

Marlon's Marketing Minute

[Support](#)

January 26, 2013 Edition

How to Make Your Blog Social & Mobile Friendly



The screenshot displays the homepage of 'Marketing In a Minute! With Marlon Sanders'. The header features a photo of Marlon Sanders, the site's title, a tagline, and a list of topics. Below the header is a navigation menu with links to various sections. The main content area shows a video player with a play button and a search bar at the bottom.

Marketing In a Minute!
With Marlon Sanders
"The Online Blog That Helps You Grow a Prosperous Internet Business!"

Products. Promotions. Profits.

Marlon Sanders

HOME PRODUCTS EZINES VIDEOS PRODUCT LOGINS SUPPORT AFFILIATES

How to get more email subscribers with world re...

How to get more opt ins and

January 4, 2013

Hello,

Marlon here.

A few quick updates before I jump into content.

\$7 Weekend Special
Cpanel Video Training Is Back!!

Back by popular demand is my cPanel video training. People LOVE this!

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

Affiliates – 100% cPanel video
commissions are BACK for 6 days!

[Read the details here](#)

Now, for those of you with minds that work really fast, we don't pay commissions on your own purchase. So you can't buy it via an affiliate link and get a free product by getting' your money back.

I was born at night. NOT last night!

Update on materials added to Steady Flow Facebook Training.
All customers please read.

There are TWO webinars now:

1. Webinar one was the original one. It covers more the BASICS
2. Webinar two used the feedback from webinar one and is faster paced with more ADVANCED info. It's probably meatier but without webinar one, I don't feel it's as valuable.
3. For your application tabs, I recorded a separate video
4. There are several PDF's in your download area

Update on Push Button Letters Access:

We moved Push Button Letters to our new, state-of-the-art fast server. However, we ran into glitches my programmer didn't anticipate. Last week I THOUGHT we had them all fixed and we didn't. To my knowledge everything is working now...

QUESTIONS or problems? I want to hear from YOU because I want to not only serve you well in promoting our products but also stay ahead of the curve in terms of helping you promote and get good results with our products and commissions.

You can post to me at <http://www.getyoursupport.com>

I do personally read and respond to affiliates.

Unresolved support issues?

If somehow YOUR problem or issue has fallen through the cracks or not gotten a proper response, go ahead and tell me about it on the support desk. I want you to be well taken care of and served.

<http://www.getyoursupport.com>

AM I MISSING A WAY TO HELP YOU?

I'm hear and listening. If somehow you have a missing link in your Internet marketing business you need a gap filled in on, tell me about it and I'll respond on the support desk.

<http://www.getyoursupport.com>

I AM listening. I don't have an answer or proper solution to every need and problem. But at least I can guide you to an appropriate resource in many instances.

Facebook Page EXPLODES with 356 likes in 48 hours



There are so many comments on my Facebook page I can't fit them all in literally. You can [JOIN US on Facebook by clicking here](#).

See:



Like · Comment · Share · Thursday at 10:04am

2 people like this.

View 1 more comment.

 Bob Benavente LOL. I didn't know that the photo would take up the whole freaking page. It just shows that old Dave that don't even know how to do "stuff on Facebook" can benefit from what you teach. Thanks again for all the marketing & sales information you provide people that want the real deal.

Thursday at 11:04am · Like · 1

 Marlon Sanders News Bob, I LIKE the photo...no worries...Yeah, I have a learning curve here on Facebook AND social media also. I'm a late adapter to some degree BUT you know...keep up with the times!

Thursday at 3:03pm · Like

 Marlon Sanders

Smile Kapoor

Hi Marlon, lovely to see your Facebook page. Hope you are doing great!

Like · Comment · Thursday at 8:28am

 Marlon Sanders News Smile, yes, doing great and cranking up our Facebook lead gen and raising efforts to the same. Thanks for taking the time to comment!

Thursday at 10:37am · Like · 1

 Marlon Sanders

Ray Borkowski

Hi Marlon,
Happy to check out your Facebook page.

Like · Comment · Thursday at 8:18am

near Harnston, England

 Marlon Sanders News Ray, how are you? Thanks for coming by. I'll probably post on site or live here on Saturdays.

Thursday at 10:38am · Like

 Marlon Sanders

Daniel Cajiga

Hi Marlon, how you doing. I guess great!

It's my pleasure to like your page, maybe I'll ask you to like mine in the near future, haha.

Like · Comment · Wednesday at 11:27pm

near Mexico City, Distrito Federal

 Marlon Sanders News Daniel, I'm doing good! Thanks for asking. Do do you see opportunity yet to sell internet marketing products in Spanish?

Thursday at 10:35am · Like

 Marlon Sanders

Pauline Vassell-Monaghe

Staying by to say hi. Thanks for the info too.

