

Need customer support? Go to <http://www.getyoursupport.com>  
NEVER Email For Support. Click Here Instead

## Marlon's Marketing Minute February 12, 2011

### **“Ask Marlon” Issue #1**



If you like this issue, give it a [thumbs up HERE](#)

Hello,

Marlon here.

In the ongoing research for and preparation of *Traffic Dashboard*, I am covering some COOL things I did when working on the Social Traffic/Media row.

Lots of PICTURES in today's issue, camera talk and other cool stuff.

**PUSH BUTTON LETTER OWNERS:** Software works again. Everything is fixed.

Now, a real quick but important message:

**NEVER email us for support.** We often don't get emails!

If you ever need support from us, you get it by going to <http://www.getyoursupport.com>. Most days, except when she's out sick or on a very major project, Lisa is on live chat. And we have a support desk. We also have a phone. But the best way to reach us is live chat or the support desk.

1. If you **bought the Wordpress videos offer** last week and have any remaining issues on getting a clean download, let me know at <http://www.getyoursupport.com>.

2. **My bonus for Yanik's Underground event.** [Click here to get the scoop.](#)

3. **The Traffic Dashboard** is shaping up totally awesome. You should know a competitor copied the Traffic Dashboard concept. Let it be known here there is and will only be one *Traffic Dashboard by Marlon Sanders* and, furthermore, I invented and created the whole genre of Dashboard products. Before me, this didn't exit.

4. **Ken McArthur** is having a [big blowout](#) I plan on attending. It's a special edition JV Alert Live with many big name marketers attending.

**"Get the copy and paste code you need  
to do the Facebook Like-Reveal Trick"**  
**NEW BONUS – I'M GIVING YOU**  
**MY "PDF REVEAL" CODE THAT WAS**  
**TOUGH TO FIGURE OUT**

**<http://www.marlonsanders.com/sevenbucks/>**

The Facebook "Like-Reveal" trick is very cool. You'll read about it in today's issue.

On your Facebook Fan Page, when people go there, they see a message saying to "Like" you for a free gift. After they like you, they get instant access. Now that you've been liked, your status updates show up in their Facebook stream.

I added my own video and special copy paste code to the download page. This is the actual COPY and PASTE code that allows me to do the PDF reveal as I explain in the article. This was tough to figure out because almost ALL the Facebook Reveal codes I found did NOT work with PDF download links!

## **Announcements**

### **1. Ateam'ers – "Keyword research secrets, blowing up your article marketing and finding the money"**

This was another terrific webinar. It's posted and ready for your viewing. Another very meaty, in-depth webinar.

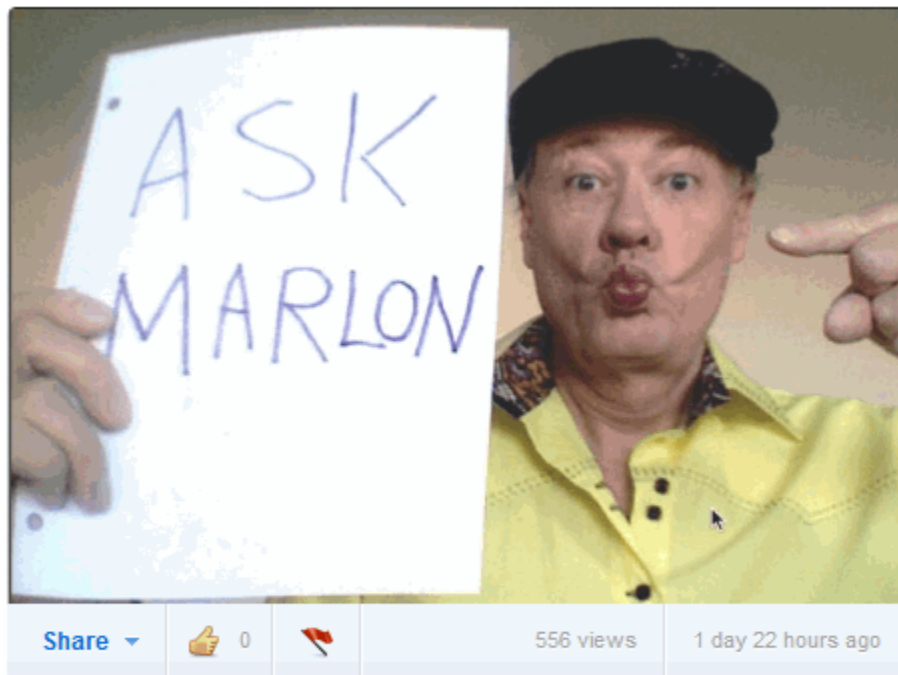
### **2. Customer support issues** – PLEASE post to the support desk at **<http://www.getyoursupport.com>**

Do NOT email us support issues. We don't get the emails often. Go to the support desk and post your ticket or live chat Lisa. She is so busy working

on Traffic Dashboard she isn't answering calls live but she is returning phone calls. The best thing to do is live chat or post a ticket.

