*A Special In-Depth Report To Help You Create The Income You Want*
*Via Income Layering*

# Create Your Own Banners

## How to Easily Create Banners That Would Normally Cost You $20 Each

### I'll Show You How With Photoshop But You Can Also Use Paint.net Or Pixlr.com

Hello,

Marlon here.

I want to talk about how to use Photoshop to create banners.

If you go to 20dollarbanners.com, you don't have to be a rocket scientist to figure out how much you'll pay per banner. Fiverr has cheaper banners UNLESS you want the PSD files, in which case you're likely paying $20 or more by the end of it.

Why not learn to do it yourself and save all that money?

For a typical launch, you'll do 5 or 10 banners. That's $100 to $200 in graphic design fees. Not a fortune. But it's nice if you can just bang it out yourself fast.

I'm going to show you with text and pictures. But relax, I'll tell you where to get a video of the instructions at the end.

Listen, you don't need to use Photoshop. You CAN edit the PSD's I'll tell you about using Paint.net or Pixlr.com.

Now, I'm impressed at what you can do with Canva.

It's pretty darned easy. Not only that, it has a bunch of great images and icons included. That's hard to beat. But it can't use the templates I'm showing you today (as far as I know).

Ditto with Power Point.

And I'm a bit stunned at what people can do in Power Point. The thing about Power Point is, you can't create images by pixel size. At least, not in the version I have. So it's hard to get your images the right size.

There are some inches to pixels converters out there. And if you're dedicated enough, you can probably figure it out.

Photoshop is a power tool. It used to be quite expensive. But now you can subscribe on a monthly basis pretty inexpensively ($20 a month). For not too much more, you can get their whole suite.

If $20 a month blows you out of the water, you'll want to use Canva or one of the other cloud-based design tools.

You can't beat the control of Photoshop. And honestly, once you learn it, it's fast.

The other thing is, for banners, I bought a templates pack that is really hard to beat. It makes doing banners fast a snap. On Canva you'd be starting from scratch. So these templates are definitely a lot faster. Although once you got your templates built and saved one time in Canva, it'd be about as fast after that.

If you want to get this templates pack, you can buy it here. The templates are great. They're what I use for banners.

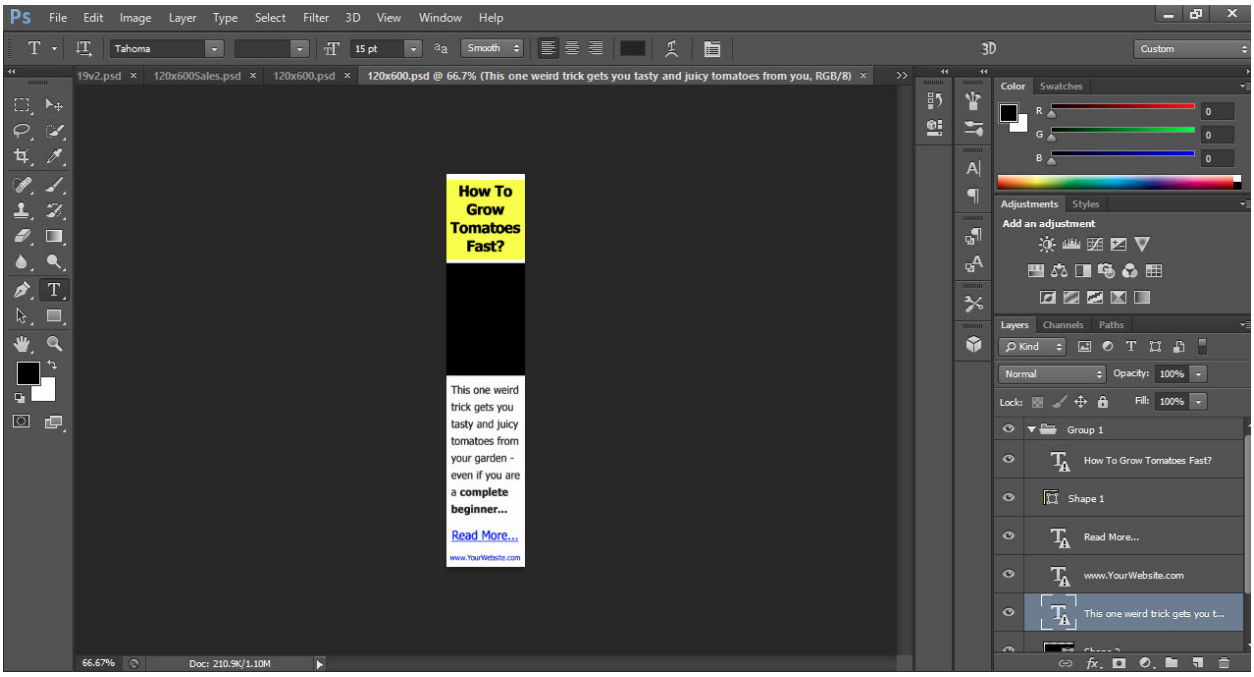
Photoshop has this reputation for being hard. That's because it's not particularly intuitive. But once you learn the ropes, it's fast.

Here's a banner I created this morning:

That's a pretty decent-looking banner.

I'll show you how I created it.

First, I opened the template in Photoshop.  This is "the beast" right here:




All I basically have to do is:

1. **Type a different headline**
2. **Change the body copy**
3. **Add a picture**
4. **Change the blue link at the bottom**
5. **Save it.**

Here's how I did that:

1. I changed the headline to:

Popup Cash Secrets Revealed

2. I added the image

I added an arrow and a picture. It's probably not the greatest image. I may ask my designer to do something different. But that's what I came up with. The picture is actually from a different promotion I did. But I thought it had a bit of curiosity as to what I was holding up.

3. I changed the body copy to:

“How I got 21,689 clicks and 341 sales around the web for free”

4.  I added Get Course for the blue hyperlink

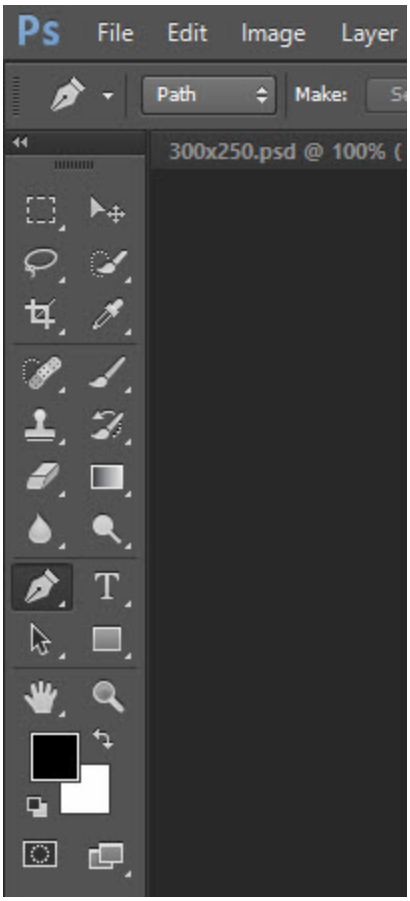
That’s about it.

