

August 25, 2012

Support M-F 9 a.m. to 4 p.m. CST.

Secrets of the Guru Business -- Revealed!



Looking out the 25th story of the Sheraton Hotel in Hong Kong,
when my phone rang ... Lisa was in TEARS! “Marlon, you won’t
believe what’s happening”

Hello,

Marlon here.

Today I reveal a few secrets of the Guru Business...

Not only that, you can use these even if you don't wanna be a guru.

Of course, I KNOW going into this you quite possibly have no credibility, no groupies, no buddies with lists, no following, no affiliates.

So we'll talk about those and OTHER things today.....

If you need [support, go here](#). I do *not* have support on weekends but Lisa will be in on Monday to serve your needs.

Finally, I'd like to especially thank SEAN MIZE for the affiliate sales he has sent my way. Thank you Sean for all your support. And after I dig into your new Content Marketing Methods, I'll gbe sharing them with my readers.

You ARE the kind of content marketing, no doubt.

Affiliates You Can Still Promote The Ultimate Cliffhanger And Stuff 50 Smakers In Your Hip Pocket

[Watch The Video Here](#)

This Affiliate Promo BANGS IN \$50 commissions – This is a STRONG promotion with a GREAT product to back it up.

How to Get Support

All you do is go to <http://www.getyoursupport.com>, click to post a ticket to the support desk then Start a Discussion.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

On WEEKENDS, we don't typically have support. Now, to today's content....

Secrets of the Guru Business -- Revealed

There I was.

The 25th floor of the Sheraton Hotel overlooking Kowloon Bay in Hong Kong. Or I think that's where I was.

It'd been a LONG ride to get here...

To the point I could travel to Hong Kong on a whim with 4-days preparation.

What a sight. To ride from the airport into Hong Kong at night in a limo...going over the longest expansion bridge in the world. It all seemed surreal.

The lights of Hong Kong dazzled my brain. The water below. Wow. I never dreamed it would happen.

It was like I was in a dream. Looking out the window over Hong Kong. What a gorgeous site. You can't get it in one camera picture. Not even two. To get the full skyline takes three pictures...

Awww. Hong Kong.

There was even a Starbucks! And boy, was I ever happy to find it. Now, the locals order noodles. NOT really my favorite.

The street vendors have more electronic gadgets than you can shake a stick at. And as you're walking along, you see these little doors with lots of people going through them.

You wonder what THAT is.

You walk in and it's like 200 shops! But the roof was so low I could barely stand up straight!

You got to understand. I grew up in Oklahoma. We'd taken one vacation when I was 5 years old to Disney Land (in a beat up car that got a flat in the middle of the desert). And we'd been to Eureka Springs, Arkansas a few times. That was 'bout it.

Everything was better than I ever imagined....

Then the phone rang.

Lisa was in tears.

“Marlon, someone is spamming the holy crap out of the Internet for Amazing Formula. What am I going to do?”

From sheer bliss.

To a crisis!

Oh my gosh. What are we going to do? If this kept up, our ISP would shut us down for spam complaints!

I’ll tell you how we handled that in a moment.

But after that crisis was handled, when I go to check out of the hotel, the lady behind the desk tells me the phone bill is \$3,000 (or was it \$4,000?). Whatever it was, I had a plane to catch.

And it’s nice to not even worry about it because so many sales pour in daily.

I’d always wanted this.

In college, I bought this big cardboard thing from the office supply store and wrote my goals on it. I wanted to be a speaker, writer, consultant and publish a newsletter.

The Internet wasn’t on there because it didn’t exist in 1978.

Every day I stared at that cardboard and dreamed. I’d bought this book from Steve Nowlin on how to make money doing seminars. And I dreamed of that. Amazingly enough, [that book](#) is STILL sold on Amazon!

Anyhow, I didn’t know anybody in the business, except for one or two guys I’d met through the “Inner Circle of Mail Order” which were little papers published in those days mostly filled with one inch ads, kinda like WSO’s today, except wso’s are more profitable, and don’t take 1-3 months to be published.

I didn’t have credibility.

I didn't know much.

