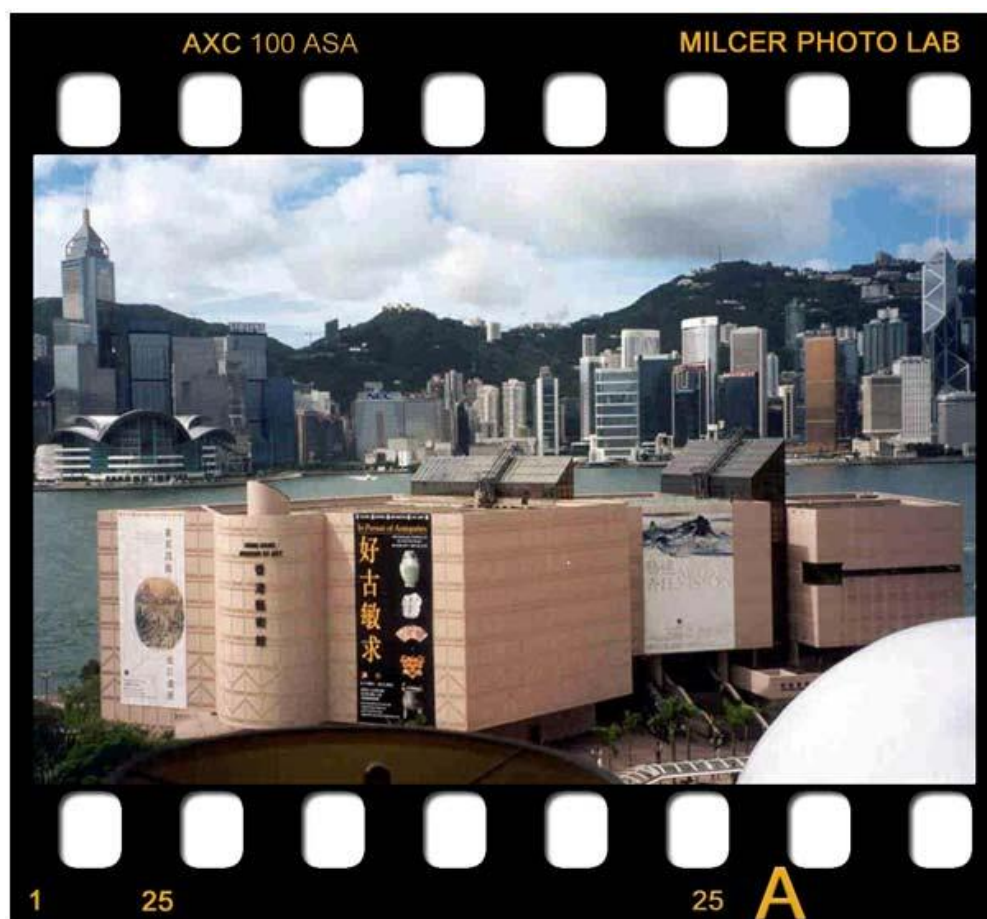


MARLON'S MARKETING MINUTE

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**How to Frame Your Value Equation
and ESCAPE The Deadly Trap of
Hyper Competition, Giving You
BACK Control and Power**

Hello,

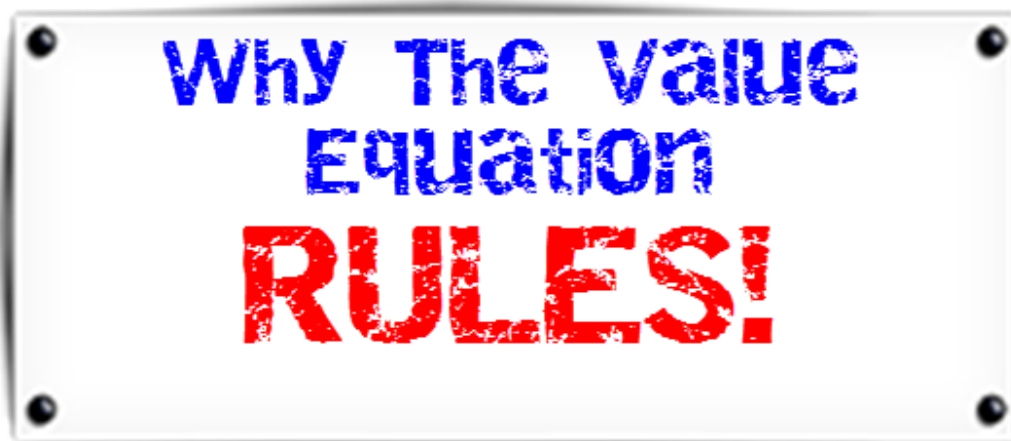
Marlon here.