Now, HOW did I do those things in Photoshop?

First of all, RELAX if you got one LONG as day column instead of a double column like I have. I prefer the double column.  All you do is click on the little arrow thingy and It’ll turn your single column into a double:

That’s like one of those little “gotchas” that will drive you batty if you don’t know about it.

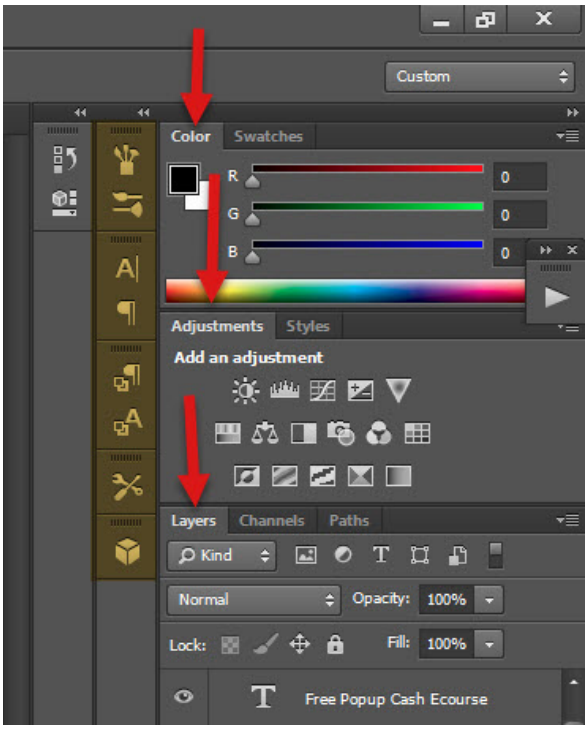
Once you click it, you have two nice columns like this:




The next thing is the DARK color.  If you want to change the color of Photoshop, you go to Edit  > Preferences  > Interface

And you can change that stuff.

The NEXT GOTCHA that you must know about is the different options for your layers pallet on the right.



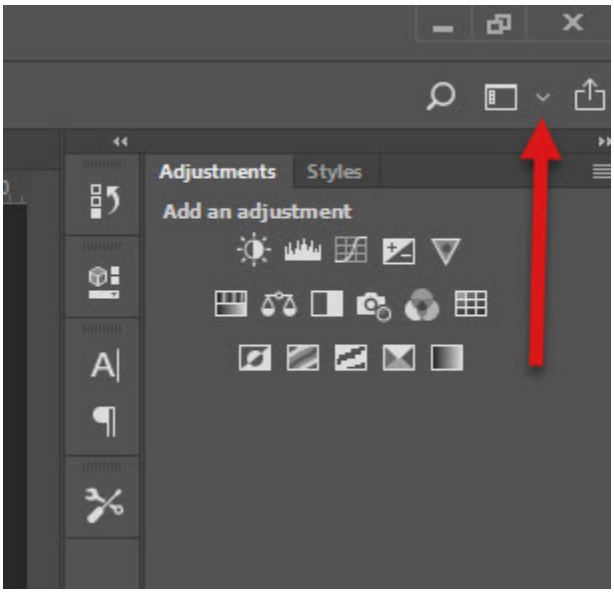

I have the color pallet, adjustments and layers.

Then for the tools, I have:

Brushes
Brush presets
Character
Paragraph
Paragraph styles
Character styles
Tool presets
3D (for no good reason)

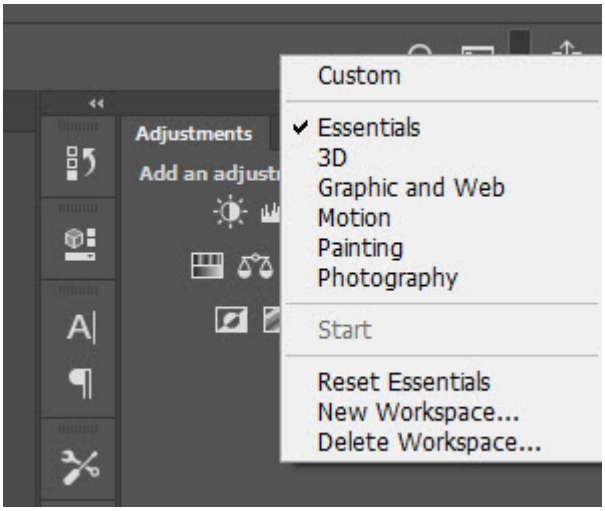
But you won't HAVE a custom preset when you start out.

So ESSENTALS is plenty good to start with:

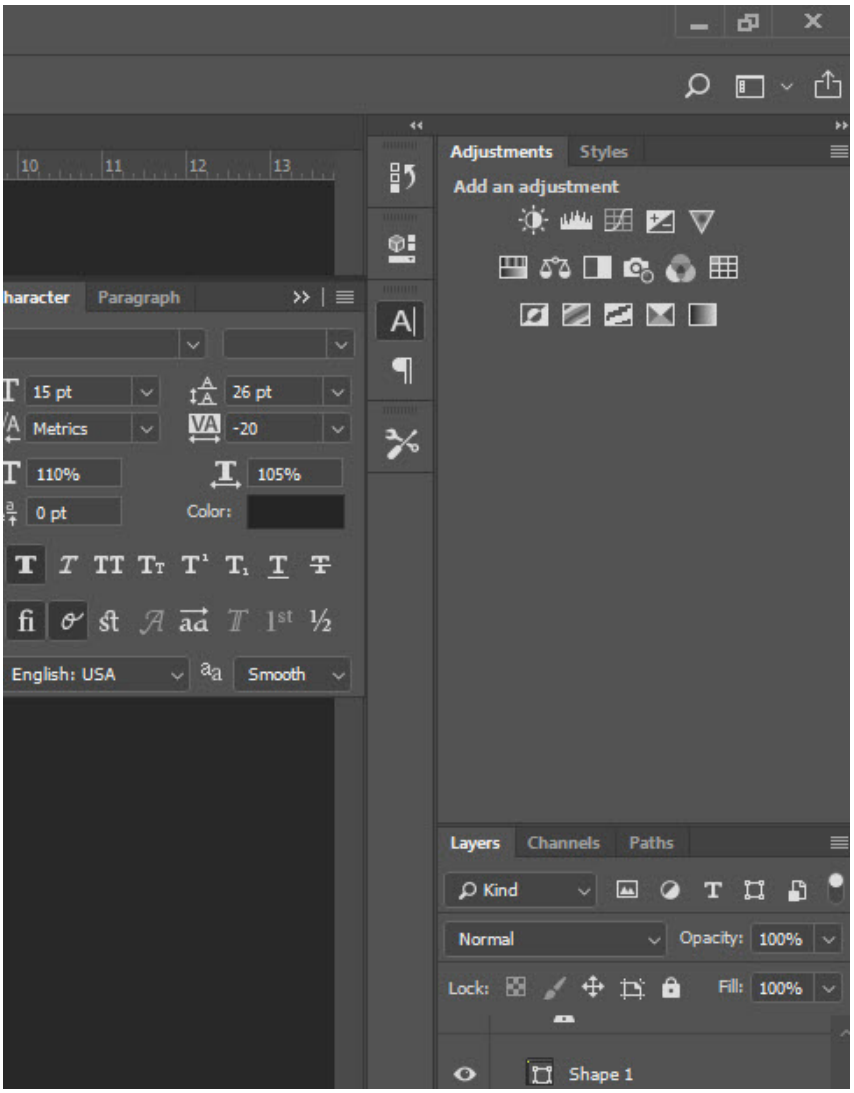



You click that sneaky down arrow.  You'd never guess this unless someone pointed it out to you.

Then select ESSENTIALS:




Now you'll have a nice setup:




Notice that when you click the A on the right, all your text modification options fly out.

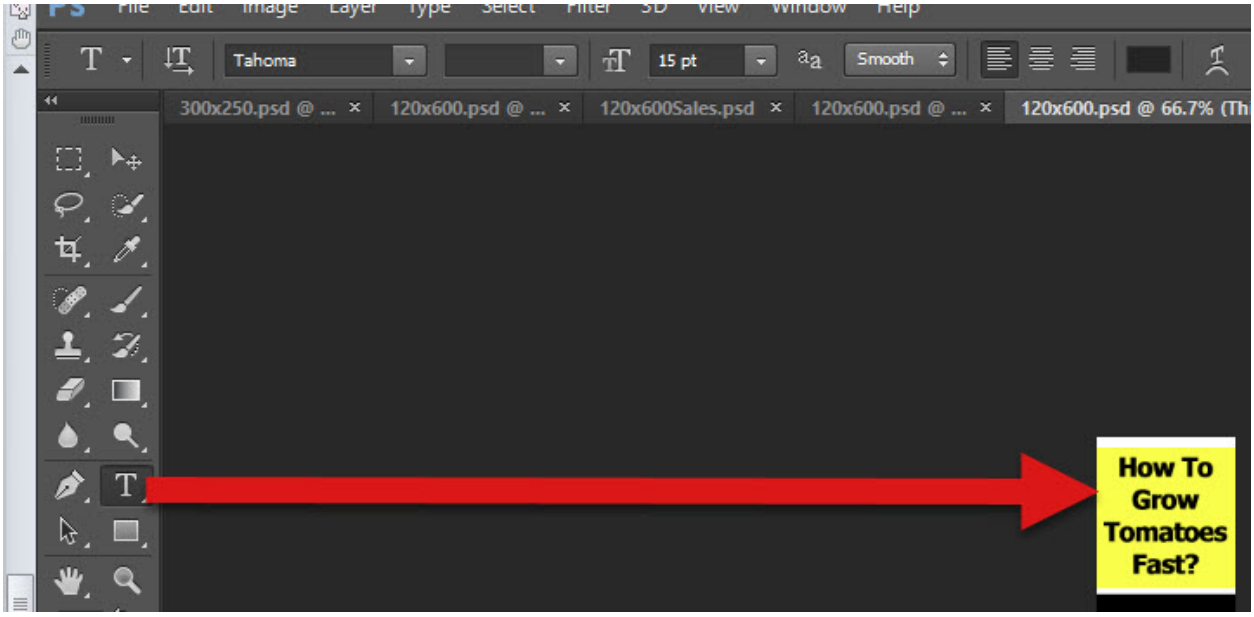
OK. Finally, we have all the GOTCHAS fixed and out of the way. You're ready to rock and roll. Figuring out the above is quite annoying. But once someone shows you like I just did, it's easy.

**1. Changing the headline**

I clicked on the T on the left menu.

This is a screen cap from CS 6 or something like that. It's not the most recent Photoshop. The screen cap above is Photoshop 2018. 2019 looks about the same.

There are minor cosmetic differences on the interface with different Photoshop versions. But the basics are the same.  Tools are on the left. Layers, typography and image adjustments are on the right side.




After you click the Text icon on the left, you then click on the text on the right. And that lets you type new text:

See the vertical bar |? That's the blinking cursor.  You can position that and highlight the text and type over it.  Or just hit delete to erase words and then type new ones.

It takes a little getting used to. But once you learn it, it's easy.

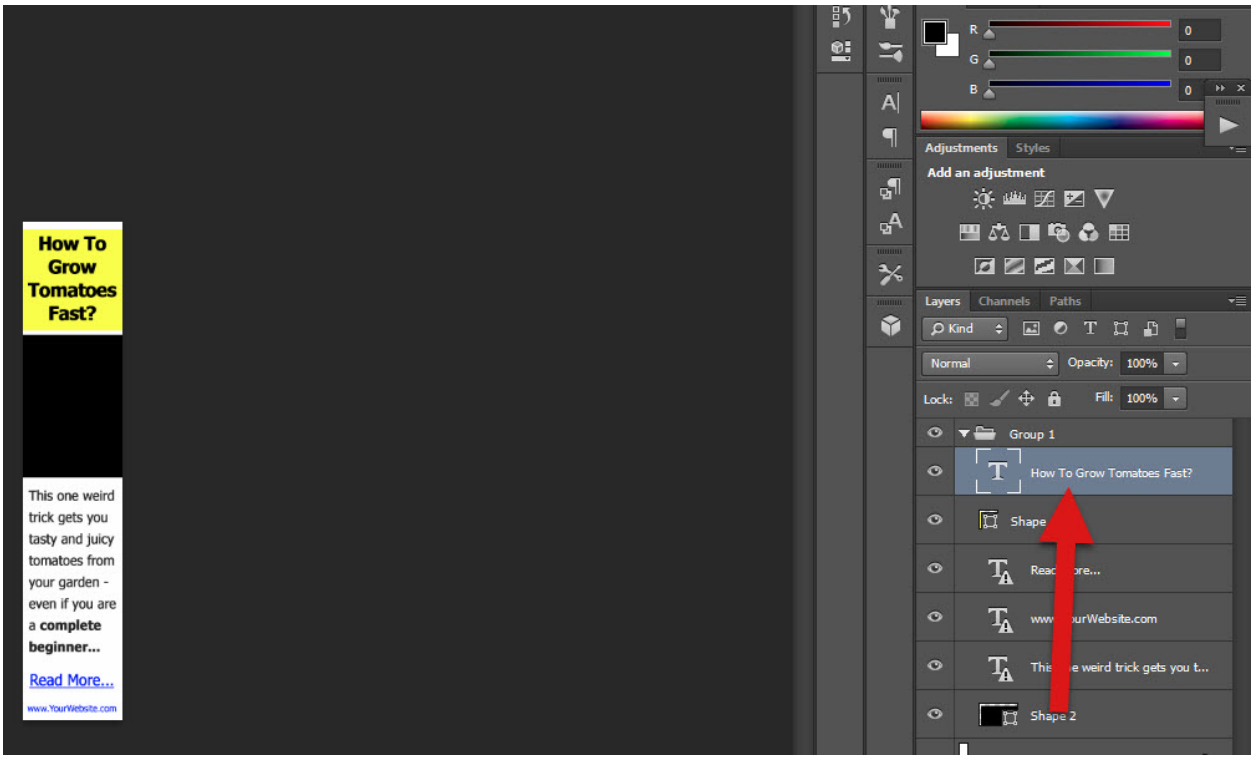
If you're trying to edit the text and it won't work, don't pull your hair out!  I tried that.  It doesn't help!

