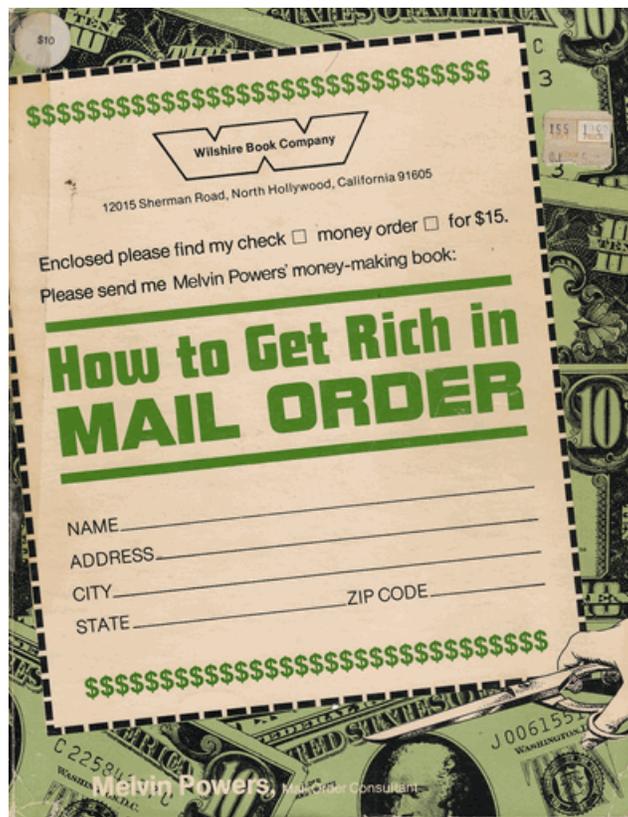


# MARLON'S MARKETING MINUTE

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## Melvin Powers Tribute Issue -- What I Learned From This Legend of Book Marketing



Hello,

Marlon here.

We have a WINNER from the blog commenting contest last week!

CONGRATULATIONS Shirley Koritnik

Contact me at <http://getyoursupport.com> so I can give you your log in. I've added Amazing Formula to your account.

GREAT NEWS!

**I've been working behind the scenes on new solutions to the challenges you told me you have.** And thanks to ALL of you who took my survey last week, you REALLY helped me ZERO in exactly on several products that are going to meet your needs and really help you.

I'm pretty jazzed about them.

The first one will be released soon. Possibly today but probably not until next week. I'm wanting to add a spiffy trick to it and need to see if my programmer can make some MAGIC happen soon as I can get ahold of him.

### **Why I support Aweber and Getresponse during the recent hacks**

– Last week and/or the week before Aweber and I believe Getresponse were down due to very nasty denial of service attacks. I heard they also took down meetup.com for a time.

Listen, ANYONE including the U.S. Dept. of Defense can be taken down by a botmaster master who controls a large enough network. This is NO reason to change or leave your autoresponder company. If you change, don't do it because of denial of service attacks. ANY company can be taken down.

**Book of Secrets owners – your NEW IMPLEMENTATION #2 is NOW POSTED in your members area!! It's a good one and I've very excited about it.**

If not, you know another thing to put on your top 10 list for the month in your Profit Planner.

The legendary Mail Order marketer and book publisher Melvin Powers passed away. The family notified Yanik and he posted it on Facebook yesterday.

Melvin published hundreds if not thousands of books in his lifetime. But the one I'll remember him for as will many others is the classic work *How to Get Rich in Mail Order*, written in a time and day where you could more easily get away with that title than you can today!

There are so many lessons in that book. And 95% apply every bit as much today as they did when he wrote the book.

Things I learned from Melvin Powers:

### **1. Why create mediocrity if you can copy genius?**

One of the crazy things about Melvin is he believed in copycatting success. So a number of his book covers looked quite similar to other best sellers! He changed them enough so he didn't get in trouble, of course.

I'm not the biggest fan of copying BUT he sure made a lot of money from it! And he brings up VERY good points about not reinventing the wheel.

### **2. The power of lots of small (and big) affiliates**

His business was built on the backs of affiliates. He had these flyers with 100 or 200 books on them that you could sell for 50% profits. And he would mail his flyers to everyone running classified ads in magazines to let them know they could order flyers and include them in their outgoing packages!

Very clever!

### **3. Take some time off to follow a dream then write a book about it!**

One time, Melvin took a year off from his business to write a hit song and sell it! Then, of course, he wrote a book about it.

There are so many stories.

#### **4. Don't be afraid to talk to customers on the phone**

Melvin sold a LOT of books by talking to customers on the phone. When you called his company, his receptionist would ask if you'd like to speak to him!

Then he'd subtly sell his books! But in a very charming way.

#### **5. NEVER invest in restaurants!**

I talked to Melvin after the L.A. riots. He'd invested a million dollars I believe in a restaurant his brother ran. The L.A. riots KILLED it. I think Melvin lost an awful lot of money from that.

Melvin was always so positive when you talked to him on the phone. But he was REALLY DOWN after that. At the time I found it funny because he was always so positive and an Ambassador for positivity. However, in retrospect knowing how much money he likely lost, I'm sure it was a very painful loss.

#### **6. Do it your way**

No one else to my knowledge ever ran a mail order business the way Melvin did. At least not on his scale.

He mucked around and found his own way that worked for him.

There's a LOT to be learned from courses and training. But somewhere along the way, you find your own voice.

#### **7. The importance of book titles on sales**

Melvin tested titles a lot on his books. They made a big impact on sales.

Well, I could go on and on. I DO recommend snagging a copy of *How to Get Rich in Mail Order* from Amazon. It's an incredible read filled with lots of personal stories.

Best wishes,

Marlon Sanders

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)

<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.designdashboard.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>



## 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**