First of all, we had a great turnout for the week long Fast Start System training last week.

If you missed any sessions there will be another round held this next week. Check your member's area for details. 16 days or so after purchase, the recordings will be in your member's area.

CERTIFICATE OF COMPLETION: I'm working on this this weekend. I'll have a test or questions for you. Then we'll hand issue the certificates.

Everyone said the part on hyper-competition and the Value Equation was the most helpful. By the same token, as a new person, you might have a concern that:



1. He/she who wins the Value Equation wins the game

By definition if you win the Value Equation, you win the Game.

Your customers are evaluating YOUR value vs. all the alternatives they could spend their money on.

Either you win or lose that equation.

Now, you can't win the equation for ALL customers no matter what they want.

But for the customers you want to target, YES! You darned well better win that Equation.

I'll give you an example.

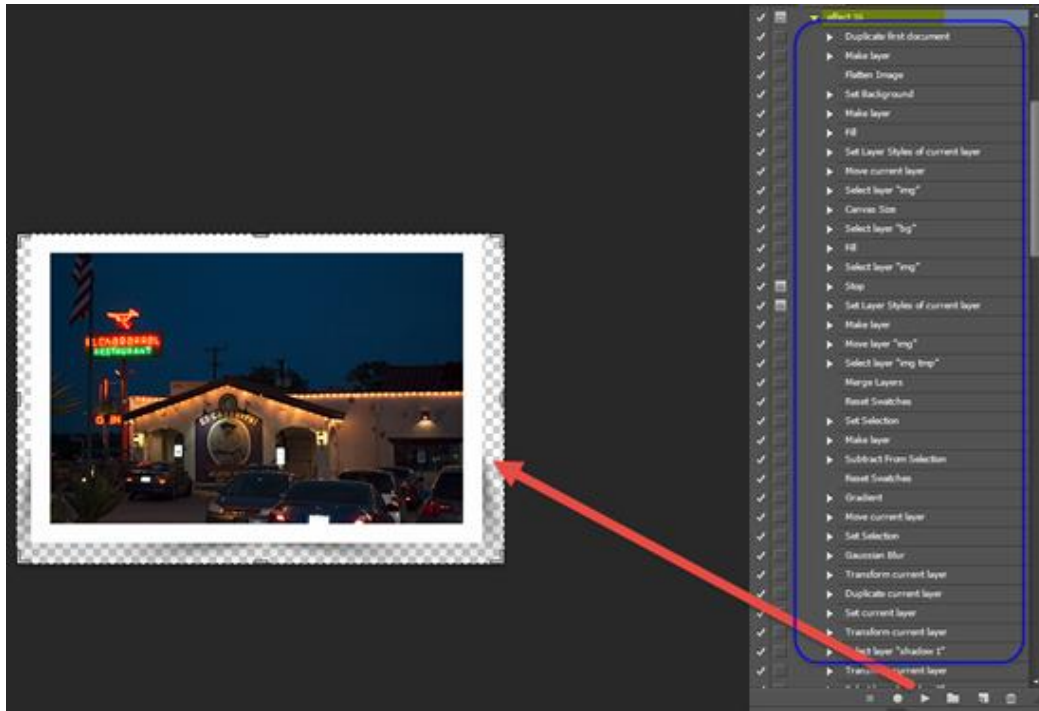
I'm boning up on my Photoshop skills right now.

Why?

Because while there are other graphics programs I can use, the ONE KILLER FEATURE Photoshop has that wins the Value Equation by a LONGSHOT is ACTIONS.

To create a shadow on a graphic, for example, you just click your ACTION and boom!

Instant shadow.



All you do is click the little button at the bottom and see all those steps in the blue square? It AUTOMATICALLY does all those for you!

Just 1 click.

You end up with the shadow on the photo as you can see there. By the way, that's a GREAT restaurant. I took that photo with my Canon T5i, a GREAT DSL camera that is fairly reasonably priced.

