



THE DEAD PET FACEBOOK STATUS UPDATE STRATEGY

HELLO,

MARLON HERE.

BEFORE I GET TO CONTENT, A FEW QUICKIE UPDATES

1. **PROFIT PLANNER NEWSLETTER PDF #1** -- I'VE FINISHED THE FIRST PDF NEWSLETTER FOR ALL PROFIT PLANNER OWNERS AND WILL BE ADDING THAT TO YOUR MEMBER'S AREA IN THE NEXT FEW DAYS.

2. **PAUL MYERS BONUS**

ONCE YOU GET THE HANG OF IT, YOU CAN VERY QUICKLY PRODUCE A

MINDMAP AND THEN USE SCREEN CAPTURE SOFTWARE TO RECORD A PRODUCT FAST -- JUST LIKE I TEACH IN INFO PRODUCT DASHBOARD.

3. **JUST A REMINDER: NEVER EMAIL FOR SUPPORT. ALWAYS USE THE SUPPORT DESK AT [HTTP://GETYOURSUPPORT.COM](http://getyoursupport.com)**

4. **TODAY'S TOPIC: THE DEAD PET FACEBOOK UPDATE STRATEGY**

THIS IS A TAD TONGUE IN CHEEK BUT IT'S A FACT: RIGHT NOW THIS WORKS! IT'S ABSOLUTELY CRAZY BUT TRUE....A TRUE LOOPHOLE...

THE DEAD PET STRATEGY DISCOVERY!

The "Dead Pet" Facebook Status Update Strategy



Here it is in all its glory!

Facebook made some BIG CHANGES to its newsfeed a few weeks ago.

It seemed like NO ONE was getting my status updates....not friends...not customers...not anyone.

Frankly it was pretty frustrating and I almost stopped posting or going there altogether.

Then inspiration struck!

ONE OF THE MOST IMPORTANT LESSONS IN MARKETING IS TO LOOK AT WHAT'S THERE VS. WHAT YOU WANT TO BE THERE.

NOW, I'M AN IDEALIST SO THIS TENDS TO BE A WEAK SPOT WITH ME AT TIMES! I WANT THINGS TO BE RIGHT, NOT WRONG.

AND THIS IS SO WRONG....:)

See, what I OBSERVED was that I started getting TONS of Facebook status updates about people's dead pets...i.e. their doggie or cat died

OMG PEOPLE ACTUALLY GOT MY FACEBOOK UPDATES!

and they posted a sob story about it.

Now, don't get me wrong...I love dogs (and a few cats) as much as the next guy or gal.

But you know, as a marketer, sometimes you do what you got to do to get your status updates

delivered!

Thus was born the INSANE Facebook Dead Pet Strategy!

Are you ready?

Here is one of my now infamous dead pet posts!

There are several components to

Another dead pet...what luck!!

Elsewhere, if you're an affiliate, Book of Secrets and Fast Start System can both convert for you, albeit not as well as yet another wordpress plugin. BUT the sales are cookied on the back end and it's a quality product. Inbox for info.



A BIG HIT WITH MY FACE-BOOK FRIENDS!

You can't see the comments so well but my dead pet posts started getting delivered -- even iff the picture wasn't of a dead pet...but THAT was when I got the inspiration to ADD the dead pet as in the other picture...

Now, in case you're a pet lover, I understand. Me too! It's NOT actually a "dead pet." The picture on the other page is from a bunch of clip art and photo CD's I bought! But I did have people contribute pet pix I could use!



You can see this on my Facebook status updates page.

For some reason I couldn't get the picture to reproduce very clearly here.

ALL THE SECRETS

Let's break this down into all the secrets.

1. First of all, do this at your OWN risk.

Facebook might not have a sense of humor and could potentially ban you or do whatever.

That's the risk you take. Maybe some day they'll pass a law making posting fake dead pet pictures illegal! lol.

Facebook does have a tos forbidding things that are deceptive...so I personally made it clear it was in jest.

2. You need some dead pet pictures, of course!

You can try istockphoto.com, although some people would just grab them off flickr or Google images.

I don't do it but there is a way to see those pictures that are supposed to be creative commons. However, a friend of mine got in trouble because someone uploaded

pictures from a stock photo site and labelled them creative commons.

He got a \$2000 bill! Therefore, buy the pix, use a CD like I got with billions of photos (clickart.com) -- OR use pictures of your own pets (living or not) or your friends.

Or take a stroll in the park and ask if you can take a picture of scruffy!!

3. You need to assemble your picture in Photoshop Elements, paint.net, Sumo paint or whatever you use.

I like doing things such as this for fun in Photoshop (or Elements if you're on a budget) BECAUSE that trains you to use it professionally WHILST having fun!

Even if your dead pet posts bomb, at least you learned to use Photoshop or Elements better.

I ALSO FOUND OUT THAT FOR \$7 YOU CAN PROMOTE YOUR POST TO ALL YOUR FACEBOOK FRIENDS. BUT IT'S A BIT OF A BITTER PILL TO SWALLOW TO HAVE TO PAY TO GET A MESSAGE TO YOUR OWN FRIENDS! SO THAT IS WHY DEAD PETS ROCK!

