

Marlon's Marketing Minute

July 30, 2011



Intro From Marlon

Hello,

Today's ezine issue is exceptional. It's an article that reveals the only secret you MUST know to make a living online.

One secret.

Just one you gotta know.

It sounds crazy, doesn't it?

Almost unbelievable.

I mean, you have Facebook connect, a dizzying array of Wordpress options, cpa, autoresponders, squeeze pages, ipad apps, Facebook advertising, the list could go on and on.

Could it be that there's just ONE SECRET that makes all the difference in the world?

Read today's article to find out.

Best wishes,

Marlon

PS: Roughly 100 showed up Friday afternoon for a rousing live chat where a friend popped in and gave some details on how he bought and sold millions in traffic. People totally freaked out over it. My Camtasia wouldn't record it. So sorry.

Marlon's Marketing Minute
Electronic Newsletter
<http://www.promotemarlon.com>
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This issue contains:

- A. Sponsor advertisement
- B. Announcements from Marlon
- C. Main Article: **The ONLY Secret You Must Know To Make A Living Online**
- D. Resources

Brought to you by: Marlon Sanders, Publisher

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A. Sponsor Advertisement

Frankly, one person can't keep up with it all – even if you work 15 hour days.

You just can't.

So let's do the reverse.

What **MUST** you know? What are the few **ESSENTIAL** things?

Well, you could say product creation. But you can be an affiliate marketer.

You could say copywriting. But people do videos more than sales letters nowadays.

You could say the ability to take action. But busyness doesn't equate to money in the bank. After all, you can do **LOTS** of stuff that doesn't work.

You could say traffic generation. But what if the traffic doesn't buy?

What's interesting to me is this:

You're reading this right here, right now because you want something more. If you were totally satisfied with your life as is or your marketing as is, you wouldn't be reading now, would you?

So you want something more.

And you're trying to find a way to **GET** that something more. And you're probably trying to find it from someone who is **REAL** or you wouldn't be reading this. After all, I don't make the biggest claims or promises. I do my best to avoid over-the-top hype. 3 clicks and you're rich doesn't really work for me.

You want more. And you want it from someone real. But you're a bit of a paradox unless I'm mistaken. You probably haven't bought all my old products. Maybe not even my newest. And you've likely bought from other people, not just me.

Why don't you have my old products? Well, because they're old.

The list goes on and on.

So what the heck is it?

And do you have it? What if you don't have it? Can you buy it? Can you swipe it? Can you get it? Is it hard work? Is it too technical? Do you gotta have money to get it?

* You don't need money to have it. But maybe to get it. I mean, if you don't have it and you need to get it, you might need to spend some money. But the return on that money would be huge once you get it.

* You can't swipe it. It's not swipable.

* Is it hard work? Ironically no. In fact, if you got it, then you have to work a fraction of what you do if you don't have it.

* Is it too technical? Has nothing to do with technical things. You can be highly technical and not have it or a computer dunce and have it and do quite well online, believe it or freaking not.

* How do you know if you have it? You'll know.

* Can you get it if you don't have it? Well, yeah. I didn't have it when I started and it took me a long time to get it. So that's one reason I feel I'm uniquely qualified to help others get it. Because most teachers of internet marketers referred to as gurus start out with it. They already got it. Often in abundance. Which means they have unconscious competence and therefore struggle to teach what they are unconscious of how they do, even though they're extraordinary at it.

* Is it hard work to get it? Has nothing to do with hard work. It could be hard work. But you could get it without much work at all.

Here's the Most IRONIC Thing About What "It" Is

What's absolutely, positively crazy is this: When I tell you what "it" is, there are those people would say they already "KNEW" that and that it isn't NEW.

But see, whether it's NEW to you and whether you KNEW it makes no difference if you GOT IT.

Cause you can KNOW that it's what I say it is but NOT HAVE IT.

Knowing ABOUT it doesn't mean you HAVE IT.

Ain't the same thang.

So for whatever reasons people search for something NEW that they don't already know. And that NEW thing won't work unless they GOT IT. So they search and search and search for that magic bullet, that magic button, that one thing.

Then they don't get the one thing that is the REAL THING because it isn't new.

But you knew that, right?

While others just ZERO IN on this one thing. They PAY ATTENTION to it.

They FIND THEMSELVES FOCUSING ON IT over and over.

How crazy is that?

Of course, some successful people would deny that IT is something that important because if you already GOT IT then it isn't a big thing to you, especially if it came naturally to you.

But if you don't got it fully and you need to get it, then it IS a big thing. It's something you gotta GET. NOW, that doesn't MAKE SENSE to some people.

You'll also find a lot of Internet marketing teachers don't TEACH IT. There are those who know how to teach it but don't. And the reason they don't is it's not sexy.

It's not new.

It's not exciting.

A lot of people won't PAY to get it. And since teachers of Internet marketing do what they do for pay, then this makes it not the best subject to teach.

So what is IT?