Like · Comment · Wednesday at 10:42am

 Marlon Sanders News Hey Pauline, thanks so much because I only need 5 more likes to hit the number for the day. Yours really helped!

Wednesday at 11:00am · Like

 Marlon Sanders

Cynthia Alexander

Thanks for all the good info...I really do LIKE your page!

Like · Comment · Wednesday at 10:32am

View 1 more comment.

 Cynthia Alexander Where would I find it?

Wednesday at 10:30pm · Like

 Cynthia Alexander Pound G...I got the FB report I just requested! Gosh it looks like a GREAT info in it!

Wednesday at 10:35am · Like

 Marlon Sanders

Daymon Haycar

With the young Marlon it's the Man, the myth and the legend. The king of stop by also marketing without the blue suede shoes. Let's bring out the champagne and toast to a great online and internet marketer.

Like · Comment · Wednesday at 10:18am

 Marlon Sanders News HAI you're funny. Thanks for posting Daymon...ALWAYS appreciate you.

Wednesday at 10:34am · Like

 Marlon Sanders

**Fred Otto**

Marlon Sanders is one of the few internet marketers that I Trust to have Legitimate interest in his customers. And, I Trust him and his products.

Like · Comment · Thursday at 11:52pm



Marlon Sanders News Fred! What up man? How are things gain?

Yesterday at 10:32am · Like



Write a comment...

**Beaumont Miles**

There you go mate - liked! :-)

Like · Comment · Thursday at 11:20pm



Beaumont Miles Just had a thought - perhaps people sending out emails to their lists in regards to building their FB likes could say say "Hey John - Come and Say Hi to me on Facebook"

Thursday at 11:39pm · Like



Beaumont Miles No doubt we were all willing to like yours because your Marlon, but for newbies it might be a better way.

Thursday at 11:40pm · Edited · Like



Write a comment...

**Hal Paddock**

Liked your page, Marlon. been following (and buying) you since '99. Tit for tat, I would sure appreciate a like here...<https://www.facebook.com/livinggood.co>

Like · Comment · Thursday at 7:49pm near Daytona Beach, FL



Marlon Sanders News Hal, I know you! How are you?

Thursday at 8:40pm · Like



Write a comment...

**Martin O'Hara**

Hey Marlon, you're a heck of nice guy. The least I can do is push a button for you.

Like · Comment · Thursday at 7:20pm



Marlon Sanders News Hey Martin, thank you. How are you?

Appreciate the button push!

Thursday at 8:40pm · Like



Write a comment...

**Li Stelea**

Hey Marlon Sanders! Nice to see you around.

Like · Comment · Thursday at 1:17pm



Marlon Sanders News Hey Li, how are you? Thanks man.

Thursday at 3:03pm · Like · ¹ 1



Write a comment...

**Bob Donovan**

I have been following & buying product from Marlon for years and consider him one of the best marketing teachers of all time. Marlon you Rock!

And even more:



Abimbola Apará Olukorede

Hello there

Like · Comment · Wednesday at 6:10pm



Marlon Sanders News Hi Abimbola, how are you? Thanks for the like!

Wednesday at 6:15pm · Like



Write a comment...



Frank Garon

Thanks for consistently putting out such top-notch stuff year after year, Marlon. I've been with you since the launch of Amazing Formula and I make sure I have a copy of everything you come out with. Keep up the excellent work!

Unlike · Comment · Wednesday at 6:01pm



Marlon Sanders News likes this.



Marlon Sanders News Frank, thanks for taking the time to stop by! You're a rare gem.

Wednesday at 6:07pm · Like



Write a comment...



Alan Kirke

Hey Mr Sanders,
Hope your are fighting fit!
Great Blog post and video here...<http://goo.gl/ua50a>
Alec Baldwins Vid is Awesome
Warning though Foul Language.
No Sales or Pithc
Just for you!



6 Harsh Truths That Will Make You a Better Person
www.cracked.com

You're going to hate hear this. My only defense is that this is what I wish somebody had said to me around 1995 or so.

Like · Comment · Share · Wednesday at 5:55pm near Melbourne, Victoria



Marlon Sanders News Alan, doing good! Thanks for your comment.

Wednesday at 6:00pm · Like



Write a comment...



Peter Powers Mind Programming

Marlon, what you share is priceless and the way you do it even helps a fledging beginner like me. You leave no stone unturned and even the smallest effort in implementing your steps reaps sure results. Thank you.

Like · Comment · Wednesday at 5:50pm



Marlon Sanders News Peter, glad you got those app tabs going...NOW the rest of the steps...I know they take some time but they ARE 100% worth it. The thing about Facebook is you can scale it up. That's the great thing.