### **Featured Article**

# **“Ask Marlon” Issue #1**



Ask me ANY question! Responding on Youtube video Saturday.  
Uploading a pix makes the video look cooler but it's optional.

Hi,

We had some really good questions submitted on my Ask Marlon Daily Booth.

I'll be answering some of those today in a video that I email out later today so WATCH for it!

I'm going to try to keep it under 5 minutes in length, although I don't know if that's even POSSIBLE for me!

I think I need to go back to Toastmasters training!

I intended to do the first Ask Marlon video response issue YESTERDAY but instead I spent it tromping around town looking at cameras and video cameras.

If we're talking about SOCIAL MEDIA for getting traffic (and that's the row of the *Traffic Dashboard* I was working on this week, then you HAVE to use photos and video in your communication, Facebook, Twitter links, Youtube and so forth.

It's about COMMUNICATING to people.

Photos and videos help you do that. Which is one of the points of Daily Booth, which I'll get to in a minute. I realize you may have wondered why I am using it and why I sent you there.

Here's the FIRST LAW of buying a camera: KEEP the power cord where you can find it – because it's always proprietary and if you lose it, you're basically screwed. Buying a new power chord costs almost as much as the camera.

Case in point:



And ANOTHER case in point:





Worse than THAT, my Mino is JACKED up because while it was in the USB slot charging up I accidentally brushed my hand against it...NOT a good idea!



THIS is not a good thing.

So, I tromped around town looking at cameras and video cameras. Now, fortunately, I have my ROCKETFISH webcam I used to take the above quick pix in almost NO light....and I thought it was an HD model but it isn't.

So the person who won the Rocketfish TODAY gets something even better. Now I gotta go get the HD model.

Here's a LOUSY shot from my cell:



Here's what the camera looks like:

**Sony Cyber-shot DSC-W350 14.1 MP Digital Camera (Black)** from Sony in Camcorders & Digital Cameras

Overview - [Online stores](#) - [Nearby stores](#) - [Reviews](#) - [Technical specifications](#) - [Similar items](#) - [Accessories](#)



**\$120 online, \$170 nearby**

★★★★★ [250 reviews](#)

45 MB Memory Stick Duo, SD Memory Card, Memory Stick PRO Duo, SDXC Memory Card, Memory Stick PRO Duo Mark2, SDHC Memory Card, Memory Stick PRO-HG Duo, 1y...

The DSC-W350 captures images with amazing detail with its Carl Zeiss 26mm wide angle 4x zoom lens. Take breathtaking panoramas in Sweep panorama mode and review them on a 2.7" LCD. Record 720p high definition movies while Optical SteadyShot image stabilization, iAuto and Face... [more »](#)

Black - \$120 new ▾

That shoots HD movies at 720p!

And it's \$120. It has the Carl Zeiss lens that is supposed to be good. And it takes panoramas. Also has image stabilization.

What I love about this puppy is it fits in your pocket or about anything AND if you lose it or beat the crap out of it, it's a hundred twenty bucks. Not like you lost a Nikon D90 SLR.

Nikon D90 I believe was the first SLR (shoots REALLY high quality) that was available at a consumer price. It created quite a ruckus in the market.

The new technology is cmos sensors, which are supposed to be better in low light. I don't know about that but I DO know they are cheaper to manufacture. Not sure the quality is really going to be better.



When I spoke at Joel Comm's reality TV show event "Who wants to be the next Internet millionaire" Charles Trippy was one of the participants. Charles is a huge Youtube star.

<http://www.youtube.com/user/CTFxC>

**Name:**

Internet Killed Television

**Channel Views:**

22,232,360

**Total Upload Views:**

144,075,604

**Joined:**

June 16, 2008

**Last Visit Date:**

7 hours ago

**Subscribers:**

404,893

**Website:**

<http://www.InternetKilledTV.com>

Anyway, Charles has a few high end cameras now but he got famous using a little Cybershot SD760 IS as I recall. I'm saying that from memory. But I believe he had the model with the view finder where you could actually turn it around so you could SEE what you're shooting.

All cameras dumped viewfinders because of the cost. You have to go to VIDEO cameras now to get a viewfinder.