**August 2009 He Was Living Out Of His Car
He Used "It" To Move Into a 2500 Square Foot Home
And Have a Great Income Only Months Later**

So there's a guy new to online marketing. He's been in the Game 2 years roughly. August 2009 he was living out of his car.

Funny thing is, he's been in this game such a short time, he doesn't even know who I am yet! It's funny because he only knows the current hot guru of the moment, like my friend Ryan, of course Frank. And a few others.

He doesn't realize those squeeze pages he uses might not exist without myself and Scott Covert who turned Jonathan Mizel onto them who then took them to a whole new level in his coaching calls that FRANK KERN was on and PERRY MARSHALL and other modern day teachers of IM who are quite famous.

He doesn't know I was the guy most modern day gurus learned from (amongst others of course).

I won't even go through the litany. So he's new. People today only see someone as a "guru" if he or she does massive product launches as though

Big product launch = guru

Big product launch = merchant issues, 6 months of prep work, owing JV's, feast or famine, 30%+ refunds

There are a LOT of downsides to that model, although it has its upsides. However, it does equate to "fame" to some people who really aren't in the know about the real business.

He had IT. And I guess he got fed up with living out of his car. So he decided to use IT. And in short order he had a 2500 square foot home in Costa Rica, a large monthly income and a big following.

His name is David Wood. He's quite a talented guy and his site is workwithdavidwood.com. I recommend his freebie article marketing course as a great example of how to properly do email follow up. His pitch videos are some of the best I've seen. And even though he looks up to Frank Kern as the model of how to do video, I think his nlp skills and some of his videos are better.

Anyway, the REAL POINT here is that the guy had ONE SKILL that made all the difference.

It's the reason Fladlien rocketed to fame overnight:

The ability and willingness to persuade others, to build bridges of understanding and motivation from your world to theirs.

Now you can you can have the ability without having the willingness. They aren't the same thing.

See, no one makes any money until someone buys something.

Period.

You know all this massive debt the U.S. has and the world is freaking out about? Ain't no one talking about WHY we have the problem. We have the problem because the U.S. isn't selling enough stuff to other countries.

We have a SALES PROBLEM.

Ain't no one runnin' for President based on "I can help the U.S. sell stuff to other countries so we can balance our budget."

Nope.

It's all about cutting or taxing.

Great. Freaking great. The people running our country don't even understand law #1: Sell your product

If your country doesn't have products it sells to other countries, it'll go bankrupt sooner or later. Why do we owe Trillions to China? It's ironic that THEY are doing about a one million percent better job of selling "their products" than the U.S. is, the bastion of Capitalism.

So there you have it.

If you can PERSUADE OTHERS, even if you don't have tech skills, you can persuade others to let you get on a webinar to their customers and PERSUADE those customers to buy.

If you can persuade others, you can write a letter to persuade them.

Or turn on a screen capture video program and persuade them.

Or go on hotconference and persuade them.

Or write emails and persuade them.

EVERYTHING ELSE WORKS when you have this one thing

NOTHING works if you don't have it.

If you don't have traffic and you can persuade others, you can persuade them to SEND YOU traffic.

There's a master hypnotist and persuasion expert named Marshall Sylver. He lives in something like a 20,000 square foot home. Fladlien was there a few weeks ago courtesy of Ryan Lee. Anyway, Marshall persuaded me to allow him to distribute Traffic Dashboard based on a mutually beneficial arrangement.

See, that's what a persuader can do.

People went absolutely BIZERK on my LIVE CHAT Friday when a friend of mine revealed some info on how he bought and sold millions of dollars of website traffic. Buy and selling = persuading others to buy and sell.

Plain and simple.

So that brings me back to you.

Here you are reading this issue because you want something more. Otherwise you wouldn't STILL be reading, would you.

And that MORE thing you want is more FREEDOM in your life, more independence, more ability to decide what you do and when you do it, more ability to create the income you want.

So YOU WANT MORE and you've come here to me right now to show you the way and the path to GET MORE NOW, right?

Well here it is.

It's right in front of your face.

IT couldn't be more obvious, could IT?

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

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Resources you can use
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1. I am BANNED now from Google Adwords so I recommend this even more:

<http://budurl.com/marlonsrevenge>

2. Can you get 600 visitors a day from Squidoo?

<http://www.thetrafficdashboard.com/squid>

3. Promote my smoking hot Traffic Dashboard product

<http://www.getyourprofits.com>

See the dashboard at <http://www.thetrafficdashboard.com>

4. Confused by Internet marketing? This unravels the big picture and makes it all crystal. Thousands around the world have been helped:
<http://www.amazingformula.com>

5. [How to design your own website](#)

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.
<http://www.designdashboard.com>

6. [How To Promote YOUR Products Step-By-Step THIS is where you start.](#)

You have a product you want to promote or want to learn HOW to promote? Start here.

7. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

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E. Get the Evergreen Traffic System
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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.



<http://www.ateamsuccess.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