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*A Subscription-Only Newsletter to help you prosper in the Info Profits Business*

# **HOW I FOUND MONEY, FREEDOM AND WORLD TRAVEL THROUGH THE “IDEAL BUSINESS”**

Hello,

Marlon here.

I call it the Ideal Business.

Because it has all the things you love without most of the ones you hate.

For example, no inventory. I used to have a garage full of inventory, books, manuals, and such to ship.

Sucked.

One time I had a retail story. Horrible business. If you don't sell the inventory on your shelves, you literally have to pay a tax on the stuff you couldn't sell!

Nope.

The Ideal Business has none of that.

Because it's a digital products business selling information, advice, coaching, training, ebooks, ecourses, software, webinars, VIP days, seminars, Amazon books and / or consulting.

In this report, I'm going to lay it all out for you and wrap a neat, tidy red bow around it for you.

**Here's what you're about to discover:**

As you can see, I've done my best to leave no stone unturned. I've condensed all this information into this manual and a booklet with flowcharts, checksheets, idea joggers, reminders, step-by-step processes, problem solving matrixes and more.

Let's dive right in:

**6 ways to put your ideas into "forms" that people will pay cash for.**

Your basic methods are simple:

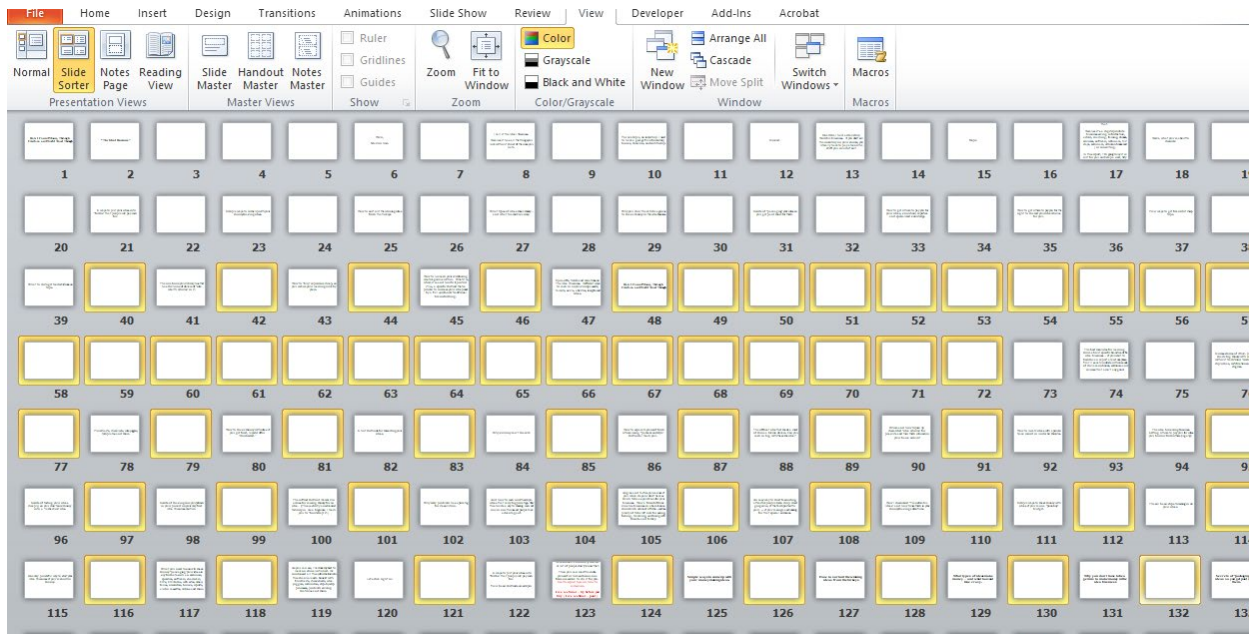
Audio, video, live, written

Basically, you either talk or write. If you prefer writing as I do, then put the emphasis on that by writing reports, ebooks, books, and newsletters.

But you can also write transcripts, import them into Powerpoint and have slides automatically created. A lot of people don't know that.

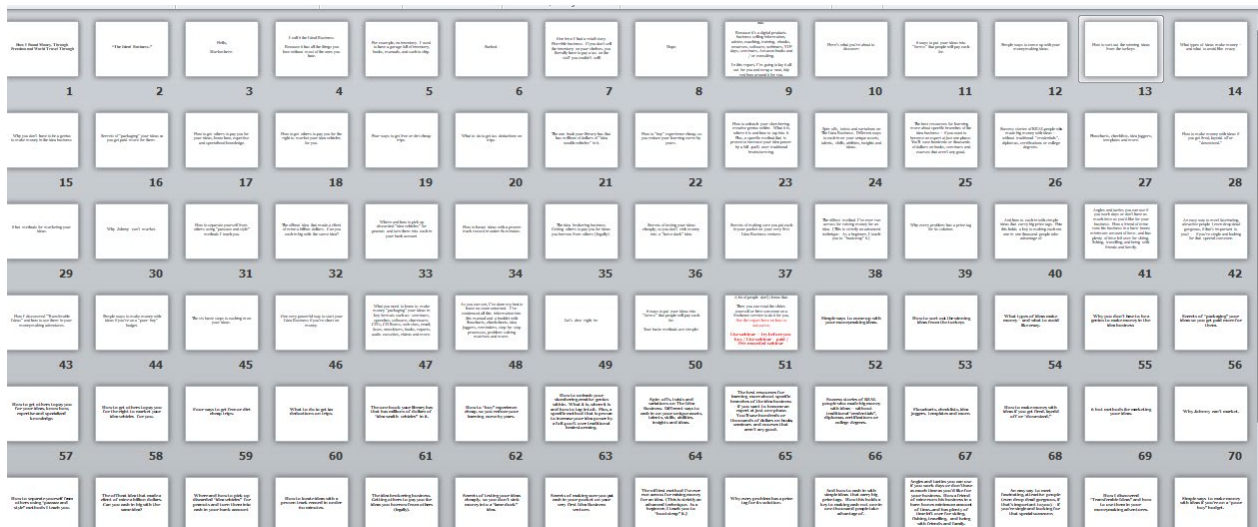
For example, if I want to create slides from this report, I just select File > Open from Powerpoint and it'll import the text and make a slide for each sentence.

Now, each double spaced paragraph creates a blank slide. But you can easily delete the blank slides.

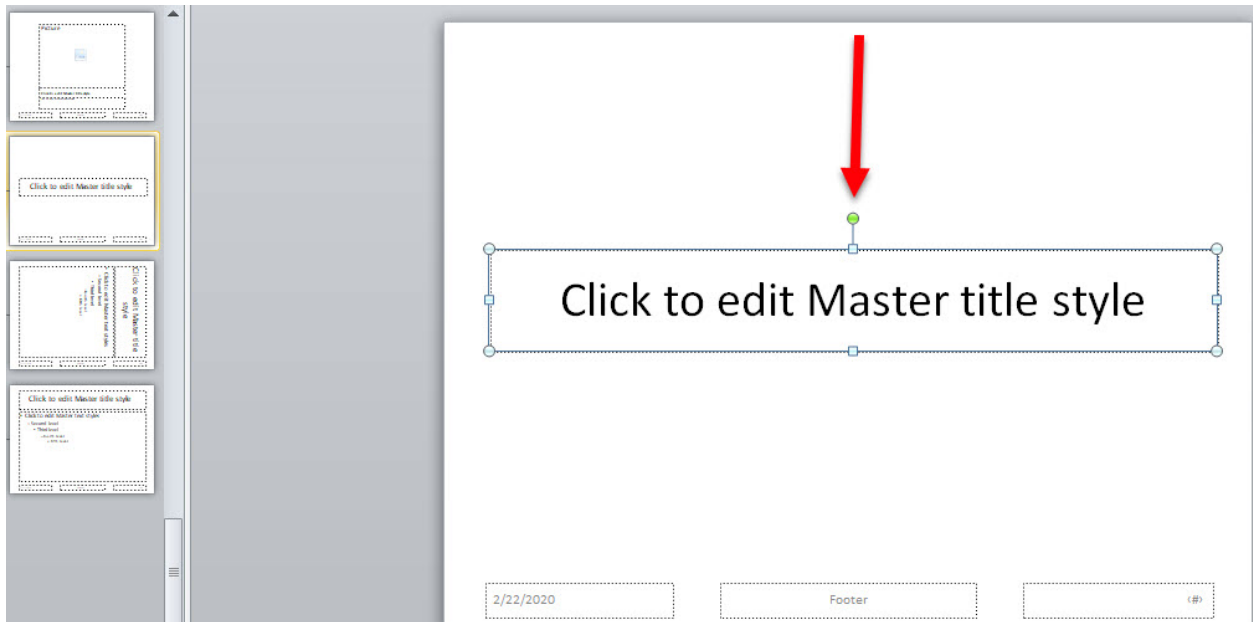


Control click on a pc and, I believe, command click on the Mac allows you to select the blank slides. I imagine you can do this same thing in Keynote and maybe even in Google slides.

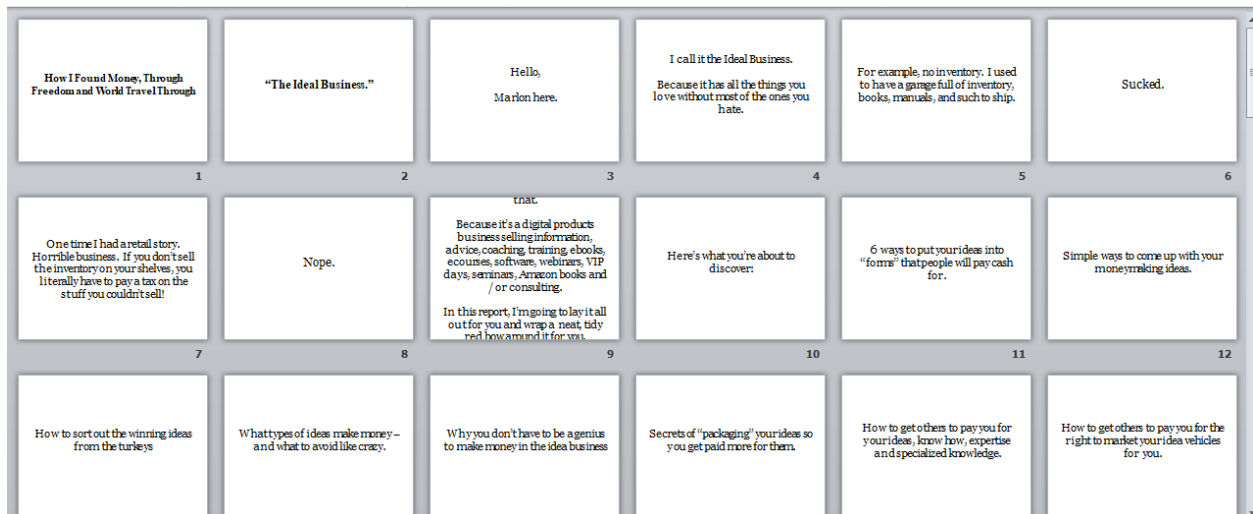
Hit delete and now you have just the slides you want:



Then you just go into the Slide Master and adjust the master slide to make what you imported format properly.



