



If You Want Your Ship To Come In, You've Gott Put a Lot Of Ship Out There...

Here's EXACTLY How to Do It The Right Way So It Works

Hello,

Marlon here.

A lot of people are wondering when their ship will come in.

But their ship isn't coming in because they haven't put any SHIP out there!
You gotta put out a lot of ship (s) if you want your ship to come in.

THAT's why today we're talking about HOW do you put your SHIP out there?

And I'll be walking you through the new software I'm using to do just that.

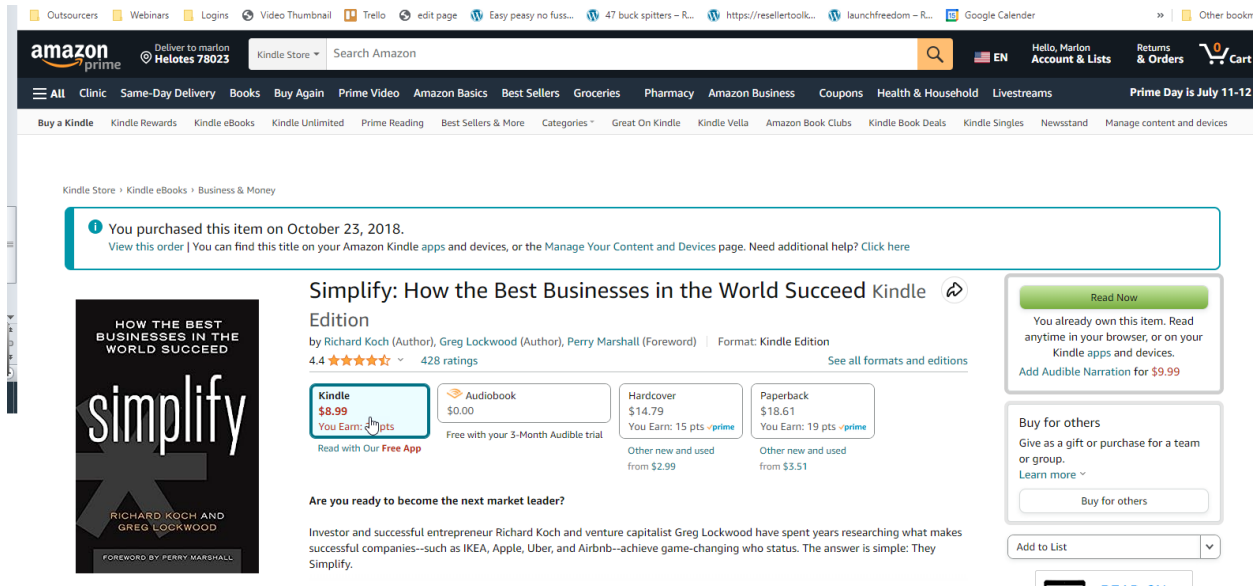
Let's walk through the steps in getting your SHIP OUT THERE so your ship can come in.

Step One: Find Your Fifty Percenter

Your first step is to find an opportunity that meets the 50% criteria:

Can you make or save people 50% of time, money or energy?

The book SIMPLIFY by Richard Koch explains this:



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Simplify: How the Best Businesses in the World Succeed Kindle Edition

by Richard Koch (Author), Greg Lockwood (Author), Perry Marshall (Foreword) | Format: Kindle Edition

4.4 ★★★★★ 428 ratings [See all formats and editions](#)

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Are you ready to become the next market leader?

Investor and successful entrepreneur Richard Koch and venture capitalist Greg Lockwood have spent years researching what makes successful companies—such as IKEA, Apple, Uber, and Airbnb—achieve game-changing who status. The answer is simple: They Simplify.

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I like this book especially for beginners BECAUSE it's really easy to understand and grasp: You need a 50% improvement.

Period.

NOT better.

Not a lot better.

But at least 50% better, faster, easier or cheaper.

Most people do NOT have their foundations in place.

They don't know what OPPORTUNITY they are exploiting.

The first thing you need is a clear idea of the opportunity you're targeting.

A More Advanced Method

Most people probably won't need to look beyond the Richard Koch book.

That's all you need.