Now, if you can't afford Photoshop, you can do tons of things with Gimp which is FREE!

<http://lifehacker.com/5864755/top-10-photoshop-tricks-you-can-do-without-buying-photoshop>



HOWEVER, if you want to use ACTIONS, you really need to get full-blown Photoshop. The main difference between Elements and Photoshop is that in Photoshop you can run actions.

Which may not sound like a big deal but tons are available for free download on the web.

My point is, if you clearly WIN the Value Equation, you win the Game.

If you want to learn more about this and haven't taken my [Fast Start System](#) yet, I recommend it.

2. The VALUE EQUATION is what lets you combat Hyper Competition

Like it or not, we live in an age of hyper competition.

I don't care what you do or where you do it, there ARE many ALTERNATIVES for time and attention.

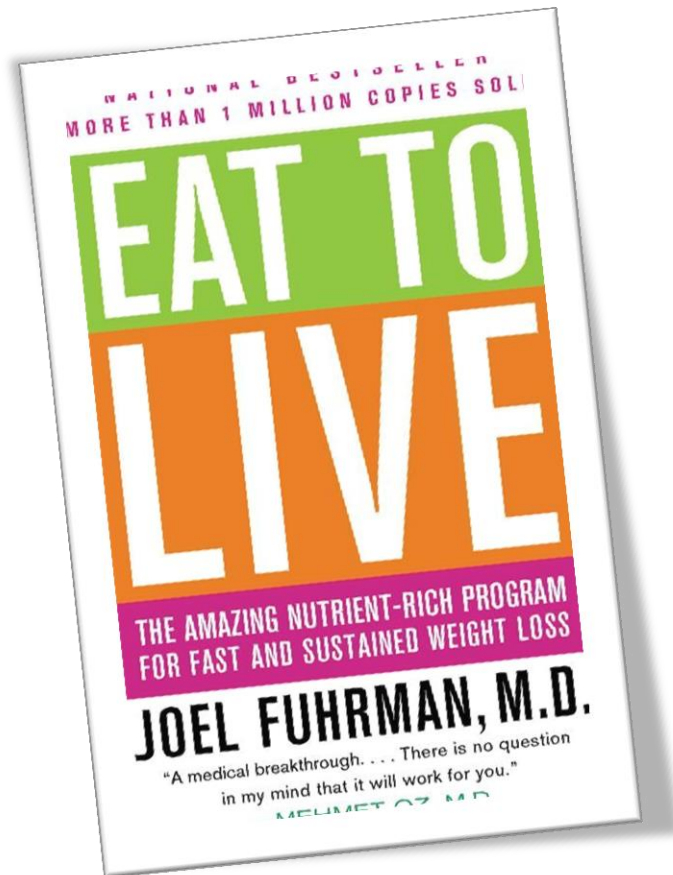
That's all competition means is alternatives.

For example, I can spend money on a Kindle book, buy a Big Mac, rent a movie or buy a cappuccino.

In my case, it's a VERY strong competition between the cappuccino and the Kindle Book. The Big Mac really isn't in the running at all.

Maybe some Kale or lentil soup! In fact, LOTS of people ask me how I'm doing and how I'm feeling.

This BOOK is fantastic and I feel GREAT.



Now, in hyper competition, there is EVERY kind of diet you can imagine. My friend Joel Peterson is on the Paleo diet:



Even for what you eat, there are many, many alternatives!

Diets are a Value Equation. And it's very fascinating to LISTEN as each promoter of a diet or food lifestyle pitches their Value Equation. There is a LOT to learn from this!

I watch the stream of PUBLICITY concerning vitamins, herbs and research put out by "supposed" lab research programs and scientists. You see a CONSTANT stream of negative publicity concerning alternative health things.

See, one way to SELL your Value Equation is to get PUBLICITY on it because people don't question it.

I'd like to see WHO is FUNDING all those research studies. I got a real good idea.

3. The GOOD NEWS is that when you learn to win the Value Equation, you learn to win the marketing process and you can adapt and change on a DIME!

There IS a positive message here.

When you learn to create Value Equations and COMMUNICATE them with ease, you put the power to earn back in your hip pocket!

