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

# **HOW TO SOLVE THE LACK OF CREDIBILITY PROBLEM ONCE AND FOR ALL**

**HERE ARE 10 SOLUTIONS TO THE “CREDENTIALS” PROBLEM IN CREATING YOUR  
OWN INFO PRODUCTS — GET OVER THIS OBSTACLE NOW!**

**HOW SNEAKY PEOPLE TRY TO GUILT AND SHAME NEWBIES AND BEGINNERS AND HOW NOT TO BE  
HOODWINKED BY THESE MEAN-SPIRITED COMPETITORS**

**PLUS, EASY WAYS TO CREATE INFO PRODUCTS WHEN YOU'RE GETTING STARTED**



Hello,

Marlon here.

One of the biggest challenges of newbies is how in the WORLD do you get to be somebody so you can sell people BEFORE you ARE somebody!

Kinda of a double bind.

To SELL you need have CREDENTIALS or CREDIBILITY.

And to have CREDIBILITY, you need to have sales and EXPERIENCE!

How do you get OUT of this double bind?

### **Solution 1: Borrow Credibility**

I remember when I was getting started in Internet marketing. I was living out of a 600 square foot apartment on Dallas Parkway close to the Galleria in Dallas, TX. I had a modest amount of books cause there was no room anywhere for them.

I had an old computer and a desk. That was about my only asset. That and my brain.

I wrote up sales letters and mailed them out or put them out on AOL and Compuserve (the old days!). But no one bought. In fact, about the only responses I got were INSULTS!

My first successful sales system came when I wrote a sales letter to sell an NLP workshop by my friend Brett. I think we sold 27 seats if I remember.

I used HIS credibility in the sales letter. And it worked.

Was it worth it? Absolutely. I don't think I made much on the promotion. But it showed me it could be done. It built my belief. For most people, the biggest obstacle they have is between their ears. Their own believe in themselves and their ability to get results now and in the future (Reference: Magic of Believing by Claude Bristol).

There's a certain RUSH when money starts pouring in from words you wrote that is unlike anything else. It's total adrenalin. Amazing! Once you feel that rush, then you are hooked and probably won't be able to sleep for brainstorming new ideas.

All of a sudden what once seemed un-doable becomes real to you.

How about YOU? Is there someone you know or are friends with who has a way to solve problems or get results? Have you offered to partner with them and split the profits?

You don't need world-changing results. In many cases, just solving a very specific problem is a real winner. Yet, we often trash our best ideas for lack of believing in ourselves and our ideas. I know.

How?

Because I did. Check out this idea I trashed:



As you can see, the ad isn't finished. That's because I never finished it.

It was a GREAT idea. My roommate managed an appliance department. And he had developed a script to sell warranties on appliances that worked gangbusters. I had written a pretty good sales letter for it. But we chickened out on investing \$300 to run the ad.

We didn't believe in our idea and our skills. Here was the sales copy I wrote for it but never used.

## ARE YOU LEAVING CASH ON THE TABLE?

You make more profit on extended warranty service contracts than on any other item in your store. It takes less time to sell contracts than any other item you carry (only two minutes). And not only does the product take up no display space, but also no inventory is required. What's more, now the Robert Keller Profits Formula called *Dollars for the Asking* makes it such a simple, fast sell—you won't believe it. As a result, you can increase your gross profit two to four percent. This means you'll have more money for advertising, special promotions and spiffs.

## HOW TO SELL EXTENDED WARRANTIES

Selling extended warranty service contracts is a four-way win situation. Everyone wins and no one loses. Your employees win. It takes them only two minutes to rake in hefty commissions using the Profits Formula in *Dollars for the Asking*. With an average commission of \$25.00, that's \$12.50 a minute! **Where else can your employees earn \$12.50 a minute?**

And as your gross profits increase, you can afford to offer your employees more bonuses and spiffs. This not only adds contagious excitement to the atmosphere, but also helps boost sales even more. With a steady stream of commissions and spiffs, your employees will be happier than ever before. Your turnover could be substantially reduced.

Secondly, your store wins. Warranties are the single most profitable item your store can sell. By closing seven out of ten appliance purchases on contracts, you will increase your gross profit two to four percent. This means you'll have the profit margin to justify additional advertising, special promotions and generous spiffs — a definite edge over the competition.

