

MILCERS NEWSLETTER

**AN EXCLUSIVE PUBLICATION
ONLY FOR MEMBERS OF THE
FAST TRACK MARKETERS
CLUB.**

**THE
DISPATCH**

In this dispatch, which is our member's ONLY communication, we're going to dive into the topic for this month, which is creating an entry-level info product to build your list and get some success under your belt.

I realize we've been doing BOTH Fast Track AND Produce Promote, so it's a lot of information.

Do NOT worry.

If you've not been able to consume it all, we're starting FRESH this month with a new income stream – from SCRATCH.

Some of you have goals to do 6 figures or more this year. You also need an entry to your funnel.

But if you're creative, you could take the method below and build out a whole masterclass using it as I **have** taught **elsewhere**.

You just use the modules method I talk about. And break it out into 6 modules, 1 a week. Or 4 modules for 4 weeks.

I want to hear from YOU about this in the [Milcers Community](#). Let me know if it's something YOU can actually do by the end of February.

If you're stuck on anything or need help, let me know.

At the END I'm going to tell you how to hook up with a BUDDY PARTNER in the group for accountability and mutual support.

Please give me your [FEEDBACK on this issue here](#). If you have positive

comments, I need them to better promote your Club. If you have improvement feedback, I need that as well so I can get YOU a RESULT that you're wanting.

Each month, I'll lay out details on a new income stream and encourage and motivate you to add layers of income to your income cake.

Usually, they won't be this long. This one is long. But that's because you're brand new to this and there's a lot to explain. It's important you read all of this, or you'll miss critical information.

Before we get into it, my [customer support is here](#). Do NOT email for customer support. I don't answer support via email.

I'll remind you that **if you're on a 14-day trial of FAST TRACK (Milcers is a lower price)** you will be charged \$97 per month for your 4 coaching calls per month, your monthly Fast Track Marketer's Club Dispatch, your 2 videos per week for 6 months, your access to the Fast Track Marketer's Club Community, your ability to get critiques once a month, our monthly Free Traffic coaching call, our monthly Sales Copy Coaching, the new income stream I give you each month.

Oh, and you never pay for a newsletter again. And you get discounts on my products. The benefits go on and on.

First off, I have a VIDEO for you to watch.



[Click Here To Watch The Video](#)

This walks you through the whole process, showing how I'm creating a brand new product right now with this very method.

What I want to show you is how it might be EASIER and SIMPLER than you've been thinking it is to create an info product.

One of the GREAT things about this method is it gets around the "I have no experience or credentials" obstacle.

Problem solved.

Another problem is feeling like you have NO INFORMATION to put into your info product.

Problem solved.

Another problem is what do you write about in your sales page?

Problem solved.

Another problem is what do you write about in your info product?

Problem solved.

Now, you can WRITE this product or do it as a mindmap or slides. It really doesn't matter.

I suggests you do it as a written product, so you can sell VIDEO TUTORIALS as the upsell.

That makes for a very nice combo.

PDF for the initial sale.

Video tuts for the upsell, or the product you offer them after they buy.

STEP ONE: TYPE YOUR TOPIC OF INTEREST INTO GOOGLE

To research the product, your HUB is Google.

I show this in extreme detail on the video. But I'll recap it here.

Let's say you're interested in woodworking like our member Eric. You just type woodworking into Google on a desktop computer. This works on mobile but you get more suggestions on a desktop from my test.

When you type in the topic, Google will give you suggestions based on the most searched for terms:

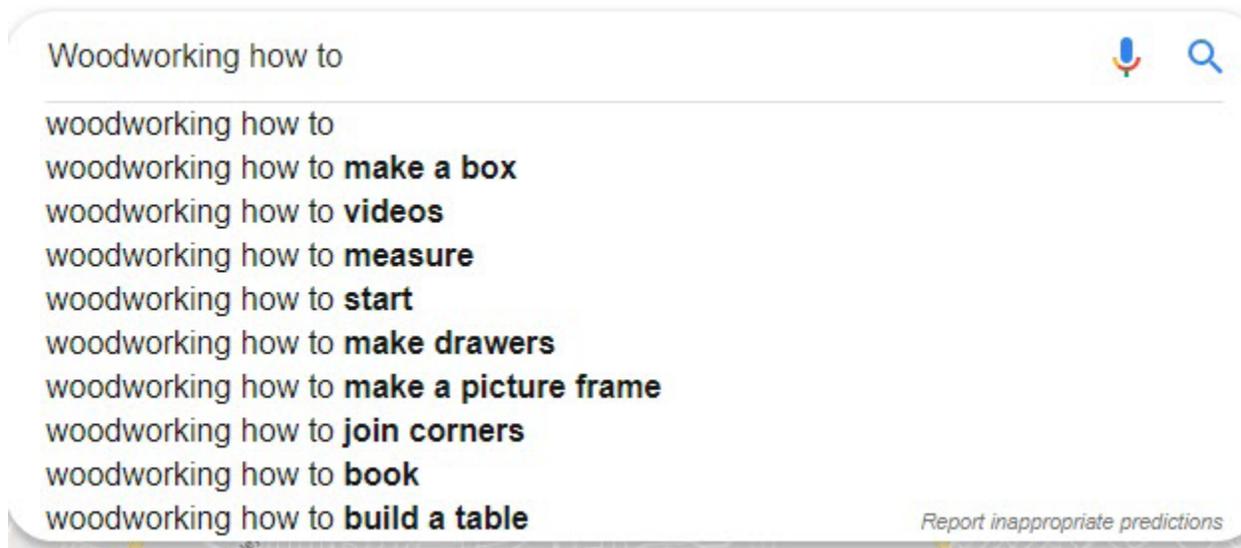


Woodworking

- woodworking websites
- woodworking video
- woodworking youtube
- woodworking projects
- woodworking basics
- woodworking tools
- woodworking supplies
- woodworking classes

Boom!

You KNOW already what people are SEARCHING Google for. Now we type in different things like "how to":



There are some INSTANT TOPICS for woodworking.

Let's try "woodworking projects"



So people want woodworking projects that make money! That should be easy to sell. People are more likely to pay for it

I searched "woodworking projects that make money and now I get search results.

13 Woodworking Projects to Make Money | - The Toolsy

www.thetoolsy.com/woodworking-projects-to-make-money/ ▼

To help you get started on your journey to **making money** by selling your masterpieces, the following is a list of top-selling **woodwork projects** to seek inspiration ...

50+ Wood Projects That Make Money: Small and Easy Wood Crafts to ...

<https://www.luxuryhomestuff.com> > Woodworking Projects ▼

Jan 18, 2019 - If you are passionate about woodworking and are in possession of dainty hands then let me tell you 10 **wood projects that make money**.

I click on the first one.

Wow, it's a GREAT site with fantastic ideas.

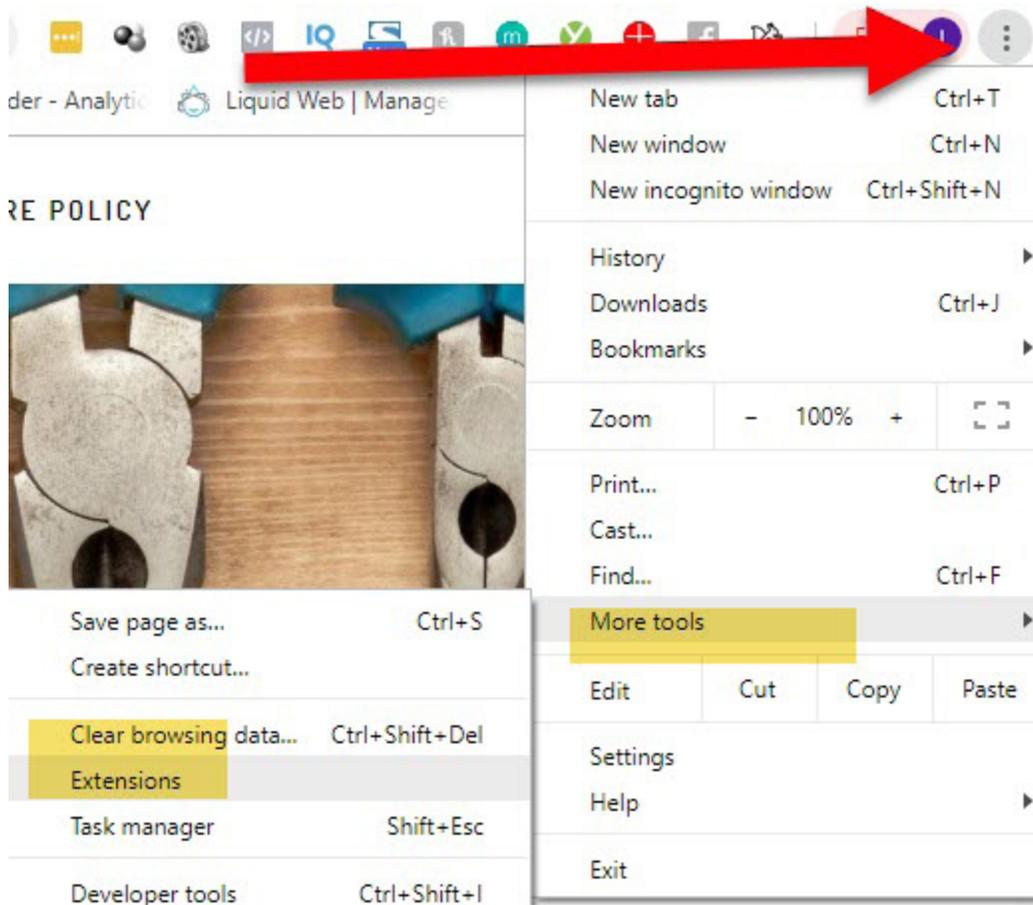
I pop that URL into a Google, text or Word doc. I see some ideas on it that look great. So I might screen cap those and also drop them into my research document.

