

# Marlon's Marketing Minute

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## How to Construct Your Sales Webinar

October 5, 2013  
10:48 am CST

Hi,

Marlon here.

Today I walk you through my Power Point slide construction for my new webinar or sales video, whatever it ends up being.

If you never picked this up, you might want to snag it:  
[Traffic Goldmine Blowout!](#)

**"Look Over my Shoulder and Discover How I Made \$814 in One Day... And the Exact Campaign I Used to Make \$12,000 in 4 Weeks ...Starting with Just \$90"**

Online Business Revolution	\$47
Online Business Revolution	\$47
Online Business Revolution	\$47
License Rights (95% Commissions & High Ticket Commissions)	\$100
Profit Blueprint Membership	\$97
Online Business Revolution	\$47
Profit Blueprint Membership	\$97
Profit Blueprint Membership	\$97

**YES! That's \$814 in ONE day from ONE Traffic Source**

**Stop Waiting Around for Google**

**PLEASE READ: Do NOT email for customer support. Go here: <http://www.getyoursupport.com>. Email gets lost. L-O-S-T. Lost.**

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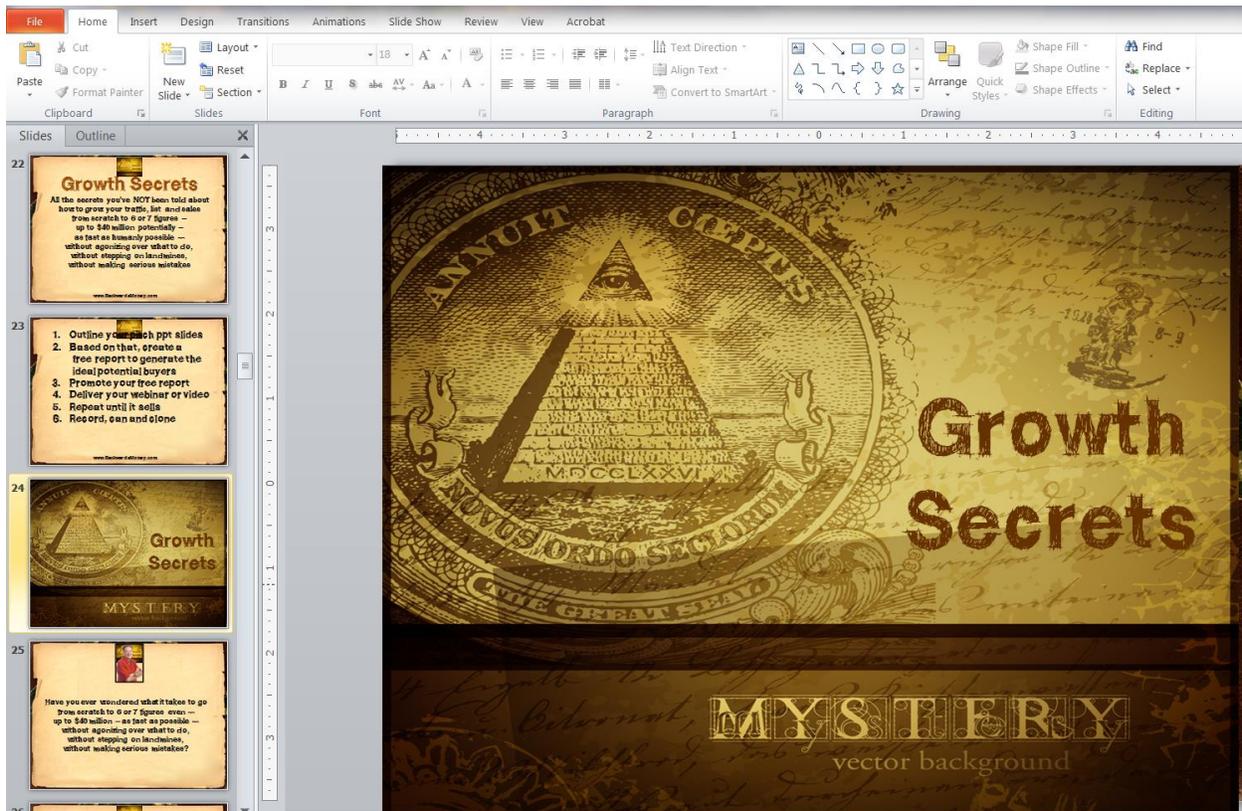
I have a new product I'm working on that will be out in a week or two. Really just depends on how fast the rest of the elements come together.

I wanted to take you behind the scenes and show you how I'm putting together the power points for the sales video or webinar. I haven't decided yet if I'll do it live or just recorded.

I debated whether I'd do this or not. There are some people who like to copy what I do and try to scoop it before I launch! LOL. Not that it really makes a difference. But I did think about that.