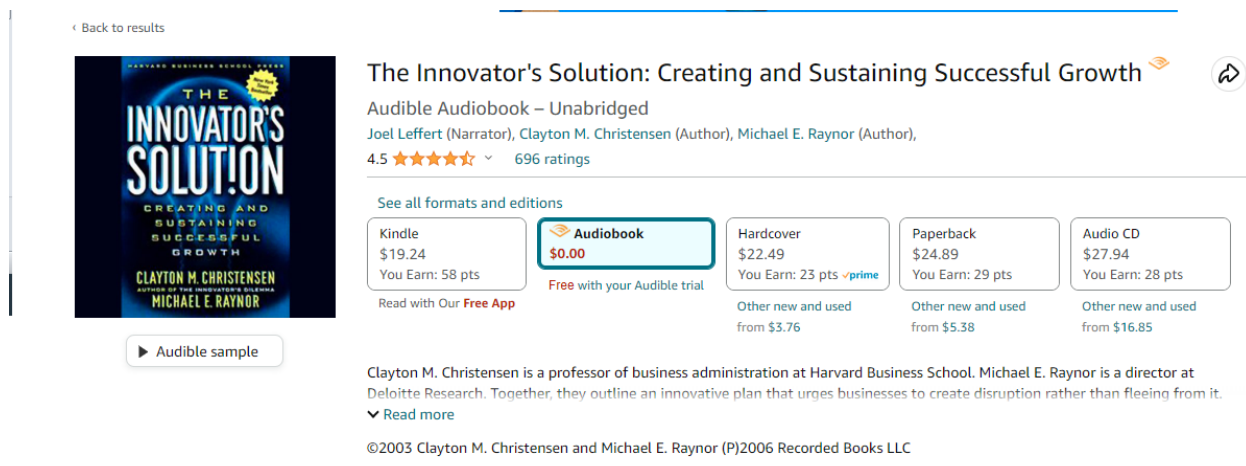
But I do like to look for situations where people are OVER-SERVED by choices that are too costly or complex.

Or UNDER-SERVED where the solutions aren't good enough.

Or NON-CONSUMERS don't know about or use the category.

For example, if you were starting a coaching program in your niche, you'd ask if people are under or over-served. Or if the needs of people who aren't in coaching programs at all are not being served well.

These ideas come from Clayton Christensen:



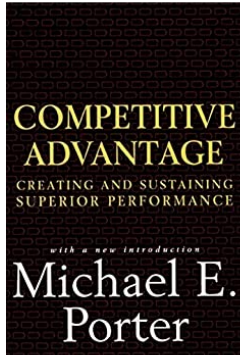
The screenshot shows the Audible product page for the audiobook "The Innovator's Solution: Creating and Sustaining Successful Growth" by Clayton M. Christensen and Michael E. Raynor. The audiobook is narrated by Joel Leffert and is currently priced at \$0.00, available for free with an Audible trial. Other formats include Kindle (\$19.24), Hardcover (\$22.49), Paperback (\$24.89), and Audio CD (\$27.94). The page also features a 4.5-star rating from 696 reviews and a bio for Clayton M. Christensen, a professor at Harvard Business School.

Format	Price	Other new and used
Kindle	\$19.24	from \$3.76
Audiobook	\$0.00	from \$3.76
Hardcover	\$22.49	from \$5.38
Paperback	\$24.89	from \$5.38
Audio CD	\$27.94	from \$16.85

You can absorb it in any format you want.

Now, if you want to go really deep on this, the definitive work is by Michael Porter:

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Competitive Advantage: Creating and Sustaining Superior Performance Illustrated Edition, Kindle Edition

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Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America.

Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness

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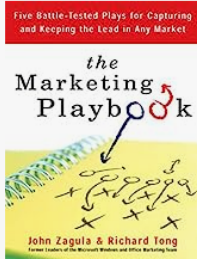


June 30, 2008

It's super advanced and not for beginners. It has some really, really deep stuff in it.

And the level beyond it is this book. It's the one that explains the marketing plays that built Microsoft into an empire:

results



The Marketing Playbook: Five Battle-Tested Plays for Capturing and Keeping the Lead in Any Market

by John Zagula and Rich Tong | Sold by: Penguin Group (USA) LLC | Oct 21, 2004

★★★★★ 64

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That book is for business-to-business.

It's WAY advanced. So NOT for beginners.

Most people need to START with SIMPLICITY by Richard Koch.

After that, you can go to the Clayton Christensen book Innovation Solution.

Those are the only 2 books on Market Strategy most people will need.

OK, so let's say you're shooting for enabling customers to have a 50% increase in profits.

Or make something 50% easier or FASTER.