And third, you win because the Profits Formula doesn't require a lot of sweat to use. Everything is laid out in the easy-to-follow cassette tape guide. You hear the presentation given exactly as Robert Keller gives it daily. All you and your employees need to do is copy it verbatim. It literally couldn't be simpler. You can learn the formula in an hour and make a sale the next. The cassette tape can literally pay for itself the very first hour you test the formula. **Only one sale — one sale — can pay for the tape!** In the period of a year, the tape can pay for itself hundreds of times over. And this is knowledge you can profit from year after year in the appliance business.

And last of all, your customers win. If something goes wrong with the item they purchased, they get it repaired free. Service contracts eliminate a lot of irate customers. And this means you'll keep their business in your store because now you've solved their problem. And that makes you a good guy in a white hat.

In short, extended warranty service contracts are a four-way win situation. Your employees win. Your store wins. You win. The customer wins. What more could you ask for?

### YOU GET ALL THIS

- Edge Over Competition
- Reduced Turnover
- Satisfied Customers
- Happy Employees
- Renewed Enthusiasm
- Extra Dollars For Advertising
- Freedom From Irate Customers
- Money And Work Success
- Personal Satisfaction

### MAIL NO-RISK COUPON TODAY!

NATIONAL INFORMATION SERVICE • P.O. Box 790038 Dallas, TX 75379

Yes! I want to immediately increase my profits and enjoy the 9 remarkable benefits. Please rush me a copy of *Dollars for the Asking* and the free intriguing bonus. If I'm not satisfied, I may return it in 60 days for a full refund.

Enclosed is my check  cash  money-order for \$20.00

NAME \_\_\_\_\_  
(please print)

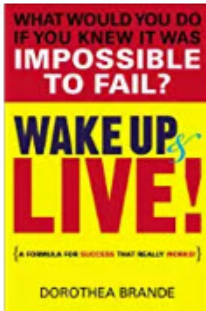
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

### FREE BONUS

If you order within ten days of the postmark, you will receive a very special bonus — a definite eye opener. Refer to the description enclosed. But to guarantee receipt of this useful bonus, you must act within ten days of the postmark.

The CURE for inaction and not doing anything with your ideas nor believing in yourself is contained in a few books:



## Wake Up and Live!: A Formula for Success That Really Works!

by Dorothea Brande

Kindle Edition

\$12<sup>99</sup>

Whispersync for Voice-ready



Paperback

\$7<sup>95</sup> 

Get it by **Monday, Nov 28**

More Buying Choices

\$6.00 used & new (27 offers)

Other Formats: Hardcover, Audible Audio Edition, Mass Market Paperback, Audio CD



## The Magic of Believing Oct 14, 2014

by Claude M. Bristol

Kindle Edition

\$2<sup>99</sup>

Whispersync for Voice-ready



Mass Market Paperback

\$5<sup>95</sup> ~~\$6.00~~ 

Get it by **Monday, Nov 28**

Wake Up and Live by Dorothy Brande is a life-changing book for some people. The *Magic of Believing* is a timeless classic as is *Magic of Thinking Big*. I like books that are timeless classics because I feel they've stood the test of time and often do the best job of articulating a concept. It goes without saying that *Think and Grow Rich* would be on that list. Then you can add on Anthony Robbins, NLP, EFT tapping or whatever else floats your boat or works for you.

### **Solution 2: Create a product that does NOT require "credibility"**

There are many types of products that don't require credibility. In Amazing Formula "The Course" (as opposed to the ebook, in the Multiple Streams of Income section I'm teaching how I created and sold PLANNERS at the beginning of the year.

I'll do it this year if I get a little time.

You don't need any credibility to sell planners. All you need is a good idea for a niche. And I'm showing how you can create a Planner in a day and sell it without ever printing anything. No money upfront.

It's gorgeous.

One friend of mine became a millionaire off of joke books. But she didn't even write the jokes. She paid \$10 per joke. LOL.

You'd think that might be expensive. But her first book was all blank pages. So that was a low budget project!

There are books that are collections of resources, patterns and many other things that don't require credibility. All you gotta do is keep your eyes open.

