

HOW TO CREATE A SMALL FORTUNE WITH “BLUE OCEAN” INFO PRODUCTS AND COURSES



Hello,

Marlon here.

It's a great day to be an info product marketer, course creator and seller.

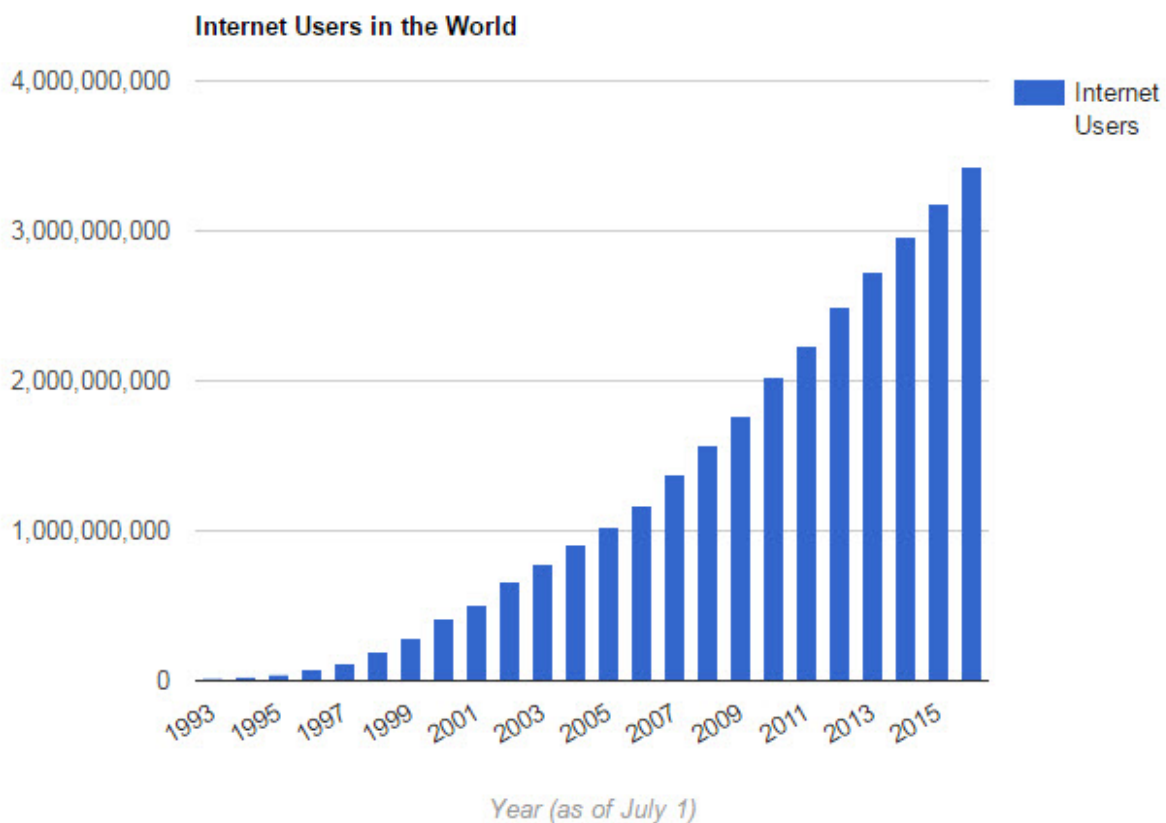
If you're reading this right now, it's by no accident. Somehow the link to this got your attention, you clicked on it and now you're here.

Your timing couldn't be better.

Why?

Because it's the Golden Age for digital product and course creators and sellers. This is due to "the third billion."

Approximately 40% of the world's population now have Internet access. In 1995, it was less than 1%. The FIRST billion users came in 2005. The SECOND billion in 2005. The THIRD billion in 2014. [Check this out:](#)



These numbers [increase every SECOND:](#)



3,398,906,247

Internet Users in the world



1,044,787,737

Total number of Websites



91,666,629,972

Emails sent [today](#)



1,935,991,504

Google searches [today](#)



1,798,046

Blog posts written [today](#)



255,655,314

Tweets sent [today](#)



4,423,037,308

Videos viewed [today](#)
on YouTube



25,675,499

Photos uploaded [today](#)
on Instagram



39,868,041

Tumblr posts [today](#)