On this video, I show how I screen cap and drop things into a research document.

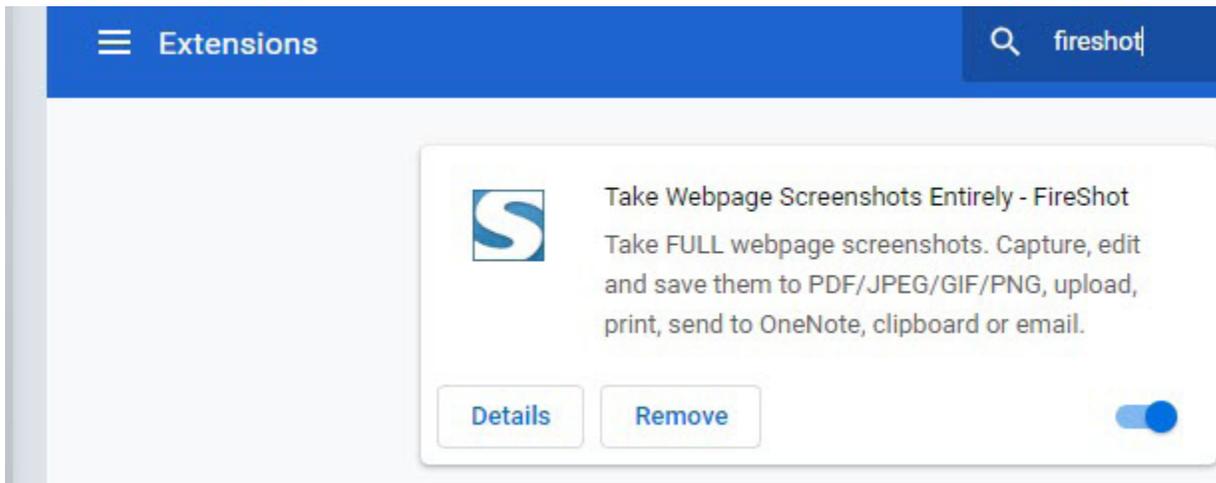
I use Snagit by Techsmith.com for my screen caps. I just hit the print screen and it lets me capture it. Make sure you're using the "capture region" option.

But Firefox and Chrome have free extensions that allow you to grab screen caps for free. I show one of these on the video called Fireshot. I've used it before and it works great.

In Chrome you just click the 3 dots then select more tools > extensions



Then just search FIRESHOT:



Install it and you're good to go.

If you get STUCK ON TECHNICAL ISSUES, I do understand you're busy. But Youtube is a great resource.

And you can usually find a short video there that shows how to do something really fast.

This is how I'd do the research for woodworking.

On the video, I show how to do it for something as mundane as TIES. And it was pretty crazy the cool info I found.

Our second link for woodworking we found in Google had 50 woodworking projects that make money.

Holy cowl.

What an incredible find:

Quick Navigation		
Personalized Wooden Signs	Buttons	Fancy Pens
Business Card Holder	Shoe Rack	Clipboards
Personalized Jenga-Style Blocks	Engagement Rings	Candle Holders
Kitchen Serving Trays	Wooden Flag	Cake/Pastry Stand
Ottoman Trays	Cutting Boards	Wood Art
Bath Trays	Cigar Box	Reclaimed Pallet Wood
Easels	Sunglasses Box	Wooden Toys for Children
Personalized Wooden Letters	Board Game Pieces	Love Chair
Floating Shelves	Board game boards	Baby Cradles
Hexagonal Shelves	Dining Chairs and Stools	Picture Frame
Trigonal Shelves	Customizable Guitar Picks	Wooden Painting Bench
Bowls & Chopsticks	Incense	Birdhouses
Customized Wooden Coaster	Groomsman Kit	Storage Organizer
Coffee Table	Model Cars & Airplanes	Garden Bench
Wooden Garden	Yarn Bowl	Miniature Mantle Clock
Wine Rack	Wooden Beads	Wooden Kitchen Utensils
Nightstand	Key Holders	13 Quick Woodworking Projects You Can Make

The bullet point you get out of this for the sales letter could just be “50 wood-working projects that make money”.

But here's what I'm thinking.

You research each of those and find the ones that sell for the MOST MONEY, giving you the biggest profits.

THEN you create Facebook ads to offer each product locally.

And you use Thrive Architect, Clickfunnels, Elementor, Beaver Builder or another page builder to build out a sales page for each one.

Elementor is a FREE PAGE BUILDER. You only pay if you want the more advanced features.

I imagine they have a feature that allows you to export and import page templates.

So you [create the sales page in Elementor and export it](#). Then you can allow your buyers to import it.

The advantage of the PAID Elementor is it gives you ready-to-use page templates which are a huge time saver.

Clickfunnels has, I believe, the MOST and best templates. But it's also the most expensive tool.

The one I use is a wordpress plugin called Thrive Architect.

If you don't know how to install Wordpress, for basic how to's I LOVE this youtube channel by WPCrafter.

[Here's his video](#) on installing wordpress.

Here's a video he did on [how to use Thrive Architect](#) to create a landing page.

The Thrive Themes Youtube Channel has GREAT tutorials. Here's one on [how to build a whole listbuilding funnel](#).

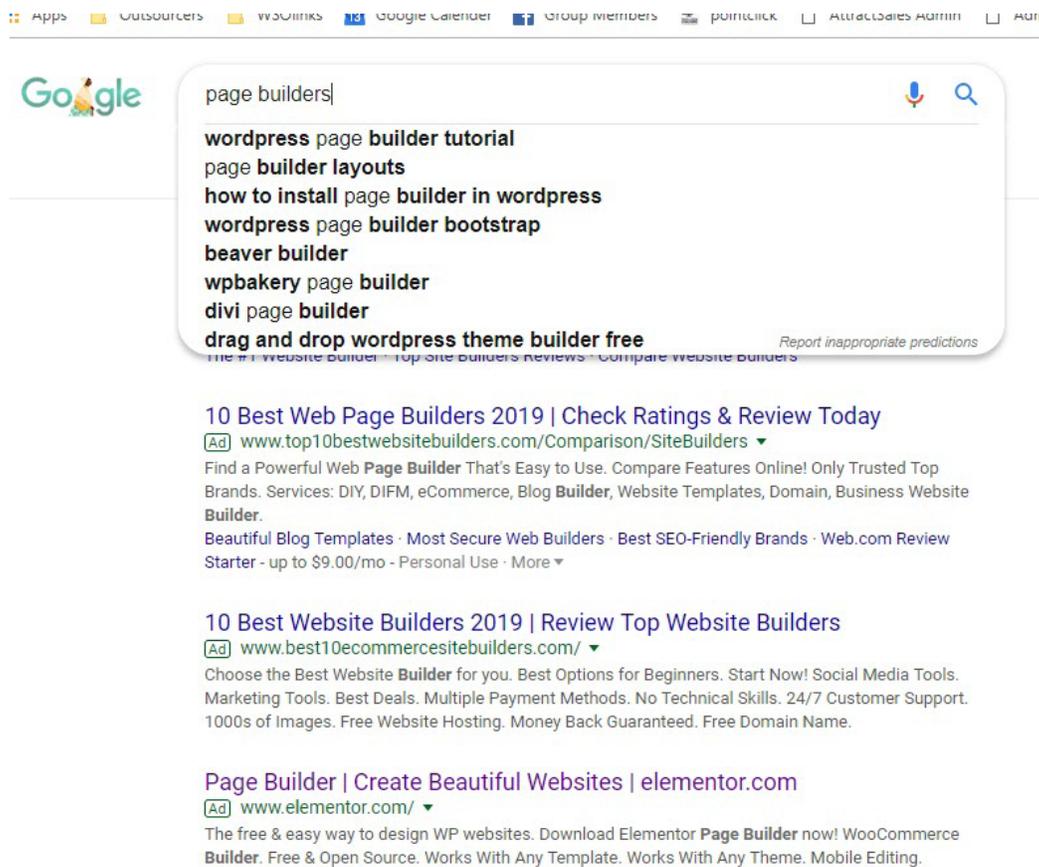
Thrive Architect is their plugin for their page builder. You can use it with any theme. But their company is called Thrive Themes. You don't have to purchase their themes though to use Thrive Architect. You can just use it with the default wordpress theme, or almost any other.

The paid version is actually more cost effective than Elementor, even though the base version of Elementor (without done for you templates) is free.

Thrive Architect also allows you to export and import templates.

The ONLY reason I might build the templates out with Elementor is people can download and import the templates FOR FREE.

There are PLENTY of page builders. For example, if I type “Page Builders” into Google, check it out:



Holy cow!

Look at that.

