

Marlon's Marketing Minute

April 21, 2012



**HOW TO GET YOUR OWN
CARTOON CHARACTER!**

Today is a FUN Marlon's Marketing Minute.

First, a few things you should know about:

1. Dr. Mani posted this to my Facebook wall:

[Dr. Mani Sivasubramanian](#)

I revised this list from 2007, and find MANY of my Facebook friends still on it!

[Willie Crawford](#) [Marlon Sanders](#) [Mike Filsaime](#) [Mark Joyner](#) [Jimmy Brown](#) [Joel Comm](#) [Paul Smithson](#) [Rich Schefren](#) [Ken McArthur](#) [Martin Avis](#) among others.

<http://www.internetinfopreneur.com/22-most-influential-internet-marketers/>

It's an honor to be on Dr. Mani's list.

2. If you haven't subscribed to [Paul Myer's Talkbiz Newsletter](#), I highly encourage you to do so.

3. Last week I put out an offer for a report by James Penn. I'm quite pleased that some of you decided to get it. I made a custom video for it where I walk through the methods in the product.

Basically, it's a template email you can use to get affiliates. BUT he gives you 20 different ways to use it with exact custom wording for each one. These are the methods James personally used to get his affiliates.

<http://www.marlonsanders.com/affiliatearmy/>

James recruited 2500 affiliates using these methods and made 10,000 sales. The best way to recruit affiliates is to have a smoking hot product. But short of that, these are some of the best methods I've seen.

4. If you have any support issue, do NOT email. Instead go to: <http://www.getyoursupport.com> and open a support desk ticket. Lisa IS on live chat most days. It's a bit hit and miss because she is intensively working on a new Dashboard you will love.

5. I moved to a new server and promotemarlon.com and marlonsnews.com are messed up for a few more days.

I'll be able to ROCK it with Wordpress on this new server! I'm hiring Platinumservermanagement.com to manage it for only \$30 a month since it's Cpanel. The old server was ensim and I couldn't find anyone to manage it.

Some of thing things I've ALREADY found out about Wordpress now that we can EASILY install it and install the latest plugins will blow you away. I'm really excited about some of these things.

6. AFFILIATES – You should have an email with a brand new promotion/contest in it. Check your inbox, spam box and try searchin' for my name. I'll have my new blog up soon where I can put this on a blog!!

Alright, how do you CARTOONIZE yourself?

First, why would you want to:

1. Anything you can do to stand out a bit from the competition is good.

I just said a dirty word. Does that word scare you?

You may not realize this, but there were 10,000+ sperm competing for ONE EGG, and you won.

Like it or not, you have been competing and winning since day one. You competed for a job or jobs at some point in your life and you won.

If you have a significant other or EX significant other, you competed and won.

Some people view competition as lack of an “abundant” world view. Either THAT or they’re selling that point because it gives them an edge up on the competition! See, talking about competition = not appealing.

Talking about no competition = more appealing.

Why.

Competing = work

Not competing = no work

Promising MONEY WITHOUT WORK = promise of easy riches or money.

Results without effort = Magic

Wave a magic wand.

Get a result.

I used to do that in the seventh grade. I got paid \$10 a magic party. It was so awesome to wave a wand and make a rabbit appear.

NO raising stinking rabbits!

No scooping up pebbles off the wire bin.

No buying expensive food.

No watering.

No maintenance.

Just wave a wand!

2. Creating an association is a good thing

Psychologists call it contiguous association.

3. It’s all about differentiation

I think Dan Kennedy STARTED it with the cartoon of him on the bull. Ironically, no one ever realized that was a symbol of him riding his herd and THEY were the herd!

Lol. Awe, Dan. You gotta love him. Only HE would have the bull-sized kahunas to do that and have people not only love it but copy it!

4. Because graphics matter

Anyway, graphics DO MATTER.

Graphics = more work and money than no graphics

No graphics = less work

So it's popular to say graphics don't matter. Work less. Make more money. It pitches well.

Thing is, I can PROVE TO YOU in 10 seconds graphics DO MATTER.

In the beginning we had a text-based Internet.

No graphics.

The pitch was graphics made pages load slower and no one would want them. Text = fast.

Do web pages have graphics?

Do they have video?

Point PROVEN for all time.

Graphics WON.

Graphics matter.

People DO care.