Instead, on the RIGHT SIDE of Photoshop are your layers.

Every image you ad or text blurb you add goes on its own layer. Which is cool because you can drag layers around. In Powerpoint you have to select move to front or move to back.

That REALLY has its limits FAST.

So if you're having problems editing something, check to see if the layer with that element is selected on the right side:

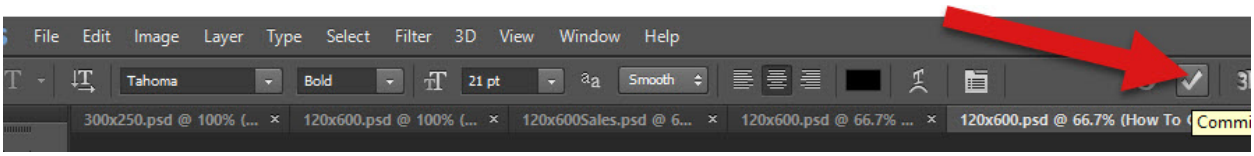



And since the banner has more than one layer with text in it, you want to make sure the RIGHT text is selected. In this case, you can see we're editing the headline "how to grow tomatoes fast".

You'll grow to LOVE layers.

But the frustrating thing is the layer needs to be selected for you to edit it. Usually, this happens automatically when you click on what you want to edit. But not always.

Once you're done editing, you HAVE to click the CHECKMARK to tell Photoshop you're done. Whatever. Click the sucker.




You can't do anything else until you click the checkmark.

## 2. Add the image

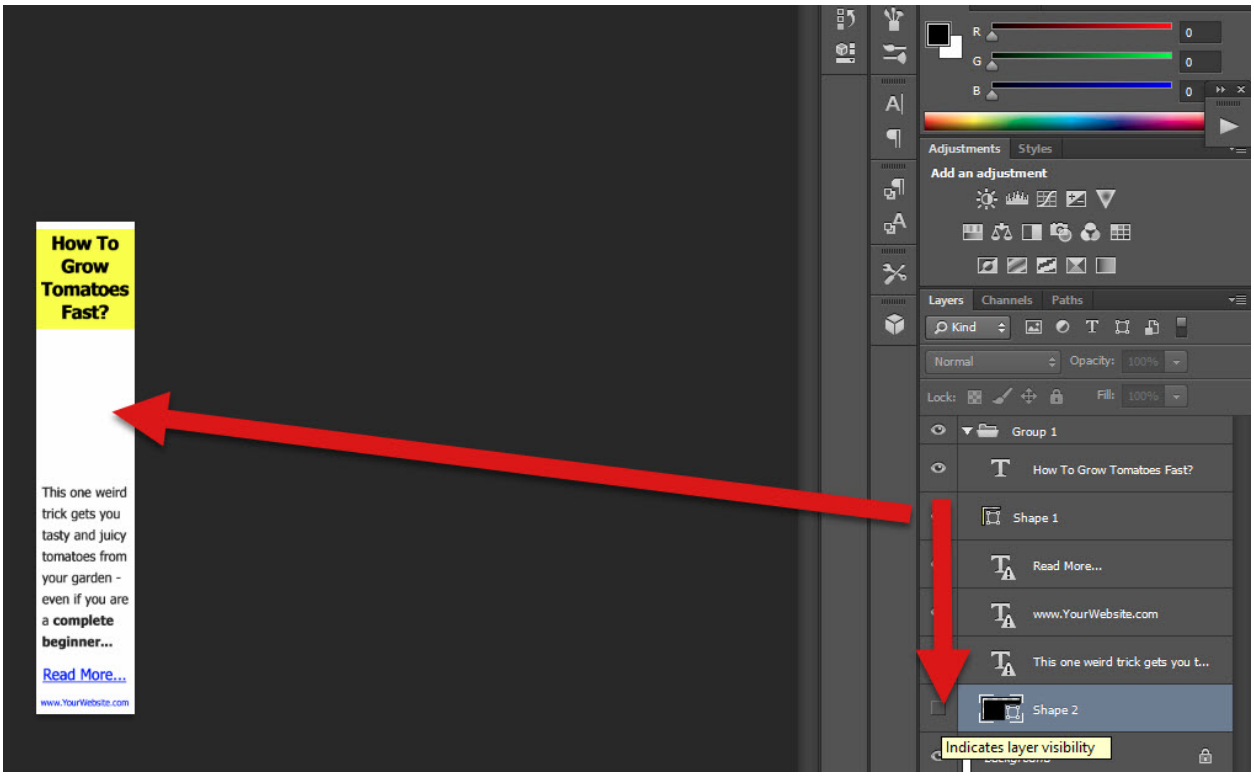
This is a little funky how you do it.

Once you KNOW how to do it though, it's easy. It's just not intuitive. I mean, you'd THINK to add a picture you'd click "add picture" or "insert image."

Heck no.