1,683,670,648

Facebook active users



451,886,948

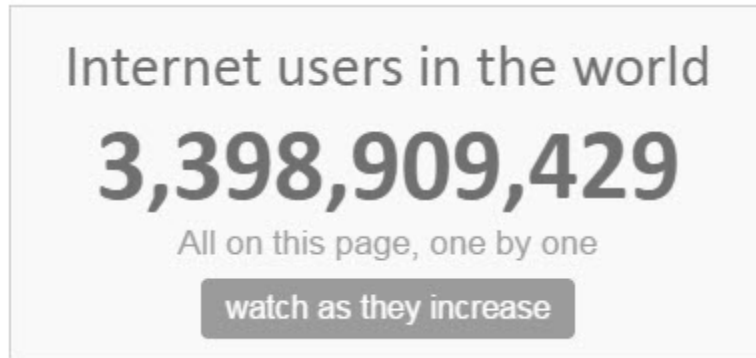
Google+ active users



305,573,204

Twitter active users

You can see the Internet users in the world [come on live here](#):



With GROWTH like this, there's enormous, untapped potential. It sounds like a cliché but the numbers speak for themselves.

You can see the POSSIBILITIES.

But Marlon, there are so many things now. How is this an opportunity FOR ME?

Here's what most people don't think about: The opportunity is in the "Blue Ocean."

What do I mean?

The opportunity is finding UNMET NEEDS and WANTS. Then get in front of them. It has never been faster, simpler and easier to get in front of Internet users.

Facebook ads. Youtube ads. JVZoo. Warrior+. Clickbank. Twitter ads. Joint ventures. Affiliate program. Social media. The list goes on and on.

You CAN get your message out. JVZoo makes it FREE and dirt simple to launch your product to affiliates. And Facebook groups make it a 5-minute job to let affiliates know about your product by posting an announcement to a secret list of groups many people aren't aware of.

All you need is SOMETHING TO OFFER to them that will be irresistible. That's where the BLUE OCEAN comes in!

You sell what others aren't! I don't have time to go into it here but I have a technique called the Blue Ocean Irresistible Offer Method. It's how you can go in about ANY NICHE and not only find your "Blue Ocean Offer" where ONLY YOU offer it. But you can make it IRRESISTIBLE.

Not only that, it'll bring you VISITORS and TRAFFIC virtually automatically. I hate to say that last part. I realize it doesn't sound particularly believable. I have to show it to you for it to make sense. [You can sign up for the early bird notification](#) of the webinar here if you want. I'll send you an email when the webinar training is ready on it.

And that's where your timing couldn't be better again. Man, when I got started in this business in 1996, it was HARDER than nails to create a digital product, or ebook. Video wasn't even something you did.

Now, all you do is click a button and talk.

Can you click a button?

Can you talk?

Can you hit the right hand arrow on your keyboard?

If so, you have what it takes.

The Key To Blue Ocean Products

The KEY to Blue Ocean Products is finding an UNMET need or want or need/want.

If you see common complaints, that is a tipoff.

One EASY way is to look at the #1 thing people want.

Then the #1 COMPLAINT.

Then an ATTRIBUTE.

You make the ATTRIBUTE the #1 thing they want.

The classic example of this was way back Stephen Pierce produced the Whole Truth About Internet Marketing, which was differentiation on an attribute.

I have differentiated based on “step-by-step” and also EVERGREEN.

Imagine you’re flying in a helicopter from above looking at all the products down below.

What’s MISSING?

Where are the GAPS?

Are there MISSING COMBINATIONS?

This is one way to go about looking for product ideas.

I also teach the “next step in the chain” method. Where you basically look at a sequence of product ideas and predict what’s next in the chain.

But Marlon, how do I come up with the IDEAS?

That’s a GREAT QUESTION.

I’ve written a handy, dandy PDF that walks you through the basic steps.

Crush Product Sales (10 Step Checklist Pdf Download)

Find out how to crush your online marketing product and service sales using my 10-step checklist.

It's a handy dandy PDF you can download.

<http://marlonsvideos.com/mmm3/CrushSales.pdf>

I have a number of links in it to other PDF's you may not have seen, so be on the lookout for those. This is a jam-packed PDF I could easily sell for \$7 or \$10.

Here [are 7 USES for Info Products](#) you may not have thought of.

[How to turn your frustrations into profits](#)

[How to get product ideas by idea combining.](#)

Ready to get complete A TO Z instructions RIGHT NOW?



[**http://quickestart.com**](http://quickestart.com)

Marlon

Other Services You Can Use

The big picture: [**http://amazingformula.com**](http://amazingformula.com)

Some of the links are out of date but 90% is evergreen. Good stuff. Some of the links are out of date.

[**http://quickestart.com**](http://quickestart.com) – **In depth PDF on my product creation formula.**

<http://quickestart.com/video> -- Videos covering the steps in the above PDF.

<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://bigticketdashboard.net> – create and sell big tickets

<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>

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/>



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