So if you're targeting people who are overserved, your solution needs to be 50% easier, faster, less costly or more profitable.

Does that make sense?

Now you know what your OPPORTUNITY is.

This is the GAP you're exploiting or targeting.

In Eugene Schwartz language for those of you who have been reading the MMM a good while, the idea is you have a MECHANISM that creates a 50% benefit for the buyer.

Step two: Create your fifty percent message

Create a message that CLEARLY STATES how you'll create that 50% improvement.

What is the method or mechanism that will create the 50% benefit?

So you've got to get CRYSTAL CLEAR on what your message is.

This is so easy to NOT DO.

We get so caught up in just paying bill, running the details of our business, getting products or promotions out, getting web pages up – that we FORGET to have a CLEARLY ARTICULATED message of our 50% increase!

I probably forget this all the time.

It's one of those things so important, you should probably get a tattoo that says 50%.

OK, maybe not a tattoo.

But you get the idea.

JUST GETTING ANY MESSAGE OUT THERE WON'T DO A LOT FOR YOU.

You want to get out what I call A FIFTY PERCENT MESSAGE!

A FIFTY PERCENTER.

Now, I'll point out you need to be the first or only one with this message. If a bunch of others have already beat you to the punch, and you're like the 20th person saying it, you don't have ANYTHING going for you.

Back in 2000 or whenever I produced Push Button Letters, it was super duper powerful to say "Fill in the blanks, click a button and get a sales letter for your product or service."

Now, a gazillion years later and probably 200 other products that offer the same thing, it's not so powerful.

For one thing, ChatGPT blows that message out of the water.

Case in point: When Clickfunnels first came out, it made it at least FIFTY PERCENT FASTER to get a funnel out.

Today?

Yeah, maybe not so much. There are a lot of funnel builders that are pretty fast and easy to use.

IF YOU CAN'T ARTICULATE OR CLEARLY STATE THE FIFTY PERCENT IMPROVEMENT YOU'RE GIVING PEOPLE, YOU DON'T HAVE A MESSAGE.

All you have is NOISE.

You're just part of the noise.

All of this goes BEFORE getting your message out there!

You have to HAVE A MESSAGE before you push to get your message out there.

I do NOT care your business.

I don't care if you're a lawyer, dentist, chiro, b2b, b2c, butcher, baker or candlestick maker.

You've got to be crystal clear on your STRATEGY, your play, your opportunity.

Eugene Schwartz shows you how to take your 50% benefit and create and construct a whole pitch based on it.

But quite honestly, it's really advanced stuff.

For my MMM'ers I teach easier to learn copywriting methods.

**Marlon, I'm an affiliate marketer.
How does this apply?**

Here's the thing: You want to ARTICULATE how the affiliate program makes or saves people 50% of time, money or energy.

If it does NOT do that, you might want to look for something else to promote.

You want a FIFTY PERCENT DIFFERENCE in the ideal world.

Nothing is absolute.

If it has a great WEDGE or HOOK and just sells up a storm, that's what matters.

Sometimes a great wedge or hook and a great pitch is all you need.

But I'm giving you the rule not the exception to the rule.

The rule is, you want a fifty percent difference.

I don't always have it.

But it's usually a mistake when I don't.

