

Marlon's Marketing Minute

Support Products

How to Get Your Prospects To REMEMBER Your Benefits!

I have a very different topic for you today.

It's NOT a direct "how to make money online" article. I got dozens and dozens of back issues on those topics if you're lacking for them.

Use that thang called the "search" on ur email program. I mean, if you're so hard up for money that you crave it worse than a drug addict craves crack, then maybe skip today's issue.

Then again, it's kinda like an old Gary Halbert newsletter, not that I claim to tell a story like Gary could. But he'd tell a story often totally unrelated to marketing. Sometimes just the craziest stuff.

But somewhere in there he made a point or points that stuck with you.

So today's issue not only has money-making lessons in it but it empowers you to do something of enormous value in marketing. It's also an interesting lesson of how one dude has built an EMPIRE using a really, really old school method.

What I have today is ENDLESSLY fascinating to me:

1. You can use it within 10 minutes of reading about it.
2. It will benefit you for a lifetime
3. You can even amaze others with it

Before I get into the comment, just wanted to show you the feedback from the Greenhorn event:

3 Responses to “Your comments on Greenhorn Solution”



Brian Says:



Wow, Marlon...this was my first experience with one of your products. I'm super impressed! You stripped away the confusion I was feeling about the best way to get started, and gave us 3 simple steps to follow. I'd recommend the Greenhorn Solution for any newbie trying to figure things out. I think I'm going to unsubscribe from a lot of the email lists I'm on and concentrate on your method.



[Bob Beckman](#) Says:



The Greenhorn Solution webinar was excellent. He taught the attendees how to logically choose a product/service, backend, lead generation and promotion, and the best way to think about and approach selling. He also provided many useful references and tools for further research and application.

All of the above in a thirty day framework – great for newbies and experienced hands as well. Well worth the fee!



Joe Says:



I was hoping to pick up a few new tidbits of information during the webinar, but I was blown away by the quality of the content.

I was most impressed by how Marlon broke down the marketing plan into it's simplest form.

This information is concrete and will continue to work for years to come.

Thanks Marlon!

For those of you who purchased, you will find the VIDEO is in your account now at yourloginlink.com. If for any reason you don't see it, [contact support](#).

ATEAM MEMBERS – I now have you added to the new area. So log in at yourloginlink.com. Click Ateam and it'll take you to a secret url where you re-enter your SAME user and pass. Boom! The new area.

Also, Connie Green and Paul Myers both won Kindle Fire's in my affiliate contest. They'll be receiving "Fires" or cash. But I know Connie, she likes da Cash. If you aren't subscribed to [Paul Myers talkbiz newsletter](#), it's the only one out there that's as good or better than mine.

Now, on to today's content: I'll tell you a story.

In 1994 when I was in high school, I raised my grades in school a letter grade after reading a book.

One book.

That's the weird thing about knowledge. A lot of people don't understand the value of it. It's NOT how much it costs to print a book. It's the value of the information in it.

The book was called *The Memory Book* by Harry Lorrayne and Jerry Lucas.

It taught a method called the peg system where you had associated a consonant with each number. So you could remember dates by turning them into words with vowels between each consonant.

You also had a word for each number. So you could remember stuff by associating it with numbers.

See, in ancient civilizations, they didn't have iPads! They didn't even have printing presses. So MEMORY was a HUGE ordeal back then.

They perfected memory systems to a fine art.

In 477 B.C. a Greek Poet named Simonedes was working his magic with his audience when the roof of the building caved in, unfortunately ending the life journey of the attendees.

Simonedes was able to identify every person who died by the location they were sitting in.

From this came a memory method called “Loci” which is a Latin word and means “places.”

They invented a method of associating information with locations in buildings in order to remember it.

Enter The World Memory Championships

In 1991 Tony Buzan (the Mind Mapping dude) and a chess Grandmaster named Raymond Keene OBE established a [World Memory Championship](#) with 30 countries competing in 10 disciplines for 3 days to see who is the freaking top memory dog.

I mean, these guys and gals memorize a full deck of cards IN ORDER in minute and 26 seconds. They memorize 20 decks of cards and more.

They can recite Pi to the 20,000th number.

This year Wang Feng memorized 2,640 numbers in order in one hour. Wang Diandian in the Junior category memorized 728 cards in order in 60 minutes.

Wow. Amazing stuff.

BTW, as an aside, for your MARKETING LESSON, notice how those numbers gave credibility to the story I’m tellin’ here.

Specifics.

Gary always begin his letters with this:

From:

North of Jewfish Creek
Wednesday, 3:06 p.m.
November 7, 2001

Before he even wrote anything, he gave you details.

Now, it's nice if you put those details in your iPad or iPhone or your desktop box. But it's ALSO nice if you can REMEMBER details so when you're talking to someone you can spout 'em off.

It also helps to be able to remember things so you don't have to look up the copywriting formula when you're writing copy.

Interestingly enough, Tony Buzan has built a veritable EMPIRE publishing books about your mind and how to remember stuff.

By publishing books, he has VAULTED himself to celebrity status, much like Joe Vitale has.

