. That's simply not true. It's just not.

Now, I'm not particularly a fan of the original Neotech manuals that Frank R. Wallace wrote. His main point is that people are driven by what he calls "mysticism" which is EXTERNAL AUTHORITY vs. their own internal guidance.

He applies that to every topic under the sun. And obviously really put an enormous amount of time and thought into it. His writings are voluminous. The direct mail piece is booklet size and on newsprint. It promises the the answers to miraculous changes in money, love, sex, and immortality.

They really didn't waste any time going for the ESSENCE of what people want. If you do that, you better have a really, really good lawyer who understands the many court cases and nuances of direct response copy.

Now, Mark Hamilton, which as I understand it is a pen name, was his son. Apparently he had a brother named Eric Savage, which was probably also a pen name.

I don't know why they used pen names other than that since they are MASSIVE direct mailers, they didn't want people showing up at their front door, which honestly, I can understand.

Now, I should preface this by saying I have a friend who is a very famous copywriter. The Neotech course changed his life.

Actually, I always wondered if he wrote for them. It wouldn't surprise me. But whether he did or didn't, the philosophy espoused in the books changed his life – for real.

With all that preface....let's move on to the real point...the writings of Mark Hamilton, or whatever the heck his real name is.

There are certain aspects that am NOT referencing in this issue: The stuff about immortality, sex and portions of his philosophy, as well as his real or straw men candidacy for the President of the U.S., the ideas about God and religion....He espouses a whole world view and political framework that isn't relevant to me, although it's basically just Libertarianism carried to the max.

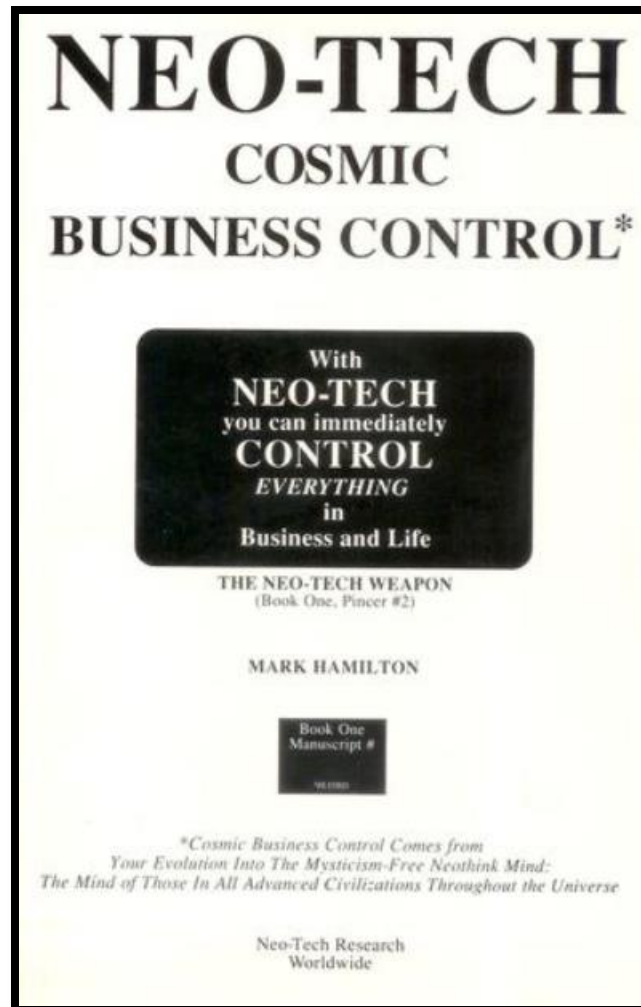
I don't really read those parts. But if you want to, that's up to you. For me personally, I just care about the business and marketing ideas.

So why in the HECK would I be spending a SECOND ezine issue to write about this dude, his ideas, philosophic and GINORMOUS books which might be quite difficult for you pick up, let alone READ!

Have I finally just lost it?

Wait, do NOT answer that! Lol

We'll START with the easy to digest one: Neo-Tech Cosmic Business Control. And yes, anything with the word Neo in it like Neo-Tech, Neo-Think, Neo-whatever, they're all trademarks I believe.



This is the easiest to read book of the lot but also the hardest to find copies of on Amazon. I think you can also get it from their [website](#). It's only 500-pages, which is short for one of their books. The one called "[Society of Secrets](#)" and "[The Nouveau Tech Package of Inside Secrets](#)" also contain most of the same material but then have other info.

This information is COMPLETELY DIFFERENT from the core Neo-Tech books. That is about Philosophy whereas the ones I'm referring to are mostly about marketing and BUSINESS.