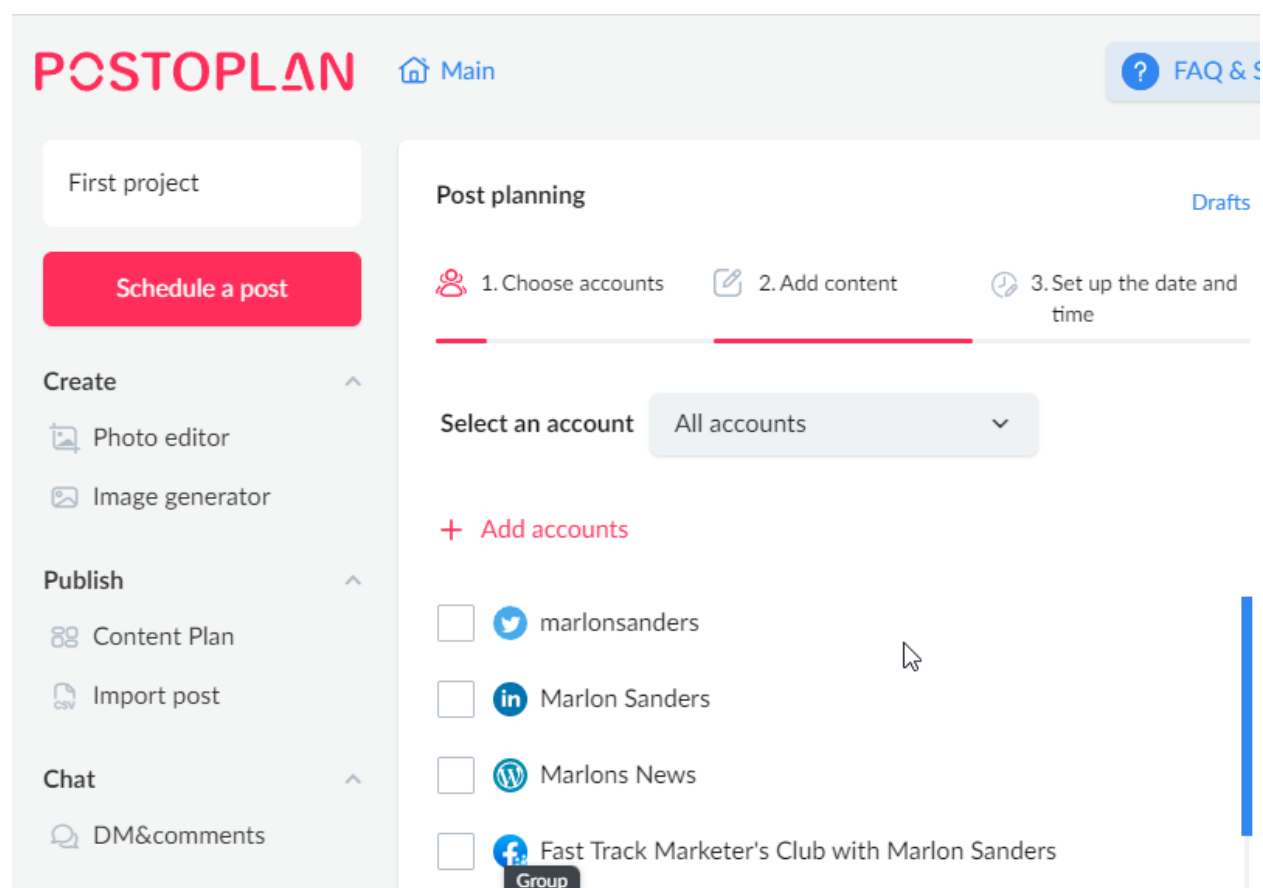
And it's something I aspire to have EVERY time.

Step three: Sow Your Seed

I use POSTOPLAN to spread my seeds that are pictures or text.

I think it can do pre-recorded video also.

In 1 click I can blast out that meme or blog post to my FB pages and groups, Pinterest, Twitter, Linked in and much more!



It's a work horse.

I've talked about it in other MMM's. It's currently on appsumo for \$50 lifetime.

I also have used Metricool and others. I do like Metricool.

How to Use Talkstudio for Live Streams

I used to use RESTREAM.IO for my live streams.

For beginners it's great because it's so darned easy to use.

But I've switched to TALKSTUDIO.

There's a bit more to setting it up.

[First, go sign up:](#)

streamlabs talk studio Features Plans Resources Ultra Log In Get Started

Live stream and record with ease

Invite guests, share screen, customize with themes, record + more. No installation.

Get Started For Free

Leader Writers 2023 Users Love Us Leader Social Media Writers

You can start for free.

streamlabs.com/talk-studio/plans

tsourcers Webinars Logins Video Thumbnail Trello edit page Easy peasy no fuss... 47 buck spitters - R... https://resellertoolk... launchfreedom - R... Google Calendar

streamlabs talk studio Features Plans Resources Ultra Log In Get Started

Free	Standard	Pro
\$0 / mo	\$9.00 / mo	\$17.00 / mo
Sign Up	Select Standard	Select Pro
<ul style="list-style-type: none">✓ Talk Studio branding✓ Watermark✓ 4hr streaming and recording limit✓ Stream to 1 destination✓ Up to 1 guests✓ Co-host (add 1 teammate)✓ 3 day recording storage✓ Accepting tips✓ Real-time alerts	<ul style="list-style-type: none">✓ No watermark✓ 720p resolution✓ Unlimited streaming✓ Multi-stream to 3 destinations✓ Up to 5 guests✓ Recording - up to 4h per track✓ Local Recording - up to 4h per track✓ Multiple cameras	<ul style="list-style-type: none">✓ No watermark✓ 1080p resolution✓ Unlimited streaming✓ Multi-stream to unlimited destinations✓ Up to 11 guests✓ Recording - up to 10h per track✓ Local Recording - up to 10h per track✓ Multiple cameras

