

# Marlon's Marketing Minute

October 20, 2012

[Customer Support](#)

## Controversy Brews!

Marlon, like countless others, you are in denial. This nation is on the edge of total financial collapse, the rest of the world is already collapsing financially, and you are trying to make us believe that the recession is over? Debt is at an all time high, and people can barely afford their mortgage payments and food according to the research and just plain every day news & readily available prices. In regard to

**what's all this recession baloney, redefining  
and reframing got to do with me payin' off  
my bills, stacking money in my bank, and  
finding a little peace and freedom in my life?**

Well, I done started a CONTROVERSY by saying the recession was OVER and it's time to freaking market hard!

Here's the full comment on my blog concerning my ezine on how the recession is OVER and it's time to market!

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AND not just that one comment.

A few others chimed in to say, "HEY DOG, we are STILL in a recession."

Before, I get to THAT, you still have this weekend to get fat 100% commissions on my affiliate promo.

<http://marlonsanders.com/wsojuicygraphics/affiliates.html>

You get:

1. 100% of \$17 on a hot looking promo

Here's the double dipper OTO chain:

2. 50% on a \$17 OTO

3. 50% on a \$500 OTO

This offer expires midnight the 21st.

### **Let's Look At How To Fatten Your Wallet By Redefining Objections...**

Well, let's dig into this. If you're in Singapore, Japan, UK, Australia, South Africa, and could really care less if the U.S. is in a recession or not, just HANG with this issue as there actually IS a great marketing lesson embedded in this....

So just go along with me a minute or two and I'll get ROUND to da point in a bit. A point that will help YOU in your marketing, sales and ultimately sticking money in your hip pocket or purse, or wherever it is you prefer to stick it.

What I'm going to demonstrate is how to REDEFINE an objection.

### **Step One: Define a Recession**

The first thing we gotta do here is define a recession.

Now, if by recession you mean that the economy ain't as great as it COULD be or you and I wish it were, then you could say the economy has been in a recession since the 1800's.

The PROBLEM with just saying, "Well, I think the economy is sucky." Or "well, we're in a recession 'cause lots of people ain't got jobs" is that it's very non-specific.

You see, I'm NOT saying that everything is all great and perfect and hunky dory. I'm just saying we have to go by a valid definition of recession, NOT subjective feelings about HOW the economy is doing.

Fortunately, we have Wikipedia and can go there for a proper behavioral-based definition of a recession:

#### Definition

In a 1975 *New York Times* article, economic statistician Julius Shiskin suggested several rules of thumb for defining a recession, one of which was "two down consecutive quarters of GDP".<sup>[3]</sup>

The link to that definition is here: <http://en.wikipedia.org/wiki/Recession>

I'll blow up the part you can't read:

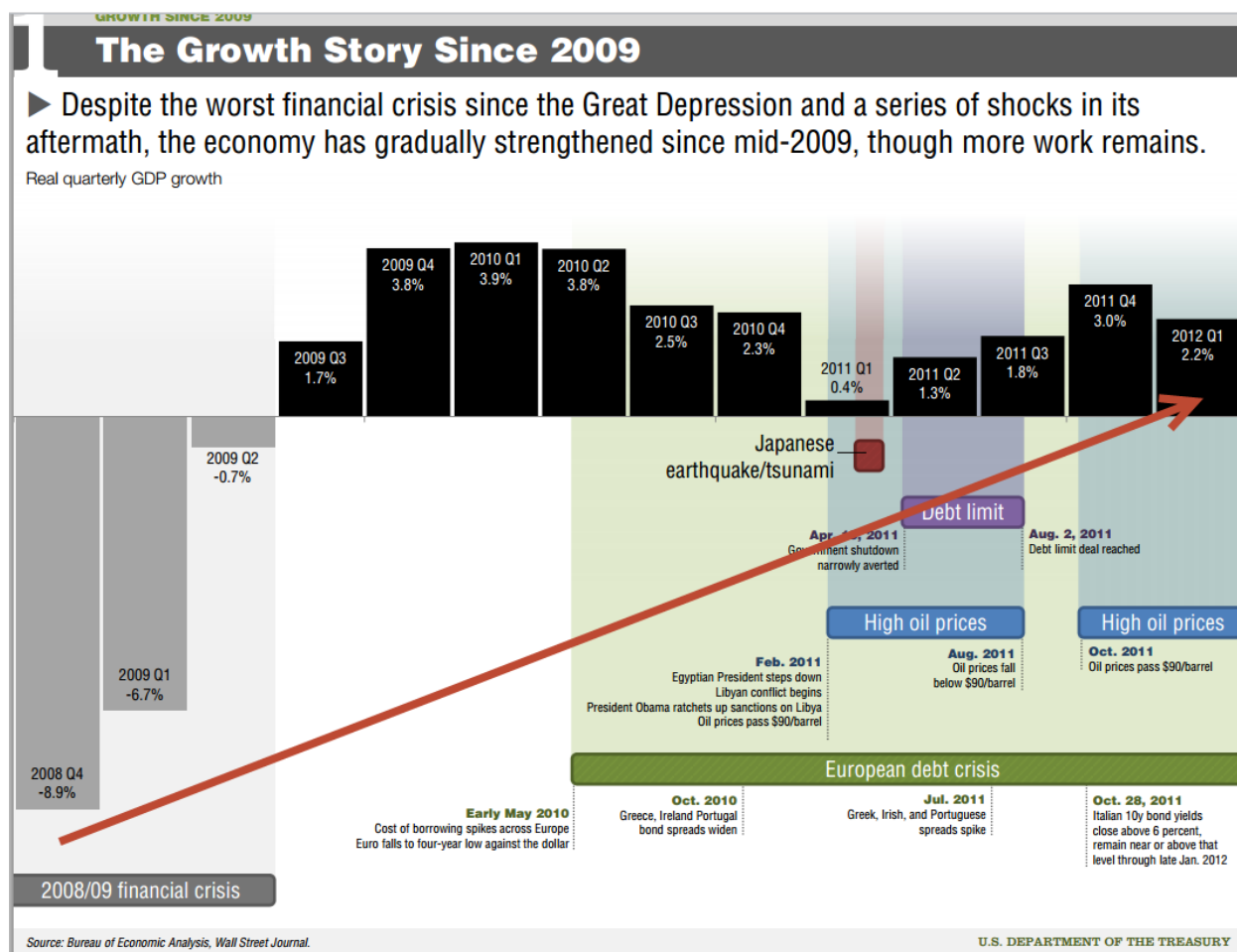
defining a recession, one of which was "two down consecutive quarters of GDP".<sup>[3]</sup>

In other words, a recession is two quarters in a row (6 months more or less) where the Gross Domestic Product declines.

Now, if you want the more scientific ranking in the U.S. the [National Bureau of Economic Research](#) (NBER) puts together all these numbers and makes an announcement.