My Sanyo has a viewfinder and is 1080 HD. Anyway, shout out to Charles Trippy and let's talk about PowerShots.

It's easy to get names confused. You have the Sony Cybershot and Canon POWERshot.

Canon's Powershot new line is called HS for "High Sensitivity," meaning they're using cmos sensors that they have put a great deal of research into.

The Canon PowerShot SD4500 IS Digital ELPH looks good and is \$274 but they have cheaper ones. Your choices are 720P or 1080i or p. BOTH are HD quality video.

I haven't seen the difference online yet between 720p and 1080 i.

A few terms: SD stands for SD card. That used to be a big deal. Now they ALL use it.

P = Progressive

I = Interlaced

IS = image stabilization

Again, most good cameras and even the cheap ones have that now.

Of course, you can go with higher end video cameras but to get VERY good quality video, you don't have to. It's just SHOCKING what these cheaper cameras will do in terms of video.

I know you may or may not want to do any video. And if you really suck at it, maybe you shouldn't. But you ALWAYS suck at new things at first. Video is a learning curve to look good, edit it and do it well.

What I can say is this:

We are in the COMMUNICATION BUSINESS.

Photos and videos are an INTRICAL part of communication. Would you agree with me on that? So if we don't lose them, we are forfeiting a very powerful tool we have at our disposal.

I'm not a big video person. But I intend to use it more because it's just SUCH a powerful tool. If you THINK your videos have to be totally pro and such to be effective, watch some of the Charles Trippy videos above.

Granted, he's not selling. He's making people amused. But the SAME principle applies...content trumps form. Not that you score points for really bad form.

I think the older you are and the less genetically good looking you are, the more you pay attention to lighting and get a decent camera. By the same token, your CUSTOMERS probably aren't spring chickens if you aren't. So they identify.

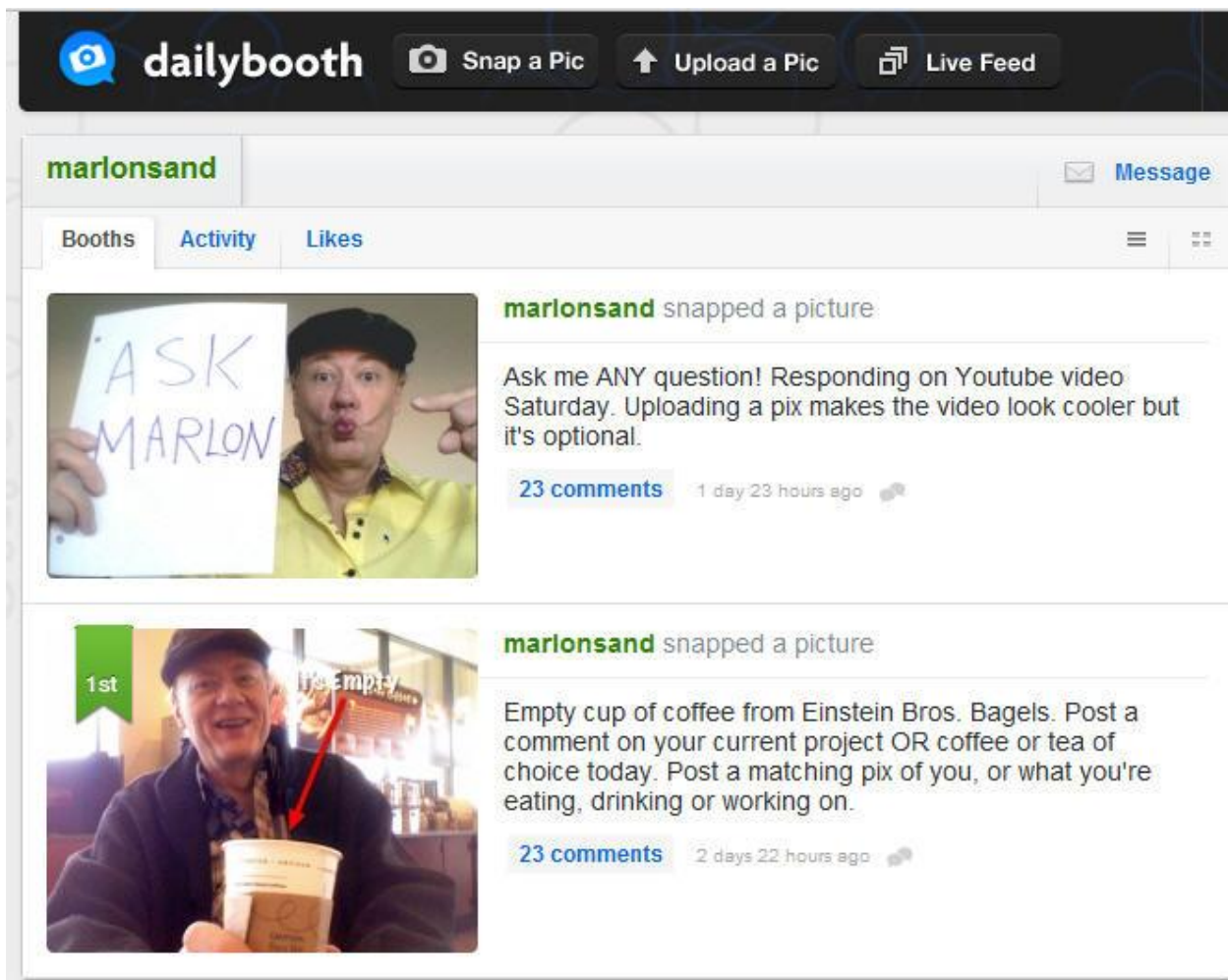
Problem solved.