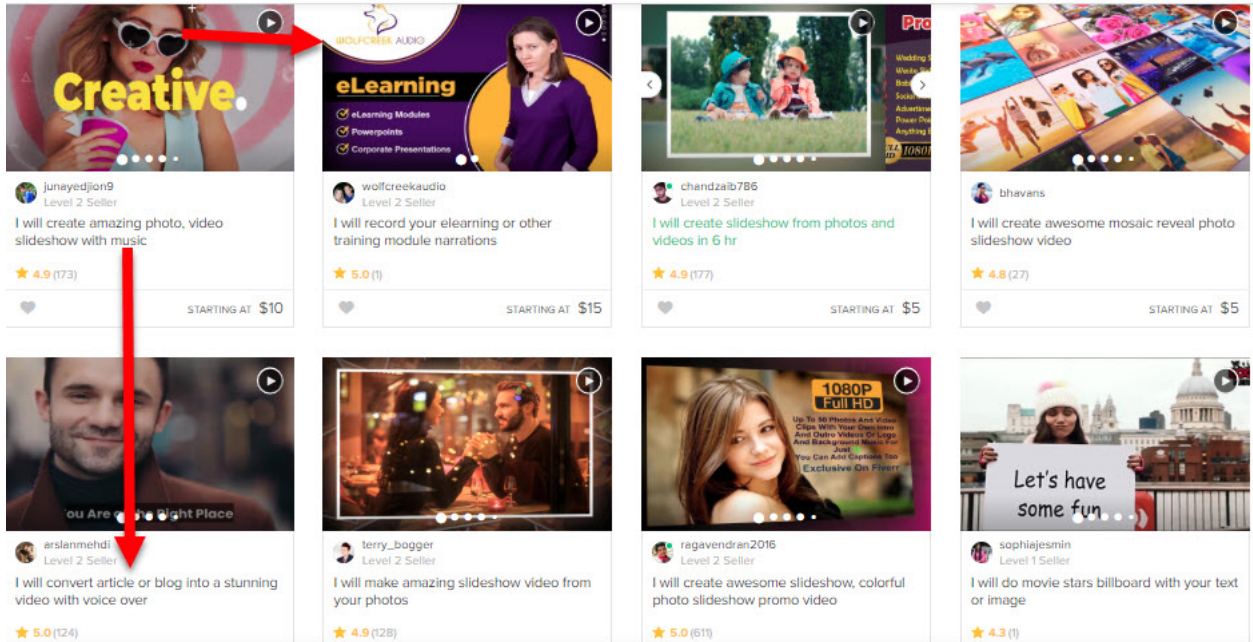
In 10-20 minutes I can have this report imported into Power Point as slides, looking good and ready to record.



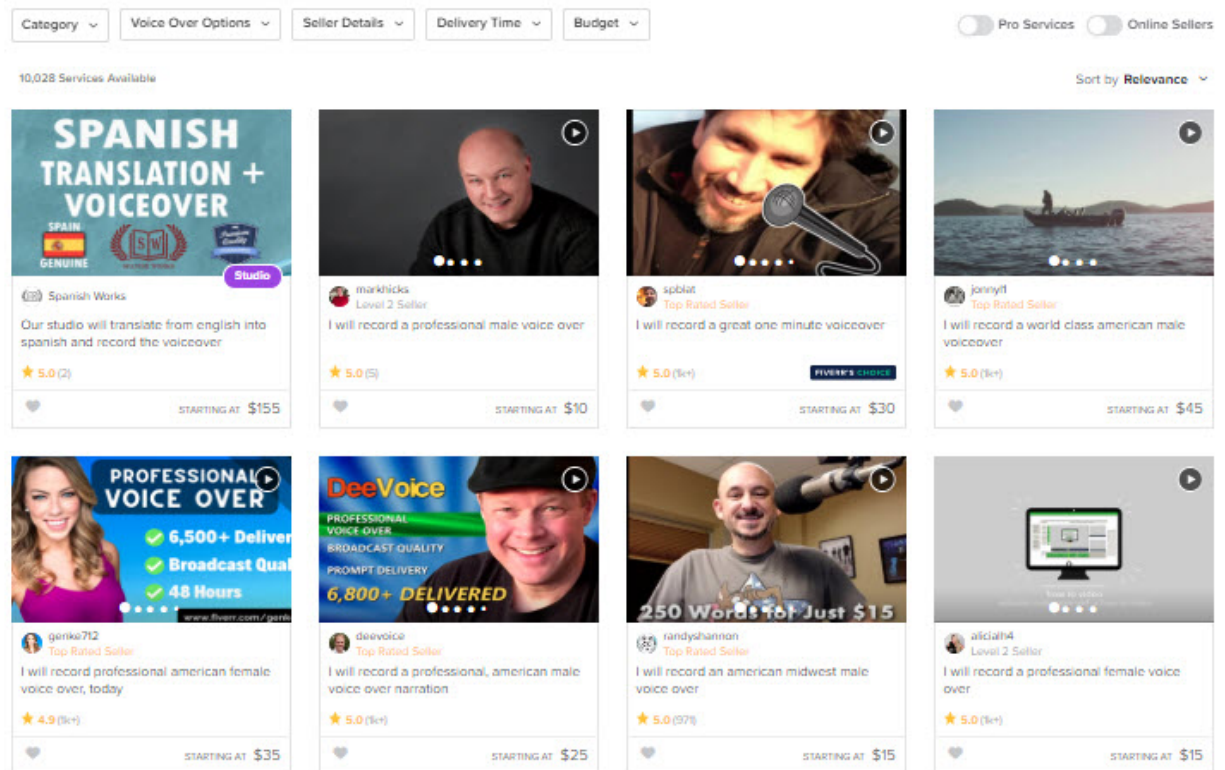
Actually, that took me less than 5 minutes. I have one slide with too much text. Easy to edit. And voila. In a jiffy, I have slides ready to record.

Then you can read the slides yourself or hire someone on a freelance service to do it for you.

Here are a few providers I found on Fiverr by searching voice over slides or just voice overs:



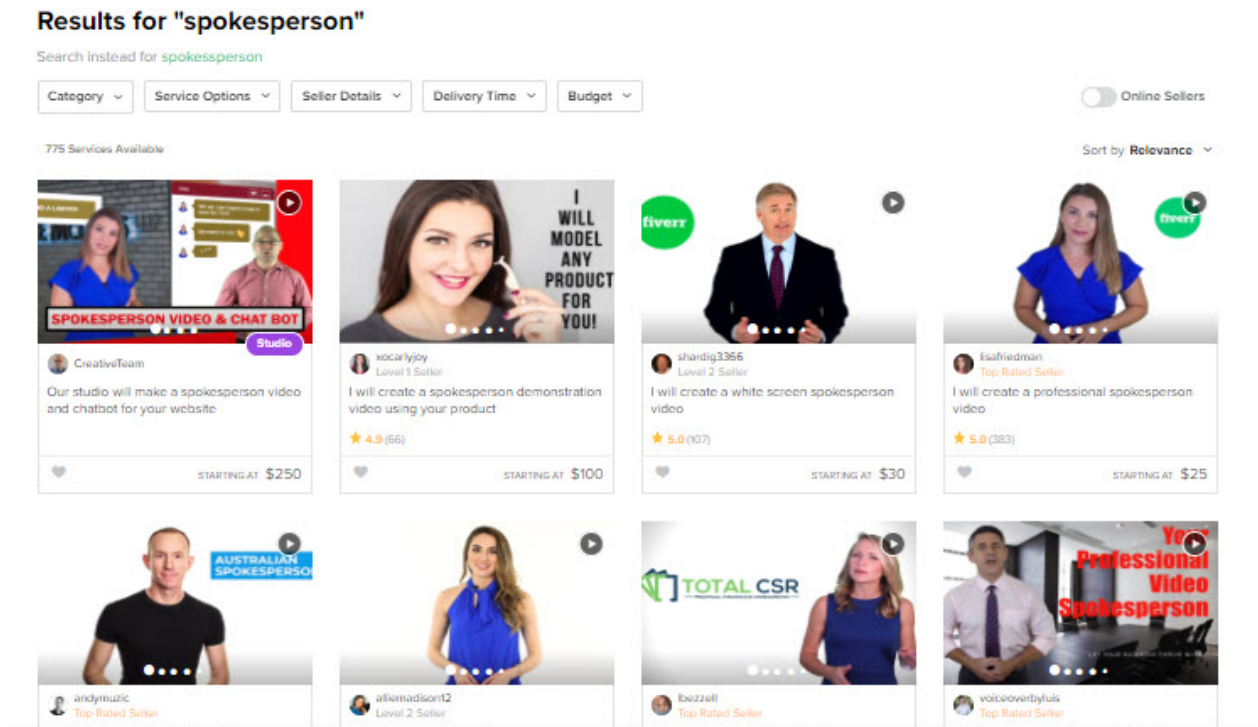
## Results for "voiceover"



**Another format for products is live video:**

Search Fiverr for “spokesperson”.





I know one marketer who hires a writer to write the content. Then he has Fiverr people record the videos. He sells PLR to the whole shebang and launches it.

He does \$200,000 to \$500,000 per launch. That's crazy, eh? Now, the spokespeople aren't real cheap. But it's a very, very small investment compared to the revenue he brings in.

Of course, you can record your own video if you want. There are teleprompter scripts for the iPad or other mobile devices. They scroll the text at whatever pace you want.

You can record using a webcam at your computer or on your laptop. Or you can set up a video on a tripod with your teleprompter.

A search for teleprompter on Youtube gives you a lot of options:


telepromoter

Affordable and Professional Teleprompter - used by FoxNews, CNN, NBC, ABC PrompterPeople. Why Rent when it's more affordable to own a Teleprompter. Best prices, high quality. Professional. Industry Leading. Lowest Price. Free Shipping.

Ad [www.prompterpeople.com/](http://www.prompterpeople.com/)

VISIT SITE

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6:39

### The BEST Teleprompter for YouTube Videos

Tech Audit TV • 5K views • 4 months ago

Parrot 2 Teleprompter: <https://geni.us/sdT2tZA> Extra Controller Batteries: <https://geni.us/y37CYh>  
Example of Past Video Using ...



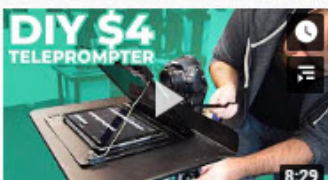
5:38

### TELEPROMPTER: TIPS ON HOW TO USE ONE

The Slanted Lens • 145K views • 3 years ago

Hi, this is Jay P. Morgan. Today on The Slanted Lens I'm sharing some tips I've learned from using a teleprompter almost ...

CC




8:29

### MAKING A \$4 DOLLAR STORE DIY TELEPROMPTER - with Mina Studios

SmartDeZign.church • 24K views • 1 year ago

Today we are with Nathan Drake from Mina Studios and he is helping me make a DIY Teleprompter for only \$4! I have been ...




4:17

### Teleprompter - The Presidentials

411PublishingTechTip • 219K views • 7 years ago

The "Presidentials" are a type of teleprompter. How do the teleprompters work? What are the tricks of teleprompter? 411 Host Marj ...