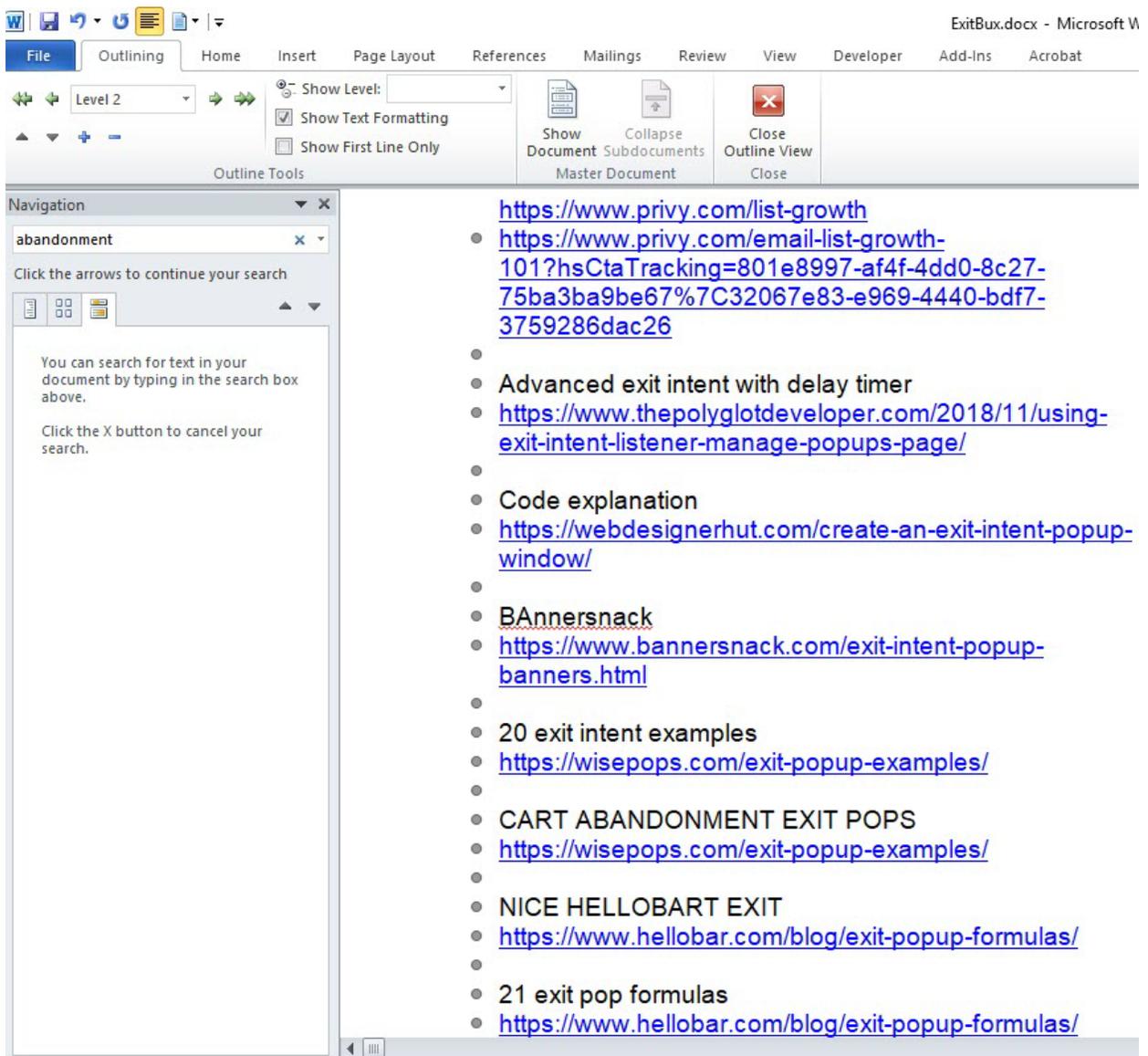
You got the fodder for a product right there!

What do you want to bet, you could find some killer bullet points and topics about page builders!

You almost can't search ANYTHING online without running into great ideas for info products.

They're all over the place, ONCE you have my SECRET STRATEGY for creating the sales pages and products I'm teaching you in this Dispatch.

Here's an example from MY research page in OUTLINE view:



All of those things make GREAT bullet points in a sales letter as I demonstrate on the video.

You can do this for ANY topic.

Let's take TINY HOUSES as another example.

I go to Google.com and type in tiny houses:



tiny houses



tiny houses

tiny houses **for sale**

tiny houses **for sale in texas**

tiny houses **san antonio**

tiny houses **for sale san antonio**

tiny houses **on wheels**

tiny houses **new braunfels**

tiny houses **for rent**

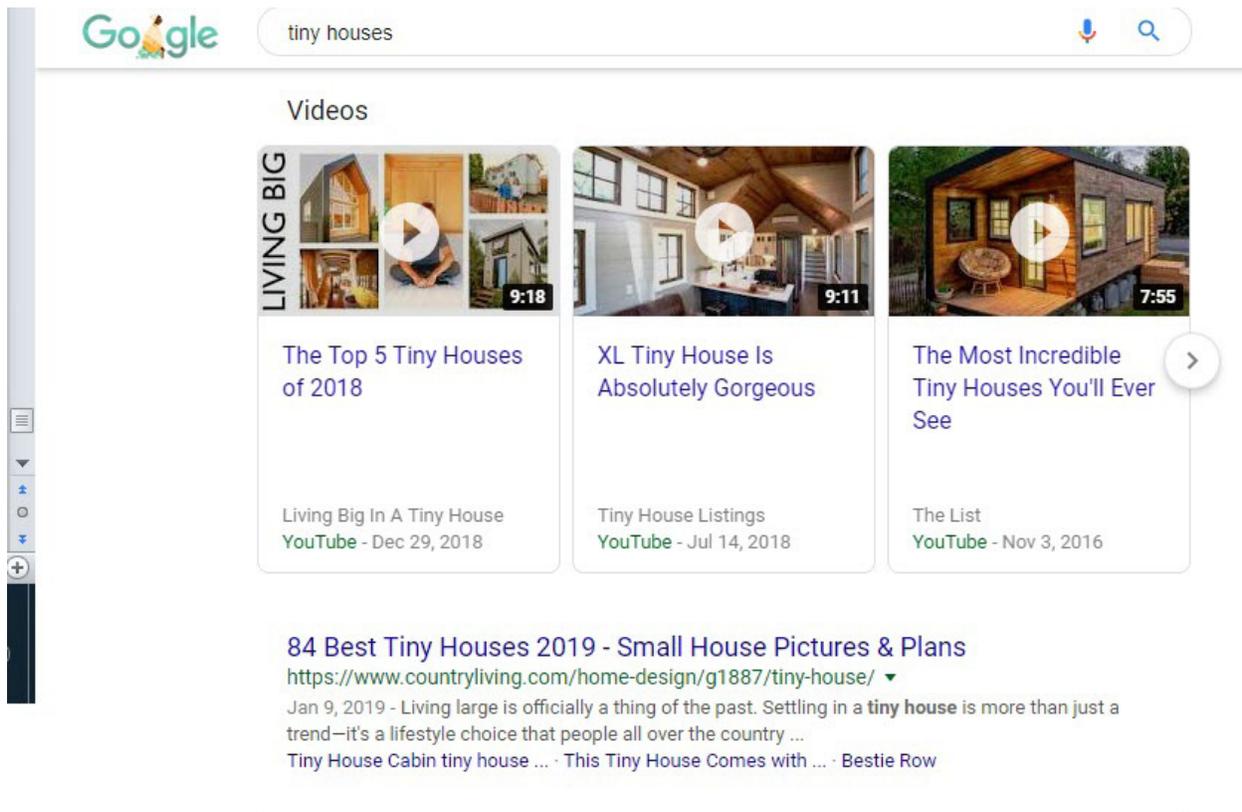
tiny houses **for rent in san antonio**

tiny houses **prices**

Google Search

I'm Feeling Lucky

In the search results I see this:



Those are some pretty darned good bullet points for a sales letter and product about Tiny Houses.

- * The top 5 tiny houses for 2019
- * This XL Tiny House will drop your jaw (I changed the words)
- * Want to see the most incredible tiny house EVER?
- * Where to get plans for 84 of the BEST tiny houses

Google helps us out more by listing this:

People also ask	
What states allow tiny houses?	▼
How much does it cost to buy a tiny house?	▼
What is the maximum size of a tiny house?	▼
Can you buy a tiny house?	▼

Feedback

So these are MORE great bullet points for a sales letter.

Now, you want to REWORD stuff as much as you can due to copyright law.

For example, the line above says:

What is the maximum size of a tiny house? ^

If you want to be able to pull your house down a highway without a special permit, it must conform to certain size limits. In most U.S. states this maximum size is 13.5-foot tall, 8.5-foot wide, and **40-foot** long – **65-foot** maximum including the tow vehicle. Aug 19, 2010

My bullet point might be:

The maximize size for tiny house is 11 feet tall and 65 feet long. Right? Wrong!

If you have trouble coming up with bullet points, in the first Dispatch, I showed you how to find and use headline generators by searching Google.

Those will be of GREAT help to you.

[Here's just one.](#)

Check it out.

