

Sell Your Product In 30 Seconds



What can you say in 30 seconds that will GET ATTENTION and pull people into the rest of your presentation, pitch, webinar, video sales letter or sales letter?

Hello,

Marlon here.

My marketing methods that have sold over 39,572 products online. Info product prices have plummeted. Periscope and Meerkat are taking over. Social media rules the day.

Get my latest million dollar marketing ideas newsletters beamed directly to your Android so you don't miss a freaking issue.

Marlon's Marketing Minute is now an app for Android phones and tablets. Install for FREE.

<http://marlonsnews.com/mmmapp>



iPhone and iPad coming soon.

If you didn't see the VIDEO edition of LAST week's newsletter on unleashing the money in your brain by dumping your ideas on paper in wild torrents, it's located here:

<https://www.facebook.com/marlonsnews>

Today I want to talk about the NEXT logical step.

When you're dumping those ideas on paper, what is the FIRST thing you're dumping ideas about?

There's a concept called the elevator pitch. Which means that if you're in an elevator with someone and you have 30 seconds to pitch your product and get them interested, what would you say?

The FUNNY and IRONIC thing is, it sounds so stupid simple, doesn't it?

Yet, when you HEAR people doing their elevator pitches, you REALIZE it's not quite as simple as it sounds!

The other day, Grant Cardone did a Youtube show on this where he had people call in with their elevator pitches. Grant is the one who turned me onto Meerkat and Periscope. He's the author of the book you've heard me talk about *The 10X Rule*. He is also a sales person extraordinaire.

I LOVED hearing people call in with their elevator pitches. [You can watch the show here.](#) You do need to opt in to see it. But then you will also have access to his Meerkat live streams. The one on EXPANDING is about 20 minutes long and simply fantastic.

If you have an interest in real estate investing, he owns \$300 million in multi-family properties and does occasional shows on how to buy real estate, etc.

Why Am I Talking About The First 30 Seconds And What Does This Have To Do With YOU?

After watching that show, I went back and looked over a new sales letter I'm working on.

I decided the opening COULD be much stronger.

When people FIRST come to your letter, you have 4 seconds to get their attention. That's the job of your headline.

The NEXT PART of the letter, video, webinar or audio we call the LEAD. That's your 30 second elevator pitch.

You BETTER be able to grab 'em in 30 seconds, just like Grant demonstrated on that Youtube show.

Here is where LAST WEEK's newsletter comes into play.

How do you IMPROVE your first 30 seconds?

Well, you grab your text pad, iPad, or pad of paper and you brainstorm different variations.

You might even take some of those and read 'em to friends in the biz and see which grabs them most.

Or you run them by customers.

Again, it's well worth the time to [watch this show](#) so you can HEAR the difference between lousy 30-second elevator pitches and great ones. I have no vested interest in telling you about that.

In fact, quite the opposite. Being a great sales person Grant is very aggressive about selling things! So you'll probably spend money with him instead of me. But that's OK but at least you're getting things that will help you sell and make you money.

How To Get Attention In 30 Seconds

1. What has CHANGED that people don't know or realize?
2. What's the biggest benefit you can offer?
3. How can you state things so they have MORE impact?

I can't show you the whole headline for the sales letter because unfortunately people are too quick to copy things and try to steal your thunder.

I'll just show you the most important PART that I changed that is really the 30 second elevator pitch, or a big chunk of it:

THE BEFORE:

What's so blood freaking complicated about getging sales, responses or actions. NOTHING! That's what. NOT when you are in possession of *"The Marketing Crank"*

THE AFTER:

Info product prices have plummeted. Push notificiations are trouncing email. Periscope and Meerkat are stealing the show. Watch the 60-second video below to see how my brand new simple Marketing Crank uses these changes to rock out your sales, leads, actions and responses.

I'll still probably test BOTH versions. What I like about the BEFORE is it's simpler. BUT the AFTER does a better job of answering the question WHY NOW?

Why read this NOW?

Why pay attention to this NOW?

If we were on an elevator and I said the sentences in the BEFORE statement to you, I doubt you'd particularly insist on knowing more.

If I said the AFTER statement to you and handed you a business card with the URL of the video on it or a dvd with the video on it, it would be better.