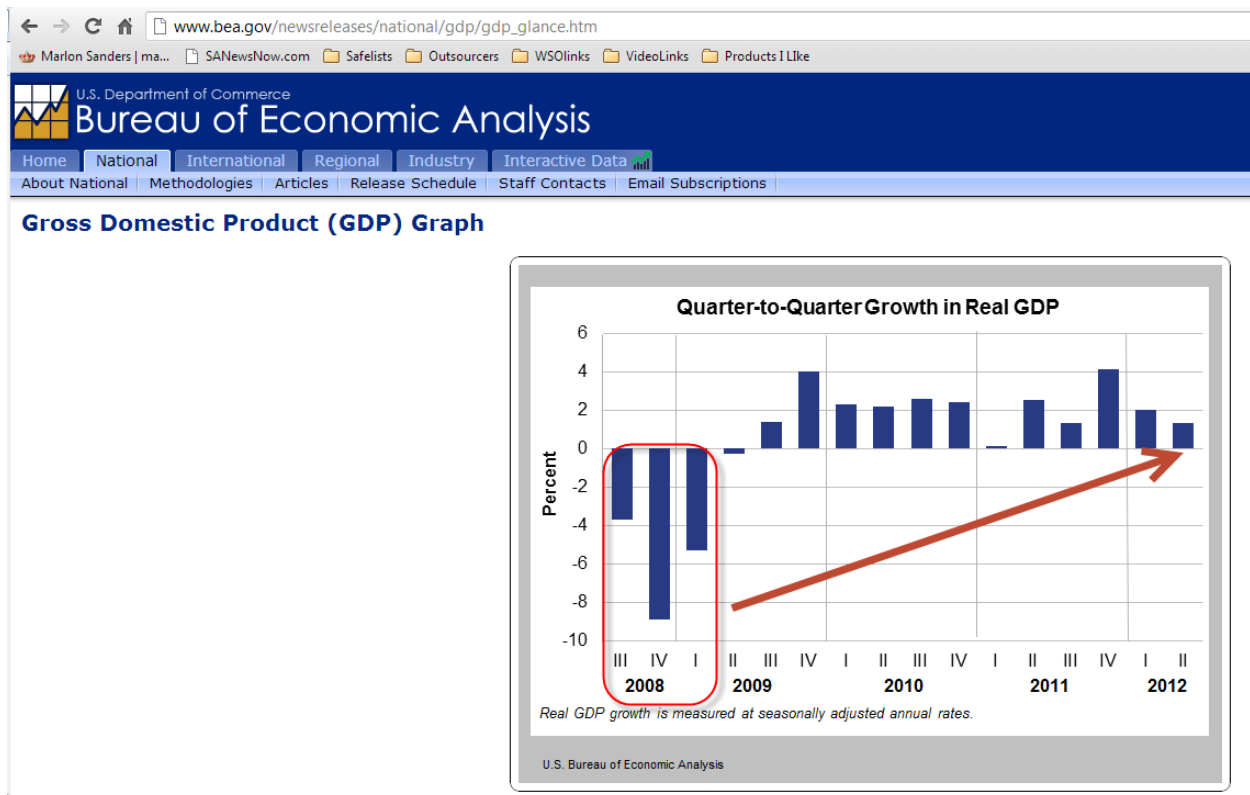
In the UK recessions are generally defined as 2 successive quarters of negative growth (or 6 months).

Let's then LOOK at our Gross Domestic Product. Shall we? Here it is from the [U.S. Treasury website](http://www.treasury.gov).



The last down quarter was February of 2009.

And here it is AGAIN from the Bureau of Economic Analysis:



Finally, for good measure one more:

Here are the changes the Commerce Department made to the past 12 quarters:

(Figures in percentages)

Period	Revised figure	Previous estimate
2009, 1st quarter	-5.3	-6.7
2009, 2nd quarter	-0.3	-0.7
2009, 3rd quarter	1.4	1.7
2009, 4th quarter	4.0	3.8
2010, 1st quarter	2.3	3.9
2010, 2nd quarter	2.2	3.8
2010, 3rd quarter	2.6	2.5
2010, 4th quarter	2.4	2.3
2011, 1st quarter	0.1	0.4
2011, 2nd quarter	2.5	1.3
2011, 3rd quarter	1.3	1.8
2011, 4th quarter	4.1	3.0

Now, if you're in the U.S. and a Republican, I DO understand that for political reasons, the word recession will be used quite loosely.

But here's a cool Infographic comparing the recession to [the great depression](#) in the U.S.

### **There You Have It! The Recession Is OVER! Let's Market**

Guys and gals, I don't care if you're Republican, Democrat, Libertarian or another political party.

According to GDP, the recession is OVER. The economy may be LIMPING along, and in my opinion it is, but it's months removed from consecutive months of down Gross Domestic Product.

Just look at the graphs.

Would you at least agree with me on THAT? OK great.

### **From a Marketing STANDPOINT, We've Just Performed a REDEFINITION of An OBJECTION**

What I've just done is redefined an objection.

For you old-schoolers, this is a method taught WAY back by Eugene Schwartz.

ANYTIME you have an objection to buying your product or service you want to REDEFINE it.