Topic	<input type="text" value="tiny houses"/>	?	The Fearmonger Headline	Warning! Are You Sabotaging Your <u>Wealth</u> ?
Desired Outcome (to)	<input type="text" value="Save money"/>	?	The Rally Cry Headline (Positive)	Let's Start <u>Tiny Houses</u>
Precious Thing/s	<input type="text" value="Wealth"/>	?	The Rally Cry Headline (Negative)	Let's Stop <u>Feeling Broke</u>
Undesirable Outcome	<input type="text" value="Feeling Broke"/>	?	The Question Headline 1	Why Are You <u>Feeling Broke</u> ?
			The Question Headline 2	Are You Still <u>Feeling Broke</u> ?
Audience	<input type="text" value="families"/>	?	The Fortune Teller Headline	You Won't Be Able To <u>Save Money</u> In 2019
Something That Could Affect Outcome	<input type="text" value="Your Negotiating Skills"/>	?	The Imagination Headline	Imagine <u>Tiny Houses</u> In 2019
			The Reminder Headline	Reminder: <u>Tiny Houses</u> Is NOT A Reflection Of Your <u>Negotiating Skills</u>
			The Urgency Headline	Start <u>Tiny Houses</u> NOW!
			The Audience Headline	<u>Families</u> : Are You <u>Feeling Broke</u> ?
			The Command Headline	<u>Save Money</u> !

I like Imagine Tiny Houses in 2019.

Reminder: The maximum height of a tiny house is NOT 11 feet!

You can save a bundle in 2019 with this incredible tiny house plan

See how that works? And there are many headline generators. Plus, I turned you onto the Gary Halbert newsletters on how to write bullet points.

Reference the prior Dispatch for that training.

But wait, there's more:

[Photos: What living in a tiny house actually looks like in real life ...](https://www.businessinsider.com/photos-tiny-house-living-pros-cons-2018-9)

<https://www.businessinsider.com/photos-tiny-house-living-pros-cons-2018-9> ▼

Dec 6, 2018 - **Tiny houses** can help people live debt free and they're more environmentally friendly — but living in such tight quarters can create unique ...

[Let's Get Small | The New Yorker](https://www.newyorker.com/magazine/2011/07/25/lets-get-small)

<https://www.newyorker.com/magazine/2011/07/25/lets-get-small>

Tiny houses are built on trailer platforms. Typically, they are between a hundred and a hundred and thirty square feet, roughly the size of a ...

[My \\$3500 Tiny House, Explained | Mr. Money Mustache](http://www.mrmoneymustache.com/2018/06/30/tinyhouse/)

www.mrmoneymustache.com/2018/06/30/tinyhouse/

thought up the idea of creating a resort out of **tinyhouses** called WeeCasa. Consuming less space than just the parking lot of a normal hotel, ...

[Tiny house, big benefits: Freedom from a mortgage and worries — and ...](https://www.washingtonpost.com/.../tiny-house.../f8f706f0-0acc-11e5-9e39-0db921c47...)

<https://www.washingtonpost.com/.../tiny-house.../f8f706f0-0acc-11e5-9e39-0db921c47...>

America is having a big love affair with **tiny houses**. There are television shows: "Tiny House Nation" and "Tiny House Hunters." There are ...

Those 2 articles by the Washington Posts and New Yorker are where you borrow your CREDIBILITY!

Don't have any credibility?

Now you DO as you can quote THEIR articles and research.

Now what you're looking for are bullet points that REALLY get you CURIOUS.

Like this listing in Google:

Five Tiny Houses You Can Build for Less \$12,000 - The Spruce

<https://www.thespruce.com> › Home Decor › Small Spaces › Tiny Homes ▼

Sep 9, 2018 - Most people believe **tiny houses** are cost-prohibitive, but a little creativity can go a long way. These **tiny houses** each cost less than \$12000 to ...

I'd probably use that bullet point with slight rewording:

Here are 5 Tiny Houses that'll blow you away. And they're less than \$12,000. Wanna see?

Here's another one:

5 Reasons Buying A Tiny House Is A Mistake - Forbes

<https://www.forbes.com/sites/trulia/2016/.../5-reasons-buying-a-tiny-house-is-a-mistak...> ▼

Nov 8, 2016 - It's a trend that's sweeping home improvement channels: **tiny homes**. Like, really **tiny homes**. And while the cute and often-mobile houses may ...

The bullet point might be:

Buying tiny houses is a mistake. Right? Bullcrap. Here's why they rock.

Here's a question from DeeJay:

For example, you say very often: "Oh that looks good." Or "I like that" or "I don't like this other thing" — Problem is I, we, don't know what you're basing you 'likes' on. — (I'm thinking it's years of experience) So how do we copy you and do something similar that actually approximates your selectivity. What should we be using as selection criteria?

Here's my criteria on this: Specificity and curiosity.

People won't SPEND money unless they're curious, right?

So I look at how much curiosity I think something might generate.

And then also, I love SPECIFIC things.

For example, 5 tiny houses you can build for less than \$12,000.

Very specific.

And there's a good chance someone wants to read that vs. the general:

"Cheap tiny houses."

If you read the Gary Halbert newsletters on bullet point writing from the last dispatch (hint: search google for "Gary Halbert bullet points"), then you'll

have a great idea of what makes for a hot bullet point.

One of the best guidelines is if it makes YOU curious? Does it excite you?

Here's an example from what I did and didn't click on in gathering my research:

20 Brilliant Exit Intent Pop up Examples You Can Copy Today - 2019 ...

<https://wisepops.com> › [Popup Design](#) › [Exit Popups That Drive Results](#) ▼

Use cases, Targeting, Design and Content, read our data-backed tips for successful **exit popups**. Includes examples from leading online business.

How To Optimize Your Exit-Intent Popup to Increase Conversions

<https://www.crazyegg.com> › [Blog](#) › [Conversion](#) ▼

Nov 30, 2015 - I love **exit-intent popups**. I know, I know. They get a lot of hate. People complain about how annoying or irritating they are. But here's the thing ...

How to Create an Effective Exit Popup and Get More Conversions (2018)

<https://www.crazyegg.com> › [Blog](#) › [Conversion](#) ▼

Jun 11, 2018 - How Do You Create an Exit Popup That Converts? Why Isn't Your **Exit Intent Popup** Effective? How Can You Use The Crazy Egg Tools to ...

Do Exit-Intent Popups Actually Increase Conversions in 2019?

<https://www.ventureharbour.com/do-exit-intent-popups-actually-increase-conversions...> ▼

Dec 21, 2017 - Love them or hate them, **exit-intent popups** are a favourite lead generation strategy. They're not without controversy though. We're talking about ...

19 Exit Intent Popup Examples to Increase Conversion and Grow ...

<https://blog.useproof.com/exit-intent-popup/> ▼

Aug 9, 2018 - Want to convert more visitors? In this post, we'll show you 19 of the best **exit intent popups** and how to set up an **exit intent popup** of your own!

You can see the one in yellow. Optimizing an exit popup sounds like a sleeper. It's something you NEED to do. But who can REALLY get excited about optimizing one?

Maybe someone.

I just didn't think people would give a flip about optimizing.

There is NO right or wrong here.

It's YOUR judgement or guess of what YOUR target audience will love.

HOW TO LET YOUR CUSTOMERS TELL YOU WHAT THEY WANT TO BUY

One thing you can actually do is write a whole boatload of bullet points on all your research.

Then send out a survey with all the bullet points and a checkbox next to each one. Let people check off the top 10 they want to know about.

So let your CUSTOMERS TELL YOU what they want to buy.

I have a pretty decent guess because I've been selling to my market forever. But you know what?

I'd probably get my customers top 10 list wrong!

It's easy to do a free survey like this using [surveymonkey.com](https://www.surveymonkey.com) software.

Another thing is this:

Sometimes you click on a link and the page just sucks. The info is all clichés written by someone who got paid \$3 to write it!

You want JUICY info.

[Here's a great example on popups.](#)

That page is loaded with good examples.

There's no science to this. It's art.

It's YOUR gut reaction.

When you see the page do you go, "WOW, that's HOT!"

Or do you go: "Yuk"

Or you're bored or don't care.

The bottom line is, do you think you can get a HOT BULLET point out of the info that will cause people to want to buy, perhaps ONLY for that 1 bullet point?

Believe it or not, people buy just to find out ONE bullet point! It happens all the time.

This is why I LOVE to make the product the actual bullet points.

That way, they get exactly what they paid money for.

Now, you can ADD more info to it.

But at least a good chunk of the product can be ONLY the bullet point explanations.

A good way to write these is using the:

- explanation
- application
- illustration formula

...that I spelled out in the last dispatch.

Pretend your top 10 bullet points are on the cover of a magazine at the checkout stand of your local supermarket. Would YOU pick it up? Would YOU buy it? Here's one last example of finding ideas.

I typed in this:

OTHER WAYS TO GET IDEAS

1. Go to Amazon.com and search books on the topic

The POSITIVE points in reviews tell you what people WANT to buy. Create bullet points and research on these.

The NEGATIVE comments have gems in them that tell you what people DO NOT WANT!

So avoid that stuff.

2. Look at the repetitive questions in Facebook groups

The SAME questions come up over and over.

3. Look at the bullet points and topics covered in best-selling products on the topic

They've already done a lot of sales research for you on what people's hot buttons are.

Study sales pages, video sales letters and webinars.

Action Item: Do your research and start building out your research document until you have 30 or so pages JUST AS as I show on the video.

STEP TWO: GRAB INFO FROM YOUR RESEARCH DOC AND WRITE BULLET POINTS

I've already talked about the Gary Halbert newsletters on bullet point writing. And also headline generators.

Then you have the sample video.

Here are some of the bullet points I created for my product about exit pops:

* Popup A got 23 signups out of 1,687 visitors (1.36%). Popup B got 12 signups from 1,722 visitors (.69%). Do you know the difference?