The reason I spend this issue here on these writings is within them there are some REALLY freaking BRILLIANT ideas you won't read anywhere else.

You just won't. Period. End of story. Take my word for it unless you've read more books than I have. Which you haven't.

The first idea that is brilliant is how he manages MULTIPLE PROJECTS at a time.

See, most people, including me, tend to take one project, work on it. Then the next, then the next.

So they work on projects in a LINEAR fashion.

What Mark does is divides things by ACTIONS, not topics. So he takes all the projects he is working on and then lists under the topic WRITING each day, what he needs to write related to the various projects.

Then he groups all calls together from the different projects.

Then he does the accounting or marketing numbers for all the projects in one group.

The point is, by doing this, he can manage 5 or 10 projects at a time, not one. And this absolutely works. It's a hard discipline to stick to but it works.

What he does is uses a week-at-a-time planner and every day at the same time slot each day makes the calls, does the writing, does the accounting, works on product development.

He calls this his *Power Thinking* and *Mini-Day process*. He smartly attaches names to his ideas to boost their uniqueness, an idea you should borrow.

There's no doubt, if you have the discipline to do what he talks about 100% it will change your life. No doubt about it. For one reason, the point of grouping things like this is you can double the INTENSITY with which you work.

It's not that grouping things is magic. The ESSENCE of it is that you increase your INTENSITY.

Another idea that is REALLY unusual is how he took all his employees off salary and made each one of them tied to production. This took the lid off their income but also didn't guarantee a salary (other than minimum wage which I believe is a requirement in the U.S., although he doesn't address it because I'm not sure it was a law at the time he wrote the book).

I really wonder how this has worked long term.

He says that he put someone over TV advertising who was 100% compensated on the results they produced. Same thing on direct mail. Same thing on radio.

I've never read about a company doing this and pulling it off, other than with sales people. But theoretically, it's possible. And if, indeed, he has done this (which I'm going to try to find out), it could be a big change.

Here's my BIG TAKE AWAY for you for this issue.

He creates what he calls an ESSENCE report with employees.

ESSENCE is when you get to the HEART of core of something.

The book where he really does an incredible job of explaining this is called The Book: God-Man/Neo-Tech Discovery. And if you're offended by anyone with religious ideas other than your own, then really, just don't read that book.

Honestly.

Some of his ideas are unique. But he tells this amazing story about value creation and relying on your INTERNAL GUIDANCE vs. EXTERNAL authority that is hugely powerful.

So essence is the heart of something. The HEART or ESSENCE of business is "business building."

He lays out with employees their ESSENCE projects for the month that move the business forward. Then they turn in a weekly report showing for every project on the ESSENCE projects for the month what they did.

And they report daily what they did on them and what they'll do tomorrow.

He has a LASER FREAKING FOCUS on building the business.

Why is this worth talking about?

If you've ever ran a business or if you have a job, you KNOW you get so caught up just putting out fires and running the business or doing the job day-to-day, you do NOTHING to build, expand and grow it.

ALL you do is maintain.

That's all.

And that kills a business over time.

I don't care if you think the man is sane, insane, a sinner, a savior, a saint or sacrilegious. I'm willing to bet he's been called all those things and better and worse.

Whatever your opinion, that idea right there is worth the price of all his books and the time it takes to wade through the voluminous amount of pages.

It's a massive insight and a world class idea with FLAWLESS, DETAILED implementation.

Stunning.

So let's talk about YOU.

How would YOU apply this?

You are so BUSY workin' at your job, takin' care of business, posting on Facebook, mucking around on your iPad and doing whatever else it is you do, that day after day, week after week slips by and while you INTEND to get forward movement, the truth is you don't.

You just don't get around to working on the NITTY GRITTY of the ESSENCE of business which is value creation and business building.

If you use his Power Thinking, Mini-Day and your own Essence Report daily, weekly and monthly – that will CHANGE.

100% guaranteed.

If you do the above, that will change. You spend time daily on marketing and product development. If you're an affiliate marketer, the product development time is creating BONUSES or finding and rebranding PLR.

Then you schedule OPERATIONS time daily which is your grab bag of details that aren't related to product development or promotion. If you are full time, you can also schedule accounting/numbers/finance time daily where you look over your ad numbers, affiliate numbers, marketing numbers, profit numbers.

But it takes what he calls DTC – Discipline, Thought and Control.

I'll be the first to say that's not easy.

The final thing he talks about that has VALUE to us is the emphasis on INTERNAL guidance vs. the EXTERNALIZATION of authority.