From an elevator pitch perspective, it can still be better.

Maybe something like:

If you have a product or service you sell or get LEADS for, a cause you promote, a group you want to expand, the old methods aren't working as well for you. Email open rates have plummeted. It's harder to get attention than ever before and social media are taking over. However, I've discovered NEW METHODS most people don't know about or use properly that are working gangbusters right now. Push notifications, Meerkat, Periscope, Medium, Instagram and even Pinterest. I've developed a 3-step system that COMBINES methods I used to sell 39,572 products WITH these brand new methods. Here's a 60-second video that shows it IN ACTION.

That's probably better than the other two I just showed you.

Maybe it is. Maybe it isn't. I need to test.

This shows you the IDEA though of how you create a 30-second pitch for what you have.

I'm sure I'll work on this MORE and make improvements in it if I have time.

Just while I was writing this, Grant Cardone popped up on my Periscope with a little elevator pitch for an upcoming event.

Then, after that was over, I got a push notification that said:

Sandi Krakowski is live: Let's have coffee together and talk about VIDEOS & FACEBOOK & GROWING YOUR BRAND.

That's her 4-second pitch and a darned good one. Your 4-second pitch buys you 30 seconds to do your 30-second pitch.

My FIRST INSTINCT was, wow, I need to click and watch that!

Let's say I did click. THEN she has 30 seconds to HOOK ME IN!

Do you see how that works?

4 seconds > 30 seconds > 1-2 minutes.

After you get your 30 seconds, you buy yourself 1-2 minutes and you SHOULD be off and running.

But unless you PLAN THIS OUT and think it through and brainstorm it on your pad of paper, it's not going to work as well as it could.

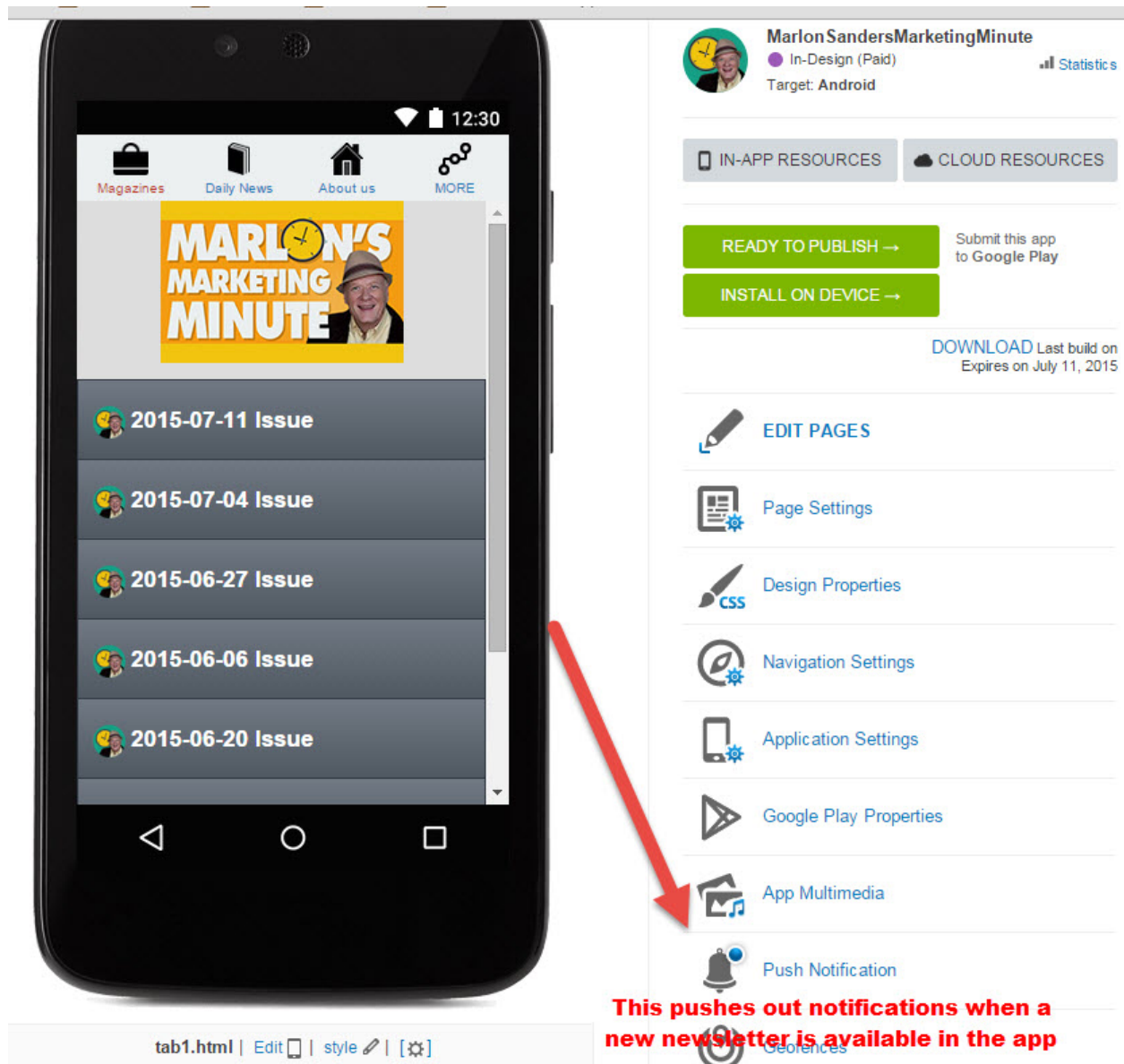
Why Push Notifications Are Replacing Email