Think about it.

Have you ever bought a book that contained some sort of information where the "credibility" of the author wasn't particularly an issue?

My mum used to be china painting books that had patterns in them. Anyone could create those if they knew how.

### **Solution 3: Partner up with 2 or 3 other people**

In the early days, myself, Jonathan Mizel and Declan Dunn would rent a recording studio for 2 days and create products. We sometimes invited another person to join us.

Even if you don't have much credibility or any, if you can get 2 or 3 other people in on the deal who DO, then you ride on their credibility.

The great news is today you can record skype calls or webinars. You don't need to rent a studio. How cool is that?

In other words, it's easier than EVER to create products without credibility.

But how can you FIND people to do products with and why would they want YOU in on the deal? Well, the main reason is you're the one who

brings the idea to the table and the “hookup.” You find the 2 or 3 other people and bring the deal together.

**You’re a dealmaker!**

How do you hook up with others? Well, you can start by reading *How to Win Friends and Influence People*. That’s 90% of what you need to know. The other 10% consists of 8 specific ways to create what my client Walter Hailey (worth \$600 million) used to call an Obligation Vacuum.

The top 5% of salespeople in the world use these methods that others don’t. I have a whole video on it in *Amazing Formula, The Course*.

But let me give you ONE example of the methods: What you do is create a WIFM for the other person “What’s In It For Me.”

You always lead with a WIFM.

Maybe you have a Facebook group. You can contact the person about a post or article they wrote and ask if it’s OK to share it in the Facebook group along with a link to their product.

Or if you have someone with a list who should be selling their product, you hook them up! Anytime you can create REVENUE for someone else, you’ll be a GUEST not a PEST. You’re not a pest until you lose the WIFM and start taking up TIME or MONEY or RESOURCES without giving something equal or greater in return.

The biggest mistake people make is they ONLY think about themselves. They don’t see things from another person’s VIEWPOINT.

You can approach person A and say that you’re creating a product on XYZ topic. And you’re also inviting person’s B, C and E.

Then you explain everyone will own the rights to the product and it’s a great way to get exposure to each other’s list.

You’ll not only record the product, you’ll also pay to have it transcribed at [speechpad.com](http://speechpad.com), one of my favorite transcription places.



You can interview each person individually on the topic. Or herd cats and get everyone together on a webinar. Chances are, if you don't have a webinar platform, one of the people you invite WILL! And, of course, there IS Google Hangouts or Youtube Live. They keep changing all the names!

Maybe the first people you ask won't agree to it. But if you keep asking, some will.

You CAN reach up and ask people way beyond your status and experience level. Typically, though, you'll get the best response by working with people who are only 1 or 2 rungs of the ladder away from you.

They have a list and a product or two. But they aren't all the way up the ladder. Once someone reaches a certain rung of the ladder, they're like the hot girl or guy everyone wants to go out with. DEMAND exceeds supply.

It's better to deal with people who are still HUNGRY and who aren't that far removed from you. That way, you all can grow up in the business together.

But now, if you have 3 or 4 of you COMBINED, you can THEN attract someone who is higher up on the status and experience ladder than you are. There is POWER in a group.

Anyone could do this. You could take the greenest newbies in the world. And if 3, 4 or 5 of 'em pair up and start creating products TOGETHER and PROMOTING each other, SOON that energy mass will start attracting attention and other people. Good things will happen, often FAST.

You just need to pair up with GIVERS and NOT TAKERS. You want to pair up with GO-GIVERS and GO-GETTERS. You only need one selfish "taker" to spoil the pot. You want ladder-climbers. People who are motivated. People who HAVE the *Magic of Believing*, perhaps both figuratively and literally. People who have read *Think and Grow Rich*. In other words, real go-getters.

**Solution 4: Get results with one small, limited problem-solving method and teach THAT**

You can't become a chef in a month. But you CAN learn how to prepare one or two awesome dishes as good as chefs can.

The point is, find a SMALL problem you can solve. Solve that. Then sell that solution. That ONE THING. Fuller Brush company started with ONE BRUSH. One solution. Tupperware started with a small number of container "solutions."

I had a product once on how to makeover your video in 60 seconds to make it look better. That was a one problem, one solution product.