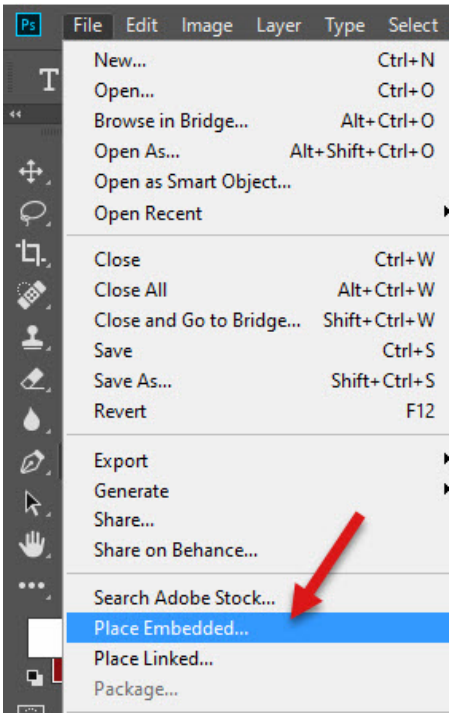
This is Photoshop.

First, select the LAYER with the image. If you don't know which layer it is, click the little EYEBALL and that'll turn that layer off. Boom! You'll see that element magically vanish from the displayed image.



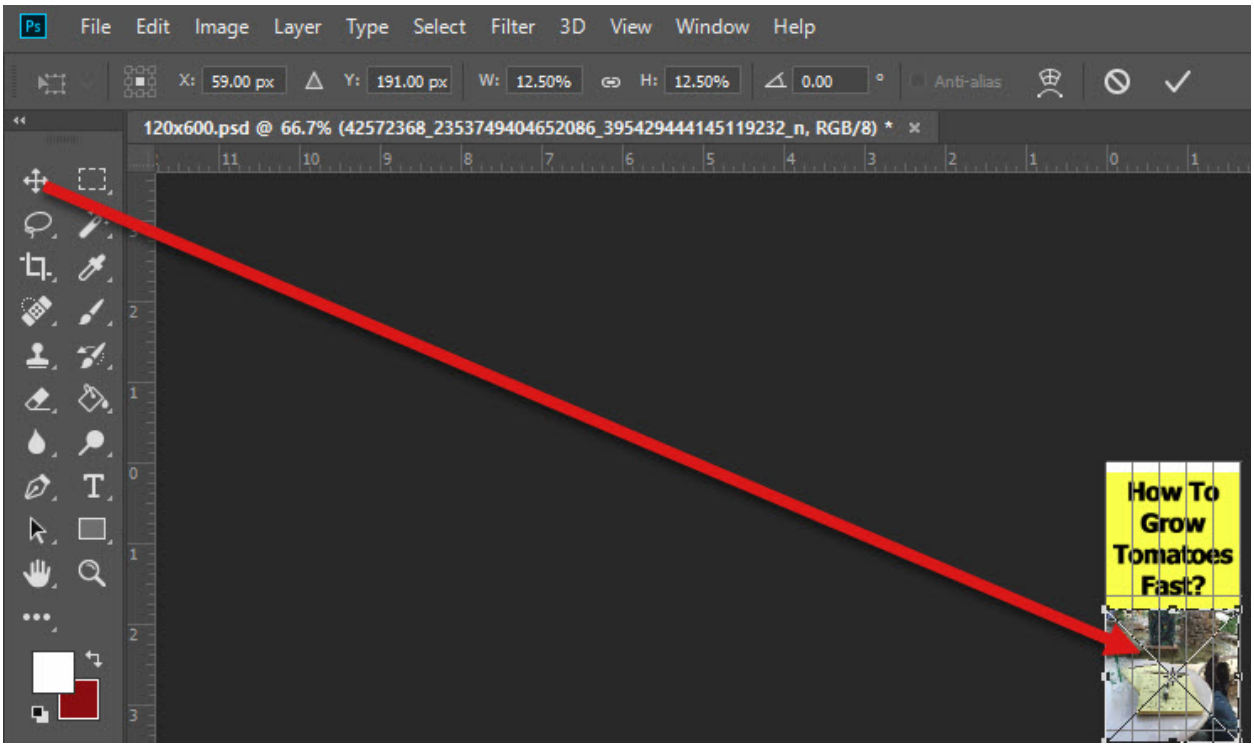
See how I unchecked the eyeball on the right side and that made the image disappear.  That tells me I've selected the right layer to add an image to.

Too add the image, I go File > place OR File > Place Embedded, depending on your version of Photoshop:



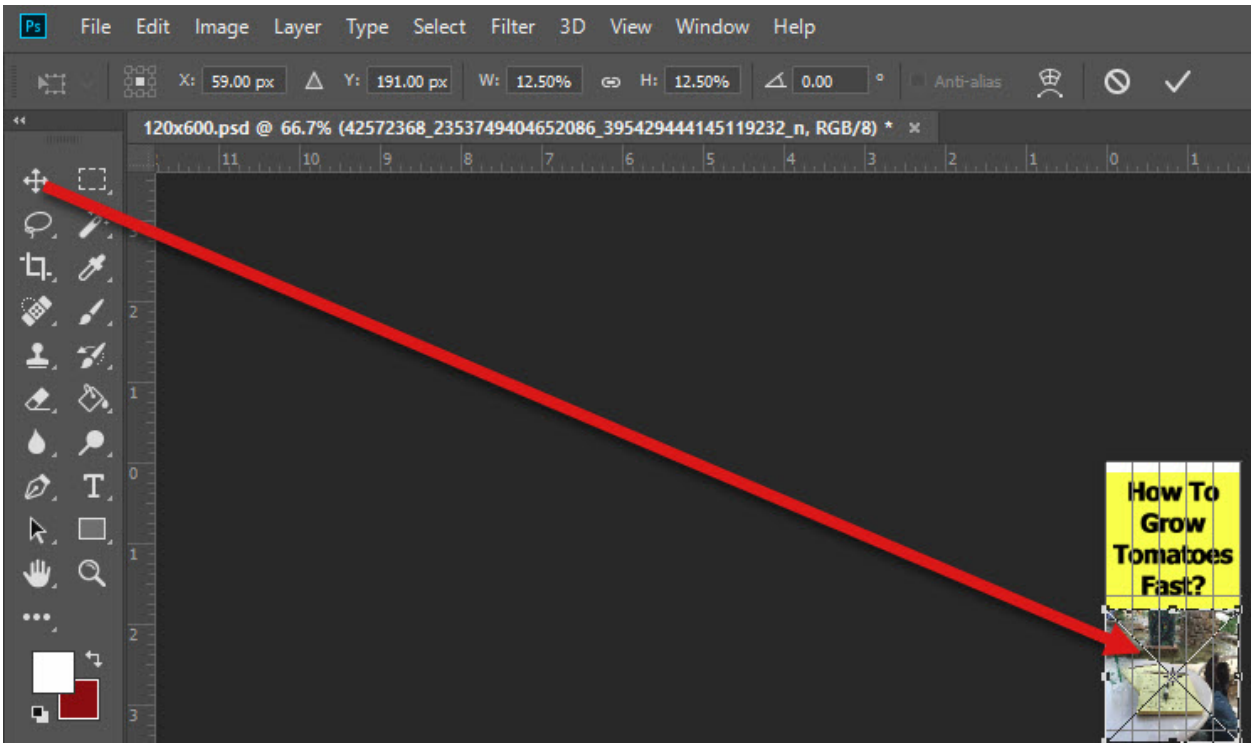

That will add the image and it'll have an X across it showing you haven't "placed" it yet by clicking that checkmark at the top that I showed you before.