18:19

### Best Teleprompter App for iPad and iPhone (Updated!)

Justin Brown - Primal Video • 14K views • 4 months ago

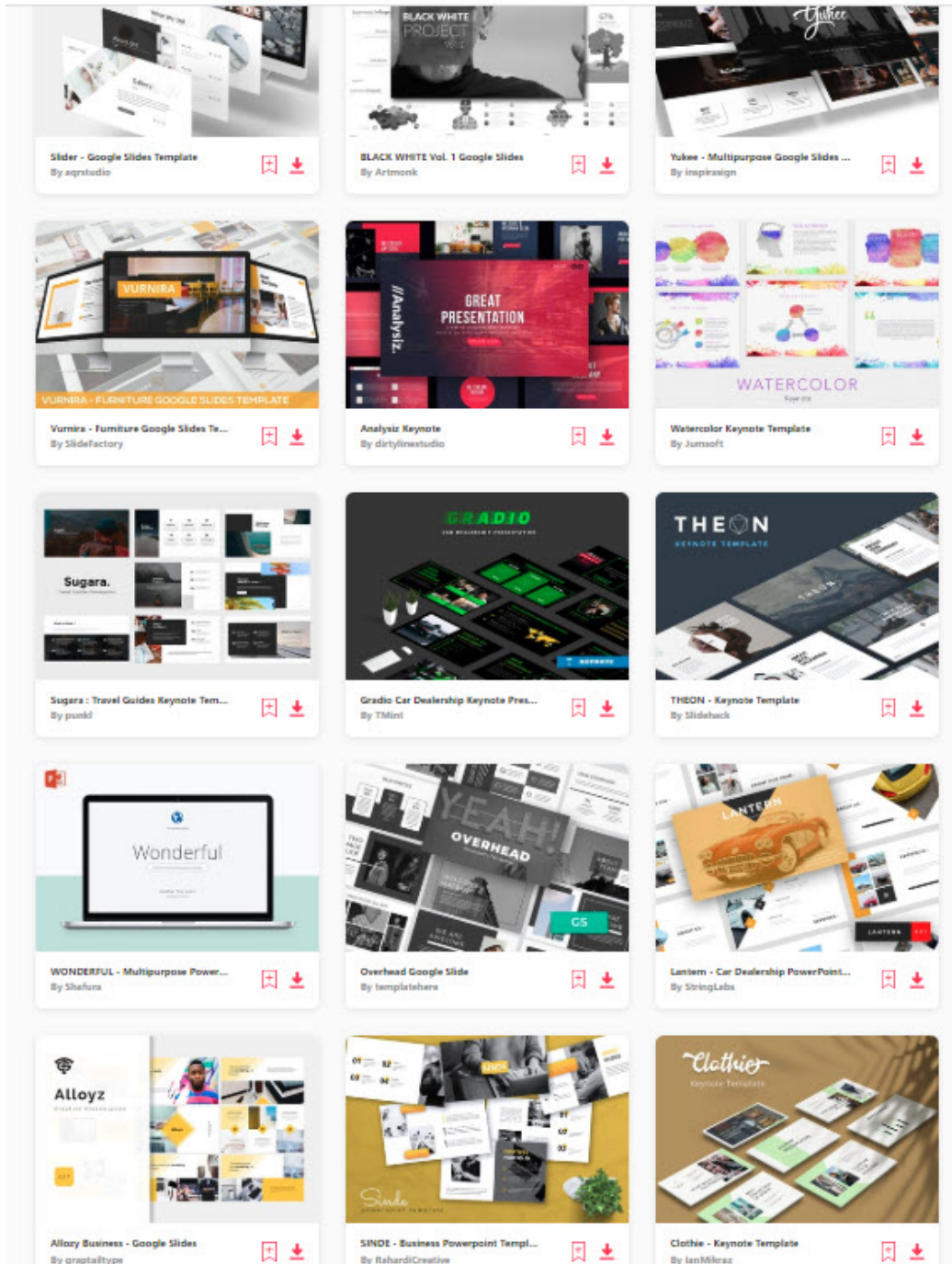
Review of the BEST Teleprompter App for iPad and iPhone right now! Complete roundup after testing the latest autocue and ...

CC



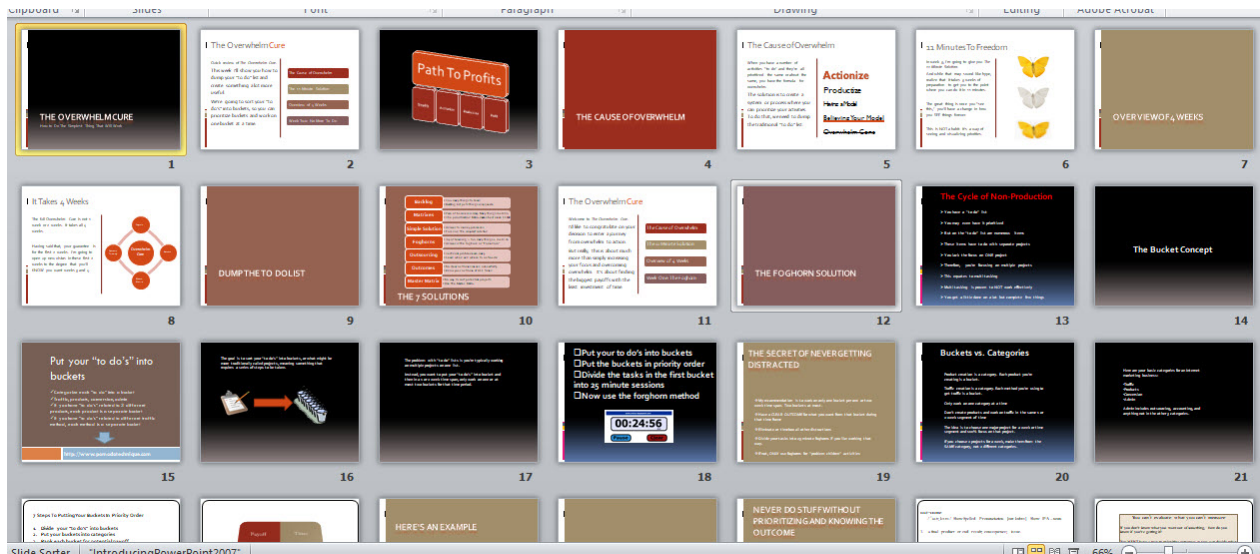
### Best iPad Teleprompter and Teleprompter Software Review

Think Media • 111K views • 3 years ago





I think the Overwhelm Cure slides look hot:



All I did was buy a Power Point template pack and build my slides based on it.

You can also do Mindmap recordings.

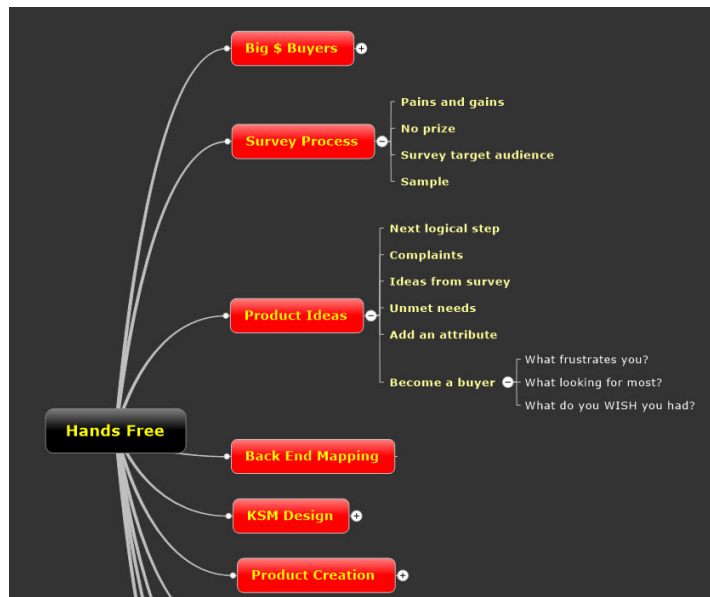
What you'll find out is you have a secret advantage which is this: Most people only use their tools at a bare-bones minimum.

Mindmap programs can create all kinds of beautiful designs. But few people ever go beyond the out-of-the-box templates.

Here's one I created that created a beautiful product:



Each branch then opens up when you talk about it:



Now I'll share with you a secret I normally only teach in Milcers or my Fast Track mentoring:

What you do is record that video all at once.

Then you edit each branch into a separate video. Here's how I did this for above mindmap.



In other words, I just showed you how to create an ENTIRE PRODUCT in only 1 to 3 hours.

You whip out a mindmap.

Record each branch.

Chop it up and put it on a sales page. This works gangbusters, and it's



something my mentoring students got very excited about doing the moment I taught it. Of course, in mentoring I dive more in depth and show more pages and products created with the method, share nuances and so forth.

The last method we have to discuss is this:

### **VIP days / Coaching calls/ Consultations Seminars**

I sell [Fast Track Coaching](#). This consists of weekly coaching calls.

But you can also do a monthly coaching call. Some people sell consultations or in-person VIP days.

Joe Vitale once sold dinner and a ride in his Rolls Royce for a magical evening. The price was \$7500 and he had many takers.

I've never sold VIP days but they seem to be very popular. The idea is you work 1-on-1 with someone on their business for one day.

Next up:

### **Simple ways to come up with your moneymaking ideas**

What I do is keep a record book.

Every time I get a product idea, I write it down in there. You'll be surprised how many ideas you come up with over time.

One way I get ideas is from my own frustration. If I get frustrated because I can't find info on a topic, I know I'm probably not the only one experiencing that pain.

I write that down as a product idea.

Complaints in forums and groups – When I see the same complaints come up over and over again in Facebook groups or forums (yes, they still exist), I make a mental note. And may jot a note on my product ideas page in my notebook.

What you'll find is that the same problems and complaints come up over and over again.

**I'll let you in on a little secret a friend used to build a thriving newsletter business – without doing ANY of the research or writing himself!**

Would you like to know that?

He hired a writer to look over the posts in a few forums to find the questions that were asked the most.

Then the writer would read through the answers in the post and write up a summary in fresh words.

That was it!

That was the secret.

By discussing the topics ALREADY trending in the groups, he KNEW he was tapping into the things people wanted to hear!

Interestingly enough, the answers were already in the groups. Someone just had to cull through them, extract the meat and good stuff and write it up into a good, well-organized summary.

Another easy method for coming up with product ideas is to look for UNMET NEEDS and WANTS.

This is a spin on the above idea.

But look for areas where precious little info exists on a topic, even though it's a popular topic.

For example, everyone nowadays is shooting videos for products, live streams and products at home, usually in a home office.

But almost NO products exist talking about how to shoot videos in a SMALL, confined space.

You watch the Youtube videos and everyone assumes you have plenty of space to stand away from a green screen or background – without creating shadows.

Not so if you shoot in a small room.

You don't have all this room for these fancy setups people show in the videos.

And you have to set up your lighting differently because you're in a cramped space.

I have a video room in my house. But it isn't that large. And almost none of the "how to shoot video at home" videos work for me.

THAT is what I mean by an unmet need.

You could certainly sell a \$10-\$17 report or video or videos on the topic.

Tripod setup, types of cameras, lighting, backgrounds. Everything changes when you're filming in a small room. You don't have the room for "3 point lighting." You don't have room for big, bulky lightboxes, so you probably need to use LED lights, which is another learning curve.

You can't use some of the popular lenses on your camera because your space is too small.

Here's another HUGE topic: Accounting for Internet businesses. It sounds boring but man, there's a LOT of issues surrounding it. Payp is a nightmare to deal with in terms of bookkeeping.

So people use external services like Quickbooks online, Godaddy Bookkeeping and others.

It's a big boondoggle.

Then you get a cpa or accountant and they charge you an arm and a leg for basic bookkeeping.

What about quarterly taxes and sales taxes?

There's virtually NOTHING at all on this topic for Internet businesses that deals with the REAL NITTY GRITTY of it.

What about these virtual bookkeeping services? Are they any good? How do you know?

There are really so many issues that need to be covered.