GETTING RID OF THE WHITE BACKGROUND!



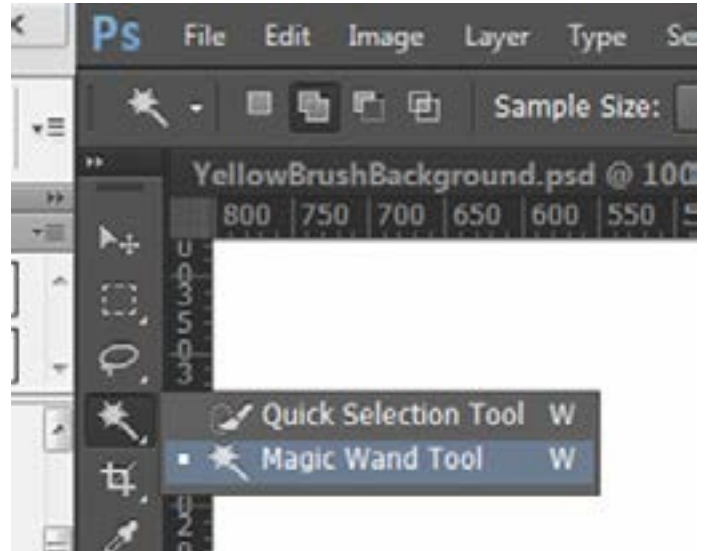
The above photo has a **WHITE** background.

To make a cool Facebook picture you need to remove the white background and add some text to it.

In Photoshop or Photoshop Elements, you use the magic wand tool to do this.

1. Click with the magic wand. This selects the photo.
2. Select > Inverse
3. Edit Copy

This is in Design Dashboard.



IF YOU ARE A DESIGN DASHBOARD OWNER, GO CHECK YOUR TUTS! YOU HAVE INSTRUCTIONS ON HOW TO REMOVE THE WHITE BACKGROUND USING THE MAGIC WAND.

BUT THIS IS A VERY BASIC PHOTOSHOP OR ELEMENTS THING. ALMOST ANY GRAPHICS PROGRAM HAS A TOOL TO ALLOW YOU TO REMOVE A WHITE BACKGROUND AND MAKE IT TRANSPARENT OR CHANGE IT TO ANOTHER COLOR.

THE THING ABOUT LEARNING TO DO BASIC GRAPHICS YOURSELF IS IT GIVES YOU SPEED AND IT'S FUN ANYWAY!

I'VE RUINED YOU NOW. ONCE YOU GET HOOKED ON GRAPHICS, THERE IS NO COMING BACK!



Hello,

Marlon here.

I enjoy photography. My grandad did photography before he went blind. Maybe, just maybe, I see the world through eyes he once had.

Every morning, you look out the window and it's a new day, a new beginning. If you have your health, and you know what your name is, it's a good day. If you know the year, month and day, it's a better day.

God gave you abilities. I don't know what. But I know everyone has the genius inside of them. Talents. To not use your talents to the maximum is to a degree to not accomplish whatever reason you were put here for.

My goal is to help you use those talents and market them, so you're paid for the value you provide to others. Yesterday, I sent you a video that was a large out take from an exclusive insider training only provided to Book of Secrets owners.

I had a lot of fun doing it up in Photoshop! If you haven't seen the crazy page it's on and watched the video, I invite you to do so. It'll show you where I get most of my ideas from. And it'll be quite surprising to you.

You can see the page (and I my sparkling graphic design, if I may pat myself on the back!), and watch the video here:

GO HERE: <http://marlonsanders.com/youreyesonly>

I might add that if you've got a few too many wrinkles like I do, it's a blessing to be able to make those suckers VANISH in Photoshop! It only takes 15 or 30 seconds to do it, once you know how.

Best wishes,

Marlon Sanders

PS: GO here to see the page and watch my video now:

<http://marlonsanders.com/youreyesonly>

The page will take a minute to load. If you have any problems VIEWING the page or ordering, please notify me at www.getyoursupport.com. I've had some issues with Australia, popups that interfere when you try to order and so forth. I appreciate a heads up.

I sent this out by email on Friday.

I don't know if you saw it or not.

If you didn't, I wanted to make sure you saw it.

I really did take that photo out my window at sunrise.

I enjoy photography as it's another outlet for creative expression.

While I'm an amateur at it, I find it quite enjoyable. When I study a topic, I go back to the BASICS of it.

Most people try to SKIP the basics with Internet marketing.

For example, people skip the videos in the Fast Start System that show how to buy a domain name, set up hosting, set up your autoresponder, and install Wordpress!

Wordpress is a great tool. Learn how to use it. It's FUN and easy. And you can use it for ANYTHING, not just Internet marketing.

ONE OTHER PICTURE OF MY NIGHT SKYLINE



Hi,

<https://www.youtube.com/watch?v=MduJjbcLSqE>

This is Marlon.

https://www.youtube.com/watch?v=2AQJvrt0L_U

Several nights ago, I took this out in my yard at sunset. That's one reason I moved here to freaking Helotes, Texas. The sunsets that come in from the Hill Country are beautiful.