I'm on the ULTRA plan for \$19 a month because it gives me 8 apps:

The screenshot shows the Streamlabs website with a navigation bar at the top containing the Streamlabs logo, 'Products', 'Widgets', 'Resources', 'Ultra', 'Download Desktop', and 'Dashboard'. Below the navigation is a teal banner with the text: 'One single subscription, premium features for 8 creator apps. Access everything you need for professional live streaming, recording, video editing, highlighting, sharing, monetization and more.'

The main content area features a grid of eight product cards, each with an icon, title, description, and an 'Explore' link:

- Streamlabs Desktop Ultra:** Pro live streaming features for Windows & Mac.
- Streamlabs Web Suite Ultra:** Develop your brand, monetize your channel, and beyond.
- Streamlabs Mobile Ultra:** Live stream on-the-go or mobile games from iOS & Android.
- Streamlabs Console:** Stream from your console to Twitch without a desktop.
- Talk Studio Pro:** Stream and record with guests from your browser.
- Video Editor Pro:** Professional video editing and collaboration tools.
- Cross Clip Pro:** Turn your VODs into must-see TikToks, Reels & Shorts.
- Podcast Editor Pro:** Text-based editing, free: 1hr upload, Ultra: 40hr upload.

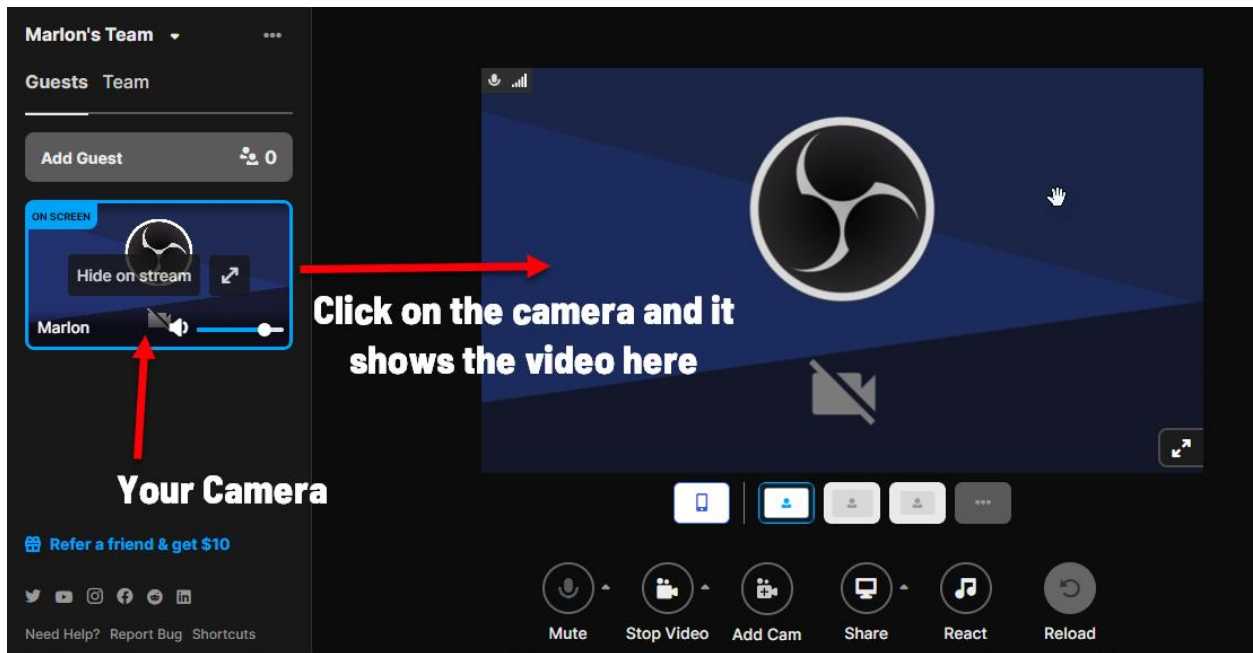
Notice that with **STREAMLABS MOBILE ULTRA** you can live stream on the GO!