If you really concentrate and focus on researching one limited topic, you can know everything there is to know on that one topic relatively quickly. That's the thing. On that one topic, you ARE an expert.

### **Solution 5: Bury yourself in the library for a day or two**

My friend David Frey once created a product on training Pitbull dogs. He had studied the market and found out there was a demand for it.

So he went to the library. Got a stack of ALL the Pitbull training books or books with a chapter on it. He read all of 'em. Took copious notes. And that research became the fodder for his book.

Gary Halbert used to recommend getting a huge stack of 3 x 5 index cards. And go through all the books writing down notes on the cards, so you can easily sort and arrange them into logical groupings when you're ready to write or make your product outline.

Perry Belcher created 50 ebooks with a similar method.

He had a hand-held recorder. He'd go through the books and reword any good point he found into the recorder. Then he had the recording transcribed and gave it to a writer.

Now, if you do this, it's a good idea to credit UNIQUE ideas or information to the source material. But if information is COMMON to a number of the books, that would be common knowledge.

Now, the issue of credibility comes up here again.

If you write a sales letter with bullet points that show you REALLY know the pain points of the market. And you've done your homework well, a good sales letter will bypass the credibility problem.

### **Solution 6: Interview other people**

This is how I created one of my first info products. I interviewed someone. What they got out of the deal was I also wrote the sales letter and prepared the audio. They had a salable product with a sales letter with very little effort.

You can find people to interview at [rtir.com](http://rtir.com), which is Radio and TV Interview Report.

**RTIR**  
Radio-TV Interview Report

The Magazine Producers Read  
For Guests and Show Ideas

**Want to be a guest?**  
Click here if you want to be interviewed on radio/TV shows and get free publicity.

**Need to find a guest?**  
Click here if you're a member of the media seeking experts to interview.

My friend Kirt Christensen once had a continuity program where he interviewed one person a month, put the interview on CD (as I recall) and sent it out. You can use [Kunaki.com](http://Kunaki.com) to easily do that by the way.

People say, “Marlon, that’s old hat. Tell me something NEW I don’t know!”

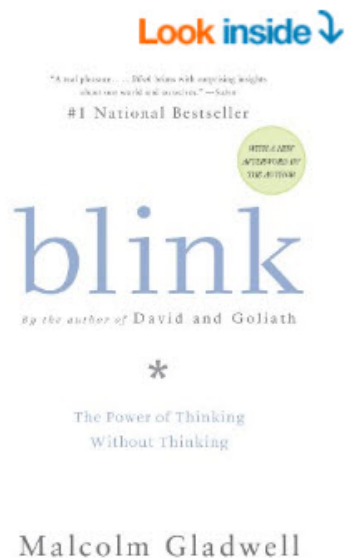
And my answer is WHY?

WHY do you need something new if the old standard solution WORKS! Do you want to solve the problem or do you want to be dazzled with information?

In Info Product Dashboard, by the way, I give the actual verbatim email Kirt sent to people in RTIR to get his interviews. It worked like a charm.

## **Solution 7: Realize that 50% of credibility is SIGNALING credibility**

You probably have heard of the book BLINK by Malcolm Gladwell, author of *The Tipping Point*.



## Blink: The Power of Thinking Without Thinking Kindle Edition

by Malcolm Gladwell (Author)

★★★★☆ 2,441

[customer reviews](#)

[See all 62 formats and editions](#)

Kindle

**\$12.99**

[Read with Our Free App](#)

Hardcover

\$22.61

785 Used from \$0.01

119 New from \$3.51

21 Collectible from \$8.51

He talks about how quickly people make snap judgements. They're going to judge your credibility in only a few seconds.

One thing you can easily do is invest in quality photography and graphic design. That alone creates strong signals of value.

If you can put together a professional looking blog and nice photos, that could be your passport to all the credibility you need. Have you ever seen a site that makes someone look like a celebrity? You just assume the person has credibility.

### **Solution 8: Find snippets of your background where you DO have experience and “claims to fame” in solving specific types of problems**

When you really start thinking through things, you may find you DO have experience in solving certain types of problems or doing things others don't know how to do.