One of the things he says is that winter is always followed by spring. And never apologize for your harvest.

I'm an amateur at photography. But I study the basics of color and composition. And I find it quite enjoyable.

I don't know if you're in the summer, spring, winter or fall of your business or your life. But I know that if you add the knowledge of direct response marketing to the mix, it can very likely make what you have left better. Plain and simple.

And on Good Friday, I couldn't help but think about sunsets and sunrise. The most creative, beautiful, inspiring, motivational and poetic things I've heard about this are in what's called a remix by Jim Rohn.

I don't have a pitch today. I don't have something to sell. I should. But I don't. What I do have are two brief but incredibly inspiring videos. They aren't my Youtube channels. I just found them. You can find others by searching "Jim Rohn remix."

A very talented DJ mixed in Jim Rohn's voice with music. I found 2 short ones on Youtube where he's talking about the seasons of life.

I hope you enjoyed the photo. And take a listen to the two video clips from Jim Rohn. You'll be glad you did.

CONTINUING EDUCATION

<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 EVER-GREEN 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>

CONTINUING EDUCATION

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 knowl-

edge 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>

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

Marlon Sanders' TESTIMONIALS

See What Everyone's Saying About Marlon's Products



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Testimonials

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2 Comments so far



Ron on February 2nd, 2014 [Edit This](#)

I discovered Marlon about 10 years ago when I started out online. A true IM legend. I was just curious though, is the Amazing Formula still relevant today in 2014? Thanks a bunch !!!

Recent Comments



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Ron on [Testimonials](#)



Cecil Jones on [Push Button Letters 2.0](#)



Conley Milam on [Push Button Letters 2.0](#)



Greg Gordon on [Push Button Letters 2.0](#)

[Marlon's Products](#)



Loreen on April 20th

Hey Marlon,

I have two of your products now, the Product Dashboard and the Red Factor. Both in my opinion are clear, easy to use and actionable!

I am now contemplating the purchase of your answer to Overwhelm as this is exactly where I find myself. I have great information (thanks to you and your products) and continue with my paralysis by analysis:). I have no product to show for my research - yet!

I've not had the pleasure of working with your team as to this point I have had no reason to. But I have every reason to believe that they, like you would be great to work with.

Thank you for your straight-forward, honest approach to Internet Marketing.

MY FRIEND MIKE LONG SAYS HE'S IN THIS BUSINESS 50% FOR THE PROFIT AND 50% FOR THE TESTIMONIALS. I COULDN'T AGREE MORE.

I APPRECIATE CUSTOMERS LIKE LOREEN WHO TAKE A FEW MINUTES JUST TO SHARE WITH OTHERS WHAT MY VALUE EQUATIONS MEAN TO THEM.



[Mark](#) on June 17th

I could not resist this book, I had just bought the full collection of Marlon's insights and approaches. His writers secrets steps you through the pitfalls and challenges. Easy simple steps that build on each other. Along the way insights and bigger picture guidance with a smattering of "you can do this".

great product to add to the arsenal. My dream goal is to join Marlon for coffee (I would take juice though) and hang out some money.

mark



Bruce Brodeen on June 17th

My good Lord - I woke up today and realized I'm a "Marlon Sanders" geek. Why? Because I own over 10 of his products! I have many different businesses(not a single one in the IM world, I might add...).

How did that happen? I've been selling online since 1996 but as I dipped into the resources in the internet marketing world 3 years ago, I made a conscious decision to 'follow' 3 or 4 people only - throw my lot, so to speak, with those who reek of integrity and who have been around the block and develop products that leverage that experience.

Marlon is one of those I chose - a smart decision on my part. Everything he does has a 'brass knuckles' core to it - "so you want to make money? Okay, here's now - follow these instructions and you will be set". The responsibility, though, is on the individual to take action - no silver bullets with Marlon because they don't exist.

Depending on what you need, you will see results from what he offers - just a fact, as long as you do the work.

Bottom Line: if you are overwhelmed with all the internet marketers out there and the thousands of products designed to help you get a handle on creating income, go with someone who's 'been there, done that' for over 10 years. Few can say that, honestly. Marlon's one of the true pioneers in the IM world and for you to not to 'kick the tires' on checking out his work as you develop your business is a disservice to your ability to kick-some serious butt with all your hard work.

THESE ARE JUST A FEW OF THE TESTIMONIALS AND COMMENTS I'VE RECEIVED ON MY PRODUCTS.

THANKS TO MARK AND BRUCE FOR SHARING!

ON THE TESTIMONIALS BLOG ARE MANY COMMENTS FROM CUSTOMERS ABOUT A NUMBER OF MY PRODUCTS, I MEAN "VALUE EQUATIONS."

I'M IN THIS TO MAKE YOU SUCCESSFUL. IT'S NOT ABOUT HOW GREAT I AM, IT'S ABOUT YOUR SUCCESS.