This is a HUGE insight: In Internet marketing here's what people want:

“Tell me WHERE to click, what to click on, step-by-step EXACTLY what to do in order to make money.”

Wanna know the problem with that?

It's based 100% on an EXTERNAL AUTHORITY telling you what to do and how to do it.

Being an ENTREPRENEUR is the exact OPPOSITE of that.

Now, training is fantastic. Reading is fantastic. Learning is fantastic.

But if you're putting control over your money making and business building in someone else's hands, you're relying on external authority to make you money and it won't work.

It defies the laws of nature and how the mind works.

After you read 750 or so pages from Mark, you might start buying into that premise.

The ESSENCE of the idea is this: The successful entrepreneur comes up with and tests their OWN ideas, they bring their OWN values or products or bonuses to the market, they create UNIQUE value because they don't follow the herd.

Following the herd = not unique = not making money

Following and TESTING your market-driven ideas = unique = making money

Notice I said TESTING your market-driven ideas.

Just throwing ideas and products out there that aren't driven by the WANTS of the MARKET (the buyers) and that you don't TEST doesn't work.

What DOES work is to observe for YOURSELF with your OWN thinking what people WANT right now today, then coming with an idea for a BONUS for an affiliate product or for developing your OWN product, then TESTING that idea.

That all has to do with YOU relying on YOU to come up with and TEST ideas, NOT relying on someone else to do your THINKING for you.

There I said it.

The real essence of what Mark is getting at.

You don't rely on someone else to do your THINKING for you.

You think for yourself.

Now, you may or may not agree with many of Mark's ideas or the ideas espoused by Neo-Tech.

But what is 100% valid, and 100% works is observing what the market wants, coming up with your own UNIQUE ideas, products, bonuses and promotions to fill those wants and TESTING your ideas in the market.

And what WORKS is getting INTENSITY while you manage multiple projects.

And what WORKS is the DRIVE and push on BUSINESS BUILDING instead of just going with the flow and getting so drug down in the day-to-day that you never make your INTENTIONS happen.

What doesn't work is relying on someone else to do all your THINKING for you, come up with all the IDEAS for you, create the products or VALUES for you, create the MARKETING for you.

I'm just not on board with that.

It sells.

Maybe it'll work for you. If you're hell bent on it, you can give it a shot.

It's not what I believe in.

And it's not what's real for me.

Anyway, if you're closed-minded and think Neo-Tech is whacked, then that's your business.

If you're open-minded and patient enough to read through several massive volumes and you have a good -- to high -- to extremely high reading comprehension ability, then you might just find some really amazing gems.

In my opinion, you gotta have a pretty high reading comprehension level to make sense of the Neo-Tech writings. Otherwise, you'll get lost in the woods.

I don't really understand why they did that. I think it's to add that "Secret Society" "Secret Code" to things.

For example, he calls PRODUCTS > VALUES.

I mean, that's true. A product is a vehicle of value. But at first you're like, "What the heck is a VALUE?"

He calls Marketing > NUMBERS.

Because the point of marketing is you get numbers in your bank account when you sell stuff. And it's all dependent on numbers, response rates, conversion rates, etc.

He calls "business building" > ESSENCE.

He calls relying on external authorities > Mysticism.

What I'm saying is, you need a pretty good ability to decipher metaphors and a good reading comprehension to mentally translating what he's saying into something that makes sense.

THAT is the one tweak that changes everything.

Going from relying on EXTERNAL authority to think FOR you to using them as a source of information but RELYING on your OWN market-DRIVEN ideas and TESTING.

I'll repeat, your own ideas that aren't driven by the market and the NUMBERS produced from TESTING are spurious. What matters is the NUMBERS produced by TESTING your own CREATIVE and UNIQUE ideas in the market.

Unique ideas that are validated by the NUMBERS, i.e. your SALES are the things that matter. Unique = differentiated = Unique Selling Proposition

I hope the pieces of the PUZZLE SNAP into place for you, to borrow an analogy from Mark.

I know this ezine is a huge departure from what I normally write about.

I wouldn't have done it if I didn't feel there was a big payoff for a few of my readers in it. I hope you appreciate that I try to bring an idea now and then

to the table that is a radical departure from what other marketers talk about.

Best wishes,

Marlon Sanders

PS: One more time, the special of the weekend is at:

<http://marlonsanders.com/bookoutsourc/>

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. http://thewritersecret.com/

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RESOURCES

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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

Give away the “Best of Marlon Sanders” and get paid. Help me spread the word about “real” Internet Marketing that flat out works!

[Click here](#)



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(Squeeze Page 1)

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<http://www.getyoursales.com?p=YOUR-ID-HERE&w=bestofmarlonsq2>

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