



“How do I Sort Through The Swirl Of Promises To Find What Can Work For Me”

Hello,

Marlon here.

I call it “The Swirl.”

It's the incredible array of offers, emails, pitches, ads, webinars and trainings in Internet marketing all claiming to be the next big secret, the overnight money solution, the death of this or that, the easiest way ever or the only one that works.

They all sound good.

Many have videos or screen caps of proof.

The authors show pictures of vacations, cars, seminars and assorted forms of proof.

Which do you believe?

Who do you trust?

What model do you follow?

I've written his guide to help you sort through the Swirl and find what can or will work for you. Along the way, I'll point out common tricks and gimmicks you need to be aware of.

1. Has the system, method, idea, formula or gimmick been used successfully longer than 6 months?

If not, this is something you should really take into consideration. I see so many things promoted that are a waste of money because the chances they'll continue to work for a year or two are slim to none.

The problem that occurs is people invest time, money and energy into getting something started only to have it poop out. This can be very discouraging to a beginner or someone on a limited budget.

And if you're building for the long term, it makes no sense at all.

Most of the things I teach have been working for years, usually for 10+. My philosophy is to build for the long term whenever possible.

b. Has the marketer been in business longer than a few years?

If not, you might think twice about taking what they say as gospel. Maybe they just haven't been around long enough to know any better!

Actually, I see this quite a bit. Some people with relatively little experience are skilled communicators and can make it sound like they have all the credibility in the world. But when you actually look at it, they've been actively doing business online for a year or two.

For example, one of the tricks I often see here is to say, "I've been marketing online since 199X." You can go to <http://www.archive.org>, put in the URL of their sites and see how long those sites have been online. For example, you can check out higherresponse.com, my first site and see the initial record archive.org has of it. Actually, I believe it was up before archive.org even had a record.

In other words, the person was “studying” online marketing. Or trying a few things that didn’t work. But they sure weren’t making a full-time living at it.

I’ve been doing this full time since 1996.

I’m not saying you shouldn’t buy from newer marketers. But take the amount of time they’ve been using their method into account when you’re doing your mental “credibility” assessment.

c. Are the testimonials from affiliates and friends?

I often see sales letters where almost all the testimonials are from friends or affiliates. I personally sometimes use testimonials from friends and affiliates. But you do need to take that into consideration.

If the ONLY testimonials that exist are from people who are friends and affiliates, you might want to think twice.

This isn’t always easy to find out. One way to do it is simply look up the person in Google, find their website and see if the other marketer gave THEM a testimonial!

You can also search the product name with the word “affiliate” or “joint venture” in Google. This often turns up an affiliate or jv blog page where you can see who the promoters of the product are.

Sometimes you’ll see an obvious “affiliates” link at the bottom or top of the page. This leads me to the next point...

d. Are there massive affiliate prizes up for grabs?

When you see a product heavily promoted with many people sending emails for it, chances are there are big prizes up for grabs.

People will say about anything to win a car, \$25,000 or more in cash or exotic vacations.

I don’t think those things are wrong personally. It’s a great opportunity for affiliates. All I’m saying is, as a consumer know that if you see a program

heavily touted and promoted by numerous affiliates, the chances are there's a contest with very big prizes involved.

I've seen BMW cars, Lambos and other really high end prizes offered before on contests.

One marketer has a contest every 3 months where first prize is \$25,000 cash. Everyone thinks his products must be "the bomb" because so many people promote them.

In reality, the affiliate prizes are the bomb.

Again, I personally feel this is OK. It's a great thing if you're an affiliate. If you're a buyer or consumer, once you understand the Game, it's no big deal.

You see the emails and promotions and kind of mentally DISCOUNT THE HYPE!

e. Is the method hidden or disclosed?

In some promotions, the method or system is fully disclosed, so you understand what you're buying and getting. These are the systems I recommend you buy.

In contrast, others are hidden. You're buying a "secret" that makes big money and that's about all you know concerning it!

I have one product a little like this: *Amazing Formula*. It's a formula that sells products like crazy. But even then, the bullet points make it pretty obvious what you're buying.

In contrast, many products just show tons of videos or screen caps featuring money, cars, houses, and testimonials – but never disclose what the method is.

It could be ANYTHING!

I believe those purchases are largely a waste of time and money for you, unless you're just buying them for entertainment value. If you have the money to waste, and you see it no different from spending money on a slot

machine in Vegas, then no problem. It's your right as a consumer to spend money on entertainment or curiosity if you so desire.

But if you're seriously seeking answers, I'd avoid these hidden secret ads.

In my products, I reveal what you're getting and learning. I do very few "magic boxes."

f. What's the test time frame offered for the "magic secret"?