What's more, it's how ENGAGING you are that is the MOST important. It's VERY difficult for younger kids to do good video from what I've seen. But I found one kid that developed a very nice audience because he was crisp, to the point, and just "got" the medium.

### **New SD Card Let's You Take UNLIMITED Pictures & Videos**

Yes, it's true. I'm testing it out. No more forking over money over and over for SD cards. I have to find out if this puppy works as advertised.

## **Back To Daily Booth**



The AWESOME thing about DailyBooth

<http://dailybooth.com/marlonsand>

...is you can SNAP your photo right within their interface.

Here's an AWESOME video by Catrivic explaining Daily Booth:



[Click here to watch Catrific's video.](#)

What I like about the video is the music in the background that is soft and not overbearing. I want to try that sometime. Very nice.

After you listen to Catrific, you'll be a Daily Booth PRO!

To practice what you JUST learned, post your feedback HERE on this issue:  
<http://dailybooth.com/marlonsand/13157778>

Now, for those of you who are like me and aren't YOUNGSTERS anymore a few tips:

**1. Photoshop Elements has a thing called a "healing brush." You can look it up on youtube for instructions.**



In 15 seconds, it'll remove dark circles under your eyes and erase WRINKLES! How awesome is that?

**2. When you shoot video, soft lighting helps remove the hard lines of wrinkles. And don't shoot so close to the camera!**

Good lighting helps tons. Yesterday I bought some awesome lights in Target for \$50 and I'm putting a photo of 'em in Traffic Dashboard after I get 'em assembled. The only drawback is you have to assemble them.

I also bought a desklight that clamps onto my desk.

I think it might improve my webcam pix. The ones above are a little lame because the window light is WAY too bright and when I close the blinds it's too dark.

So I think that light might be just right.

**Here's What's Happening Today**

I'm going to shoot a video response today to some of the hand picked questions. Let me know what you thought of this issue:



Go here to comment:

<http://dailybooth.com/marlonsand/13157778>

Best wishes,

Marlon

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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://marlonsanders.com/levelone>

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REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

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**Resources you can use**

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**1. Thailand training workshop**

**My friend David is doing an amazing Thailand workshop:**

<http://thailandinternetworkshop.eventbrite.com/>

Enter the word Marlon for the discount code.

**2. I am BANNED now from Google Adwords so I recommend this even more:**

<http://budurl.com/marlonsrevenge>

**3. Confused by Internet marketing?** This unravels the big picture and makes it all crystal. Thousands around the world have been helped:

<http://www.amazingformula.com>

**4. Are You Paying Over \$10.00 For Hosting?**

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.

<http://www.designdashboard.com>

**5. How To Promote YOUR Products Step-By-Step**  
**THIS is where you start.**

You have a product you want to promote or want to learn HOW to promote? Start here.

**6. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....**

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success

rate in getting interviews with experts -- PLUS, templates that would cost you more than the Dashboard to have custom created! <http://www.productsdashboard.com>

Forget Google. Forget ppc. Forget content. Forget writing. Here's How To Put Up Small Sites In 30 Days Or Less That Make Sales -- Hands Freaking Off! [Click here.](#)

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E. Get the Evergreen Traffic System

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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

[http://www.TurboProfits.com/tracking/go.php?c=7\\_25\\_tinue](http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue)

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.

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<http://www.ateamsuccess.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**

<http://www.poemhunter.com/>