Wednesday at 5:55pm · Like



Write a comment...



Clear Life Results Hypnotherapy

Hi Marlon! Thanks for all your wisdom. Hope you're having a great day!:)

Like · Comment · Wednesday at 5:33pm



Marlon Sanders News Hi, appreciate you taking the time to comment. It really does mean a lot to me. I'm having a GREAT day!

Wednesday at 5:47pm · Like · 4 1

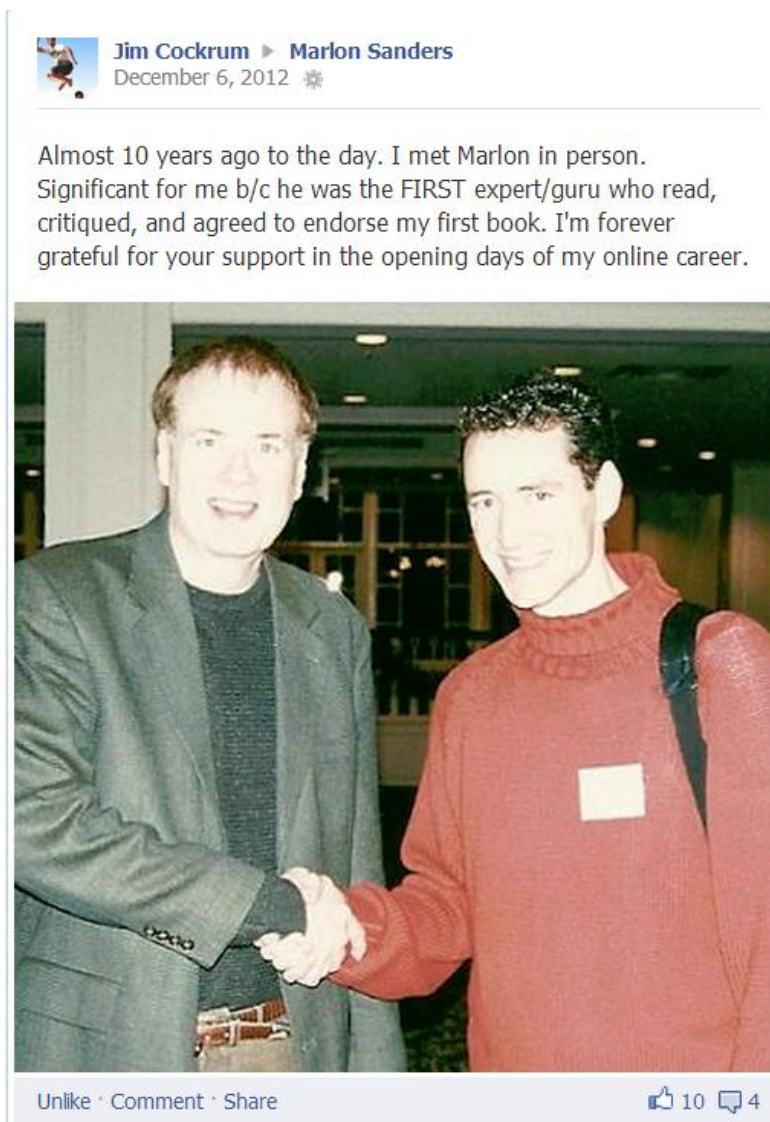


Write a comment...

Then, as you can SEE HERE, our opt ins from Facebook specifically and Twitter and starting to crank up. Yesterday we had 51 and today so far 13 but it's still morning.

newoptins	7	23	8,665	7,435
newoptins-exits	6	28	334	61

This came in on Facebook from outstanding Internet marketer Jim Cockrum:



Check [out this video](#) on the blog if you haven't yet:



How to Make Your Blog Social & Mobile Friendly

Hello,

Marlon here.

In finishing out work on the Wordpress Dashboard which has been a mammoth undertaking, I'm revamping my OWN BLOGS which really needed it.

In doing so, I discovered my blogs were NOT mobile friendly. I also discovered that I needed a better design to integrate Twitter and Facebook. As a test I'm adding in Reddit and Stumble Upon, because they're cool.

The GREAT NEWS is that you can make your blog mobile friendly in a jiffy. Basically, I spent 2 hours on mine this morning and maybe an hour last week revamping it.

Here are things you NEED to know.

I'm gonna keep this one SHORT but EXTREMELY useful:

1. You MUST get what's called a RESPONSIVE THEME

That's the whole key to being mobile friendly.

There are free and paid responsive themes. As I understand the word RESPONSIVE in this context, it means your blog will MORPH and ADJUST to iPads, iPhones, smart phones, other pads, and so forth.

You can try this out.