Yes there's TurboTax software. But have you tried to use it? I gave up within 10 minutes.

This is what I mean by unmet needs.

Turn your frustrations into cash. This is my motto!

Now, if you'd like to dive a lot deeper into this, I have a whole module in [Take the Lid Off Your Income](#) that is absolutely exceptional on how to come up with high-probability of success ideas.

Straight up. I can't recommend it too highly. That module alone is practically life changing, not to mention the others.

### **How to sort out the winning ideas from the turkeys**

I use a method called 12 product surveys.

When I do these surveys, the results are always shocking. Look at this survey. Which one of these topics do you think was the winner?



Which of the following would you like me to write my next newsletter on?

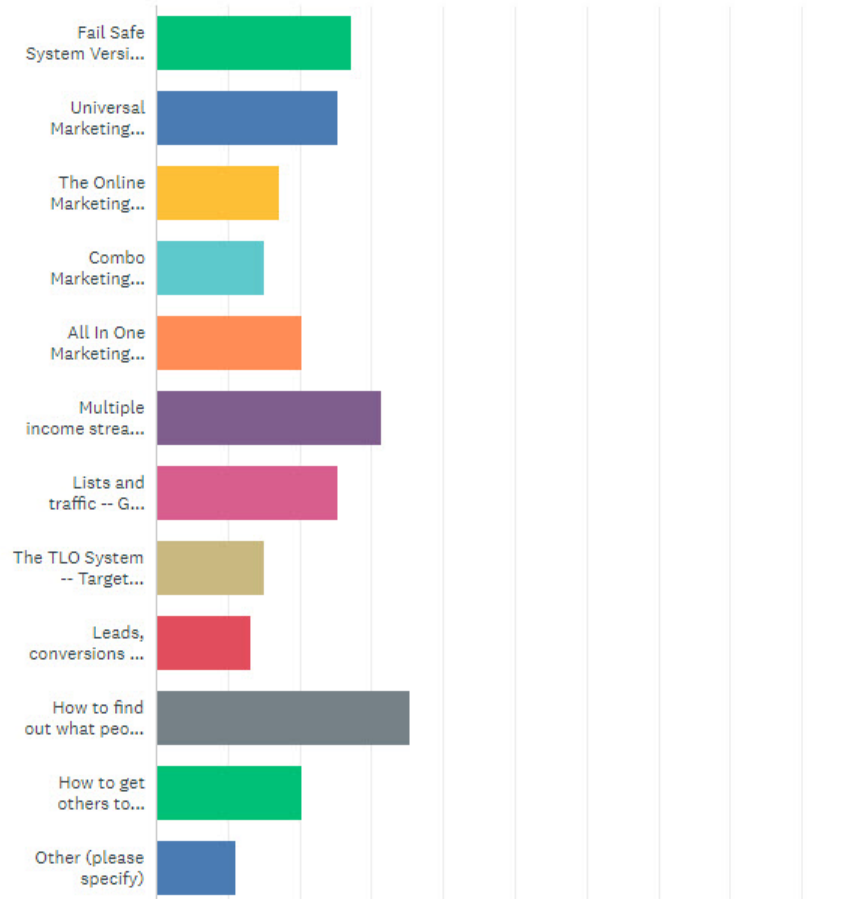
1. Which of the following would you like me to write my next newsletter on?

- ☐ Combo Marketing System -- Create the latest sales letter looks, video sales letters, webinars, live streams, Facebook groups and make 'em all work together for bigger and faster profits
- ☐ Multiple income streams -- create 'em and put 'em on full or semi auto pilot
- ☐ Fail Safe System Version 2.0 -- How to market when failure is not an option. Sell Info Products & Get Big Chunks of Money
- ☐ Lists and traffic -- Get traffic. Build your list. Make sales.
- ☐ Universal Marketing System -- How to market virtually any product or service using a 7-step system that always works
- ☐ How to get others to create high quality info products for you relatively inexpensively
- ☐ Leads, conversions and back end sales. Get leads. Make sales. Pile up bigger sales.
- ☐ The TLO System -- Target buyers. Get 'em on a list. Send email offers that convert.
- ☐ All In One Marketing System -- No pieces left out. The whole enchillada
- ☐ How to find out what people want to buy
- ☐ The Online Marketing Success System That Never Fails
- ☐ Other (please specify)

Alright, here are the results:

Which of the following would you like me to write my next newsletter on?

Answered: 99 Skipped: 1



I word the surveys in different ways. But here's one I did asking what topic they wanted the next newsletter issue to be on.

And the winner was "How to find out what people want to buy."

Interestingly enough, that's what I'm showing you right now!

With permission you can post your survey in a Facebook group or two. And that should give you all the responses you need. I've found 30 to 50 responses works. But with my list, I usually get 100 which is the maximum you can get on SurveyMonkey for free.

I don't know if they still offer it or not.

The plan I always used was their free one.

But I also use a service called Typeform. And then there's Jotform. And there are plenty of free wordpress plugins that do surveys.

You won't have any problems finding a way to take the survey.

My very first speaking gig was back in 1996 or so. It was on a cruise by Tag Powell. Ted Nicholas and E. Joseph Cossman were 2 of the speakers, both absolute legends.

Here I am with Ted Nicholas. My gosh, I had hair back then!



And here I am with the legendary author of How I Made a Million Dollars in Mail Order, E. Joseph Cossman:



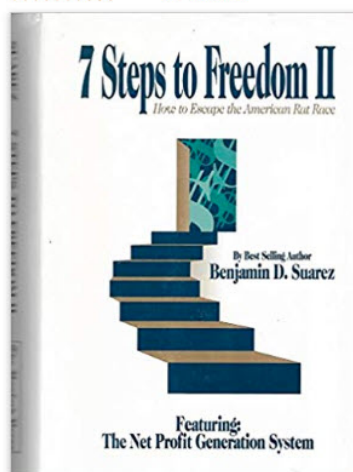
My speech was a total disaster. I dropped my slides all over the floor. But somehow I managed to talk about the 12-product survey method. I got the idea originally from Ben Suarez in his book *on Seven Steps to Financial Freedom*.

This was the book I bought from an ad in 1978 that got me excited about the business, just as I hope this report gets you excited about the business:

## 7 Steps to Freedom II: How to Escape the American Rat Race 2nd Edition

by Benjamin D Suarez (Author)

★★★★★ 21 ratings



**Hardcover**

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## What types of ideas make money – and what to avoid like crazy

I found that avoidance is tough to sell. The reason is people want things NOW.

Products that offer delayed gratification like coaching and newsletters or memberships are harder to sell because they benefits come down the road.

People are very instant oriented. So I just spent a whole training last week with [Fast Track Members](#) showing how to stack up bonuses for a membership so you can offer instant gratification.

Here's an example of an avoidance product I created that flopped:



JULY 8, 1981

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

**(4) (5) (30) REAL PEOPLE**

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

**(6) MacNEIL/LEHRER REPORT**

**(7) (1) MOVIE—Drama**

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

**Supporting Cast**

Jordana .....Anne Archer  
Samir .....Christopher Lee  
Dick Carriage .....James Franciscus  
Leila .....Olivia Hussey  
Rashid .....Ian McShane  
Yasfir .....Michael Constantine  
Hamid .....Armand Assante  
Ben Ezra .....Eli Wallach

**(8) NATIONAL GEOGRAPHIC**

Special: See 8 P.M. (60 min.)

**(8) (9) (13) CHARLIE'S ANGELS**

**—Crime Drama**

An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Ju-

## Wednesday

5 PM to 8 PM

lie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

**Guest Cast**

John Thornwood .....David Hedison  
Monica .....Beegie Barkett  
Joe Fenell .....Harold J. Gould  
Barbara Stone .....Eloise Hardt

**(HBO) (E) MOVIE—Drama**

"The Human Factor." (R) See 10 P.M. for details. (1 hr., 55 min.)

**7:30 (6) SEASON TICKET—Magazine**

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

**(HBO) (W) BEST OF CONSUMER REPORTS**

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

**8 PM (4) (5) (30) DIFF'RENT STROKES**


**(CC)**

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

**(6) NATIONAL GEOGRAPHIC**

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING  
30 PAGE REPORT



EDD SANDERS  
TOP AUTHORITY  
ON TV REPAIR  
IN THE MIDWEST

### TELEVISION REPAIR REPORT

**CAN YOU AFFORD THE COST \* \* \* \***  
WHAT CAN YOU DO IF YOU PAY \$200.00 AND YOUR SET DOES NOT WORK?  
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —  
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP!

- FIND OUT HOW TO CHECK YOUR PICTURE TUBE.
- FIND OUT IF YOUR TELEVISION IS REPAIRED PROPERLY.
- IS MY SET TOO OLD TO REPAIR?
- WHAT KIND SHOULD I BUY?
- FIND OUT IF YOU ARE BEING OVER CHARGED.
- FIND OUT WHO IS THE BEST REPAIRMAN FOR YOU TO CALL.
- WHERE DO I BUY A NEW T.V.?
- SHOULD I RENT, THEN PURCHASE THE SAME SET?
- IS MY TELEVISION REALLY A NEW ONE?

IF THESE  
QUESTIONS  
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TV GUIDE A-53

I wasn't so bright back then.

If someone's TV was broken WHY would they be reading the TV guide where I ran the stupid ad? lol.

The point is, the more instant or fast the benefits and the gratification, the easier the sell.

The more delayed the benefits are, the tougher the sell.

### **Why you don't have to be a genius to make money in the Ideal Business.**

This is a good one. In fact, I wrote a whole newsletter on it that you can [read here](#). That's my gift to you for reading this far in the report.

Here's the thing: In this business we find out what people want to buy, then we create it and sell it to them.

Or we find out what's already selling and simply give people reasons to buy it from us.

As long as you sell what people want to buy, it'll put the odds in your favor.

### **Secrets of "packaging" your ideas so you get paid more for them.**

Have you ever eaten at one of those fancy restaurants that charge you an arm and a leg for little, small entrées?

If you have, then you know it's all about the PRESENTATION.

They describe the food so your mouth waters.

They present it to you like it's a million dollars.

The plate itself has garnishes, so it looks really fancy and all.

The restaurant itself has a million-dollar ambience.

Yes, the food is good. But they do one heck of a job of selling it to you, of presenting it in a way that creates value.

So when you want to sell your products for more money, you up the presentation. You add some garnishes. You fancify it.

Maybe you add flowcharts or mindmaps. Or Q & A calls.

You have multiple elements. Maybe you even send something in the mail.

You hire a better designer to create spiffy looking graphics.

I've seen far less competent marketers get far more credibility and authority because of design and graphics that go into their products.

