

How to create a product in 114 minutes & sell 6,000 copies (Part Deux)



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Hello,

Marlon here.

Today I carry through with PART DEUX of a popular newsletter I wrote awhile back. [You can read the back issue here.](#)

In that newsletter, I explained how Alex Jeffreys sold 6,000 copies of a product that took 114 minutes to create.

That would be the ultimate Information Infopreneur™ accomplishment. (Infopreneur is a trademark held by H. Skip Weitzen ([author](#) of the book 'Infopreneur'))

Now, first of all, we'll start with a few explanations to create reasonable expectations:

114 minutes was the time it took to record the product. With practice, you can outline these very quickly. But when you're starting out, it'll take you considerably more than 114 minutes for your first few products.

And second, 6,000 sales is exceptional and was only accomplished because of groundwork created on other launches.

Are you OK with taking longer than 114 minutes and selling fewer than 6,000 copies your first time out?

**Wednesday August 26 at 7 pm CST is the Rising Tide Workshop
Grab Rising Tide then snag the OTO and
JOIN ME THIS Wednesday!**

<http://marlonsanders.com/RisingTide/>

So while those numbers are hard to believe for some, my own story shocks some people. I was no "born infopreneurs™". Here's what I mean:

In 1982 the oil market had crashed. I was just looking for my first real time job.

People were literally laying off employees. So I worked sales jobs at night and sucked horribly at them. I put 30,000 miles on my car in 6 months

and only sold 1 tiny insurance policy on an old wooden house the company didn't really want to cover – at all!

I sold advertising for 6 months and never made ONE sale!

I even worked "deep nights" while struggling to piece together a business in the daytime. I'd come home at 7:30 a.m. and try to get sleep with the lawn mowers blaring outside, dogs barking up a storm, light coming through the windows.

How I got any sleep at all is a miracle.

I got fired from my last job because they found out I was "moonlighting." Apparently, they preferred employees with no ambition or motivation.

Finally, out of desperation, I spent \$5,000 for marketing training. And it was only then, I got some results. \$50 to \$100 a day started to drip in.

Then, I had my big breakthrough. And my FIRST breakthrough day, I had \$1680.70 in sales of 25 products on March 22 of 1999. The next day I had the same.

Then I had days of 1876, 2479, 3215, 4958 and 7035 off of 135 sales in one day and \$10,234 off of 41 sales on April 19, 1999.

I went on to have multiple 6-figure years year after year after year while working as little as 30 minutes a day.

And now, I help others who want to have their own breakthrough days via marketing training.

If a guy like me who put 30,000 miles on his car in 6 months and could only sell 1 crummy homeowners insurance policy can do THIS, then I don't see any reason YOU can't.

None of this came naturally to me.

My first sales letters and ads totally bombed. I'd probably STILL be struggling if I hadn't believed in myself enough to invest \$5,000 in quality training.

What Skillsets Do You Need So YOU Can Launch YOUR 114 Minutes (more or less) product

There are some ESSENTIAL SKILLSETS you need. Yes, you CAN do products in 114 minutes give or take an hour or so.

But you need to have basic SKILLSETS in place FIRST. Here's why?

Money is a result of getting paid for VALUE. Value is a result of skillsets that deliver products and services where the demand is greater than the supply.

A lot of people apparently haven't been taught about the importance of skillsets. They work at dead-end jobs that don't increase their SKILLSETS then wonder why they can't get a raise or a better job.

People in online marketing do NOTHING to improve their skillsets and then can't understand why "it doesn't work" for them.

Here are things I consider to be essential skillsets. If you aren't working right now to improve these, I recommend you DO.

1. Ability to create nice looking screen caps

I use snagit by techsmith. Makers of Camtasia. This is what we use to take screen caps for the dashboards. But there are many other programs that do them also. Some may be free or cheaper. Anytime you do a step-by-step tut, you need nice looking screen caps. The ones in design dashboard were done by Lisa and look good.

2. The ability to WRITE steps just like I did in the dashboards

A lot of people struggle to write clear step-by-step instructions. This is a SKILL that can be learned.

3. The ability to do CLEAR screen capture video with Camtasia AND decent audio.

A Logitech headset can get good enough audio, especially to start.

You need to be able to do this so you can create videos for products.

You want to do the screen caps at the size you'll use them when possible because resizing downgrades the quality.

Nice clear screen caps help. And knowing how to make them the right width...you can zoom in and out on your monitor screen to adjust the size

A logitech headset can get good enough audio, especially to start. You need to be able to do this so you can create videos for products

4. Sales Copy

Headlines with the 4 u's like I teach in the Fast Start System and Level One Training.