And the GREAT THING about celebrity status is it crushes price resistance to your products.

If you can be prolific in publishing, you can get tons of publicity. And build a great career without really doing much more advanced marketing.

How These World Champions Do It

These World Memory Champions use the techniques INVENTED back 2500 years ago. They just have modern applications and tweaks for them.

We're talking about modern applications of really old school stuff, which I think is cool.

Five time world champion Dominic O'Brien explains how he took the Greek Loci method to entirely new levels. You can read his unfreakingbelievable methods for only [8 bucks on Kindle or an iPad](#).

Basically, he takes PATHS and then associates what he needs to remember with PLACES on the path.

Specific location + Picture + Review = Item Remembered

He has a review strategy where he reviews in chunks of 5.

So when he memorizes card decks, he memorizes 52 cards in sequence in under 3 minutes (all explained in the book).

Then he reviews all 52 cards quickly.

He does this with 5 decks then reviews all 5 decks.

He does another 5 decks, reviewing after each one then reviewing all 5 decks.

After he has 5 sets of 5 decks, he reviews those.

➔ This illustrates the power of REVIEW to get your customers to REMEMBER the benefits of your product or service.

➔ It illustrates the power of MENTAL PICTURES and images.

All memory methods are built around translating things to be remembered into mental pictures then STORING or FILING those pictures in a LOCATION or place, like a mental filing cabinet.

Once you understand this, it helps you TRANSLATE the benefits of what you're selling into MENTAL PICTURES for your customers.

Here's How I Plan To Use This Info

1. On future Dashboard products, in the sales letters, I'll be sure to create clear MENTAL PICTURES of the benefits.

For example, you follow the big blue numbers on an icon and you have a specific RESULT. This I tell people.

But what I don't do is paint a PICTURE of the prospect ENJOYING that end result. And I can paint that picture with words and illustrate it with a picture or pictures.

This is really powerful stuff. How could you create PICTURES that help people remember the benefits of what you're selling?

2. Helping people REMEMBER what I teach.

I can do more to create mental pictures to help people remember what I teach.

You can do the same.

This is one of the values of Mindmaps. You create a visual representation for people that they can remember.

How YOU Can Uses This Info Immediately

You might could use what I've just explained but you'll learn a lot more by studying Dominic. But if you don't want to fork over the 8 bucks, [Ron White](#) won the U.S. memory championship and wrote a really excellent book that is only \$2.99.

See, I STARTED by reading the Ron White book because I ran across a publicity ARTICLE on the web talking about his book.

That's the great thing about a book.

It opens the door for getting publicity.

Publishing the book in and of itself has little value. Getting PUBLICITY that costs you very little other than time and the cost to promote is VERY valuable.

I was STUNNED how far memory methods have come along since I first studied them in high school. They are FAR MORE advanced now!

You probably don't know this. But I was also my high school chess champion. But I WISH I had these methods to memorize chess stuff.

As an aside, exercising your memory is one way to ward off alzhemiers.

Another thing you can do is remember names and faces. That's one of the elements of the competition.

And get this: You can practice that by using Facebook!

There are specific methods you use to remember names and faces. Really valuable if you attend live events.

Dominic has “paths” with roughly 50 locations on the path that he uses JUST to remember names and faces.

He reserves some of his LOCI or paths or routes JUST for competition.

He reserves some for remembering card decks. Which reminds me, he used to use his memory methods to win at Blackjack in casinos till they banned him!

He’s also memorized ALL answers to trivial pursuit! Wow.

One thing I learned that I didn’t know is your short term memory ONLY LASTS about 24 hours.

If you don’t REVIEW WITHIN 24 hours, MOST of that info is gone.

History.

That means, after you read what I wrote here today, you won’t remember much of it 24 hours from now unless you make a mental note to review it.

You need to review it at least 5x to get it into your long term memory.

So what some people do is create mindmaps of stuff they wanna remember and then review those 5x.

You can even have a master WEEKLY and MONTHLY mindmap and/or loci paths that you use to remember everything from that week or month.

You can use this method to remember PAGES of a book.

That’s right. Call out a page number, you’ve associated that number with a picture and that stuff on the page with that picture.

Boom!

Someone can call out any page of a book and you can tell ‘em what’s on that page.

Which sounds totally useless. But what about a really IMPORTANT book like Amazing Formula and being able to tell people to go read page 58 for XYZ topic.

Or what about remembering domain names? Connie Green has all these domain names that are redirects for her affiliate links (Like I have with outsourcplan.com). And she gives those domains out when she talks to people, at seminars and on teleseminars.

I see real potential in being able to refer to specific pages in books you read, specific facts and so forth.

The BIG TAKE AWAY is the vital necessity of CODING information you want people to remember into visual images and then realizing you have to REVIEW those things with your potential buyers.

The way you use this within 10 minutes is to pick out 3 things you want to remember from THIS issue and then associate those 3 things to 3 things in the kitchen of the house you grew up in.

For example, if you want to remember Tony Buzan, you picture the toaster in the house you grew up in and it's BUZZIN around in the air or making a loud buzzing sound.

Best wishes,

Marlon Sanders

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