I've hardly read or seen an email from Grant Cardone. He sends me PUSH NOTIFICATIONS on my phone. I get notices from him on Twitter.

Thanks to the genius of Ian Del Carmen, I have the app for my newsletter you [can download to your Android](#) device.

I'm working on the iPad / iPhone but I have to get a Dunn & Bradstreet number since it has to be under my corporate name. The reason is you can do "in app purchases."

By getting my app, you'll make sure you don't miss an issue or million dollar sales idea BECAUSE you'll receive a notice on your phone and the newsletters will be in the app.



Now, that is my Android app. And all I do is click the PUSH NOTIFICATION to notify people of the new issue.

Which reminds me. If you're on my Twitter, you're not reading and interacting yet!

If I see you're not just following me but letting me know by LIKING TWEETS it'll motivate me to keep you in the loop.

Why?

Because I KNOW you probably aren't getting or seeing HALF or more of the emails I send out. Or you get too distracted to pay attention.

<http://twitter.com/marlonsanders>

That is my Twitter.

How To Get PENNY VIDEO VIEWS on Facebook

<http://facebook.com/marlonsnews>

That's my Facebook page AND it's growing momentum. I only created that page a week or two ago, which is kinda a long story. But the video from last week is getting PENNY views from an inexpensive ad.

**Marlon Sanders**July 8 at 7:45pm · Edited ·

Free 3-minute video reveals how to increase income or ANY result for FREE -- and do it fast. You could do this in the next hour. Turn on the audio and watch the video below. Let's hear if this sparked an idea FOR YOU!

- * Could you put articles on [Medium.com](#)?
- * Could you do Youtube videos?
- * Could you do Facebook videos?... [See More](#)



302 people reached



 \$24.64 Left

147 Views

 ▼

Like · Comment · Share

 Conley Milam, Paul Perry, Steve Troutman and 7 others like this.

Most Recent ▼

**Steve Troutman** Go Grant! Go Marlon Sanders. Makes sense to me. Give more in order to get. You can't expect people to know, like and trust you if you

My INSTAGRAM is here:

<http://instagram.com/marlonsand>

I usually share an inspirational marketing quote or idea and then write a story or something about it to give you an idea.



OK this wraps up today's newsletter. Please pass along, share, like and spread the word BECAUSE that motivates me to keep producing great content AND even do more.

The more you promote, the more you share, the more I'm motivated to share with YOU!

PS: I haven't been pushing much for testimonials on the blog and a lot are a year old. If I've helped you, even if it was just something small, a small victory, do me a favor and take a few minutes to post it at:

<http://marlonsanders.com/testimonials>

Services You Can Use

<http://marlonsanders.com/secrets> -- This is a product that will take you out of the box.

<http://marlonsanders.com/faststart> -- If you're new, this is a good first product.

<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.designdashbooard.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