



An Open Letter To Anyone Wanting To Build a Real Info Empire That Produces Serious Cash

**This is for serious people only who don't run
from the words "learn" and don't expect "instant" results**

Hello,

Marlon here.

Before I get into today's topic, this week I did an incredible training where I went in depth into roughly 58 public domain products that are the real deal "old school" marketing and sales training everything since is built on.

[You can read about it here](#). You get a spreadsheet, transcript and a breakdown by topics like copywriting, sales, mindset, misc. These are some drop dead amazing products. Price will likely go up asap. So get it now.

Today's newsletter is NOT for everyone. If you're a subscriber and just want a "side hustle," then most all of my other MMM's will help you. But today's newsletter is different.

It's not for people who just want a small side hustle in 20 minutes a day.

It's not for people who aren't serious.

It's not for people who can't embrace idea of learning or working.

It IS for you if:

- * You want to produce REAL income.
- * You don't expect instant results.
- * You want to build an info empire or mini-empire that can support your dreams.

This is REAL talk.

NOT sugar coated.

NOT what you "want" to here.

I'm NOT putting a chocolate coating on your broccoli.

I'm serving it straight up with some seasoning.

1. You must acquire the ability to take action consistently

I don't know that "hustle" is important. Maybe it is.

To me, it's more important that you show up day in and day out and ALWAYS make progress toward your goals each day.

So I have a friend.

You'd likely know the name.

He's done very well in this business.

When I give him an idea, which I often do, hardly a day has gone by that he hasn't started implementing it.

Idea > Action

Not Idea > think > analyze > debate > plan > delay > No Action

Just get idea.

Take action.

Without a lot of time or fluff in between.

Yes, he has a family.

Yes, he has kids.

Yes, he has limited time like the rest of us.

If you don't have this ability or habit, you simply need to start developing it NOW.

Without delay.

Get that?

2 Focus on RESULTS over QUANTITY

The size or quantity of what you give customers is far less important than the actual results you can deliver.

People want results.

People stumble thinking they have to produce this huge, gigantic course or product when what they need is something that can get the buyer a real, tangible result, just like I'm doing here.

3. Plow through discouragement, setbacks and problems as though they're water

You're going to have setbacks and get discouraged.

But remember the consistency rule.

A lot of people have a little criticism or setback.

And they let it stop them.

"I tried everything and nothing worked."

That's what you hear.

The fact is, they haven't tried everything or it'd work.

That's the FACT.

Get that junk out of your head and get on with it.

A huge part of getting successful results is MENTAL.

The thoughts you have.

You know, people hear about *Think and Grow Rich* and think it's all b.s. In truth, 80% of what stops us is our own self-defeating THOUGHTS that we allow to STOP US.

The world doesn't stop us.

Problems don't stop us.

Setbacks don't stop us.

We stop ourselves!

And if you need to STOP something, stop THAT.

Stop stopping yourself!

People say stupid stuff: "Oh, this is such hard work."

You know what's hard?

Working outside in the summer in Texas in 100 degree heat. THAT's hard.

Come on man.

You're working at home in the air conditioning or heating at your computer.

That is NOT hard.

There ARE a lot of "hard" jobs in the world.

Puttering around at your leisure on the computer isn't one of them.

4. It's NOT your content or product. It's the ANGLE

This is a tough one to learn.

Today I saw a post by an extremely talented Photoshop guy producing a new product.

The problem is, the new product had nothing that made it different from 101 other products on the same topic.

His product probably WILL be “better” than most or all of the others.

But better doesn’t cut it.

DIFFERENT does.

In today’s world, people don’t care.

They won’t give you attention.

They won’t care about your product.

Unless you MAKE them care.

YOU have to come up with a unique ANGLE and heavy PROMOTION that makes them care.

I’m a fan of Grant Cardone. Some people like me love him. Some hate him.

But I think we can agree on one thing.

His sales training probably isn’t the best in the world.

It’s great training. I’m just saying I doubt it’s “the best.

Regardless, Grant would tell you the best product doesn’t win. It’s the best PROMOTED product.

And I think most people will agree Grant does about a 1,000% better job at PROMOTING his sales training than most everyone else.

You probably can’t name more than 2 or 3 others who even offer sales training unless you think long and hard.

But you absolutely know Grant has sales training.

I imagine somewhere out there is an incredible sales person with an absolutely stunning course on sales that no one knows about because he or she can sell but they can't PROMOTE!

Those two are NOT the same.

NOT at all.

Promotion is making KNOWN.

Making visible.

I know this as a fact.

I have a manual on my bookshelf that is the best thing I've ever seen or read on sales or right up there with the very, very best.

But if I told you the name of the creator, you know what you'd say?

WHO?

He has an incredible, amazing course that not many know about, sadly enough.

Having a great product is great.

Having the best promoted product is essential to making money.

I'm not going to sit here and pretend that being the best promoted is easy.

It's not.

Creating a product is easy.

You sit at your computer.

No need to talk to anyone.

You do slides, talk into the microphone. His publish.

That's about it.

There's no risk other than your time and the most inexpensive tools of production.

It's a cakewalk.

In comparison to trying to make it KNOWN and WANTED.

Now THAT is the hat trick.

Product + Known + Wanted = Hat Trick

Or: Product + Known + Sold = Hat Trick

Something like that.

So it's an interesting thing.

Earlier I said your product needs to be different.

It does.

It's going to make it a LOT easier to promote.

But honest to goodness, you can take a product that's not much different or better than anyone else's and do a 500% better job of promoting it, and it'll sell like hotcakes, all other things being equal.

By that I mean, it has to be WANTED and SOLD.

If the product isn't WANTED or can't be SOLD at the price you're offering it for, then having it be KNOWN won't help.

So this is where product creation IS important.