Is TV just text you read on a screen?

Which reminds me about text only sales videos.

Text only = easy, less work

Text + images = harder, more effort

Which do YOU think sells better? It's drop dead stunning how much money people will pay to someone who tells them they don't have to work or think...just barely sit on the sofa, wave a WAND and money shows up.

You might as well go down to your bookstore, go to the Witchcraft section, buy a book of money MONEY SPELLS and repeat 'em every day! At least you'll only waste \$5 on the book of spells. And it's more interesting reading.

Speaking of spells, here witches had the ultimate solution...just words you say and money appears, relationships happen, your enemies find misfortune, and they mucked it up and fell in disrepute and got burned at the stake...Why?

Because their Public Relations people were too busy saying magical spells to incur public favor and NOT hustling their tail ends off doing surveys, doing pr events, doing seminars, doing public speaking, placing ads, sending out letters, contacting the media of the day and getting their positive stories out and known.

Apparently, they were just sitting in the backroom with the spells book on top of all the pr books reciting words. Sure is a lot easier than all that nasty PR work.

I say all this in JEST and as a parody. Now that I've offended 90% of the people reading this...I'll continue!

I'm stunned at how many people can't easily see through sales arguments marketers make. I make sales arguments.

Fortunately, MINE are always true.

How Do You GET Your Cartoon Image Made?

Step one: Go to [fiverr.com](https://www.fiverr.com)