* Get this: An exit intent freaking coupon converts 35% of lost customers. Who woulda ever guessed it? (You can fire it up for yourself within minutes)

* You want popups? I got free popups for you. Exit intent. Cart abandonment. All kinds of popups. Free. Just paste the code on and collect your sales and commissions.

* This page grabbed 88 leads from only 1,254 visitors. Want to see it?

* Do this one thing and get 40% more response consistently

* How to turn any ebook or info product you have viral

* Shopping cart abandonment: How to bring 'em back and get the sales. Actual examples you can model.

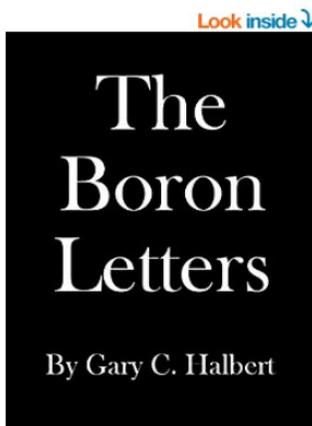
* How to cash in on other people's "lost" traffic

There's nothing particularly fancy with those bullet points.

They're just straight old Gary Halbert type bullets. The same thing you might see on the cover of a magazine like Cosmo.

By the way, if you don't have BORON LETTERS by Gary Halbert, snag it.

[Back to search results for "boron letters"](#)



The Boron Letters Kindle Edition

by Gary Halbert (Author), Bond Halbert (Author)

★★★★☆ 190 customer reviews

[See all 2 formats and editions](#)

Kindle

\$9.99

Read with Our Free App

Paperback

\$21.72

11 Used from \$25.95

3 New from \$21.72

Series of letters written by copywriting legend Gary C. Halbert explaining the secrets to effect marketing.

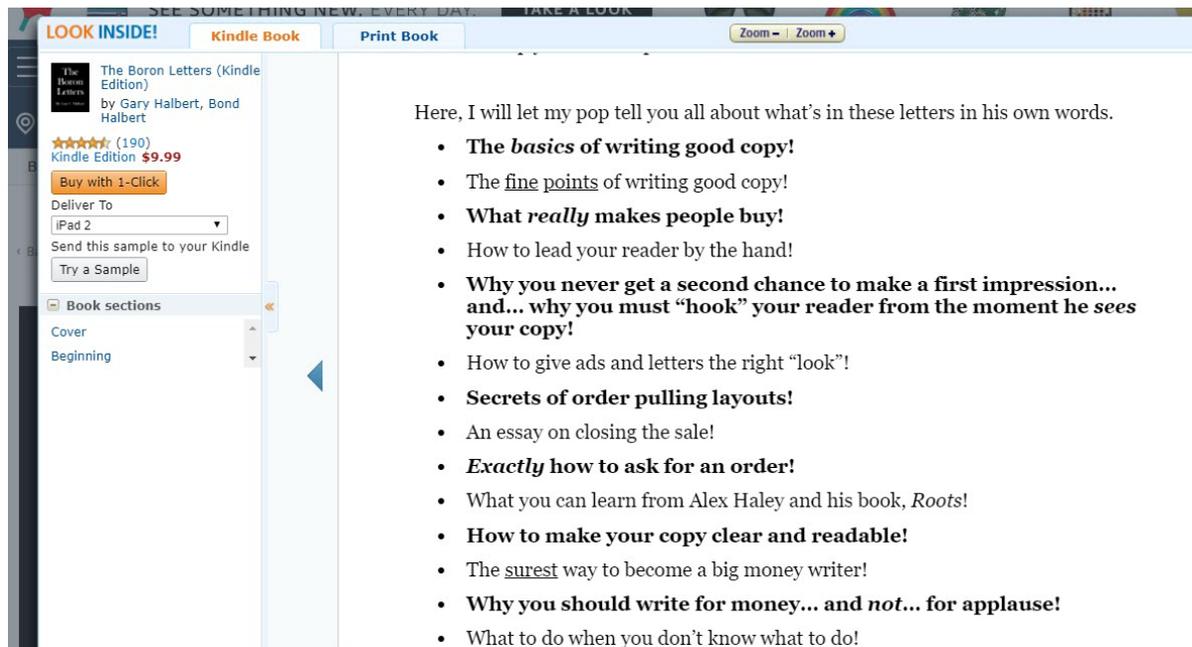
Length: 148 pages

Page Flip: Enabled

Word Wise: Enabled

Enhanced Typesetting: Enabled

At the VERY BEGINNING, he drops his bullet points for the product. You can see these in the Kindle preview on Amazon:



But wait, there's more:

- **7 exact steps to direct mail success!**
- The most common marketing mistakes made by beginners!
- **How to keep going when the going is hard!**
- How to imprint the process of writing good ad copy on your nerves, muscle fibers, brain cells and every part of your physical and mental being!
- **An emotional "tool kit" which can save your life!**
- The most important key to making really serious money!
- **How to become a student of markets!**
- How to use the *SRDS* list book to make a fortune!
- **A discussion of a 156-million dollar promotion!**
- Cheap research: How to make sure you'll hit the right nerve!
- **Examples of winning formulas and "double customization"!**
- How to get flowing again when you're stuck!
- **How to discover the right central selling idea!**
- How to use envelopes to induce guilt!
- **A good "boilerplate" P.S. which can make you money!**
- How to get orders from people who have already decided not to order!
- **The best attention grabbers in the world!**

Right there in those bullet points, you have a living example of how to write great bullet points.

It's a good idea to write MORE bullet points than you need. Then you can go back and cut out the lamest ones.

And, as I mentioned earlier, you can also get people to vote.

Even in a Facebook group.

You can just push a poll to your Facebook group. Or ask a friend who has a Facebook group if you can push the poll.

Now for the REST of your sales letter, you can simply follow the formula I've already taught you:

<https://attractsalesnow.com/template/>

Here's where you can list your bullet points:

List More Benefits Your Visitors Can Get If They Buy...

- ✓ **Product Benefit #1** - Explain your product benefit here ...
- ✓ **Product Benefit #2** - Explain your product benefit here ...
- ✓ **Product Benefit #3** - Explain your product benefit here ...
- ✓ **Product Benefit #4** - Explain your product benefit here ...
- ✓ **Product Benefit #5** - Explain your product benefit here ...
- ✓ **Product Benefit #6** - Explain your product benefit here ...
- ✓ **And Many More ...**

Now, if you're selling your product for \$50 or \$100, one nice trick is to divide your bullet points into 5 or 6 MODULES.

That way, it feels like they're getting more.

It's kinda weird psychology. But it's very common in products more in the \$50 or \$100 range.

But I even see it in \$10 sales letters.

STEP THREE: WRITE OR RECORD YOUR PRODUCT

You do NOT have to write it if you don't want.

Drop your bullet points onto Google slides or PowerPoint and record away.

If you have a text file, you can import it into Powerpoint and it'll create the slides for you.

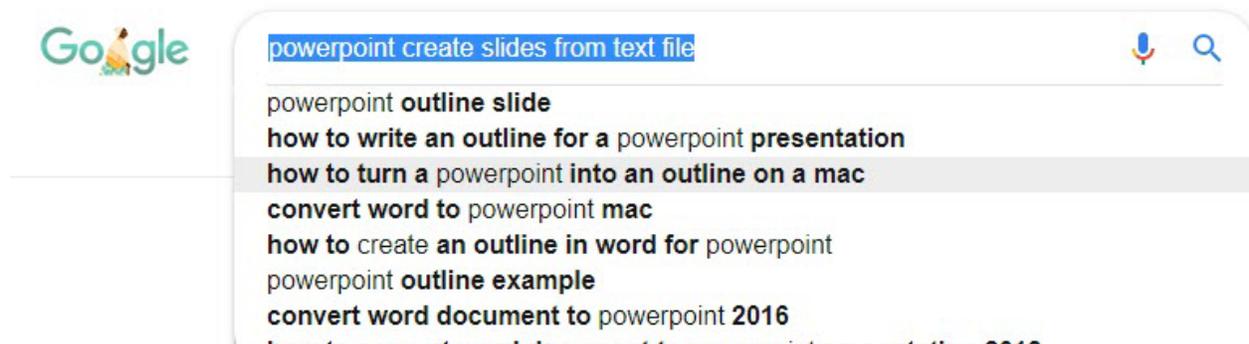
NICE SHORTCUT!

Now, I can already here it:

Marlon, how? Show me. I just don't know how.

See, THIS is why God invented Google and Youtube.

Check it out:



Oh my gosh.

Look at that.

interesting BULLET POINTS!

Wow.

Maybe we got like a BUNCH of products that could be written about Power Point alone. And what about Excel and all the rest?

People also ask

- How do I import a text file into PowerPoint? ▾
- How do I turn a PowerPoint into an outline? ▾
- How do I turn a Word document into a PowerPoint slide? ▾
- How do you insert an agenda into PowerPoint? ▾

[Feedback](#)

Create a PowerPoint presentation from an outline - Office Support

<https://support.office.com/.../create-a-powerpoint-presentation-from-an-outline-f6294...> ▾

Insert outline **text** into a **PowerPoint presentation**. In a new **PowerPoint presentation file**, click the first **slide**. On the Home tab, click the arrow next to New **Slide**, and then click Outline. Locate the outline **file** (.rtf or .txt) that you want to insert, and then double-click it or click Insert.