So literally, all you need to be in business is your phone.

If you have a phone, you're in business.

I haven't even checked out all the other apps yet. They look fantastic.

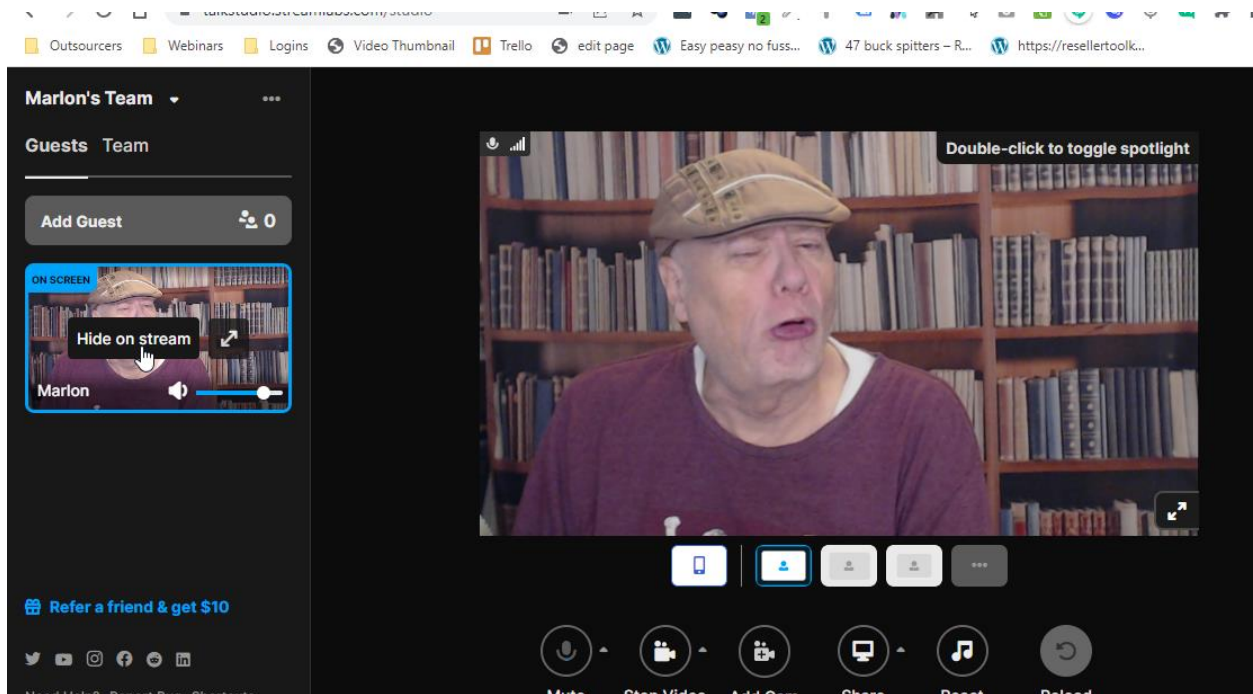
OK so you sign up and log in:



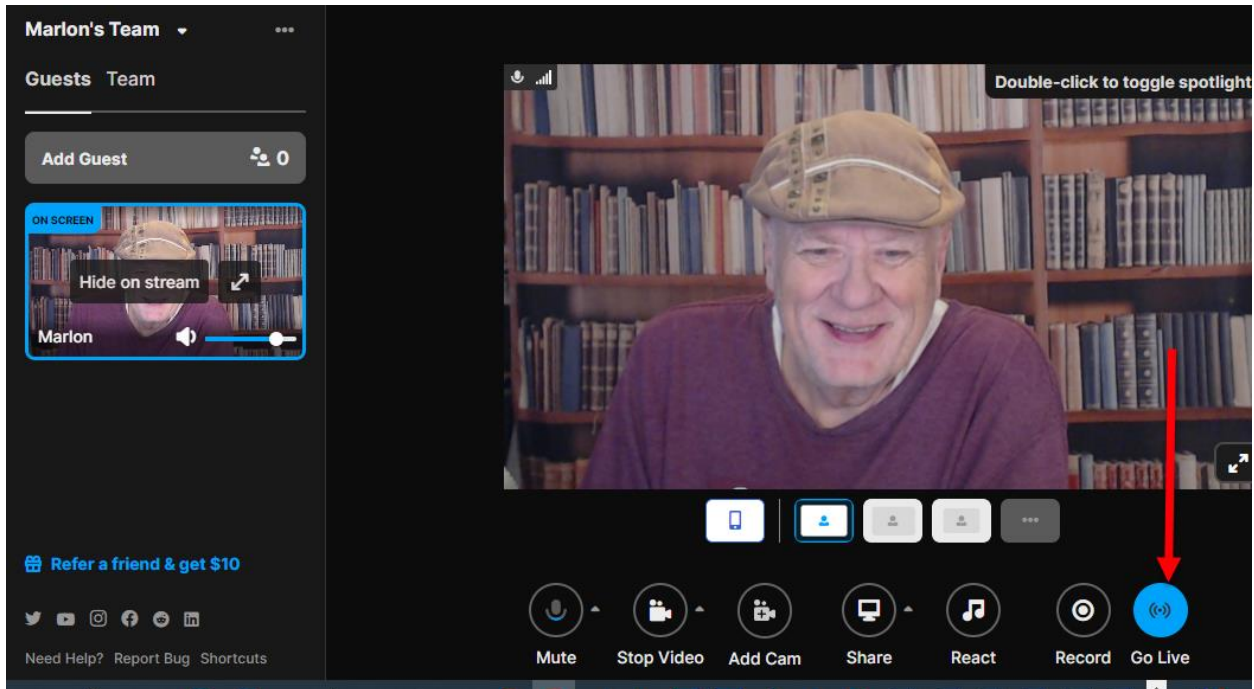
On the left is your WEBCAM or camera.

You click on it and it puts the video in the center like this:

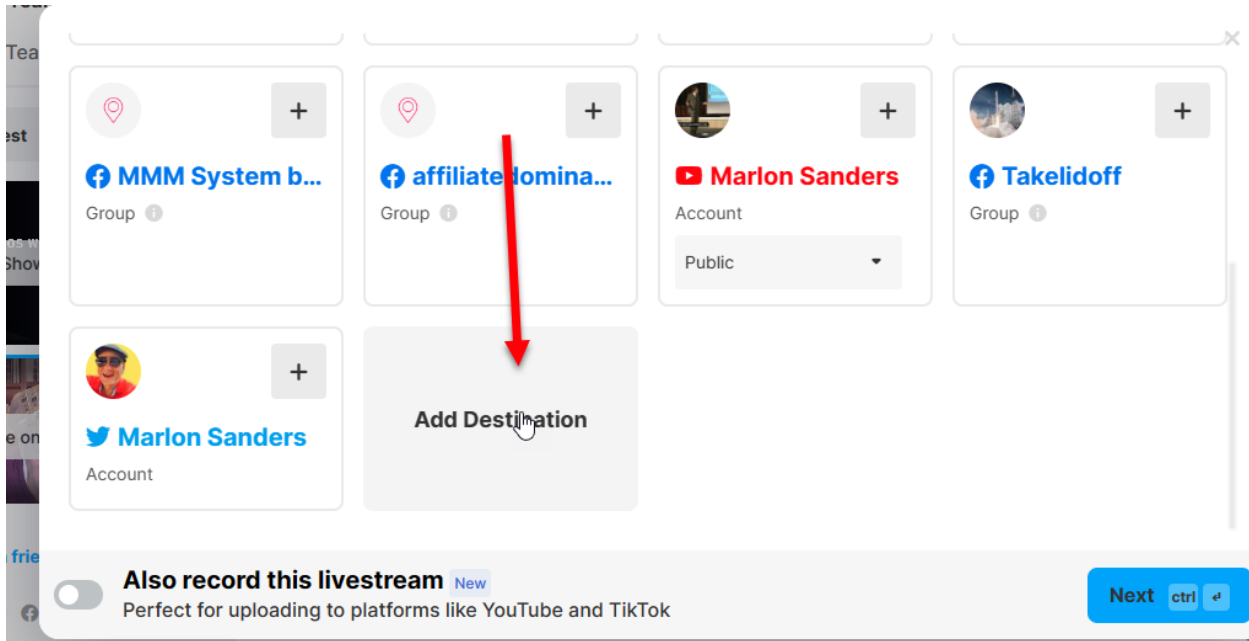
As you can see, I'm quite photogenic!