Step two: Search for cartoons

Step three: Hire some people

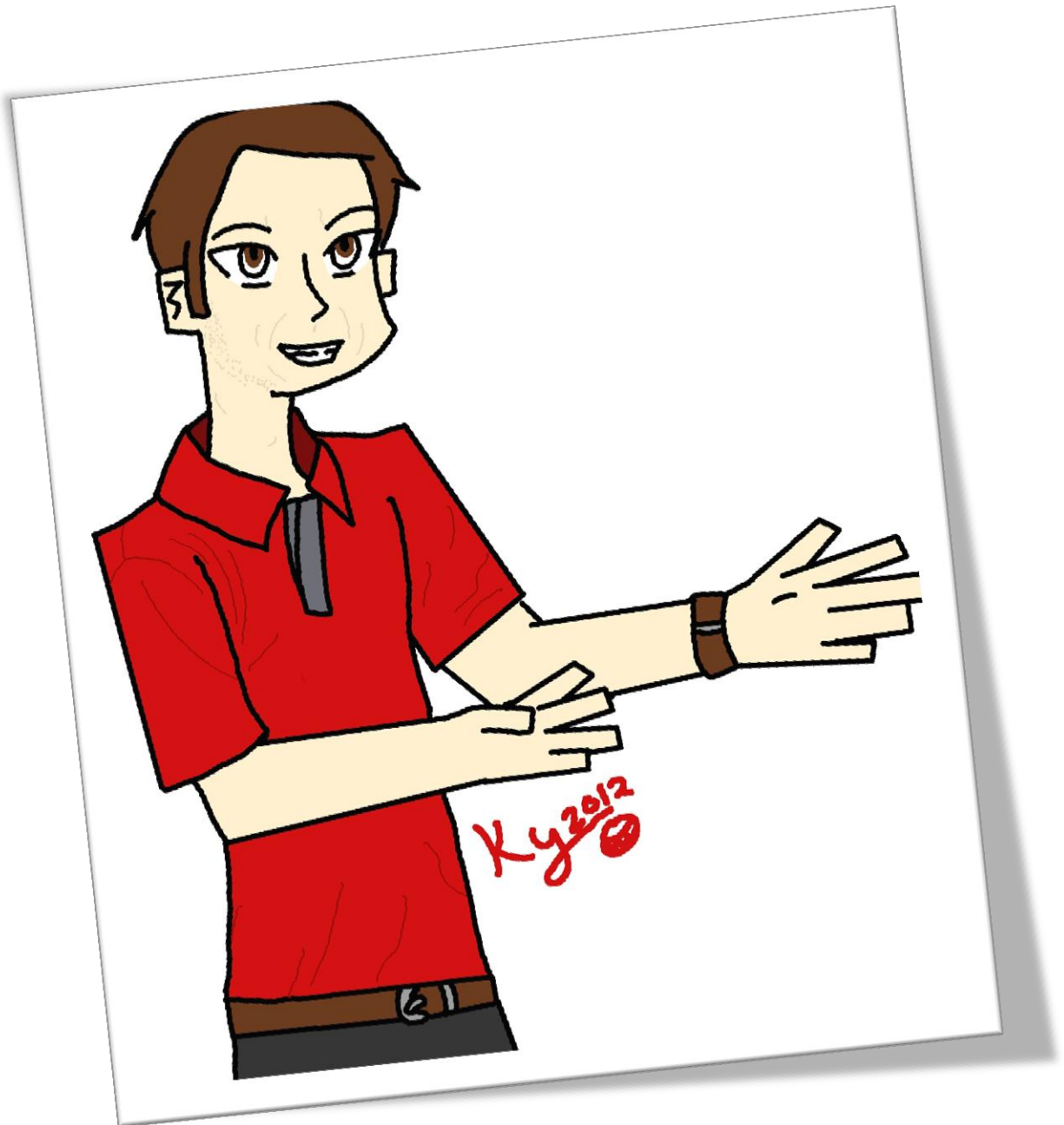
Step four: Upload photo

Here is what I uploaded:



Step five: Wait

Here is what that process looks like:



Now THAT is almost magic.

All I did was sit on my chair.

Click a few buttons. Pay 5 bucks. And magically a cartoon appeared that kinda looks like me, only maybe BETTER looking!

Did you know that in the ancient days being an ALCHEMIST was a very good living?

You could become rich, famous and get very beautiful women to desire you, even if you were a bit plain lookin’.

All you had to do was be able to turn like ordinary things into gold! Gold with no work.

It worked then and does now.

Oh, there was also a category of healers who created magic potions that HEALED people.

Come to find out, a few of those potions actually DID work!

I love reading about those potion sellers. Really freaking fascinating stuff. Some lived quite lavish lifestyles.

My grandmother SWORE she travelled with Firestone the magician and was sawed in half and put back together.

And floated in the air.

Then again, she saw demons, talked to the birds and other assorted ... ummmm..... interesting stuff.

But that IS how I ended up being an amateur magician at an early age. The story sold me. Whether it was true or not.

Sure wish I could find a reference to that *Firestone the Magician* anywhere in any of the history of magic books I’ve read or even on the Internet.

For those of you who are astute and managed to read my meanderings THIS far, in the cartoon I’m pointing my hands as though something is...

Appearing. But now it’s time for me to disappear. From this issue.

Best wishes,

Marlon

Marlon Sanders is the author of "The Traffic Dashboard."
If you want to get more traffic now, go to:
<http://www.thetrafficdashboard.com>

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NEED A COPYWRITER?

Graeme John is awesome. He wrote a Coaching letter for me that hit a home run. If you have money and want to contact him, contact Lisa at getyoursupport.com and say you need to contact Graeme. As with any vendor follow good business procedures and make sure it's a good fit. But I REALLY like Graeme's work ethic, the way he writes copy and his attention to non-hypey but effective copy.

Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get the NEW Product Dashboard soon to be upgraded to version 2.0

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashbooard.com>

NEED A SALES LETTER? Fill in the blanks and click a button. The ORIGINAL fill-in-the-blanks letter software

<http://www.pushbuttonletters.com>

Newbie? Get up to speed FAST with the in-house training I gave one of my new employees. <http://www.themarketingdiary.com>

Need TRAFFIC to your web site? Check this puppy out:
<http://www.1in102.com>

FACEBOOK Marketing Extreme:
<http://www.marlonsanders.com/facebook/>

Need a target market? <http://www.pushbuttontargetmarket.com>

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/>

6 figures in 90 days as an affiliate?: Discover the simple to follow, no b.s. techniques that made this affiliate 6 figures in 90 days. These results aren't average or typical but it IS a very good training product for you if you wanna be an affiliate.
<http://www.marlonsanders.com/cowboy/>

Top Google Rankings In 9 Minutes On Hyper Competitive Keywords? See the webinar replay:
<http://www.budurl.com/topgoogle2>

List To the "Pizza Cast" and discover some cool secrets of promoting products:
<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>

Tinu's Famous Evergreen Traffic System:

<http://trafficreality.com/evergreen/>

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MY SPECIAL THANKS TO THE FOLLOWING PEOPLE
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If we stand tall, it IS because we stand on the shoulders
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