Create a PowerPoint presentation from a plain text file

www.pptfaq.com/FAQ00246_Create_a_PowerPoint_presentation_from_a_plain_text... ▾

Now start **PowerPoint** and choose **File, Open**. In the **File, Open** dialog box, choose "All Outlines (*.txt, etc.)" from the **Files of Type** listbox, then doubleclick the **file** you just saved from Notepad. **PowerPoint** loads the **text file** and converts it into bulleted **text slides**.

Import text from Word or Notepad - Ellen Finkelstein

<https://www.ellenfinkelstein.com> > Home > Content ▾

Feb 8, 2016 - Insert an outline into an existing **presentation**. In the left-hand pane, click the **slide** you want the outline content to appear after. Click the down arrow next to the New **Slide** button on either the Insert or Home tab and choose **Slides** from Outline. Select your outline **file** and click Insert.

Create a PowerPoint from an Outline Text File

<https://www.free-power-point-templates.com> > Home > Tutorials & Tips > Text ▾

★★★★★ Rating: 4 - 1 vote

Are you seeing things there that might be good bullet points?

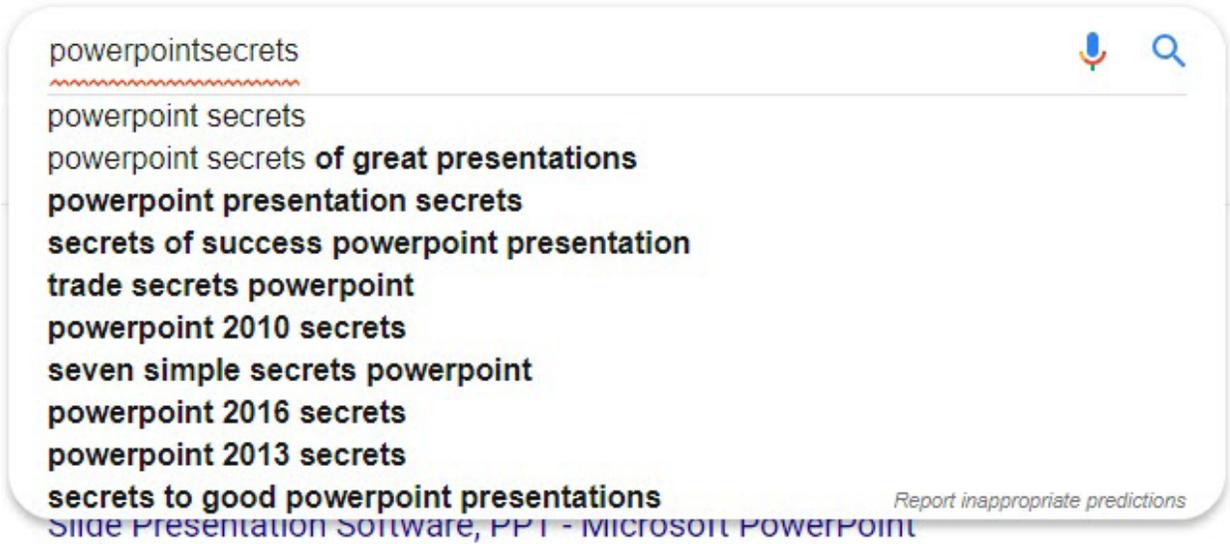
Yes, there are tons of books on Power Point but the thing is,, they are NOT being SOLD.

They're on Amazon or something with a table of contents and NO BULLET POINTS to create curiosity and desire!

Bingo.

And if I used Linked In, boom!

I can message business people all freaking day long, more or less.



I searched Powerpoint secrets and here are two that grabbed my attention:

Feedback

5 Super-Secret PowerPoint Tips I Can't Live Without – eLearningArt
<https://elearningart.com/blog/5-super-secret-powerpoint-tips-i-cant-live-without/> ▼
Sep 20, 2012 - **PowerPoint** is a powerful tool, but I'm often surprised that some of the most useful features are hidden. In another post, I had 29 experts share ...

Ten Secrets For Using PowerPoint Effectively | Think Outside The Slide
<https://www.thinkoutsidetheslide.com/ten-secrets-for-using-powerpoint-effectively/> ▼
You can take many courses on how to use **PowerPoint** from a technical standpoint, but when it is used effectively, it can add tremendously to our presentations.

10 Secrets to Punch Up Your PowerPoint Presentations | PCWorld
https://www.pcworld.com/.../10_secrets_to_punch_up_your_powerpoint_presentation... ▼
Apr 16, 2012 - **10 PowerPoint Secrets** PowerPoint is practically synonymous with presentations. The application has all the tools you need to make a ...

PowerPoint tips & tricks you didn't know | PowerPoint & Excel add-in | ...
<https://www.poweruserssoftwares.com/single.../PowerPoint-tips-tricks-you-should-kno...> ▼
Jun 13, 2016 - Most users believe they know everything about **PowerPoint**. Really? I bet you are going to learn something reading this post. Those tips & tricks ...

Not that the others are bad.

Those are just what grab MY attention.

PowerPoint tips & tricks you didn't know

June 13, 2016 | Power-user

Most users believe they know everything about PowerPoint. Really? I bet you are going to learn something reading this post. Those tips & tricks will teach PowerPoint users how to:

1. Recover unsaved presentations
2. Customize accessible features with the Quick Access Toolbar
3. Convert SmartArt to shapes
4. Convert tables to shapes
5. Zoom on part of a slide in slide show mode
6. Generate random text automatically
7. Increase how many actions you can undo
8. Type faster with custom Autocorrect shortcuts

1. Recover unsaved presentations

You probably experienced some day the unpleasantness of exiting a presentation, just to realize you

Recent Posts



Essential Skills All Public Speakers Should Master
January 28, 2019



Useful Excel templates for project management and tracking
January 26, 2019



Create A Professional Presentation With 20+ Stunning PowerPoint Templates
November 2, 2018



POWERFUL ADD-IN FOR POWERPOINT & EXCEL
Templates-Icons-Charts-Maps-Diagrams



Wow, there is a HOT LOOKING ADD IN.

I bet you could find some smoking hot stuff if you searched this:

Bingo.

40+ of the best add-ins, plugins and apps for Microsoft PowerPoint ...

<https://www.poweruserssoftwares.com/.../40-of-the-best-addins-plugins-and-apps-for-...> ▼

Aug 13, 2016 - With around a billion users, **PowerPoint** is the most used presentation software in the world. While **ppt** presentations are an essential part of ...

Top 7 Must-Have Free PowerPoint Add-ins and Plugins

<https://www.ispringsolutions.com/.../boost-your-powerpoint-7-free-powerpoint-add-in-...> ▼

★★★★★ Rating: 4 - 3 votes

Check out this breakdown of 7 free **PowerPoint** add-ins and plugins. Use their powerful features to take your presentation beyond a simple slide deck!

PowerPoint add-ins - Office Add-ins | Microsoft Docs

<https://docs.microsoft.com/en-us/office/dev/add-ins/powerpoint/powerpoint-add-ins> ▼

Jan 23, 2019 - You can use **PowerPoint** add-ins to build engaging solutions for your users' presentations across platforms including Windows, iOS, Office Online, and Mac. You can create two types of **PowerPoint** add-ins: Use content add-ins to add dynamic HTML5 content to your presentations.

Build your first PowerPoint add-in - Office Add-ins | Microsoft Docs

<https://docs.microsoft.com/en-us/office/dev/add-ins/.../powerpoint-quickstart> ▼

Jan 16, 2019 - In the list of project types under Visual C# or Visual Basic, expand Office/SharePoint, choose **Add-ins**, and then choose **PowerPoint** Web Add-in ...

The 22 Best Microsoft Office Add-ins - Zapier

<https://zapier.com/blog/best-word-excel-powerpoint-addins/> ▼

Apr 5, 2018 - When you want a bit more from Office, these add-ins each make Microsoft Word, Excel, **PowerPoint**, and Outlook more powerful with new ...

7 Must Have Microsoft Office PowerPoint Add-ins - Templafy

<https://www.templafy.com/blog/7-must-have-microsoft-office-powerpoint-add-ins/> ▼

Jun 12, 2017 - Here are 7 nifty Microsoft Office add-ins for **PowerPoint** that will inject life into your ...

Boom!

I think we have a TARGET AUDIENCE:

PowerPoint Add-in | 650,000 Users Can't Be Wrong | think-cell.com

www.think-cell.com/PowerPoint/Add-in

How the experts do beautiful Charts in **PowerPoint**. Try the #1 **Add-in** for free. No. 1 **PowerPoint Add-in**. 100% compatible. Beautiful results. Technical Support. 70% less working time. Get your free trial now. Easy to use. Styles: Charts, Tables, Graphics, Arrows, Labels, Text boxes.

PowerPoint Consulting In | Pitch Deck Slide Consultants

go.slidegenius.com/PowerPoint/Design-Experts

We Create Pitch Decks. Sell More With **PowerPoint**. Call Us And Learn More. Over 100,000 **PowerPoint** Presentations Designed. View Our Amazing Portfolio. **PowerPoint** Templates. Open 7 Days a Week.

PowerPoint Timeline Add-In | Copy & Paste From Excel

www.officetimeline.com/

Create simple, elegant yet professional Gantt charts with Office Timeline.
Professional Timelines · Product Tour · Easily Edit Templates
Plus Edition - \$59.00/yr - Seamless syncing of data · More

Test PowerPoint Add-In now | Content Management Add-On PPT

www.strategy-compass.com/

PowerPoint add-on for efficiency, corporate design & slide management.
Presentation Training · Template Creation · Custom Office Development · Content Management

What are the best Powerpoint plugins for consultants? - Quora

<https://www.quora.com/What-are-the-best-Powerpoint-plugins-for-consultants>

Feb 20, 2017 - First of all, I want to confirm ThinkCell and Efficient Elements. Great. It's true. BUT I want to add another **plugin** that's definitely going to make your life much easier ...