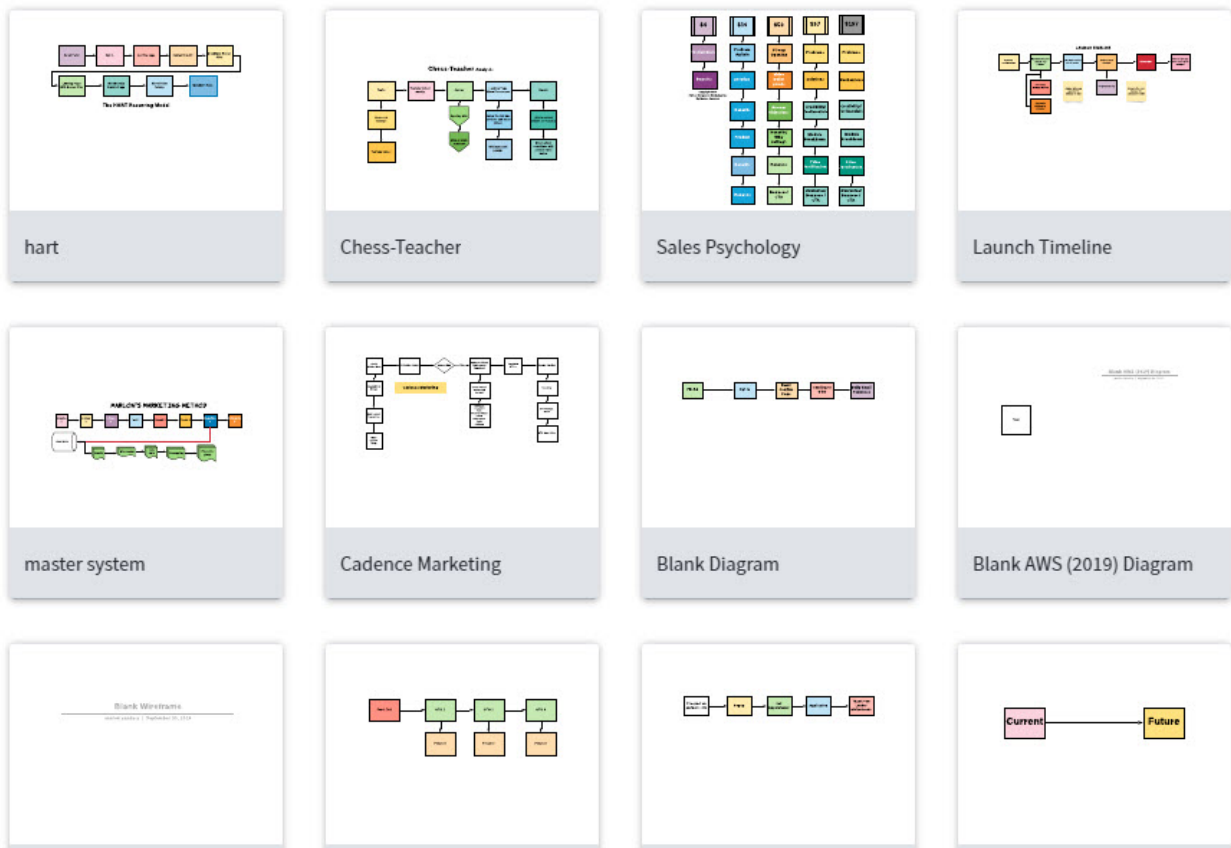
Instead of recording against the green screen at home, maybe you rent a local video studio for a day. Most cities have these available.

You dress up in better clothes.

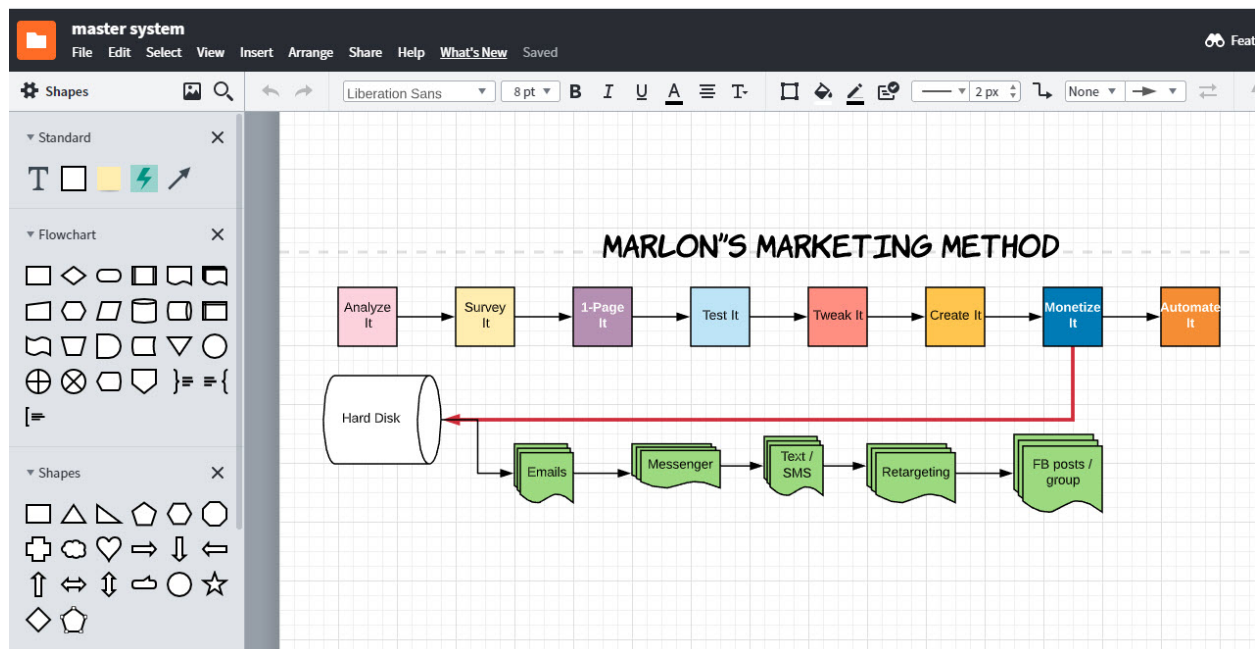
You put more spit and polish on it.

That's the whole idea.

One thing I do is use a service called Lucid Chart to create charts. I love it. It's so simple and easy to use. Here are a few charts I've created:

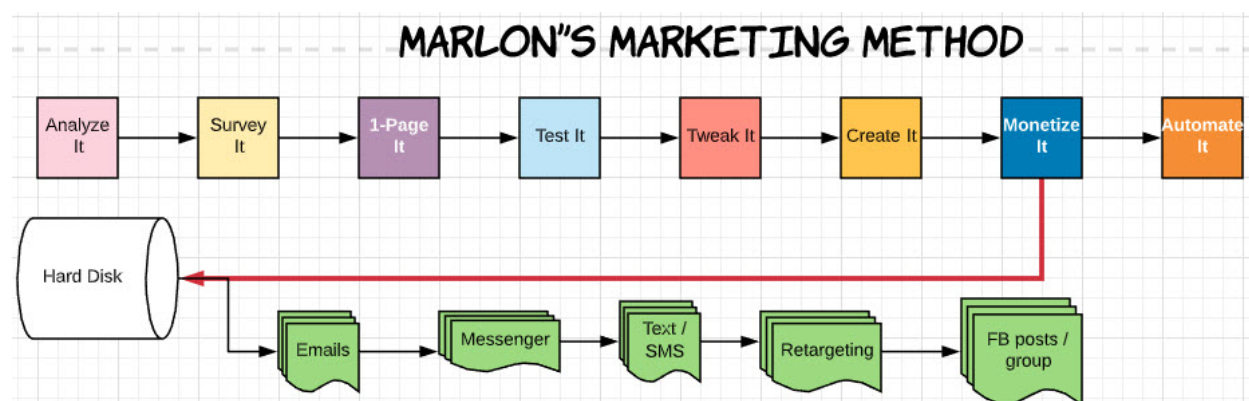


This one shows my marketing system:





Now, when I use it in a product, I obviously save it as a graphic. Or a lot of time I just use Snagit to screen cap it like this:



This is my master system.

I analyze the market and come up with my product ideas.

Then I do my 12-product survey.

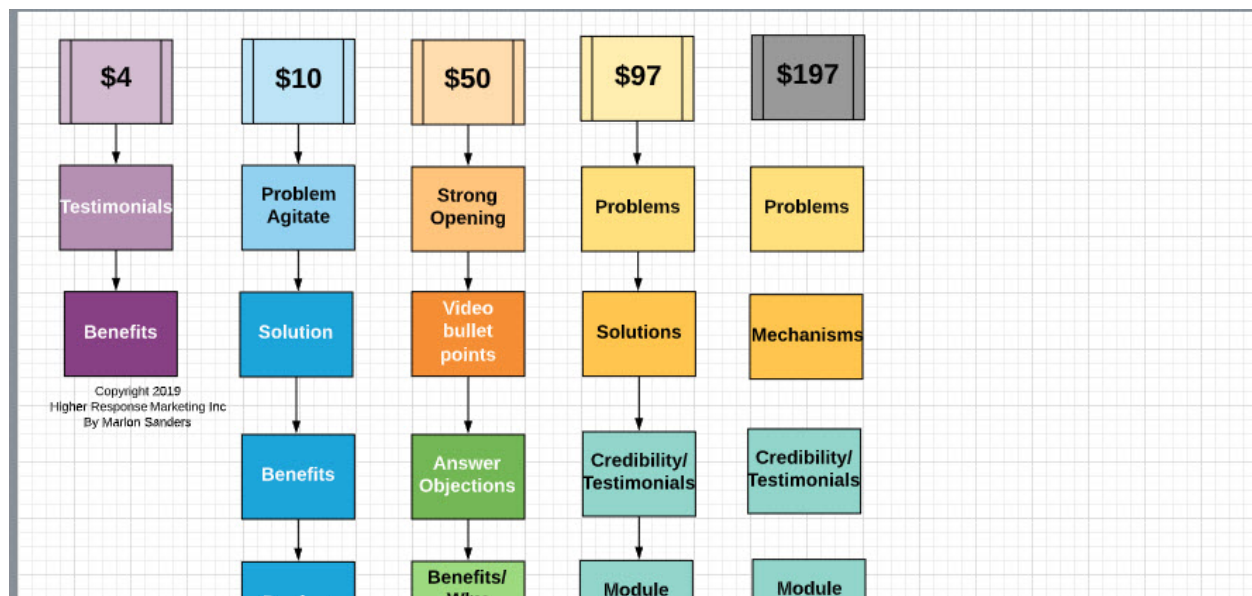
Then I create a 1-page sales letter or video.

Then I test it and tweak it.

If it sells ok, then you create it with more spit and shine. You monetize it then put the whole shebang on auto pilot. That's the short version of *Take the Lid Off Your Income*.

You can see why I'm so high on it.

Here's another chart I used in Fast Track coaching to show the sales formula I use for different price points of info products:



The idea is that you add a little polish and shine to your ideas. You make them more understandable and relatable.

Russell Brunson says he spends an inordinate amount of time just trying to make his ideas simple.

That reminds me of Ben Feldman who for many years sold more insurance than anyone in the world.

He'd spend hours and hours creating a simple illustration for his sales calls.

I'll give you one more example.

When I first write my MMM's they look like this:

[Customer Support](#) | [Affiliates](#) | [Cash Like Clockwork](#) | [Facebook Page](#) | [Twitter](#) | [Customer login](#)



MARLON'S MARKETING METHOD

*A Free Newsletter to Marlon's Customers With 1 or More Purchases In  
The Past 12 Months and 1 or None Refunds*

## **WHY IT'S ACTUALLY HARD TO FAIL AT BUILDING YOUR ONLINE BUSINESS**

**IN IN THE NEXT 5 MINUTES, I'LL REMOVE THE BLINDERS FROM EYES AND YOU'LL  
SEE BUILDING AN ONLINE BUSINESS WITH GREATER CLARITY AND VISION THAN  
YOU EVER HAVE BEFORE.**

But if I use them for bonuses or in products, I have my designer re-do them in Adobe In Design.

You'll Also Receive The Following MMM Reports To Help You Get Started and Make Sales In  
The Info Profits Business With Marlon's Marketing Method



**How to get others to pay you for your ideas, know how, expertise and specialized knowledge**

First, you have to find out what they're buying right now or what the unmet need is.