So what you want to do is click the MOVE TOOL and then click on the photo and move it around where you want it.




The move tool used to look like a pointing arrow. In the most recent version it's a cross thingy. It doesn't matter. The location is the same and when you mouse over it, it says MOVE TOOL.  You click that when you want to move things.

After you get it where you want it, you click the checkmark at the top.

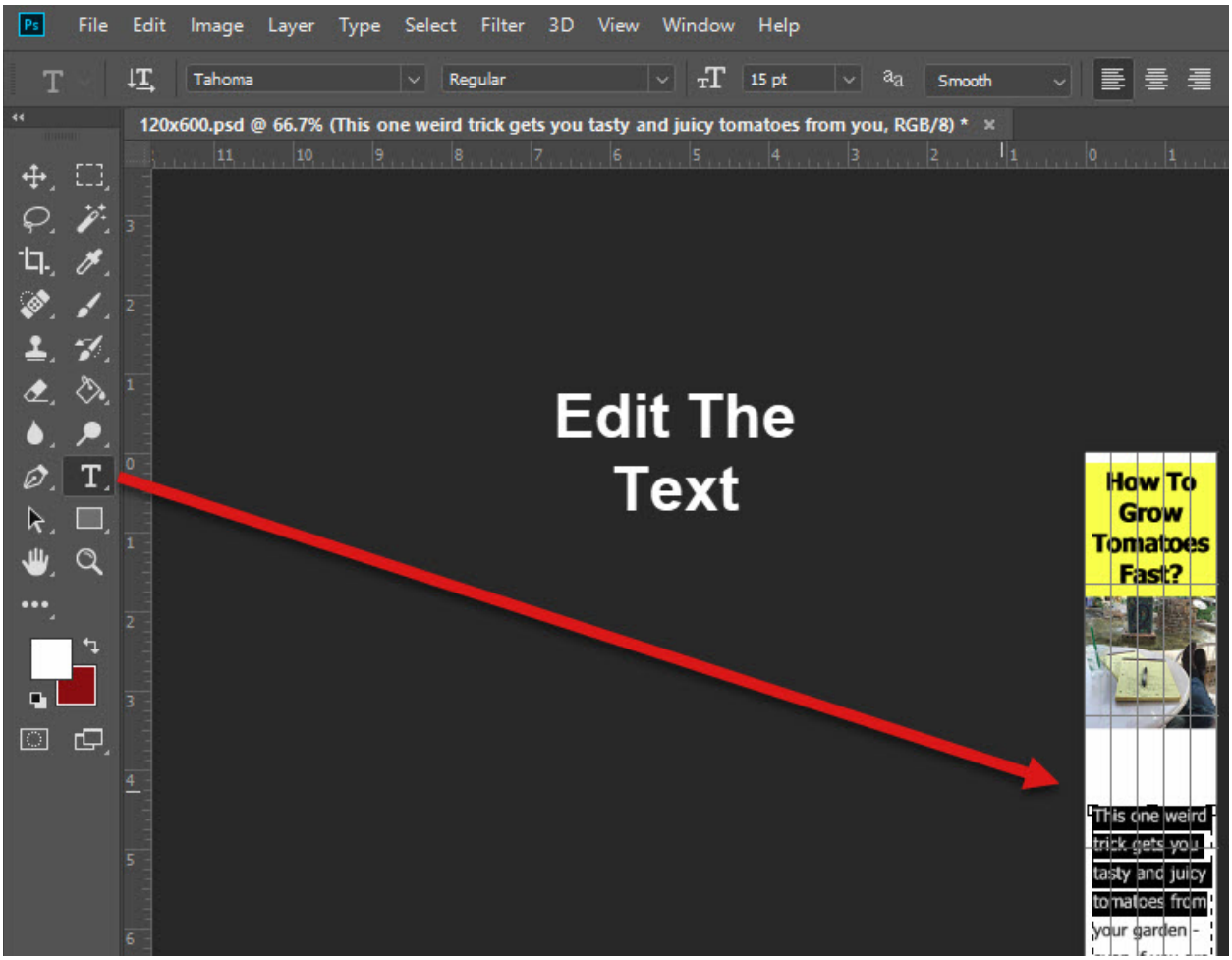



3. Edit body copy

a. Click the body copy layer

b. Click the a

c. Change the text




## 4. Edit the Hyperlink at the Bottom

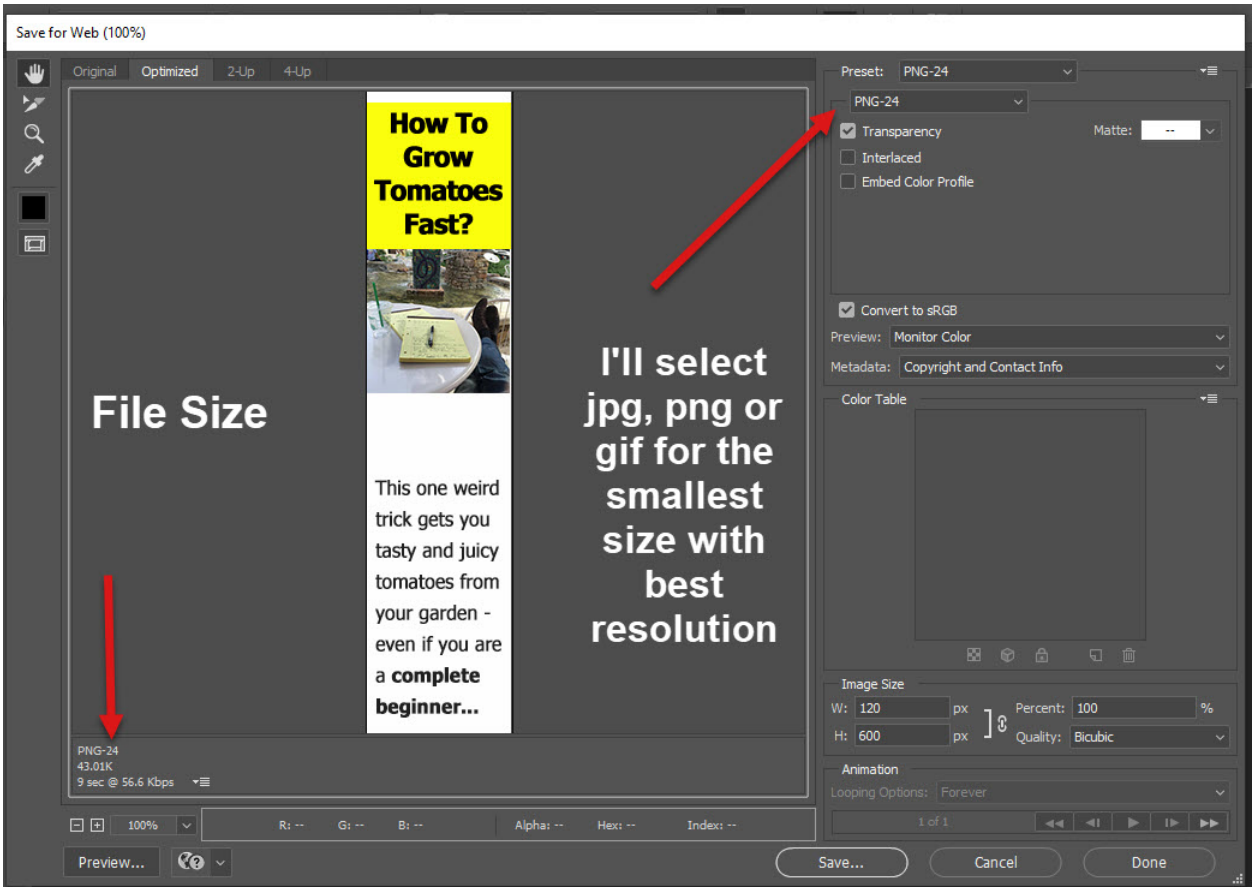