Where can I find **PowerPoint** icons, templates and charts for ... Jan 28, 2017

Are there any free **Powerpoint add-ins** that allows you to save and ... Oct 8, 2015

What are the names and features of **PowerPoint** plugins used at ... Jan 5, 2015

Where can I find **PowerPoint** macros or **add-ins** that are useful for ... Jan 18, 2011

More results from www.quora.com



CONSULTANTS!

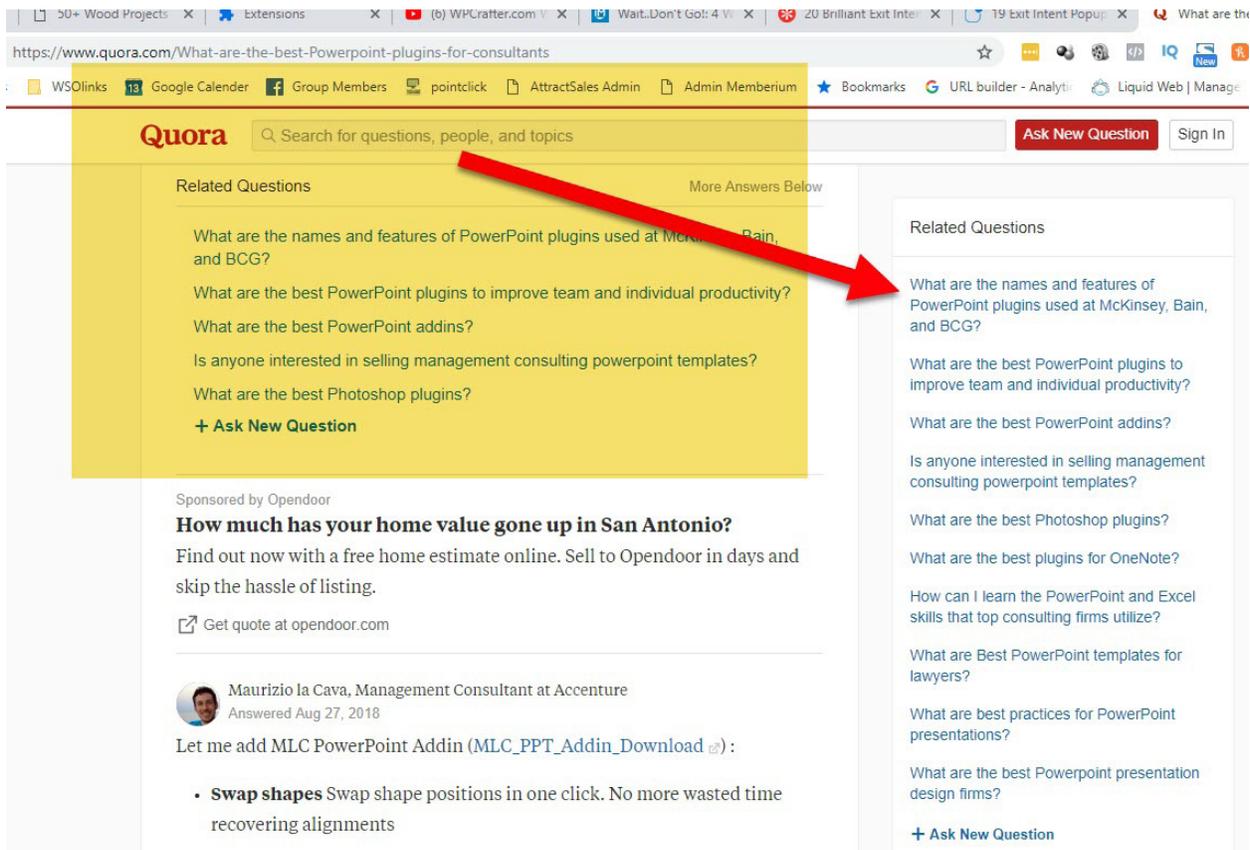
Wow.

What do you want to bet we could really dig up smoking hot bullet points on Power Point for consultants?

I bet we could!

Oh my gosh.

This is just getting off the hook!



One of those results goes to QUORA where people ask QUESTIONS and others answer.

Do you think you might be able to find an incredibly rich list of questions on about ANY topic on Quora?

You betcha.

Take 3 hours and track this stuff down and YOU, yes, little old YOU can have a totally rocking RESEARCH DOC.

But I got off track...

We are SUPPOSED to be writing the product!

Shoot.

I got totally sidetracked by these amazing ideas and findings!

This list is endless.

OK.

Back to the product.

I like to make a big chunk of the product simply answering the BULLET POINTS.

I already taught you one easy way to do this:

Explanation

Application

Illustration

Which means this:

Explain what the bullet is or means. Why it's exciting or useful. Explain it step-by-step if need be.

Now APPLY it to them.

Why should they care?

HOW will it make their life easier, faster or simpler?

Then illustration.

You can give examples and illustrations.

Tell you a funny story.

A friend of mine joined a \$5,000 coaching program.

All the guy did when they met up was TELL STORIES!

But my friend went on to become a master storyteller and made up to \$200,000 from his emails and stories on a webinar.

That's right.

It was Daegan doing his Story Selling.

I used to get a CD of the month by the same guy (Matt Furey).

Matt would spend the whole hour telling a story.

He's a master story teller.

My point is.

You can give short illustrations and examples.

But if you're a good storyteller, you can pour it on. Long as it's useful to people and you ENGAGE them.

Make sure you first APPLY what you explained to them!

So in the example of PowerPoint for consultants. I found an add-in.

I might talk about what the add-in is, how it works, why it's valuable and makes their life faster, simpler or easier.

ALWAYS talk in terms of WIFM – What's In It FOR ME!

Then APPLICATION.

Apply it to them.

Here are brainstorming of 10 ways you might could use this add-in in your consulting business.

Then ILLUSTRATION.

Here are some illustrations or examples I ran across.

When you're doing your RESEARCH, look for EXAMPLES and ILLUSTRATIONS you can use.

Here's An Example From My Product

This example is from my product on exit pops:

----- START EXAMPLE -----

SECRET 2: EXIT INTENT COUPON POP UPS CONVERT 35% OF LOST VISITORS

We've got to start with this term EXIT INTENT.

Did you know that statistics show the average visitor stays on an eCommerce website just 15 seconds?

What's more 75.52%% of shoppers worldwide bail on their order before they complete it.

Here's the article I found that gives you all the scoop in detail:

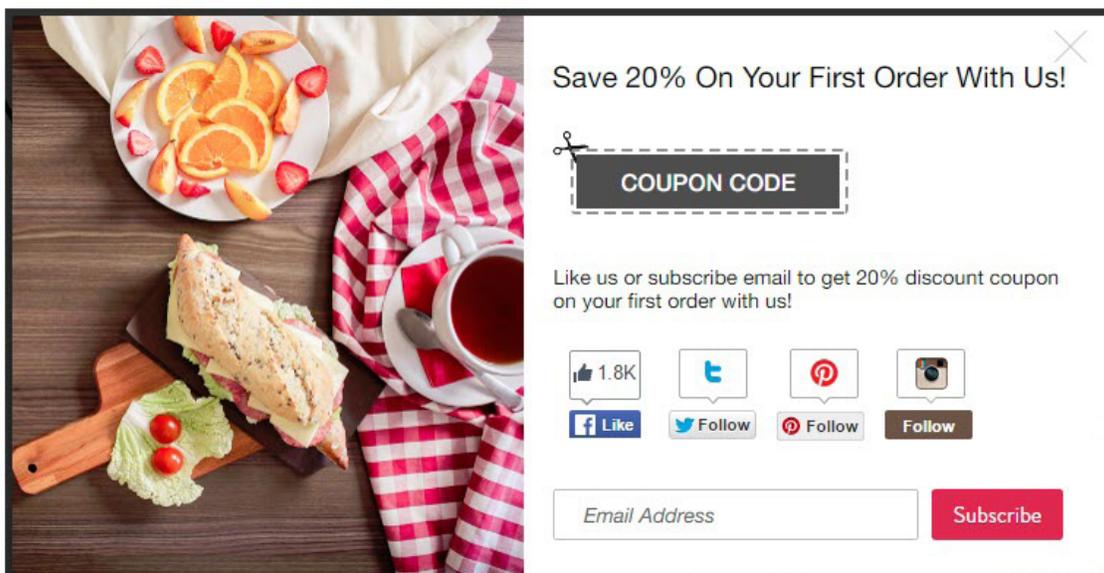
<https://beeketing.com/blog/best-exit-intent-coupon-pop-ups/>

The big idea is that when customers are leaving your website, entice them back with a last minute offer or just for you special.

That's what a coupon can do for you.

But here's the best part: To GET the coupon discount, they have to sign up for your email list! Or, you could also drop them into your chatbot.