Then you create your sales copy using my 12-step sales copy formula. I won't go into the whole formula here but let me give you the quick and dirty version:

**Attention:** This is your headline where you make a big, bold, juicy promise

Example:

*How to shoot drop dead-looking tutorials, live streams and content videos in teeny tiny rooms – even if you don't have room for lightboxes or distance from your wall or background.*

*You'll look like a pro, and be able to sell your products for more money.*

**Interest: Pull them into your offer**

Dan Kennedy, if you've heard of him, always taught problem – agitate – solve.

I personally usually just elaborate on whatever promise I made in the headline.

Example:

*Hello,*

*If you shoot video or want to shoot videos, live streams or tutorials in a tiny room, this might be the most important let you read this month.*

*Why?*

*Because shooting in a small room is NOT at all live shooting in a big, comfy room.*

*You don't have room for lightboxes.*

*You can't stand away from the background so you have shadow problems.*

*You have to use different lenses.*

*I know. Because I shoot in a small, tiny room. Yet, my videos allow me to create and sell products in volume.*

*How do I do it? Let me explain.*

----- End example -----

Do you see how I simply elaborate on the big promise in the headline?

### **Desire – Get them to WANT what you offer**

This is where bullet points come in. A lot of copywriters today don't use bullet points or modules. But I like to.

People are still highly motivated by curiosity. You can also get people to mentally own your product by having them picture what life is like after getting the results promised by your product.

In the case of our example on video, I'd use bullet points.

*Here are just a few of the things you'll discover:*

- \* What to do about shadows on your wall, background or green screen. (The little 30-second editing trick that saves me a world of grief)*
- \* How to make full use of natural lighting if you don't have room for lights*
- \* Secrets of LED lighting for big results from teeny, tiny spaces. How to find 'em buy 'em and what to get for great-looking video*
- \* Should you use auto or manual mode on your camera?*
- \* How to set up a green screen in a small room*
- \* What camera lens makes your job easier and doesn't cost much?*

-- End sample bullet points --

Obviously you'd write about 10 or 20 more smoking hot bullet points. But that's a good start and illustrates how to create curiosity and desire.

**Action:** Make your offer, present your guarantee, present bonuses and a deadline

These are standard items in any sales copy. But you put a little spit and



polish on them also to dress ‘em up.

You come up with bonuses that sounds just as valuable, if not more valuable, than the main product.

For example:

**Bonus 1:** *How I shoot simple tutorial videos in 20 minutes that bring in at least an extra \$500*

**Bonus 2:** *Secrets of Speed Editing -- Watch over-the-shoulder as I edit an entire video in only 5 minutes.*

**Bonus 3:** *What to buy for \$10 that'll make your skin tone look rich and gorgeous*

*This is the greatest beauty secret you'll discover! And it only takes seconds to set up and use.*

--- End Sample Bonus Copy ---

For guarantees, you want to come up with wording that makes it sound unusual or unique.

In the past I've used: "Iron-clad, you-can't-lose, love it or tell me to shove it" guarantee.

The only problem with that guarantee is you always have 1 joker who really does tell you to shove it.

Here's the most unusual guarantee I've used:



*Marlon Sanders'*  
*Marketing*  
*That Roars!™*

**"At last, fill in the blanks, click a button, and out pops a sales letter 100% customized for your business, product, or service!"**

11844 Bandera Rd. #469 ♦ Helotes, TX 78023-4132 ♦ Phone: 888-204-6141 ♦ [Customer Support](#) ♦ [Affiliates](#) ♦ [Order](#)



Marlon Sanders  
Higher Response  
Marketing, Inc.



**I Guarantee You Will Be Totally Blown Away with the new 2.0 Push Button Letters Software...**

**Or I'll Send You A Picture Of Me Kissing THIS Elephants Butt!**

**Just fill in the blanks, click a button and out pops your sales letter!**

At the end of the day, it's just a money back guarantee.

But that certainly dramatizes it.

Tell you a funny story. There's always one in the crowd. So I had some old guy call up and say in a drawl: "Yeah, I wanna see a picture of you kissing that elephants butt!"

LOL.

Alright. I've already gone on 32 pages and I have a lot more to cover. So I better hop to and stop dilly dallying around.

## **How to get others to pay you for the right to market your idea vehicles for you.**

Some people sell "resell rights" or private label rights. The current vogue right now is to charge \$200 for the rights to sell your product and make 100% profits.

Brendan Mace on Warriorplus makes that offer in his OTO's (upsells).

OTO's are known as one time offers. They're basically upsells or saying "do you want fries with that burger?" They're additional offers.

### **Four ways to get free or dirt cheap trips.**

Trips are fun. My friend Kirt would use a credit card for all his business expenses that offered free miles. He would get 1 or 2 free trips a year that way.

Obviously, if you are invited to speak at events, you have the opportunity to sell your products. Which, if you're good, pays for your trip many times over. That's method 2.

Method 3 is doing a little tour of cities where you give a 3 hour presentation and offer a great deal on your products at the end. Big Al has been doing that for years. He always sells the lights out.

Method 4 making an event out of your travels. For example, "Watch me make money from anywhere in the world". And you live stream from the different places you visit.

### **What to do to get tax deductions on trips.**

Brendan Mace and Jono Armstrong do it a little different. They go to exotic locations and film video for their launches. I assume those trips are tax deductible. I'm no accountant but when the primary purpose is shooting a video for the product sales page and a jv video, that's a pretty clear business purpose.

### **The one book has that has millions of dollars of "idea wealth vehicles" in it.**

Standard Rates and Data Service is at some libraries. It has mailing lists of people who have bought products on different topics. And it has many book buyer lists.

But you can see a lot of the same info for free at [lists.nextmark.com](http://lists.nextmark.com).

The beauty of this is you can actually SEE what has already sold on the

topic. Just type in “book buyers” or something like that and be amazed at what comes up.

## How to “buy” experience cheap, so you reduce your learning curve by years.

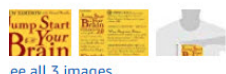
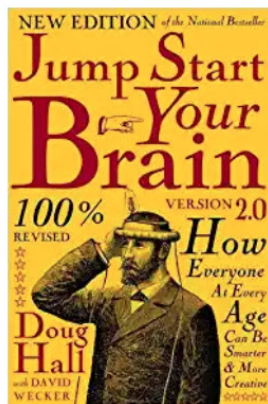
This is an overall philosophy of testing aggressively and frequently, but small. Make a bunch of small bets vs. one large one.

Especially when you’re starting out, this is wise. A lot of people make the mistake of investing 6 months or a year in creating a product they have no idea will sell.

I suggest you use MY method of doing a mindmap and a 3-hour video. Chop it up into separate videos as modules. Write your sales page FIRST. And let ‘er rip.

## How to unleash your slumbering creative genius within. What it is, where it is and how to tap into it. Plus, a specific method that is proven to increase your idea power by a full 400% over traditional brainstorming.

Doug Hall wrote a brilliant book called “Jump Start Your Brain.”



### Jump Start Your Brain: How Everyone at Every Age Can Be Smarter and More Productive Paperback – March 28, 2007

by Doug Hall (Author), David Wecker (Contributor)

★★★★☆ 23 ratings

> See all 11 formats and editions

Kindle  
\$9.99

[Read with Our Free App](#)

Audiobook  
\$0.00

[Free with your Audible trial](#)

Hardcover  
\$39.82

3 Used from \$38.29  
8 New from \$29.69  
1 Collectible from \$29.49

Paperback  
**\$15.99**

41 Used from \$1.99  
17 New from \$1.99

Audio CD  
\$39.95

1 New from \$39.95

*Jump Start Your Brain Version 2.0* is your guide to a counter-corporate culture approach to creativity, urging you to break rules with childlike abandonment—and have fun doing it.

**What makes this book UNIQUE:** The methods Doug uses are tried and tested ways to make your brain 500 percent more creative! Get your cranium flowing with new feats of imagination.

This book is a hotbed of innovation, turning the art of creativity into a reliable, renewable science to help readers at every age. The Eureka! Way pushes the fear out and puts the fun back into the game.

“(Doug Hall is) an eccentric entrepreneur who just might have what we’ve all been looking for—the happy secret to success.”  
[Read more](#)

In that book he presents his method proven to increase creativity by 400%.

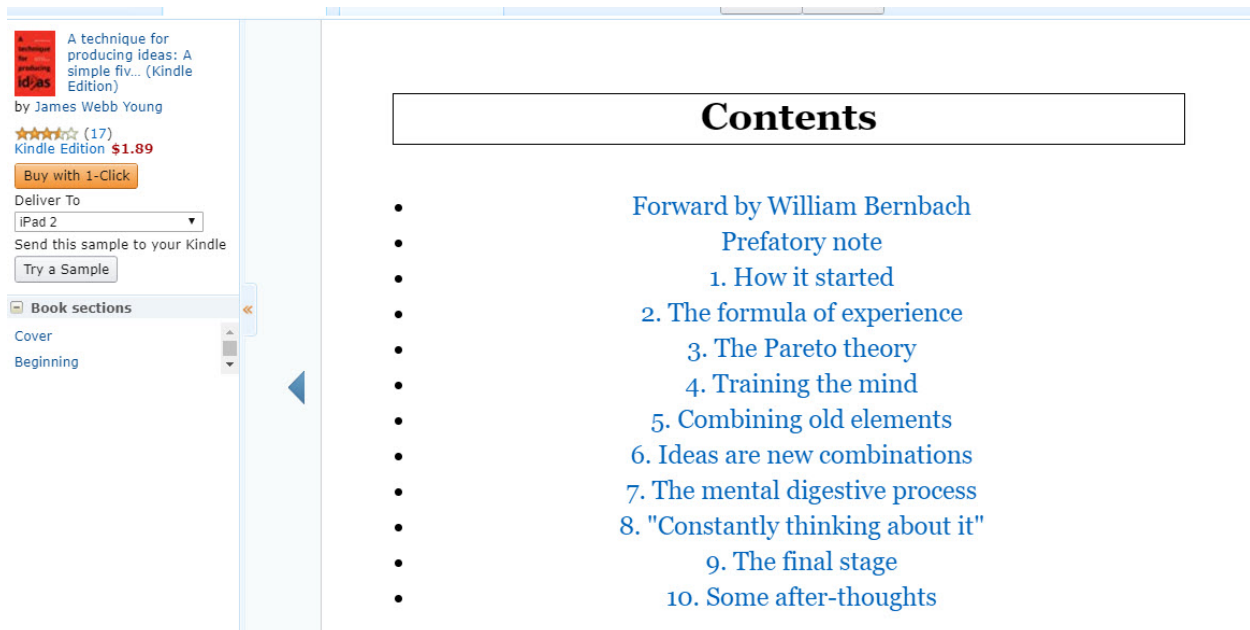
The gist of it is “idea combining.”

But Doug also emphasizes getting into a playful state and introducing new, unusual stimuli.

Ideas are the result of combining 2 or more things into a new idea.

James Webb Young wrote a legendary book that is tiny but carries big ideas called *A Technique For Producing Ideas*.

It echoes some of the same thoughts as the Doug Hall book.



**Spin-offs, twists and variations on The Ideal Business. Different ways to cash in on your unique assets, talents, skills, abilities, insights and ideas.**

There is no right or wrong way to run the business other than selling what people want to buy.

You can sell a book on Amazon. Then sell consulting or coaching as a follow up, or what we call “the back end.”