Same drill. Be sure to click the checkmark. I find that annoying. But it's not THAT big a deal.

5. Save it

a. Click file save as and save the .psd (photoshop) file.

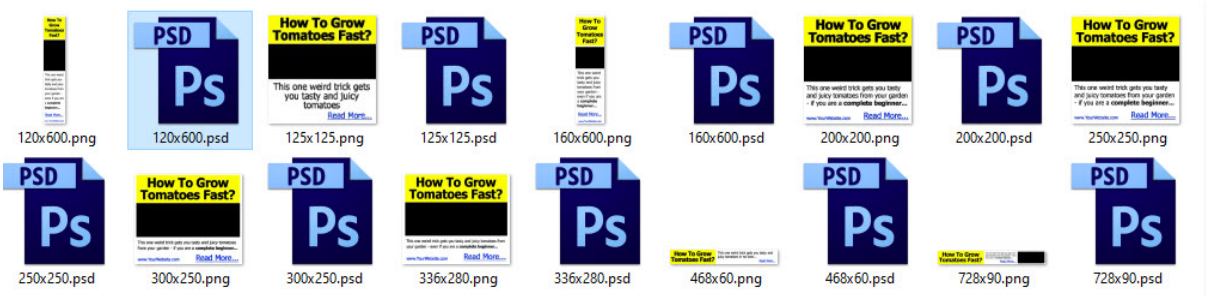
b. Click file > export > Save For Web (legacy)

Yes, this is the older way to save stuff. But I like it better.

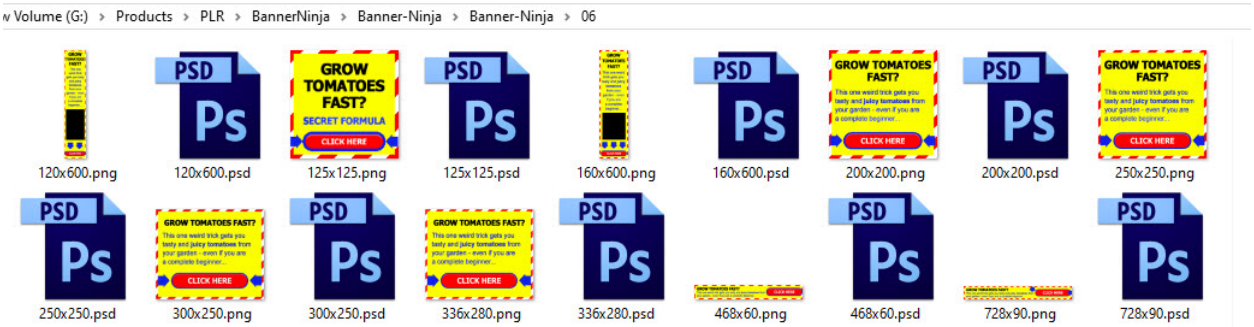



That's all there is to it.

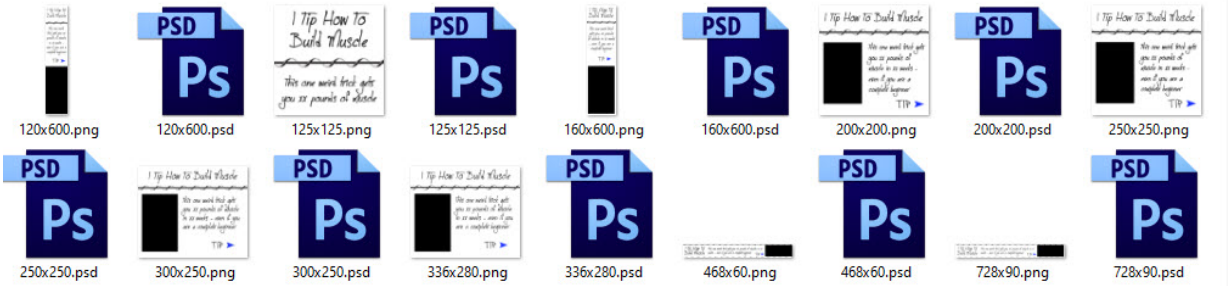
Now, let me show you some of the templates that are available. See how I can design one banner then re-do it in different sizes with the same headline, image and call to action?