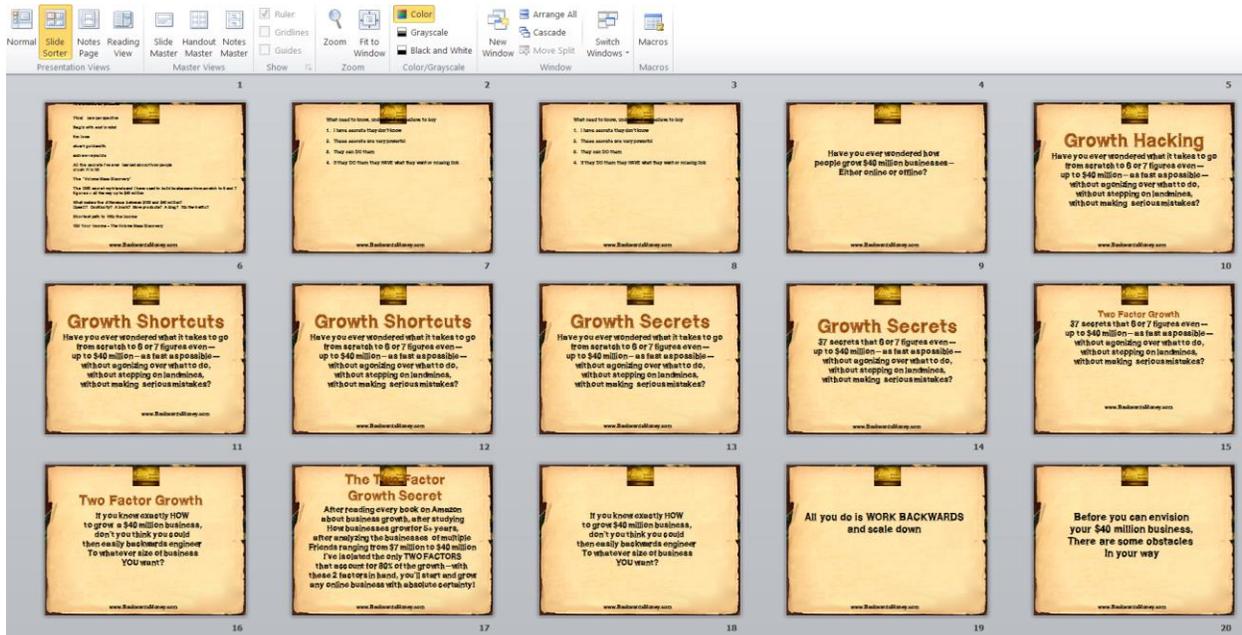
But what the hay. I thought it'd be more useful if I showed you behind the scenes and a few of my thought processes.

Here is the slide I'm working on for the main title. You might be seeing this as the opening picture when it launches. We'll see if I stick with it.



My concern about that is I don't have room for much of a title so I have to go the title almost immediately....I like the picture and feel it develops some curiosity.

As you can see from the next image, I've experimented with a number of different title slides and the few slides that follow to elaborate on the main idea of them:



There's not a real science to which one I use. I might do a survey of the titles. Probably should.

Or I might go with the one that seems to flow best with the REST of the presentation.

If I go with the "Growth Secrets" theme, I'll include the slide that says "Without Growth Secrets." That's a basic problem-solution formula.

You can see the next slide has a machine with money. It's a bit corny but I might use it. In general I don't like to use pictures with money.



I love that picture of the dog in a hat. I have an idea how to work that slide in...MOSTLY because I like the picture! George Washington with the missing piece of the puzzle isn't the best image in the world but it makes a clear point.

What I'm working on now is the SEQUENCE of the slides.

How much of my story do I want to cover? Right now I only have one slide on it....

How much time do I want to spend talking about pain points or the problems the "Growth Secrets" help solve?

I'm not real keen on using "Growth Secrets" because I don't want to EXCLUDE all the people who don't have anything to grow yet!

You can only grow if you got something to start with!

I came up with some other titles that are OK. What I'm THINKING about doing is just explain that the secrets apply even if you don't have a traffic, a list or sales yet.

I'm including a slide or two in order to take the "secrets" OUT of theory and make them PRACTICAL:



### **What WON'T Work To Get You Started**

- **Banging away with a dull axe – no specialized knowledge**
- **Learning all the time and never doing anything**
- **Trying every new thing without really giving it a chance**
- **Having projects half done**
- **Spending 6 months or a year on the perfect product**
- **Looking for the silver bullet like podcasting, or Facebook ads, or a YouTube tactic**

Another debate I'm having inside my head is how many slides to include and how long a presentation.

It isn't that pricey of a product. Under \$100 I believe. I'm WANTING to do it as a printed book but I have to price it out and see if that will be affordable. I don't know about you but I STILL like things printed! So that is why I'm considering printing it. I also don't know how that will work for shipping around the world, because I have so many customers in India, South Africa, Singapore, Hong Kong, China, France, Australia, UK, Japan and many other countries, a few of which I haven't even heard of!