*In Breakthrough Advertising* Schwartz gives this GREAT example from an ad on how to repair TV's, which MUST have been where I got the idea to create one of my first products on how to avoid TV Repair Ripoff (a horrible product idea!).

Anywhoo, he gives this example of how he had to write an ad to sell a course on how to repair your TV. But everyone felt it was TOO COMPLICATED.

So he redefined it as "making minor adjustments" to avoid the NEED for repairs!

What's OLD is NEW AGAIN.

So some smart dude named Richard Bandler came along and REDEFINED the method of REDEFINITION as REFRAMING!

Reframing is the art of redefinition. And is itself a redefinition of the method of redefinition developed by Eugene Schwartz and probably those who came before HIM.

Turns out “old school” is really MODERN SCHOOL redefining or reframing old school as something NEW!

“All those old school methods don’t work. THIS is what works now.” And all it is is an old school method REDEFINED as something MODERN!

Hstericaly, isn’t it?

Skilled use of persuasion, no doubt. But hystical.

**Marlon, What’s All This Recession Baloney, Redefining and Reframing Got To Do With Me Payin’ Off My Bills, Stacking Money In My Bank, and Finding a Little Peace and Freedom In My Life?**

Great question.

First of all, if’n you’re just scanning headlines and saw this yellow stuff, go back and start at the beginning or you’re missing all the good stuff.

Second of all, it has EVERYTHING to do with it, and I’ll explain that.

1. You fatten your wallet by putting money in it.
2. You put money in it by having your income exceed your outgo
3. You either gotta lower your outgo or increase your inflow
4. Since spending money is fun, it’s better to increase your inflow dramatically
5. Since getting raises at jobs isn’t all that easy, it’s much EASIER to increase your inflow by trading products for dollars, instead of time for

dollars. You only got so much time in a day to sell. But you can sell unlimited products.

Therefore, you can remove the ceiling from your income.

6. That means the key to finding that peace of mind and freedom you want is to increase your inflow by trading products for dollars.

7. Those products can be your OWN products or OTHERS products you promote as an affiliate.

8. The key to trading products for dollars is GETTING people to trade THEIR dollars for the products YOU are promoting.

If they don't give you their dollars, your wallet stays FLATTER than a pancake.

9. In order to get people to trade their money for the products you're promoting, the person has to see the BENEFITS to them.

10. For them to see the benefits, sometimes you have to overcome a DRAWBACK or an OBJECTION.

11. The way you do that is by REDEFINING or to use the "modern" term REFRAMING the objection.

For example, you take the word RECESSION and redefine it as 2 quarters in a row of negative Gross Domestic Product. Then show how that we haven't HAD 2 quarters in a row of negative GDP since February 2009.

12. Once you redefine objections or drawbacks, you remove obstacles to people giving you their money for the product you're promoting. Therefore, you increase your inflow greater than your outflow, your wallet gets fatter, your bank deposits get bigger, the teller thinks you're a drug dealer, calls federal agents and you end up in jail.

WAIT!

Something went wrong there.



I MEAN, the bank teller thinks you're a genius and proposes. And you end up fat, happy and married forever.

Or not.

End of story.

Or let's

Best wishes,

Marlon

PS: Dunno if you saw this:

<http://attractsalesnow.com/highconvert>

It's a new weekend special. You get:

1. How To Launch Your First WSO
2. WSO Sales Page Template
3. Unbelievably juicy wso graphics (12 modules)
4. Case STUDY of a 40% converting one time offer
5. How to attract affiliates

Check it out here.

<http://attractsalesnow.com/highconvert>

=====  
Brief Resources List For List Building  
=====

1. 15 pre-made squeeze pages

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

2. Hot looking headline graphics templates

[Get 'em here.](#)

3. Get traffic TO your squeeze pages

<http://www.thetrafficdashboard.com>

4. Save a fortune by getting my whole BRAIN in a box!

<http://www.thebigcourse.com>

**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>

May the road rise up to meet you  
and the wind be always at your back  
and until we meet again  
may God hold you softly  
in the palm of his hand

-- Irish blessing

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### **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 disc

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

## **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.