Go to: <http://marlonsnews.com/mobilelook/> on your Smart Phone, iPhone or iPad. Then POST and let me know how it looks.

You can go straight to the [POST HERE](#).

This is a brand new theme and SHOULD look great on your mobile device. But let's put this to the ACID TEST by having my readers chime in.

First of all, your Facebook Timeline is a funky name Facebook gave what used to simply be called Fan Pages, which was ALSO a funky name since really, the people who liked you weren't necessarily fans!

People can see your PAST POSTS and status updates on your Timeline Page so the word Timeline is somewhat appropriate.

2. Get a theme with GOOD threaded comments that are APPEALING and easy for people to interact with

You'll notice your COMMENTS go way up.

THREADED comments simply means you can easily reply to someone's comment and they can reply back in a thread.

You'll see how this works now on my new blog design.

3. Get a few BIGGER social icons for Twitter, Youtube, Facebook and Pinterest

I'm not a fan of the grab bag thing of a billion social icons anymore. What I like are a few. Definitely Facebook, Twitter and Youtube. I may have to replace Stumble Upon or Reddit with Pinterest when I GET a Pinterest page.

So far my Pinterest page is BLANK!

4. Create a consistent design

Sandi Krakowski at sandikrakowski.com advocates a consistent theme from your Twitter to your Youtube, your Facebook and your blog.

This is a GREAT IDEA! Sandi is a social media whiz.

5. Shoot some photos

I need to get some new photos shot. FIRST I plan on buying an iPhone. Yeah, I know I'm not with the times on Smart Phones.

Anyway, in the old days you needed to spend a bunch of money on a photographer. And it's still a good idea. But the quality of pictures on the new Smart Phones is so good, you can easily use those.

6. Have a GREAT menu

I LOVE how on my new theme, the menu items drop down into SUB MENUS!

So when you mouse over PRODUCTS, you have a drop down list of CHOICES. Same thing on PRODUCT LOGINS. I have my critical different login locations so NOW you don't have to remember them!

You just go to marlonsnews.com, mouse over product logins and select the appropriate ones.

Ditto on the AFFILIATES menu I link to my affiliates blog AND the login location for stats as well as the new affiliate sign up.

7. Pimp out your in-blog opt-in boxes

Right now, mine still need the work of a designer. I threw a few things together but it's NOT orchestrated or planned like I want it .

Your opt ins should SMOOTHLY flow into your FUNNEL.

Best wishes,

Marlon

TELL US HOW THE BLOG LOOKS ON YOUR MOBILE DEVICE:

Go to: <http://marlonsnews.com/mobilelook/> on your Smart Phone, iPhone or iPad. Then POST and let me know how it looks.

You can go straight to the [POST HERE](#).

^^

D. "Services You Can Use"

^^

Set up your squeeze pages, autoresponders
And email sequences here:

<http://www.promodashboard.com>

PUT UP YOUR WEB SITE? Discover how easy and simple it can
be to do your own graphic design (or at least some of it).

Plus, find out the exact resources I recommend to save a
bundle. Avoid going down the wrong path.

<http://www.designdashboard.com>

NEED A SALES LETTER? <http://www.pushbuttonletters.com>

Many people have copied my software. But there really and truly is only ONE original.

SEE MORE PRODUCTS: <http://www.marlonsanders.com>

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MY SPECIAL THANKS TO THE FOLLOWING PEOPLE
WHO HAVE SUPPORTED MY PRODUCTS AND CONCEPTS OVER
THE YEARS:

Allan Gardyne
David Jenyns
Dan Cauthron
Michael Merz
Jason Fladlien
Matt Gill
Kevin Wilke
Dr. Mani Sivasubramanian
Russ Brunson
Tim Castleman
James Jones
Connie Green
Pat O'Bryan
Sean Mize
David Jenyns
Terry Duff
Yanik Silver
David Ledoux
Bill Hibbler
Jim Edwards
Sasi Kumar
Ewen Chia Ti Wah
Michael Wong
David Vallieres

Titus Hoskins
Michael Paetzold
David DiPietro
Brian Terry
Dan Kelly
Michael Filsaime
Dave Lovelace
Derrick VanDyke
Gary Martin
Melanie Mendelson
Keith Wellman
Joshua Jenkins
Jeremy Burns
Sharlene Raven
Michael Nicholas
Anil Kumar
Joel Comm
Gabor Olah
Craig Haywood
Sterling Valentine
Frederic Patenaude
Jessica Clark
Liz Barton
Roger Hall
Marc Horne
Willie Crawford

Thank all of you. You have my gratitude forever.
Your contributions to my life and my business do
not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders
of giants who came before us and who gave us a helpful hand.

This poem summarizes everything I am, everything I believe about marketing and life.

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