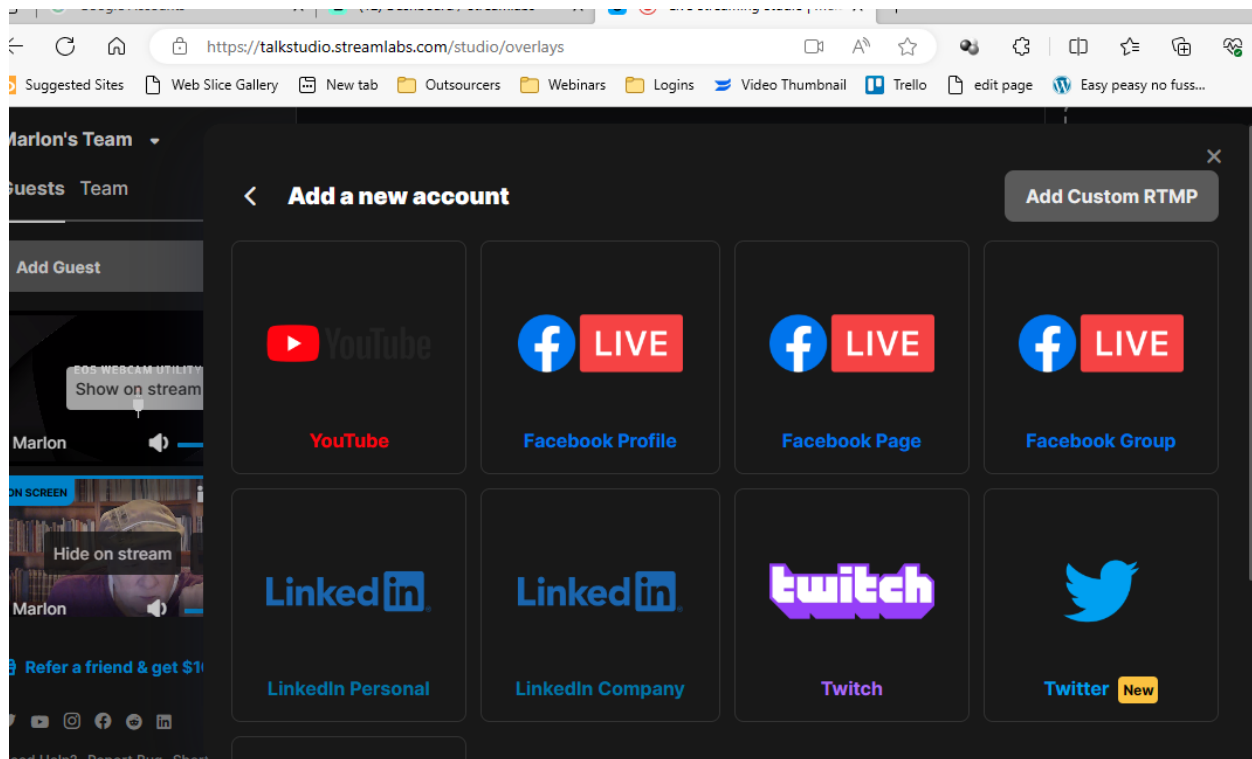
Now, you click to GO LIVE and add your channels:



That's the GO LIVE button.



You can add as many of these destinations as you want:



Then when you're ready to stream, you just click GO LIVE.

Super easy.

The ONLY thing is, you only want it open in ONE BROWSER.

If you have it opened in 2 browsers, you can 2 cameras and it causes a bad echo.

So just open it in 1 browser.

There are lots of advanced features. I won't cover those.

These are ALL the basics you need to get your live stream MESSAGE out to Facebook pages and groups, Twitter, Linked In and more.

It makes my life easy!

So now it's time you START GETTING YOUR SHIP OUT THERE EVERY DAY.

If you don't do that, your SHIP will never COME IN.

As you SOW, so shall you REAP.

Best wishes,

Marlon

RESOURCES

The Fail Safe System (intermediate to advanced)

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few “intermediate” info product marketing courses or training. But you won’t find advanced training.

There really is almost no advanced training on the Info Product Business other than the Fail Safe System. It’s advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you’d pay for an introductory or intermediate course on info products. [Click here to see it.](#)

How to Create High Profit Info Products

This is my info product creation training for BEGINNERS.

There’s not a lot of “new” methods in it like my intermediate and advanced courses above. But it’s 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard.

Recommended for newbies and beginners. [See it here.](#)

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Just a fantastic, in-depth 4-module course I put a lot of time, care and attention into creating for you. If you’re ready to create your own products and get traffic, THIS is what you need to get. [See it here.](#)

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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.