I wasn't even a good writer because there was virtually no information at the time on HOW to do direct response writing.

THAT is how I started. I started from less than nothing. You didn't have forums in those days. You didn't have ebooks. You didn't have WSO's. You didn't have webinars and courses.

You know what you had?

John Caples and Vic Schaub. Oh, and Claude Hopkins. Not much else.

Worse than that, the gurus at the time were people with such extreme credibility, there was no way to even find a weakness.

Ted Nichoas. Dan Kennedy. Jay Abraham. Gary Halbert.

These weren't just gurus. They were legends.

Titans.

You couldn't be somebody unless they gave you the official wand of approval publicly.

How would I EVER become somebody?

Worse part is, I TRIED running ads. I TRIED direct mail. I tried everything I knew to try. None of it worked worth jack.

It was a long road. And I've told my story in other emails.

But I do want to talk about one event that was the TURNING POINT for me.

I opened up entrepreneur magazine. There was a 32-page ad. That's right. 32 FULL PAGES for a course on marketing that would cost \$5,000.

That was an unbelievable amount of money to me.

Yet, I knew that without the kind of specialized knowledge Napoleon Hill talked about – I had no chance.

With more fear and trepidation than I can possibly even describe I sent in \$5,000 to some guy I'd never met or talked to.

And then I waited.

And waited.

And waited.

Two weeks had gone by and I had heard NOTHING!

I about blew my stack. I was sure I'd been ripped off. I got someone on the phone and yelled and screamed like I'd never yelled and screamed before in my life.

That was my life's savings!

And my hopes and dreams for the future.

Well, finally it arrived. Two big black, thick binders, some transcripts and a bunch of cassette tapes of seminars.

I read it over and over. Spent night and day non-stop listening to the tapes in every spare moment. I practically memorized some of them.

That investment in myself, that decision that I wouldn't go back, I would go forward, that DETERMINATION to learn what didn't come easy or naturally for me – that made all the difference in the world.

It's funny because what I learned in that course today would be considered old hat and nothing new whatsoever. And it certainly wasn't well organized.

But it was light years away from what I understand and knew at the time which was very little.

There's a book.

It's called "Talent is Over Rated."

Talent helps.

Make no mistake about it.

But it isn't the great divider. Desire and the need to achieve. The things that Napoleon Hill talked about. THOSE are the things that make a difference.

And, of course, it helps if you have a mastermind.

Out of that investment in myself, and belief in myself, I learned things, applied, worked and learned.

Those things made ALL the difference and put me on the path to being a recognized, respected person in the industry.

Along the way, I learned some secrets of what is called the Guru Business. I don't have time or space here today to share all of those. I'll be doing that on a special training call on 8/25.

But I DO want to share several take aways that hope can help make things easier for you along your path.

There are several benefits of "the gurus business" in ANY field or industry, NOT just IM.

With a touch of celebrity, you lower or eliminate price resistance. This is why "gurus" often publish books.

It's also why they are relentless self promoters.

Strive to attain celebrity status in your niche.

Another benefit is that people will link to your blog or website because you're a guru or expert. That gives you seo juice.

People will quote you on your niche or subject. This gives you traffic.

People will ask you to do testimonials.

Affiliates will want to promote for you. The more a celebrity you are, the more affiliates will gravitate towards you.

Overcoming the Obstacles

I realize you are starting with:

- * No credibility
- * No expertise
- * No network of buddies with lists

That's how EVERYONE starts when you think about it. ANY guru started that way.

There IS a proven path to overcoming those obstacles.

And that path STARTS with gaining Specialized Knowledge. This is what separates you from others.

Expertise.

For example, my dad got really good at fixing TV's by fixing about 300 or 400 of 'em for free for neighbors. That launched a whole career for him.

There are WAYS to quickly build credibility once you know what to do and how to do it.

None of these things are REAL obstacles.

Here are a few lessons I've learned along the way:

1. When you find something that works, run with it for all it's worth

It can take a lot of time and effort to find something that works for you. When you DO find it, have the good sense to run with it and really, really focus in on it.