The problem with “Done For You” businesses is someone ELSE created the Value Equation.

And chances are, if something goes wrong, you’re going to be reliant on THEM to fix the Value Equation FOR you.

What if they don’t UNDERSTAND Value Equations and just LUCKED INTO things to START with?

What then?

See, I’m an advocate of putting the power back in YOUR hands. It’s a big RISK for me to do so.

Why?

We all LOVE automated ACTIONS like Photoshop has.

You know, you push the button and all this stuff automatically happens.

I love that! Who doesn’t?

But you know what?

SOME of my actions don’t work right! So I’m having to learn WHAT they actions do and WHY so I can make them work RIGHT!

4. Most people fall into the TRAP of looking for the EQUIVALENT of a JOB when they buy coaching:

1. They don't have to think
2. Someone else "the boss" TELLS them what to do
3. The "boss" FIXES it if it goes wrong
4. The "boss" takes responsibility if it doesn't work

All the employee does is what the "boss" says.

This is why people buy COACHING!

They really want a BOSS just like they are comfortable with on their job.

They just want to work sporadic hours, and make 10x more money!

As my reader, you know BETTER!

You realize the ONLY WAY to get to where you're going is to be EMPOWERED.

Yes, a coach can support and direct you in areas.

But YOU add action, solve problems, do research, come up with ideas, implement ideas – based on the FRAMEWORK a coach gives you.

The value is in the FRAMEWORK or the overall SYSTEM you're plugging your actions and ideas into.

I strive to do step-by-step training.

I'm known for it.

But the IMPORTANT thing isn't the do this or do that. The IMPORTANT THING is the big picture, the framework, knowing what you're doing and why.

Knowing what the goal is.

Knowing the proven PATHS, ideas, and concepts.

THAT is where the real value lies.

Anyone who wants to be your boss, tell you everything to do, take responsibility for what doesn't work, fix things that don't work, you know – you have to wonder.

That's NOT how you become a success on your own! It's how you stay DEPENDENT on another person paying them money INFINITELY!!

I'm here to FREE YOU from DEPENDENCY not to CREATE IT!

I'm NOT looking to become your daddy, your boss or your new dependency relationship.

By the way, if you have been through my Fast Start System and haven't written out at least a working copy of your Value Equation, do it TODAY!

5. Learning to FRAME Your Value Equation Gives You Freedom and Independence

This IS the heart and soul of the Money Suck process!

This is the ONE SKILL you MUST have.

Funny thing is, I'm pretty much the only person teaching it.

Most people teach the TACTICS not the STRATEGY. They are a SURROGATE BOSS telling you WHAT to do, giving you the steps, the plan, the checklist and asking you to report back then giving you a frowny face if you don't do them!

In contrast, when you understand the Value Equation, you can pitch, promote or sell about ANYTHING from a magic card deck at the fair, to a charity fundraiser, to your product or service or getting new members for a group or cause.

You have the POWER in YOUR hands! That makes you a truly POWERFUL person.

See, having **Multiple Streams of TRAFFIC and LIST BUILDING** ONLY feeds people INTO your Value Equation.

It's the Value Equation that does the HEAVY LIFTING, that disrupts the disrupters, that gets the sale or action!

Can you tell me in 10 seconds exactly WHAT BENEFITS someone will get from your product or service vs. the alternatives and how the COSTS compare?

Can you tell me how and why you're creating a superior EXPECTED UTILITY (from Game theory).

If you can't, you need to polish up your Value Equation, because you aren't clear on it at all.

Once you become CLEAR on your VALUE EQUATION, then it's your job to COMMUNICATE IT through WEB PAGES, BLOG POSTS, videos, graphics, info graphics, Facebook status updates, photos, cartoons, PDF's – ANY WAY YOU CAN!

Then it's your job to get that VALUE EQUATION COMMUNICATION into the HANDS of the POTENTIAL RESPONDERS.

Do you know your Value Equation cold?

Do you have a plan for communicating that Value Equation?

Do you have TOOLS to communicate that Value Equation?

Do you have multiple streams of traffic where you're feeding people INTO your Value Equation?

Best wishes,

Marlon

Get on the second FAST START TRAINING this next week STARTING MONDAY! [CLICK HERE to make a positive move for your future and to put yourself in control.](#)

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.designdashbooard.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>



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