



## Marlon's Marketing Minute



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# HOW TO TURN THE ANALYSIS OF PARALYSIS INTO THE ANALYSIS OF PROFITIS

Hello,

Marlon here.

Before I get into today's article, just a heads up. I expect to be launching a new product in the next week or so that will be well worth your time and attention. It will be modestly priced and contain very valuable marketing information.

**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, or there is something else you need, then contact me at <http://www.getyoursupport.com>

I want to talk to you about how to overcome the analysis of paralysis. And turn it into the analysis of profits, to coin a term.

Everyday you likely get a lot of emails in your box. You have people who want to “give back” and help you change your life. But do they REALLY want to help you or just sell you stuff?

You hear pitch after pitch for people wanting to “be your mentor” or “coach.” But do they really want to help you or just make a sale?

You know you need to take action. But what if you take it in the WRONG direction?

How do you sort through all this and get started, get it going and get in the profits?

On top of all the above, you have so many choices: cpa, ppc, local marketing, Facebook, paid media, seo, social media, Linked In, Twitter – and tons of other options and choices.

Let’s see if we can sort this out.

Are people sending you those emails so they can sell you stuff, including coaching and mentoring?

You bet.

Do they want your money?

You bet.

So who do you trust and what do you do?

Let’s start with a basic fact:

You don't make money until you SELL something.

So, of course, people are trying to sell you something. If you're taking marketing advice from someone not selling anything, you might want to think twice about that.

People used to send me emails saying they were so confused about Internet marketing.

My reply was "Which part confuses you? The part where you sell something to someone? Or the part where you sell 'em something again?"

Which one of those 2 parts confuses you?

The bottom line is, you have to sell stuff. That is how you make money. If someone can teach you how to sell stuff, you don't expect them to do it for FREE do you?

Think about it?

Do you REALLY want training in how to sell stuff from someone who never sells you anything?

So I sell you stuff. Proud of it. Fortunately for you, the stuff I sell teaches you how to do a few very critical and crucial things:

1. Find people who buy lots of stuff over and over
2. Get them on some sort of list where you can communicate with them
3. Get offers to them giving reasons to spend their money with you

Which one of those 3 steps are you stuck on? See, if you're stuck in the paralysis of analysis, it's on one of those 3 steps:

### **1. You can't decide WHO to sell to**

The answer there would be any group of people who buys over and over and you feel you got a good shot at sticking yourself in the middle of that process is a good place to start.

You aren't locked in forever!

Don't sell to people who don't have a habit or pattern of buying stuff. Don't sell to people who buy only because they are forced to.

Sell to people who buy and love buying.

## **2. You can't get those people on a list**

This is simple. You offer them something free for joining your list.

If they don't join, offer them something ELSE for free! Give 'em another reason.

## **3. You aren't sending offers that get people to buy**

Maybe you send out offers but people don't buy. That means you aren't getting BUYERS on your list who buy over and over or you aren't giving them a good enough reason to buy from YOU!

Within the 3 steps above, there IS still this thing of "wanting to get it right."

My friend Joe Shroeder always said, "You don't have to get it right. You have to get it going."

There's a lot of wisdom in that.

Here's the magic formula:

1. Get idea
2. Make a quick plan
3. ACT ON PLAN!

In the time you spend trying to analyze it to death, you can just DO IT and see if it takes or not.

Listen, only about 1 out of 10 product ideas or promotional ideas will be a really good strong winner.

Several others will work but not gangbusters.

Here's the SECRET: Think in TEN's.

Don't think about trying ONE thing.

Think about trying TEN things and seeing which ONE works best.

Instead of debating your email idea, product idea, blog idea, website idea over and over and over trying to make it perfect, get out an IMPERFECT version of it and see if it works.

If it does you can IMPROVE on it or make it better.

If it doesn't, MOVE ON!

In the old days, they did "dry testing" which is now actually against the law in the U.S. but also unnecessary in the age of digital products.

But in the old days they'd run an ad for a product that didn't exist yet to see how many people bought it.

If a lot of people bought it, they'd produce the product.

Nowadays, with digital products, you can make 7 or 10 fifteen or 20 minute videos in a night or two and test your idea FAST.

If there's any tip I can give you, it's TEST IDEAS FAST.

Be prolific.

Just stop debating.

Stop the arguments in your head.

Stop the noise.

Just crank it out. Get it done. Quit worrying about whether it'll work or be perfect or not.

Just get on with it.

You can't guess in advance anyway what will be a winner and what won't.

The other thing I can suggest is to put a new twist, angle or added BENEFIT to something that's already working or selling.

Or make it FASTER.

People love speed.

Anytime you can make something quite a bit faster or simpler, you usually have a good idea worth testing.

Chances are, you just aren't NEARLY prolific enough.

Yeah, I know, that sounds like work.

Really, it isn't.

How hard is it to set your tail end down for an hour or two a night and bang out some words or videos?

It sure beats working all day at a job.

You gotta be prolific.

It's really hard sometimes. There is something about our minds that just want to ANALYZE the living crap out of things. I don't know why.

I have a very good solution for this called The Overwhelm Cure and it shows exactly how to prioritize your biggest opportunities. I highly recommend it.

But short of that, forget about it and just be prolific. Instead of trying to find the one right idea out of 10 ideas, just crank out all 10 ideas as FAST as you can and see which one takes hold.

THEN you can always go back and improve on it, make it better and so forth.

Some people in the past have used this to justify putting out really horrible products with terrible information. Total junk.

I'm NOT saying put out junk. Not at all.

Follow the 80/20 rule. Put in the 20% that gives people 80% of the results or value. Give them good value.

Then if it sells, go back and add more to it or improve it, make it prettier or whatever.

This is a bit different if you're doing product launches. On a product launch, it's a one-time thing so you do need to lead with the best of what you got.

The way I suggest you handle this is to have multiple projects in different time frames.

Some that are really quick hits and some that are slower burners developed for larger launches.

Circling back around to how I started this report.

Do people want to sell you coaching or mentoring?

Yep. Sure do.

Are they trying to get your money?

Yep. Sure are.

Is that bad or wrong?

Sure isn't.

But what you're looking for is help in following a [SIMPLE, actionable model](#). But don't think you have to join a program to do this business.

The number one thing you need is a starving crowd that buys lots of stuff. Finding THAT is half the battle!

Next you offer 'em something free to get 'em on a list and you send 'em offers.

The offers can be for other people's products or your own. Eventually you want to have your OWN products because you keep all the money instead of 1/2 the money.

But more importantly, you can get AFFILIATES to sell the products for you.

Want to know how to become a TOP AFFILIATE?

Sell your own product and [get your own affiliates!](#)

One of the things that can assist you in this process is SCHEDULING TIME daily and weekly to actually “do the work” of Internet marketing.

Yes, there IS a “push button” aspect to it. As you’re building your list, in the morning or evening you write an email for your own product or affiliate product and click SEND!

But there is also the aspect of “doing the work” of building your email list, checking the numbers on ads, creating products or free reports, and so forth.

Schedule time daily to “do the work” of Internet marketing.

Best wishes,

Marlon Sanders

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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. <a href="http://thewritersecret.com/">http://thewritersecret.com/</a> |
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**Instead of chasing bright and shiny objects, I heartily recommend you consider purchasing the products below to assist you in your quest to make sales and profits online**

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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](http://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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