2. You give FIRST

The way you network with other "gurus" is to be a giver, not a taker. People will recognize that.

Now, you have to do that with skill. If you give something to someone they don't want, you don't get anywhere.

It's an art as much as a science.

When I got my first big break as a copywriter, I wrote for free for one week. That won't always get you business or a job. In my case it did. But I was lucky.

What it WILL give you is experience.

3. Eliminate steps for others

MOST people who are "gurus" specialize in figuring something out and then eliminating STEPS to make whatever it is faster, simpler and easier for others.

If a process takes 10 steps, see if you can figure out a way to do it in 7 steps.

This can be done in ANY field.

For example, recently my friend Daegan developed a way to sell a \$97 product with no sales letter, only 1 webinar and a sign up form or some emails and a sign up form.

He eliminated video, fancy sales letters and other steps most people do. The watch word is faster, simpler and easier.

If you can do THAT, you're on the path to becoming a teacher, a leader and guru.

If you JUST LEARN to do this step, you're going to be off to a BLAZING start!

4. Build your OWN mastermind

I can't overstate the importance of this.

I'll tell you a funny story.

When I was young, honestly, I wasn't very good looking. And not many girls I considered attractive would talk to me.

One time, though, I was talking to this friendly, outgoing girl. I told her I wasn't a member of any "groups" and didn't know a lot of people.

She told me, “I just go out and make MY OWN groups!”

Well, come to find out LATER she wasn’t kidding. She was the most popular girl in the whole school and her dad was a state Senator of Oklahoma.

Point is, instead of trying to get INTO circles, create your OWN circle that people WANT to get admitted INTO.

This gives you power.

Affiliates will email for you and others will to because they want to be in YOUR group.

HOW do you do this?

You START by eliminating STEPS.

Then you help others ELIMINATE steps.

And you form your own group.

If you want to learn more how to do this, [I invite you to join me on the training today](#) 8/25 at 4 p.m. CST, 5 EST.

Looping back to the START of this issue, there I was...

The 25th story of the Sheraton Hotel....in bliss.

The phone rings.

It’s a crisis.

That’s something you prepare for when you’re in da biz and understand it. See, people get jealous.

So you not only play offense. You play defense.

And when you have the money, you develop systems to handle problems and crisis. And you have a few staff you can swing into action if there is an emergency.

Of course, once you understand this, you create warning systems as much as possible to PREVENT or forewarn you of potential coming problems.

So what we did was I planned out a course of action for Lisa to take. And before you know it, we had the fire put out. It's part of the business.

There are things no one tells you about this business. Mostly they are only discussed guru to guru. Today, on the training, I'll be talking about some of these. I invite you to join me.

LAST WEEK I covered 6 or 7 of 17 methods for getting people to buy from you. I'll be posting a link to the other 11 methods today in my Facebook group.

Post to my Facebook Group

Join us. The group is growing like crazy. Just last night we added 30 or 40 people. We have many famous people popping in like Rusty Moore, Adam Urbanski, Pat O'Bryan, Brian T. Edmondson, David Frey, Connie Green, Terry Duff, Tia Dobi, Marc Harty, Frank Kern, Ross Goldbert, Martha Giffen and many others! I know I'm leaving important people out.

Best wishes,

Marlon Sanders

The King of Step-By-Step Internet Marketing

When Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

ATTENTION: Join me for this life-changing recorded event

↙ Watch this video...



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**"How to Become a Guru In Your
Field of Choice *Using a Replicable
Sequence No Else Teaches*"**

**A simple, replicatable model practically
anyone can follow!**

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May the road rise to meet you,
May the wind be always at your back.
May the sun shine warm upon your face,
The rains fall soft upon your fields.
And until we meet again,
May God hold you in the palm of his hand.

May God be with you and bless you:
May you see your children's children.
May you be poor in misfortune,
Rich in blessings.
May you know nothing but happiness
From this day forward.

May the road rise up to meet you
May the wind be always at your back
May the warm rays of sun fall upon your home
And may the hand of a friend always be near.

May green be the grass you walk on,
May blue be the skies above you,
May pure be the joys that surround you,
May true be the hearts that love you.