Unique – Your headline needs to reference something unique

Useful – There has to be a compelling benefit

Ultra specific – Specifics sell

Urgent – Why should people act today?

- The ability to write hot bullet points that create curiosity.
- The ability to write enticing descriptions for your 6 modules.
- The ability to think of and write compelling copy for 3 bonuses.
- The ability to write a great guarantee.

Part of sales copy is being able to come up with hook, angle or big idea to START with. You need something with an element of uniqueness in it (which is why it's part of the 4 u's.)

5. Ability to do power point or open office or similar SLIDES because most pitches use power point slides.

They aren't difficult but there is some learning to do. I consider the above ESSENTIAL skills

Once you have those skills you can do video sales letters, write sales letters, do tutorials for products.

Usually, your One Time Offers or OTO's are done with screen capture video and slides. You CAN write a sales letter. But most people are having success using slides.

You need to be able to write your script and pop it quickly into Power Point so you can record your pitch.

Some people record the audio then go back and play the audio while recording, and turn the slides in sync.

I find it easier to record the slides directly.

6. Ability to use either Optimize Press, Lead Pages or Clickfunnels. Optimize Press can get you by.

Click Funnels is the elite solution but it's a month fee. To START, Optimize Press on Wordpress is good enough.

Once you have the above abilities, THEN you're in a position to quickly create a mindmap with 6 branches on it and recording 114 minutes on it, doing around 7-10 minutes for each branch.

This gives you 6 branches which become modules in your sales letter.

Then you'll have 3 more branches for your 3 bonuses.

**6 modules + 3 bonuses + strong sales letter =
potential hot product**

You won't know if it's a winner or not until you test it.

7. Ability to come up with hot product ideas

In Level One I if you have it, reference the part where I teach the next link in the chain method.

If not, then look around at what's selling hot RIGHT NOW!

What can you do that would play off of it, tie into it naturally or add or COMBINE a missing or more powerful element?

I'm constantly amazed at how much more successful people are when they work off of things that are already proven to work.

8. The ability to contact potential affiliates and get them on board your launch

You don't have to do this. But it has worked for many. If your launch has a great earnings per click, you can get affiliates by word of mouth.

9. The ability to sell a BIG TICKET such as coaching or "done for you" services AFTER the launch.

This is critical as it's where MOST of the money is made.

I find that most people are paying out 100% of the front end offer (usually \$10 or less) to affiliates. Then they have some cash and prizes.

They end up NETTING about 30% or 40% of the money that comes in from the one time offers. However, on smaller launches this isn't a lot. So you NEED bigger tickets on the "back end."

If you know your 30-day value of a new customer, this is a good start.

Where Are You On These Skillsets?

How are you doing on these skillsets?

Which ones are you weakest on? That's the first place you start for improving your skillset.

I find that people don't want to work on skillsets. They buy into all the "magical" pitches about how money rains down overnight.

And it's true. Money DID rain down overnight. When I "broke through," I went from \$853 sales in February TO \$65,690.95 in MARCH and \$45,643.15 in April and \$26,256.60 in MAY.

HOWEVER, I already had done the groundwork and had most of the SKILLSETS in place.

Not all of them but most. I had to learn a few on the fly which is the slowest and hardest way to do it.

Non Producers Aren't Willing To Invest In Acquiring Skillsets

I also find non-producers or low-producers and very average earners aren't willing to INVEST in themselves and their skillsets.

Evidently, this is because they don't believe enough in themselves to invest money upgrading their skills.

What's more, this mindset is FED by marketers who proclaim that it all happens magically without acquiring foundational skillsets.

However, if you examine closely, you'll usually find THEIR skillsets are HIGHLY refined and more often than not they've invested thousands or tens of thousands in acquiring those skillsets.

The King Daddy of Skillsets

The KING DADDY of skillsets is the ability to find out what people WANT to BUY right now – and give them a great reason to buy it from YOU!

This is one of the most important skills.

How much time did you spend last week improving your actual skillsets? I mean, ACTUAL time invested in acquiring a skill?

That number right there will predict your success 6 months from now.

Best wishes,

Marlon Sanders

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

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get my Facebook Training. This is powerful training on how to use paid Facebook advertising to generate leads but then get the cost per click down to pennies even in the most competitive markets imaginable. MOST people I know who are BUYING ads and succeeding today are doing it on Facebook. The volume there will make your head SPIN! You can build a whole 1,000 lead a day empire off of Facebook if you want and are in a high demand niche with the volume.

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

<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