Having "the best" or a "perfect" product is NOT important.

Having a product that is WANTED and can be SOLD at a premium is vital.

In my example earlier, the guy is likely to produce a product no one is willing to pay more than maybe 50 bucks for, if that.

Probably not that.

So the ART of product creation is NOT product creation.

It's the ANGLE of the product.

It's ending up with a product people WANT and will pay a PREMIUM for when they do KNOW about it.

This is one of the vital things we do in marketing.

We figure out how to create the ANGLE.

How do we create a product people will walk over broken glass to buy?

This is called THE OFFER.

Everyone today is all scared of A.I. or artificial intelligence.

If A.I. can figure out what people want to BUY, I'll be impressed. I doubt it.

This is the WORK of what we do.

It's MENTAL work.

It's THOUGHT work.

It has NOTHING to do with making videos, cameras, backgrounds, microphones, green screens, membership areas or software.

It's THOUGHT WORK.

How do I create an ANGLE that will get attention and get people to WANT this thing?

That is the real WORK.

The work isn't recording videos.

It's the ANGLE.

It's the IDEA.

It's understanding the market and what they want.

Then being able to PROMOTE the daylight out of it. And make it the best known.

5. Monetization is the secret of PROMOTION

We just talked about how having the best PROMOTED product is vital.

But how do you DO that?

I mean, you got 1,001 others out there all trying like heck to do the same thing. And you need to rise above the riff raff.

Just putting out a VOLUME or quantity of promotion could be part of it. That's the Grant Cardone philosophy.

But he also has very high quality of production.

My thing is affiliates.

I promote through affiliates.

Here's the deal.

Affiliates promote to make MONEY.

If you can't pay them really well to promote your product, they'll look elsewhere, even if they like you.

If you run ads, the same rule applies. In an auction environment, the person who pays the most for clicks wins.

Monetization is a big, fancy word.

It means you have to be able to sell stuff that isn't cheap.

Anyone can draw in a \$4,000 product on their "value ladder" or flow chart. But can they SELL a \$4,000 product?

That's the question.

Or maybe it's a \$500 or \$1,000 product.

Whatever it is, you have to be able to SELL it.

Let's say your goal is to promote by doing content on Youtube, Instagram and Facebook. This is known as "organic" marketing.

You quickly learn you can't do it all yourself.

You need to hire help.

And you can't do that unless what?

Unless you have the money to pay the people.

And you can't pay them unless you can SELL something for enough to give you the cash to pay them.

See, traffic isn't that hard.

One way or the other you pay for it.

For example, affiliates are free. You only pay a commission after there's a sale. But affiliates won't promote unless you pay them WELL. And to do that, you usually need to have some "upsells" or things you sell that aren't cheap.

To pay affiliates money so they'll promote, you need MONEY.

And that money comes from selling stuff. Probably stuff that isn't 10 bucks.

Grant Cardone pumps out huge amounts of content. But he has a team behind him. He can afford that team because he sells stuff that isn't 10 bucks.

He promotes HARD.

Generates leads.

Then has people who sell \$\$\$\$ stuff over the phone.

On a smaller scale, you could sell the \$\$\$ stuff on webinars.

Or even with sales letters.

It depends on your business model.

These things all tie together.

Monetization depends on having a strong angle people will pay for.

Once you have these things down, you can build your empire.

When you can create products people WANT and will PAY for.

Once you get paid enough that you can afford to make yourself KNOWN.

That you can afford to PROMOTE hard and heavy.

You have most of what it takes to succeed big.

These are the skills you need.

This is the work.

Here are some [FREE videos](#) that will help you figure out your monetization.

6. There is a sequence to learn this

You have 3 things:

Smalls

Mids

Bigs

First you learn to sell the small change stuff \$100 and under.

Then you learn to sell mids which are \$100 to \$1,000

Then you learn to sell bigs for \$1,000+

Some would say mids go up to \$2,000 as you can sell up to \$2k from webinars.

Over \$2,000 you're usually selling the product on the phone.

Some people advocate ONLY selling bigs.

But to me, they're missing out by not knowing how to sell smalls and mids as a percentage of those people will ascend to bigs.

So the sequence of growth is this:

Smalls > mids > bigs

Affiliates usually like to promote the smalls. Because a lot of times they don't have lists that can sell a lot of mids and bigs. And tracking is much more difficult

The sales process is more involved. And they like to keep things simple.

This is another reason learning to create and sell SMALLS is important.

I have a course on [creating and selling smalls here](#).

I have a course on [creating and sell mids here](#).

These are mid tickets.

They aren't 10 bucks.

You aren't going to get the quality of info, the templates and such that are in those courses for 10 bucks or even \$100.

7. Use the power of the Mastermind

Napoleon Hill talked about it.

When you meet up with others who are likeminded, learn and brainstorm, it helps you stay energized and focused.

Plus, you pick up the benefit of the knowledge of others.

If you want help with all this, I do monthly coaching at [fasttrack.club](#).

Or read *Think and Grow Rich* and start your own mastermind and pay someone each month highly experienced to teach you.

I don't care if you like or hate *Think and Grow Rich* or think it's all a scam. The fact is, Masterminds work.

Period.

End of story.

If you need it from another source, here you go:

Hebrews 10:25 ∨ King James Version ∨

²⁵ Not forsaking the assembling of ourselves together, as the manner of some is; but exhorting one another: and so much the more, as ye see the day approaching.

Best wishes,

Marlon

RESOURCES

[Learn to write sales copy](#)

(closes on Monday...last chance to register)

[Create and sell \\$27 info products](#)

Create and sell \$197 courses (currently closed)

[Find demand. Create products. Make sales.](#)

[The Big Course](#)

[Cash Like Clockwork](#)

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 the 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](#)
[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