Oftentimes, you see a new magical cure offered for traffic, list building, making money, Facebook, social media, lead generation, conversions, email marketing or other things.

And the ads show huge results and a massive turn around that can indeed be eye-popping!

But the actual "test" timeframe is 1-3 months.

If you have absolutely rock solid foundations in place with lead generation rocking, opt-ins at a healthy rate, conversions humming – THEN exploring some of these new, magical cures might be worth it.

But, in general, here's the TRUTH: The person MANIPULATES their test and creates a test environment under extremely controlled circumstances that RIGS the results in their favor.

In other words, there really IS a secret – one that is NEVER disclosed at all in the product.

Of course, you as a consumer never know this.

For example, I can take my big Internet marketing list, have people opt in to an entirely new list, so I cream off only the most interested of everyone on my big list.

THEN I can send a few emails to this new hyper responsive SUB list and the open, click and conversion rates will ALL be through the roof!

But it's NOT a fair test. What you don't know is that the list was first RIGGED by assembling it from the large list.

Here's another VERY COMMON TRICK:

If I'm doing a product launch, I set up a deal with a few of my friends or best affiliates where they will email their list for my new product offering a very tantalizing FREE BONUS.

Of course, their conversion rates and dollars per click will be through the roof!

Then I promote these dollars per click figures to all my other affiliates, who now think I have the magic promotion of all time!

But it's all an illusion. They don't know that behind the scenes this small group of select affiliates offered extremely enticing bonuses to bump up the conversion rate.

That's why I say that it pays to look at the TIME FRAME on the magical secret success story or example.

Especially if it's something based only a week or two of results, or even only one month, you should mentally discount the proof being offered.

That does NOT mean it's not valid or that you shouldn't buy it. It simply means that you weigh the short time frame of test results in your buying decision and analysis.

g. Does the method require a lifestyle, method of operation or skills that you don't have or desire to use?

For example, let's say that someone is teaching you to sell big ticket products using webinars, which are usually conducted at night.

But you hate public speaking, aren't persuasive and have no desire to do webinars 2 or 3 nights a week!

With just a little thought you can see that while this may be the greatest product and method in the world, it isn't good for you personally.

Or how about this: Someone shows jaw-dropping results for their media buying campaigns. And you think, “Wow, I want to go run campaigns like that!!!!”

But when you dig a tad deeper you realize they have someone on staff who buys media full time!

Or they’re doing media buys for \$10,000+ a pop!

Or they’re promoting a very broad product like weight loss and you’re promoting a product in a niche like a training program for Duckbill Platypus!

One of my friends fell for this. He went all “ga-ga” over some huge dollars a marketer generated from media buying. But the buys were orchestrated by a very highly paid pro, likely making \$250,000 a year!

I told my friend this. But he just couldn’t get the big numbers out of his eyes.

That doesn’t mean you don’t buy a course like that. ALL it means is that you spend just a little bit of time to think about what your skills are and what kind of business you want to run.

For example, if the method is about doing cpa (cost per action) deals and the person works the heck of out spreadsheets to figure profits on the buys, and you HATE doing spreadsheets, you don’t need to be a rocket scientist to figure out you’re wasting your money.

I see people with world class marketing skills work their tail end off to get a big result. Then sell how to do it to others.

But the chances they can replicate the results are slim to none. On the flip side, there can be a lot to learn from world-class marketers.

For me personally, the difference is whether they’re selling something that is basic, foundational training likely to be of value for a long time to come? Or are they selling a short-term gimmick not likely to be of value six months later?

I think of a few people in our industry who sell based on their enormous personal charisma on video. People buy from them expecting to sell like they do. But they HATE video and have all the charisma of a pet rock.

It really makes you scratch your head!

I love doing video and recommend it. But no one has confused me recently with someone who should pursue a career in the soap operas!

h. If the marketer is under age 30 and you're over age 40 or 50, take a look at the skills and interests required

This applies especially to social media driven methods. But also to other things. I see kids who veritable ninja promoting methods that are bought by people age 50+ or 60+ who have very little chance of succeeding with them.

Why?

Because they require extremely smart, astute, nimble abilities.

If the person pitching the product is really hip and young, and you're not, then take that into account.

Conversely, if you're young and really into social media, you might think twice about buying from someone my age who is selling a "direct mail" product!

That doesn't mean you shouldn't buy it nor that it won't work for you. All it means is this is another factor to take into consideration when you make your purchase choices.

i. Does the person have a model you want to follow?

I see people jumping at the opportunity to buy full-blown skype coaching for \$50 or \$100.

I really wonder why?

Turn the tables mentally.

Do YOU want to be doing Skype coaching sessions for \$50 for 60 days? If not, then why would you buy coaching from someone who does?