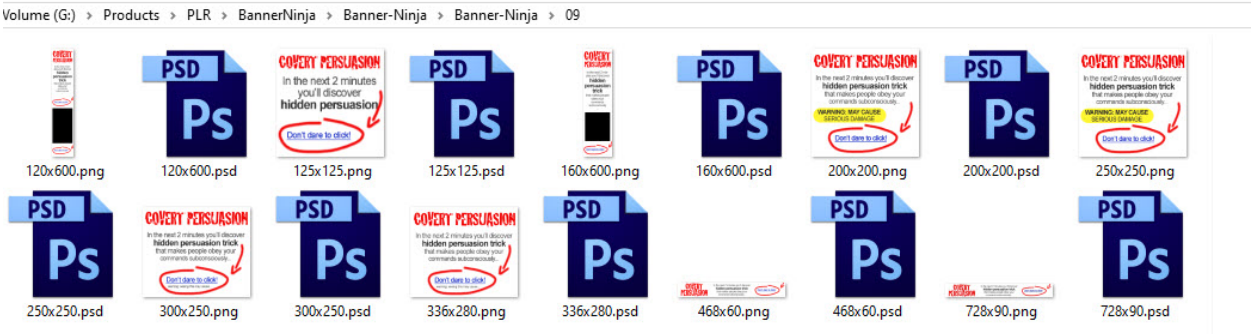

But wait, there's more:



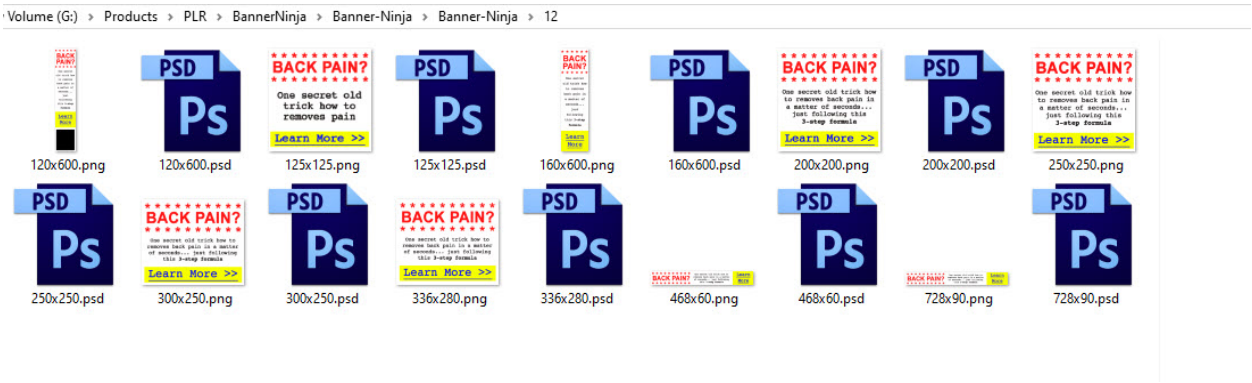

And even more:




And yet more:



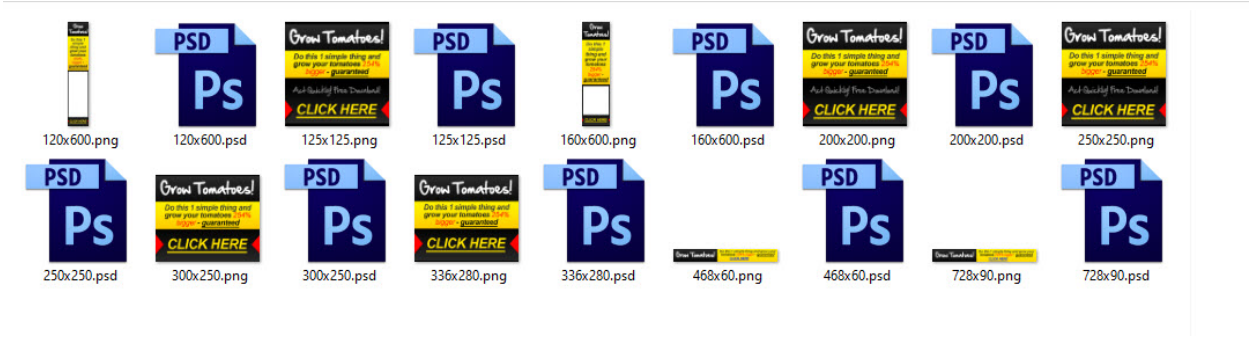

The hits just keep coming:




There are 30 designs IN ALL.

Some are excellent like the ones above. Some I'm not that crazy about but you could easily edit them. For example, maybe the button style has a gradient shadow on it instead of the modern "flat" style. Not a big deal to fix.

Some are a bit ugly like this one but DO stand out:




You've got a boatload of designs to choose from.

Can you see how long it'd take to do all these banners in Canva from scratch? To get the size right, the fonts, the layout?

If you want to snag these psd templates, [the order page is here](#).

You can edit the PSD files with PIXLR or Paint.net if you just don't want to use Photoshop. But what I hope I showed you here is that once you get the GOTCHAS out of the way, Photoshop is pretty easy to use for the basic bread-and-butter things we do in marketing.

I mean, you can do really complex stuff with it.

But what I do with it is pretty simple.

Best wishes,

Marlon

Here are resources to help you in your info profits journey:

**Method For Finding Your Hungry Target Market** $47.00
This is my #1 "go to" method to help you find your Hungry Target Market. Profound!
Order here.

**Video - How to Own Your Info Category Using The Branches Method** $37.00
Own & dominate your own info product category using the "branches method." Rare info. 33 min. Order here.

**How to Develop All The Info Product Ideas You Need Using The Red Factor**. Read more here. Or buy it here.

How to Create Info Products Hands Free. Read about it here. Or order it here.

**Eugene Schwartz Breakthrough Advertising Stages of Awareness** $57.00
1 hour, 24-minute in-depth training on my interpretation of Eugene Schwartz' stages of awareness. Order it here.

**The Heart and Soul of the Info Profits Business – Old School Style. Gives you a quick rundown on secrets of the Old School.** Order here.

**How to Restore the Years The Locust Hath Eaten.** I wrote this with a particular dear friend in mine who had years stolen from him by the locust. Order here. 12 pages.

**How I Made $1500 in 7 Days Giving Away Free Info**. This goes into detail on the WarrriorPlus method I used for the Freebies Into Cash System. This works and you CAN sell freebies on Warriorplus without a track record. Order here.

**How to Create and Sell Your Own $97 Info Products.** Guys and gals, it's $97. Think about it. If you don't value information enough to pay $97, will you be able to SELL it with that mindset? I give you my UNIQUE template here for making the $97 OTO sale. It's a goodie I've used for years. If you're rather spend 10 years of experimenting to figure this sales template out, by ALL means have at it. Or save yourself years by ordering here.

Every issue I close out with this poem. The REASON is what separates US from everyone else is I just don't give you the fish. I TEACH you TO fish. And that, my friend, is the rode less taken. Most people ONLY want a ready to go moneymaking system handed to them. And usually they are doomed to fail because they don't know the roots.

PPS: This poem summarizes everything I am, everything I believe about marketing and life. Because the path of learning marketing, the path of income layering, the path of delaying gratification.

It's the road less taken.

## 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**