The BIG IDEA is I've taken a whole truckload of my best secrets and put them into this product.

I KNOW I did the greatest secrets of all time webinar. That was only 10 or 11 of my best secrets. This product has a lot more. AND not only that, I tie them into a BIG theme or secret not revealed in my 11 greatest secrets.

For the price and considering WHAT I've put into it, I think it's going to be a REAL value and an eye-opener.

One of the things I think about in a new product is what's the big idea? You want it to be a NEW concept but not SO new people don't get it or aren't interested yet!

It's a balance. Kind of like new but not TOO new, unless you just want to swing out of the ballpark.

One of my ideas is Backwards Money, meaning that we START with how to build a \$40 million business then work BACKWARDS to a dollar amount you feel comfortable with like \$100,000 or \$500,000 or 1 million.

My concern on that is that I KNOW people's immediate response will be, "I don't WANT a \$40 million business!" Even though that isn't the point at all.

It's easier to build a business by working backwards than forwards.

Then I have my theme of the best secrets from all my years....but that's a little unfocused since I did my top 10 or 11, however many it was.

There are a lot of secrets here, though, not in that product.

I have another theme that is hot right now called Growth Hacking -- how do you grow as FAST as possible?

That's a hot topic. And Growth Hackers are getting paid big bucks. The problem is, you'll NEVER get emails delivered with the word "hacker" in them.

The challenge on pricing is that people compare your price to WSO's and JV Zoo offers that are in the \$7 to \$27 range. But what no one takes into account is that a LOT of those are actually outsourced products! So you \*think\* the marketer created it but they actually had only a small amount of input to the content. And while the graphics are extremely SLICK and it looks like a million bucks, and appears to be a huge bargain, and the sales letter is really slick, you WISH the person who got paid \$1500 or \$3,000 to write the sales letter ALSO wrote the product!

Because the product was written for \$300 by someone on Odesk!

For some people I guess 100 pages is 100 pages, and they don't care who wrote it or the quality of the content, as long as the graphics are good and the bullet points sound good!

In reality, there IS a massive difference in the quality of content and the research behind it. There's a difference between me taking the things I've learned in a lifetime, many secrets of which I learned from very accomplished and wealthy marketers, and someone who has been in Internet marketing 1 to 5 years.

Not that they don't have valuable products, not that they shouldn't sell them. They should. But there IS a qualitative difference. And I charge a premium price for that differential.

Otherwise, I'd pay someone \$300 on Odesk, give them a topic, hire a slick designer and pump out a product every week on JV Zoo! There's nothing wrong with the people who do that. It just isn't what I do.

The other consideration I have in pricing is the power of the pitch. If you're willing to violate laws, it's a lot easier to have an attractive pitch! And my offers do go up against those others.

In other words, if you're willing to guarantee people will make 6 figures or 7 figures or whatever, yeah, your product will sell more. And my sales letters will be less attractive.

I try as much as I can to avoid talking about dollars due to the law.

So this is where I'm at on the product. The power points are coming together but not done yet.

I've been fortunate and able to write without any issues with my arm and wrist, which are largely healed. However, today I'm having problems typing.

I may have to take a few days off. It'll be ok though. No big problems.

I don't know if this is useful to you or not. I just wanted to show you behind the scenes, what my thoughts are, the things I look at when I put together a project.

One thing I've done that has helped ENORMOUSLY is tweaked my diet. Before I was eating almost all vegetables and very few fruits. That is actually what [Dr. Esselstyn](#) prescribes, and his research is based on that diet.

But I had low energy. So I ADDED fruits to my diet. Actually, I WAS gonna stick as closely as possible to the 80/10/10 diet where 80% of calories come from fruits 10% protein from greens and 10% fat.

It's more fruit than I can eat though!

Anyway, I did ADD fruit and that increased my energy greatly. Also, overnight I chill a big mason jar of water with a few fruit pieces in it. That makes for good hydration in the morning after my coffee or before.

You probably saw the issue I did where I covered Kristina, the queen of organic food in Houston. She has the BEST videos and recipes for doing things with fruits and salads!

She's the one who inspired me to eat a gigantic green salad at night. It's a bit of a challenge but I AM getting it to taste better without oil-drenched dressings, which are off limits.

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. <http://thewritersecret.com/>

Here are sample links from a recent issues:

**New Free Bonus Reveals**  
**How Rusty Got 3 1/2**

# MILLION VISITORS To His Blog Last Year!

**I JUST added a new in-depth Skype interview I did with a friend who got 3 1/2 million visitors to his blog last year.**

**It's yours FREE when you get WP Leads and Sales Dashboard while I'm offering the bonus**

[Click here to SEE A VIDEO I RECORDED ABOUT IT!](#)

**Existing customers: Just log in and go to BONUSES. It's in there. But you should watch the above video first so you know a little more about it...**

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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.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**