Why would you buy coaching from someone who has a model that is almost guaranteed to NOT be making much money?

As a natural extension of that is this criteria...

j. Does the method trade time for dollars?

This is one I see ALL the time. The person does webinars every night of the week to sell their product.

The product is ALWAYS about something other than doing webinars. But it's obvious with only the tiniest amount of rational thought to realize if they method was so great they wouldn't be working every night to sell it!

All they're doing is trading time for dollars.

The occasional webinar is good. I like them. But when that's the person's real source of income, and it's all they're really doing to make a living, you might think twice about buying anything from them other than "how to do webinar" training.

But beyond that, I see many methods being sold that require a big investment in your personal time. For example, you have to drive around and try to sell people in local businesses.

Unless you really like sales and you're a gifted sales person, you might think twice about doing this. It's basically a self-employed job where you're swapping your time for dollars.

You can only see so many people in a day. So you have a lid on your income. In contrast, I teach trading products for dollars. Which removes the lid on your income. There is no limit to how many products you can sell in a day.

k. Is the method based on tricking Google?

Over time, you can't outsmart Google. You just can't. They have billions. You don't.

Enough said. If you're going to play that Game, at least know what Game you're playing. And that things will constantly change.

l. Is the method based on using a service that is highly fluid and changes frequently?

Facebook is currently a great place to generate leads. It also changes the rules quite frequently.

Any method you buy on Facebook will be substantially changed in 6 months based on their current trends. Having said that, I sold a product about Facebook that I made as evergreen as possible.

Still, they change all the time. You have to know that you're playing a fast moving media if you run ads in something like Facebook. You need to be prepared for the time and money costs of staying current.

m. Is the method dependent on creating and submitting hundreds or thousands of things?

About every method I've ever seen that automatically creates and submits stuff has a short lifespan. If you play with fire, you get burned. Or you become really skilled at playing with fire.

Many seo strategies fall in this category. I'm NOT saying don't play the Game. I'm saying don't think you're playing a long-term strategy when it's short-term at best.

n. If the system, formula or method represents that with only a week or two of training and effort, you can operate a simple, repetitive method that will make you a good income for years to come, think twice.

Think of how many people in the world would love to take a 1 or 2-week training course that involves a simple, easy, non-arduous method you can perform in a few pleasant hours per day that makes a comfortable living?

Like almost everyone in the world!

If there were such a method, don't you think so many people would jump on board that the supply of the product or service would quickly outstrip the demand, causing it to fail?

o. If you're buying software, is it web-based? Will it likely be "updated" if it breaks?

I see a LOT of Wordpress plugins sold that will likely break or never be updated again.

I see software programs that do mass submissions sold that have no chance of working six months from now.

p. Is the premise of the product, system or method that you're going to spew automatically created or semi-automatically created or really low quality content, stuff or junk all over the web? And keep spewing it until you make money or sales?

Those programs just don't last. They don't. What works long term is creating VALUE, not spewing stuff that has little or no value.

q. Is everything "done for you" without you needing to learn anything?

Done for you programs can be good. They can be a big boost or help. But when you buy these to the exclusion of wanting to learn anything, you're heading down a path of disappointment.

How Then DO You Choose Training Programs?

Having said all of the above, what DO you look for? How DO you make your decisions and choices?

You simply do a mental assessment taking into account the above considerations:

* Is the method and what you're buying fully or mostly disclosed? Do you really understand what it is you're buying?

* If you succeed at doing whatever the method is, will you be living a lifestyle you WANT to live? Or will you be trading time for dollars running around doing sales appointments or being glued to doing webinars every night?

* Is the method based on over 30 or 60 days of results?

If not, take a closer look at whether the test results are likely rigged and what the probability is that it'll work longer term.

* If the program is social media based and you're not into social media, think twice.

* If the marketer is a super-ninja under age 30 and you're a slow-learner and slow-mover over age 50, you should take this into consideration in your buying choices.

* What are your skills and abilities? How does the method stack up vs. what you're good at and like to do?

* Are you realistic about time frames? Are you REALLY expecting to make bookooos bucks overnight by buying a \$50 program? Really?

My personal belief is that if you learn MARKETING, your money is never wasted.

For example, I know a customer who could no longer make his online business viable. So he got a job again.

But you know what?

Because he learned sound MARKETING principles, he finds himself using these things all the time in his job!

You can use marketing to help family or friends get jobs. To help your organization, Church or group recruit new members or raise funds.

The possibilities are endless.

Further, I contend that once you learn MARKETING you can take many niches and products and succeed with them.

Best wishes,

Marlon Sanders

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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.designdashboard.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.

WEBINAR Pitch Secrets Revealed:

<http://www.marlonsanders.com/webinarpitch/2.html>

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 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