You can sell a service then sell info products, coaching or products as a follow up.

You can give away books or info products to generate leads to sell coaching or services to.

You can create products and sell private label rights or resell rights.

You can create products yourself.

You can hire others to create the products.

You can write reports, books, ebooks or video transcripts.

You can do screen capture video, web cam video or full video.

You can do it in a studio or in a room at home.

You can film video outside.

You can create one signature course and just sell it.

You can only sell coaching.

You can create and sell a lot of inexpensive info products.

You can sell mid tickets or big tickets.

You can do any of the above.

There are no rules. You get to design your business the way you want.

**The best resources for learning more about specific branches of the idea business – if you want to become an expert at just one phase. You'll save hundreds or thousands of dollars on books, seminars and courses that aren't any good.**

For the technical things like how to shoot video, audio production, Photography or things like that, Udemy and Skillshare are great. They go a level beyond Youtube.



For sales copy, start with [thegaryhalbertletter.com](http://thegaryhalbertletter.com) and read all the back issues. Join the Gary Halbert Facebook group run by his son Bond.

Then get *Tested Advertising Method* by John Caples and *Breakthrough Advertising* by Eugene Schwartz. That's a good start.

To learn affiliate marketing, [go here](#).

To learn the info product business, you'll do yourself a favor if you [get this](#). And, of course, subscribe to my MMM newsletter.

**Success stories of REAL people who made big money with ideas – without traditional “credentials”, diplomas, certifications or college degrees.**

This describes a LOT of the people I know in the business. Some of us have college degrees but they have very little to do with learning to sell online. Don't get me wrong. I think college has value in teaching you how to think.

But as far as success online, a lot of people never went to college like my friend Jonathan Mizel. Yet, like me, he's ran his internet business since 1996 or before.

He started back on AOL.

My friend Cindy Cashman wrote a book that made her a millionaire. It was called *What Men Know About Women*. You've maybe read it. It's all blank pages.

You don't need a certification to do online marketing, although they are available.

What you need is the ability to find out what people want to buy and sell it to them or give them a compelling reason to buy it from you.

Here are a couple interesting case studies from my friend Jeff Walker.

[Fuzzy Yellow Balls](#)

## [Food Stamps to Six Figures](#)

Kimra Luna was on food stamps also and had 4 kids. She started a small internet business by doing seminars teaching people how to use Pic Monkey.

She built it up into a 7 figure business. You can find her on Facebook Super talented marketer who started with less than nothing.

Even my friend Dr. Joe Vitale. He was homeless and wrote a book. That took him from obscurity to being someone. He wrote a book a month for awhile. As I mentioned earlier, Joe types with 2 fingers but has written dozens of books.

## **Flowcharts, checklists, idea joggers, templates and more.**

I've already shown you my flowcharts.

[Here's an info empire fill-in-the-blanks blueprint](#)

[Here's a checklist to solve the lack of credibility.](#)

[Here's a problem solving troubleshooter checklist](#)

[Here's a template for creating offers.](#)

[Here's my master promo planner sheet](#)

[Target market selection checklist](#)

[Here's my no gruntwork template](#)

## **How to make money with ideas if you get fired, laid off or "downsized."**

It's not easy if you get fired. I would get a part time job so you have some income coming in. A sales job will teach you things about sales. Or just get any job that works for you.

Then start with quick hits. Products you can create in a day or two. Learn

to write sales copy.

The main thing is to produce products and learn to sell them vs. planning, organizing or doing stuff other than producing and promoting products.

## **6 hot methods for marketing your ideas.**

My favorite method is having your own affiliate program. It's my favorite method by far. I sell my products on JVZoo, Warriorplus and Clickbank for this reason.

I also make sales via my Facebook group. If you're good at social media and getting people to interact with your posts, Facebook can be great.

Creating and posting frequent Youtube videos. Brian G. Johnson is my "go to" guy for learning how to do this.

If you can sell, then create a webinar pitch for a \$1,000 product / home study course and make the joint venture rounds. People will always promote your webinar if you can get people to buy on it.

Create a hot freebie your audience will crawl over broken glass to get. Then send regular affiliate offers to the subscribers.

Launch low-ticket products like cheat sheets on Warriorplus and send daily affiliate offers to your list. Launch a new cheat sheet monthly.

## **Why Johnny can't market.**

You see sob stories in Facebook groups from people who "tried everything" and haven't made money.

When you investigate you find out they've never created their own product and either haven't invested in quality training or haven't learned from it and applied what they learned.

Johnny can't market because he hasn't acquired the specialized knowledge of marketing and honed and refined the skill.

More than anything, it's the effort to get the knowledge then iterate until you get good.

## **How to separate yourself from others using “pazzazz and style” methods I teach you.**

I already covered this under the spit, polish and shine theme. You'll be surprised what you can learn to create using Canva.com. But you can also hire graphic designers like Justin Opay in the Philippines. His team creates the sales pages for many top launches.

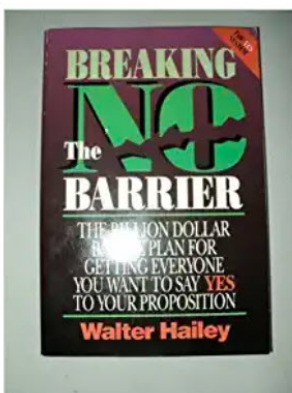
## **The offbeat idea that made a client of mine a billion dollars. Can you cash in big with the same idea?**

When I was a copywriter, my main client was worth \$600 million and had sold multiples of that using what he called Naturally Existing Economic Relationships.

The idea is that every customer has either vendors and suppliers they buy from or customers.

And your goal is to get them to introduce you to their vendors and suppliers or their customers. These introductions are far better he said than regular referrals because there's an economic tie or relationship.

You can read his book here:



### **Breaking the No Barrier: The Billion Dollar Battle Plan Battle Plan for Getting to Yes** Paperback – January 1, 1994

by [Walter Hailey](#) (Author)

★★★★☆ 4 ratings

[See all 5 formats and editions](#)

**Paperback**  
from **\$3.31**

35 Used from \$3.31

5 New from \$47.88

1 Collectible from \$6.99

Walter Hailey's system is specifically designed to grow your dental practice. A must read book for every Boot Kamper! His NEER system comes to life in his personal marketing success story. He's written this book with his heart and his down-home humor. A great addition to your library!





[Report incorrect product information.](#)

## **Where and how to pick up discarded “idea vehicles” for peanuts and turn them into cash in your bank account**

This is the most amazing thing.

There are thousands of products where the creator doesn't know how to market or sell them.

You can pick them up on a JV deal. Any percentage you offer them is more than they're getting right now.

Get Paid Watching Netflix (\$325) Weird-MMO-Methods									
	2020-02-03	N/A	0%	\$0.00	\$0.00	0%			
GMB Fire 1.0 - Recover From November Update + Expand									
 Your 3 Pack Roger Rowe   2	2020-02-03	100+	16%	\$5.72	\$34.80	0%			
Fast Cash Counts with Michael Cheney michaeljcheney									
	2020-02-03	10+	12%	\$1.29	\$10.69	0%			
Flipsy 2.0 IlicSasha   2									
	2020-02-03	250+	8%	\$1.41	\$17.25	5%			1
[FREE] 72 Hours Premium Money Blog Setup Service mohamadyaseen									
	2020-02-03	10+	6%	\$0.93	\$17.12	0%			1
Graphics Supremacy erichammer   1									
	2020-02-03	250+	10%	\$1.50	\$14.53	1%			1
If you can Point, then you can Click lyfe lyte   19									
	2020-02-03	25+	8%	\$1.23	\$16.20	4%			1
Affiliate Sniper "Earlybird" AbdoSenni									
	2020-02-03	4	4%	\$0.24	\$5.43	0%			0
Baby Dino Coloring Pack pixelcrafter   10									
	2020-02-03	100+	13%	\$2.96	\$22.84	0%			5
Email Open Rate .Com roelhelios									
	2020-02-02	N/A	0%	\$0.00	\$0.00	0%			
Custom Built Automation Internet Marketing Automation For You.. Mongo71									
	2020-02-02	N/A	0%	\$0.00	\$0.00	0%			
PASSIVE INCOME / 8 Hour Work Week grindworks									
	2020-02-01	N/A	0%	\$0.00	\$0.00	0%			
New Wave CPA IamTJM   14									
	2020-02-01	50+	9%	\$4.67	\$34.34	1%			2

Just because you see no or few sales doesn't necessarily mean the creator doesn't know what they're doing.

Go and look at their profile and the other products they've sold and their numbers.

For example, Michael Cheney is on there by some fluke. He's sold huge amounts of products.

My point is, if you contact 100 such vendors on JVZoo, Warrior+ and Clickbank, you'll probably have a few or more than a few agree to let you sell their product for a percentage.

Some will sell you the exclusive or non-exclusive rights to the product for a little bit of cash.

### **How to locate ideas with a proven track record in under 60 minutes.**

On the same page we just looked at, you can see products that sold well. There you go.

On Warriorplus, I just search using the default pulse score. That shows you the fast movers and good sellers:



Warrior+Plus Marketplace Vendor Affiliate

## Affiliate Offers

Offer Title / Keyword Vendor Name Sort by Filter

Pulse Score

Rows per page 50

Offer	Release Date	Sales	Conv. Rate	Visitor Value
Want more exposure for your affiliate offer? <a href="#">Advertise Here</a>				
TAKE IT brendan mace  44	2020-02-18	2000+	12%	\$4.74
Commission Abduction BryanWinters  7	2020-02-13	1000+	11%	\$3.54
PD Goldmine Amy Harrop  20	2020-02-11	2000+	15%	\$3.43
OMG Profitz moshbari  30	2020-02-07	1000+	5%	\$2.49
Underground Affiliate System keeffy  3	2020-02-15	500+	5%	\$2.64
ProfitPage Regular michaelmac2  1	2020-02-19	500+	10%	\$2.44
Local Lead Factory tgaddis  9	2020-02-21	1000+	27%	\$8.23

Clickbank has a score called Gravity that is the same concept.

## Business / Investing

Sort results by: ☐ Low to High ☒ High to Low

Popularity

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**Woodprofits - \$80 Per Sale - New Copy Doubles Conversions!** Avg \$/sale  
**\$25.01**

Get Up To 5-15% Conversion On Cold Traffic. Insane Epc On Woodworking, Diy, Survivalist, Green Energy Traffic! The Guide To Starting A \$90,000/yr Home Woodworking Business. Custom Landers For PPC & Fb On Our Affiliate Page

**PROMOTE**

Affiliate Page: <https://woodprofits.com/affiliates>

**Stats:** Initial \$/sale: **\$25.01** | Avg %/sale: **63.0%** | Grav: **34.95**  
Cat: **Business / Investing : Small Biz / Entrepreneurship**

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**Forex Trendy - The Real Solution FX Traders Want (view mobile)** Avg \$/sale  
**\$158.91**

Never Seen Before! This Smart And Easy To Use Software Is Helping Forex Traders To Increase Their Profitability With Any System. Killer Copy, Awesome Conversion And Highest Commission! Recommend A Product That Your Subscribers Will Appreciate.

**PROMOTE**

Affiliate Page: <https://www.forextrendy.com/fjvmaterial>

**Stats:** Initial \$/sale: **\$25.52** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$135.37**  
Avg %/rebill: **75.0%** | Grav: **18.60**  
Cat: **Business / Investing : Foreign Exchange**

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Clickbank is the marketplace for you if you sell OUTSIDE the “make money online” niche. But there are MANY affiliate networks outside of the “make money online” topic.