#1. Give customers a reason to stay with coupon pop-ups

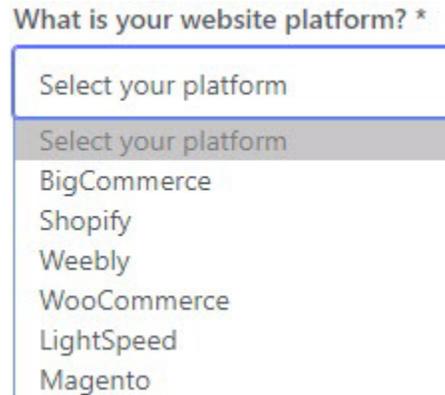


With Better Coupon Box app, you can create unique coupon pop ups for your own store, on any page, at any time you think necessary to convert customers deeper into the purchase funnel. Where it is on exit or not, your customers now have reasons to stay longer to discover your products, and are more likely to buy at better prices.

The service Beeketing produces apps for ecommerce sites. They have all kinds of extremely useful tools. The one above is called the Better Coupon Box app.

What I love about it is their use of social proof icons.

Now, their service works only with these ecomm platforms:



What is your website platform? *

- Select your platform
- Select your platform
- BigCommerce
- Shopify
- Weebly
- WooCommerce
- LightSpeed
- Magento

But if you're on any of those platforms, check them out.

If not, you can build a coupon like that in most other programs. We'll talk about popup building options in a bit.

SECRET 3: THIS PAGE GRABBED 88 LEADS FROM ONLY 1,254 VISITORS. WANT TO SEE IT?

So here's what's interesting about this.

88 leads from a page with only 1,254 visitors sounds good, right? That's a 7.2% conversion rate. Not too shabby.

The page had a headline, one paragraph of text, button and video. If they clicked the button, it popped up the email capture form.

This is normal stuff you can do in about any page designing program. That's good news.

Getting 88 leads from only 1,254 visitors is a lot simpler than you might imagine.

[You can see it here.](#)

It's variant A.

The thing is, when they tested the exit intent, they got 40% more conversions as cited in the previous secret.

That's the second part of the good news.

Getting 40% more conversions can be as simple as adding an exit intent pop.

Again, later in this report, I'll give you the details on HOW to do it. Right now, we're digging into WHY do it.

One other thing.

The thing that worked best was when they offered 2 free reports or resources on the exit pop.

Take away: To boost the conversions of your email capture page, try adding an exit intent popup with 2 extra bonuses.

Take away: To increase conversions on a sales page, try adding an exit intent popup with two bonuses.

I'll remind you these methods work for ANY business. You just need to be creative in coming up with ideas.

Home / Garden – It's easy enough to offer either bonus reports or small add-ons like samples for an order.

Health / Beauty – Same thing as home and garden. Try two reports or small extra health or beauty samples.

Food and drink – You'll have to be creative here. Perhaps 2 discounts on other items when they buy. Case studies and recipes are other ideas.

Financial / Trading – Reports or videos work good here. Also access to trainings or webinars. Or live events.

Fashion – Maybe two reports on ways to use certain fashion items or trends. Or case studies. Or webinars.

News / Content – Access to additional information, probably reports or videos on hot, trending items.

Sports – Access to additional articles or information.

Travel – Definitely reports on various locations, moneysaving ideas, planners. All kinds of possibilities.

Saas – Reports and videos fit well.

B2B – White papers instead of reports. Or videos. Or webinars.

Consumer Electronics – Consumer buying reports come to mind. Also webinars or videos on how to buy and/or a walk through of features.

The point is, ANY niche or market can use these methods.

Why?

Because they're about CONVERSIONS.

If you need CONVERSIONS, you need to take advantage of the technology that works.

BUT MARLON, I DON'T "LIKE" POPUPS

The key here is that there's a difference between intrusive and non-intrusive. And valuable vs. non-valuable.

Here's a [great article](#) by Neil Patel that explains the difference.

The basic point is that there are times when you VALUE what's on a popup and the way it's delivered isn't intrusive at all.

Then there are other times when it's just annoying.

If a popup offers me something I value and WANT, in a relatively non-intrusive way, it's good! Why wouldn't I want more value on something I'm keen on?

----- END EXAMPLE -----

When you read above, you'll see me EXPLAINING the bullet point.

But then at one point I also go into an in-depth APPLICATION:

Home / Garden – It's easy enough to offer either bonus reports or small add-ons like samples for an order.

Health / Beauty – Same thing as home and garden. Try two reports or small extra health or beauty samples.

Food and drink – You'll have to be creative here. Perhaps 2 discounts on other items when they buy. Case studies and recipes are other ideas.

Financial / Trading – Reports or videos work good here. Also access to trainings or webinars. Or live events.

My ILLUSTRATIONS could be websites I find using that type of popup or method.

Examples help make it CONCRETE and SPECIFIC for people.

I'm TRYING to do all 3 of these things in THIS REPORT right now.

- Explaining things
- Giving example like the one I just gave from my own product or the bullet point examples from Boron Letters.
- And I explain how YOU can use these methods for YOUR info products.

Alright.

We'll going into this in more detail on the calls.

But I need to hear from YOU in the [Milcers Community](#).

I need to know, can YOU personally DO THIS?

What else do you need help with this month to make it happen?

HOW TO GET A BUDDY PARTNER

One of the suggestions from Jason was to have accountability or support partners.

1. Post in the **Milcers** group

I need a BUDDY PARTNER.

I am (experienced, beginner or intermediate).

Maybe tell what stage you're working on. Finding niche. Creating product. Writing copy.

2. Message each other

If more than one person responds, you could actually have 3 people in your group. Probably not more than 3.

You can have a weekly call, skype chat or messenger chit chat.

Report your progress, your next steps and goal or goals for the next week.

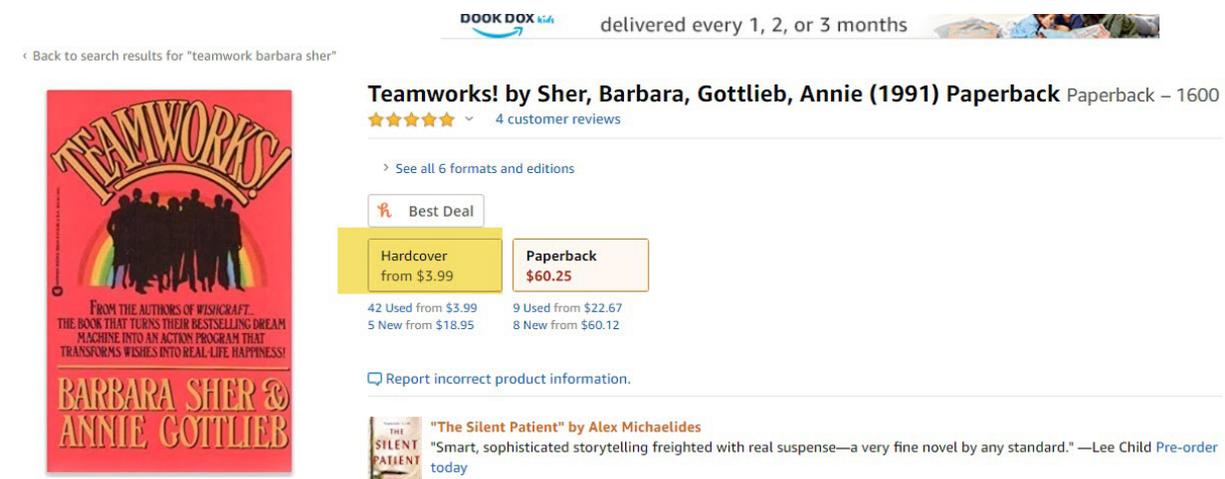
And the other person does the same.

Keep it short.

Avoid complaining. Keep it goal focused. Report on what you did last week.

What you want to do next week.

Barbara Sher has a killer book called Teamworks that shows many ways to do these meetings in detail.



The screenshot shows an Amazon product page for the book "Teamworks!" by Barbara Sher and Annie Gottlieb. The page features a red cover with the title in a stylized font and silhouettes of people. The authors' names are prominently displayed at the bottom of the cover. To the right of the cover, the product title "Teamworks! by Sher, Barbara, Gottlieb, Annie (1991) Paperback" is shown, along with a 4-star rating and 4 customer reviews. A "Best Deal" button is visible, and two pricing options are highlighted: Hardcover from \$3.99 and Paperback for \$60.25. Below the pricing, there are links for "See all 6 formats and editions" and "Report incorrect product information". A small section for another book, "The Silent Patient" by Alex Michaelides, is also visible at the bottom.

DeeJay suggested we do some HOT SEATS.

So we may take a crack at those.

Best wishes,

Marlon

PS: Just to stack up some crazy value for you more ADVANCED guys and gals with lists, you can sell a \$97 class, pay ONLY if you LOVE it AFTER you attend.

You can take the SAME content you'd put in a \$10 product and teach it in a 3 hour webinar and have people pay ONLY if they loved it.

If you use this bullet point method and teach the bullet points, they'll LOVE IT.

You have the charge go through 3 days after the event.

They give a credit card upfront to join.

We'll spend a month on this method soon.

But I wanted to give an advanced tip off to some of you advanced g0-getters who have the list to pull off a webinar.

For beginners, you need to build a list first.

Which is the VALUE of the product you'll be creating with the methods in this report.

The MISSING LINK is TRAFFIC.

We'll have a whole week on that.

We're already at 42 pages and I'm out of gas on writing for today.

So we'll get to it this month AFTER you get your product well underway.

It's time for you to hop to!

PPS: Do me a small favor and [give me your feedback on this Dispatch here](#).

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