**The idea brokering business. Getting others to pay you for ideas you borrow from others (legally).**

If you find someone with a hot idea that others would pay for, you can license it to them and split the profits with the creator.

On Amazon search for “how to license your inventions” and things like that. You’ll find multiple books.

The main thing is just finding a hot idea that others would walk over broken glass to license. It’s “free money” to the person with the method, so you have an attractive proposition. It’s money they didn’t have before for doing almost nothing.

**Secrets of testing your ideas cheaply, so you don’t sink money into a “lame duck” idea.**

TJ Rohleder is a huge direct mailer. TJ will mail a new product to his 300

best customers.

If they don't jump on it, he knows he has a dog.

I personally will launch a "quick and dirty" version. Then if people buy, you can improve it.

**Secrets of making sure you put cash in your pocket on your very first Ideal Business venture.**

Here's the thing: People buy from the sales copy. So your sales copy has to be hot. If you have a great offer of something people want to buy and pretty good sales copy, you should be good to go.

Just don't invest a lot of time in the first version. Create a minimum viable product, test and go from there.

If even a few affiliates promote for you, you should make money as you have very few expenses. And even if you don't, you stand to lose very little, and you can always sell the product in the future when you build up a customer list.

You can also do a "pre-publication" offer so you don't even create the product if you can't sell it.

One of my favorite things to do is sell a webinar series on it. In the event you don't sell any, you invested no time in product creation. Only the sales page! No harm done.

**The niftiest method I've ever run across for raising money for an idea. (This is strictly an advanced technique. As a beginner, I teach you to "bootstrap" it.)**

Marketers with a list can "presell" new products before they're ever created. Usually this is for half off the eventual price.

In the old days we called these "pre-publication" offer.

So you write a full-blown sales letter but at the ordering part, explain it's a pre-publication offer and they get a huge discount for ordering in advance.

## **Why every problem has a price tag for its solution.**

Every problem has a price tag in pain, time or money. Therefore, people are willing to pay some percentage of that for a solution. If your product saves people say \$10,000, you have to believe they'll pay \$1,000 to save \$10,000 as long as the benefits are assured.

If you can save someone 10 hours a month and their time is worth \$50 an hour, that's \$500 a month or over \$5,000 a year. You have to believe they'll likely pay \$250 to \$500 to save the \$5000 in time.

## **And how to cash in with simple ideas that carry big price tags. How this holds a key to making cash not one in one thousand people take advantage of.**

Ben Feldman was the world's greatest life insurance salesman. As he increased the amount of money he earned, he said the only difference was he solved bigger problems. He didn't work any harder.

He just solved bigger problems.

So think bigger.

Solve bigger problems.

It's not about how hard you work. It's about the size of the problem you solve.

**Angles and tactics you can use if you work days or don't have as much time as you'd like for your business. How a friend of mine runs his business in a bare-bones minimum amount of time...and has plenty of time left over for skiing, fishing, travelling, and being with friends and family.**

Onlinejobs.ph is a life saver. You can hire full or part time people in the Philippines to help you with your business.

I've hired full-time people for as little as \$300 a month.

But beyond that, you can structure your business so you don't need to invest any more time when you sell 100 products vs. 1. Sell products not your time.

Once you get your product delivery system set up, then the only thing you have to do is drive sales.

One of my friends figured out how to sell his \$1500 product using an automated webinar. That's not a particularly easy thing to do but he found a webinar pitch that worked.

All he does to make money each week is make sure that his ad buy goes through. He buys ads that sends clicks to the auto webinar.

In my business I have affiliates drive traffic to products.

If you have traffic that converts, an automated sales process like sales pages, videos or webinars and a product that's automatically delivered, you don't have to invest a lot of time each day running the business.

**An easy way to meet fascinating, attractive people (even drop dead gorgeous, if that's important to you) -- if you're single and looking for that special someone.**

There are many possibilities. For example, sell a product that models want to buy, like how to get modelling gigs or whatever.

Or find other problems they have and solve those problems. Think of it as an info product niche. Another angle on it is fitness products typically attract that sort of person.

**How I discovered "Transferable Ideas" and how to use them in your moneymaking adventures.**

Transferable ideas are ones that can be repeated over and over. For example, I created one dashboard. It sold well. So we did 5 or 10 of 'em. We just double down on what works.

Double down on what works.

Double down on what works.

BOOM!

I find a sales letter template that sells well.

I repeat it over and over and over.

Or maybe someone else finds a webinar angle, sales copy formula or upsell method that works gangbusters.

You don't steal it.

But you model it. You use the gist or essence behind it.

**Simple ways to make money with ideas if you're on a "poor-boy" budget.**

We've already talked about preselling. And we've talked about "try before you buy" webinars.

But my favorite is affiliate programs. It costs nothing to put your offer on JVZoo or Warriorplus.

Your job is to create a product and upsells that sell and let affiliates know about it.

**The six basic steps to cashing in on your ideas.**

1. Find your target audience
2. Get product ideas
3. Do your survey
4. Write sales page
5. Create minimum viable version
6. Test, tweak and roll out

**One very powerful way to start your Idea Business if you're short on money.**

You can start as an affiliate and do review videos using Loom that you post



on Youtube. Loom is a service that lets you record videos.

Or you can use a web cam in your laptop or on your phone.

You can even do mindmaps on your phone and record screen capture videos right on your phone.

Really, if you have good ideas and can sell, there's almost nothing between you and money other than hustle.

Alright, that's a wrap on the Ideal Business.

### **Want to Promote the MMM and Make Money?**

Here's how you can do that.

The MMM is a "back end" or follow up product in my "money machine" email sequence. And also in my oto's or upsells.

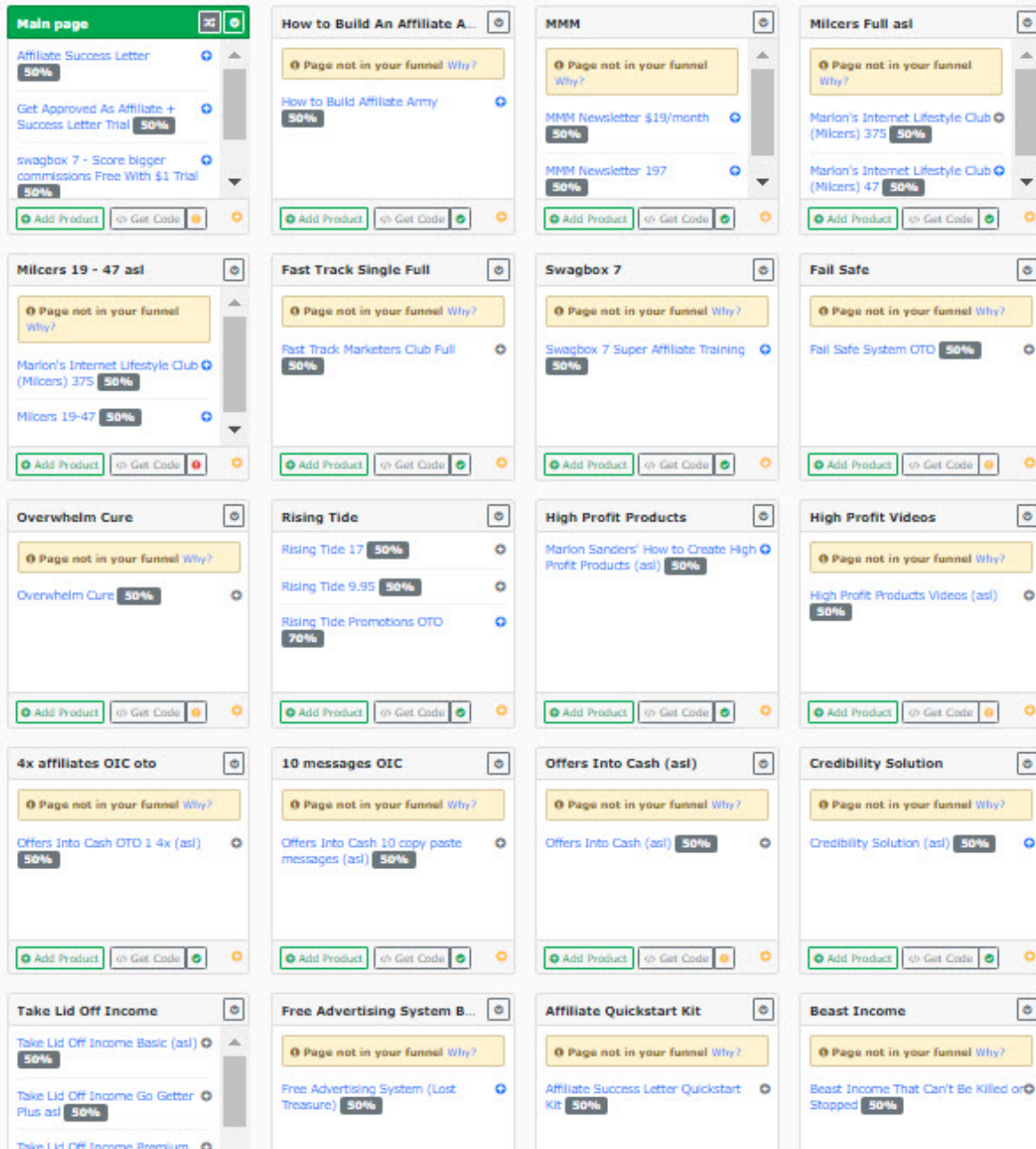
The FRONT DOOR to that money machine is called the Affiliate Success Letter.

I write it weekly.

Subscriptions are \$17 a month but with a coupon code, it's only \$5. And the trial is only \$1.

Each week I promote a new product (sometimes with an exclusive bonus or discount for subscribers).

If they buy, you get a commission based on the W+ cookie tracking. There are already a lot of products in the funnel and it's growing:



Now here's the TRICK:

Once people click the link to read about the Affiliate Success Letter, even if they don't buy, the tracking cookie is set!

So then you can go into your email program and send another email to everyone who CLICKED!

You know the cookie is set.

So NOW you can send them to the MMM sales page which is here:

<https://resellertoolkit.com/mmm-offer-asl/>

You can even promote Milcers, Fast Track or Take the Lid Off to them. In fact, you can promote any product in the whole funnel to them once they've clicked and the cookie is set!

Plus, each week I'm sending them incredible content to warm them up and help them become successful and prosperous or even more successful and prosperous as an affiliate.

You can make UP TO 75% on the whole, entire funnel!

Here's how to get approved as an affiliate with me:

<https://resellertoolkit.com/approved>

Or if you're already a 60+ ranked affiliate with W+, [go here for your link](#). And if you aren't a subscriber to the Affiliate Success Letter yet, [you can do that here](#).

Best wishes,  
Marlon Sanders

PS: If you were a subscriber to the Affiliate Success Letter, you'd know HOW to have all the links below deliver commissions to you automatically. That's right, all these products deliver commissions to anyone you cookie for the Affiliate Success Letter.

### **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.](#)

### **Take The Lid Off Your Income**

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.](#)

### **The Long Lost Viral Marketing Ebook Treasure of Jimmy D. Brown**

This is best and most definitive ebook ever written on the topic. It's a long lost treasure now made available with special permission from Jimmy D. [Click here to see this bad boy.](#) Highly recommended.

### **Feel Overwhelmed?**

Buyers love this product. It's fresh, new insights into how to overcome overwhelm and get focused and productive. There is no other course like this. [If you feel overwhelmed, click here for the solution](#)



## **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**