I find it to be a very common thing that people ASSUME others know HOW to do what comes easily or naturally to them. People don't value THEMSELVES. They don't realize that what comes easily to them often doesn't to others.

### **Solution 9: Write a book**

For whatever reason, people assume that if you write a book on a topic, you're an expert. Especially if the book has a professional-looking cover and has been proofread.

You might assume it takes half your life to write a book. But actually, you'll find many books on Kindle on how to write a book faster than you might think.

It's not the arduous, lengthy task it once was.

### **Solution 10: Leapfrog**

Many years ago Robert Ringer wrote an interesting book called *Winning Through Intimidation*. In reality, the book wasn't about intimidating others. It was about how NOT to get screwed over. One of his theories was called the Leapfrog Theory which basically meant skipping to the front of the line and pronouncing yourself as an expert.

In other words, becoming a self-proclaimed expert.

In many industries, the established people try to SHAME BEGINNERS and those who would hone in on their territory into not entering the market. This is deliberate. They talk forever about how you can't just do so and so and you need all these credentials.

This is simply a competitive move to keep people from competing with them.

One thing you need to be prepared for is competitors to do this to you. They'll try to guilt you or shame you into NOT selling if they perceive you as encroaching on their territory.

It's the psychic equivalent of a lion roaring trying to scare away other predators that would compete for their food.

You've got to develop a thick skin.

I'm NOT saying quality doesn't matter. Or you should create and sell shoddy products. Those who misinterpret what I'm saying are again only trying to guilt or shame others into not entering their jungle and stealing away their food.

Of course, you want to provide value. You'll KNOW FAST if you don't because you'll get hit with 10% or greater refunds and chargebacks.

If your refunds are under 5%, don't sweat it.

You also want to read over your reviews. There will always be one or two old codgers who rip you for whatever irrational reasons lurk in the back of their head.

But if it's a common theme, then you might take a look at juicing up your content value.

The thing is, everyone starts somewhere.

I have no tolerance for people who try to put beginners down and shame and guilt them into not promoting. Especially in the coaching industry, it's common.

But I see it in all fields.

It's a competitive strategy. That's all it is.

Best wishes,

Marlon Sanders

PS: Here are some of my solutions you might be interested in:

### **Amazing Formula That Sells Products Like Crazy – The Ebook**

This is under revision and not currently available for purchase.

### **Amazing Formula “The Course” (advanced)**

1. This is my super in-depth treatment of Amazing Formula. If you're serious about learning to market on the Internet this is the ONE course to get NOW. It has a lot of intermediate and advanced information in it but starts at the beginning for newbies.

It's not cheap. But neither is it expensive when compared to the value it creates and the other alternative solutions. [Go here](#). What is UNIQUE about it is I draw from a huge amount of experience being full-time in this business since 1997 and owning roughly 4,000 books. I'll put my marketing library up against anyone's. So what's UNIQUE is you get strategies and methods you've never heard anywhere else. No one else teaches them. These give you and EDGE because you have TOOLS no one else knows about. That's especially important today when everyone is competing using the same information everyone else has. The bottom line is this is WHY I believe you can get superior results compared to other courses. If you're wanting to learn intermediate and advanced methods and “new stuff” you don't already know and you want A to Z coverage, this is IT.

### **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.](#)

### **Product Dashboard**

This is one of my famous Dashboard products that breaks it down step-by-step for beginners with screen caps. It's more detailed than *How to Create High Profit Info Products*, thus the slightly higher price. But it doesn't contain the rarer intermediate and advanced concepts in the *Fail Safe System*. It's a beginners product that is very step-by-step.

### **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.](#)

### **Fast Start System**

I designed this to help beginners and newbies get off to a fast start. It's certainly not everything you need to know but it's a start. Contains around 5 hours of training plus bonus "over-the-shoulder" videos. [See it here.](#) It covers how to overcome hypercompetition and is my best presentation of Value Equations next to Amazing Formula "The Course." Value Equations are my proprietary method for boiling sales messages down into essentials that make them sell or not sell. It's a hugely powerful, breakthrough approach. This has a whole hour on the topic to get your feet wet and give you the basics, so you KNOW why something sells or doesn't sell. This eliminates confusion and frustration and allows you to focus on the right things, so you don't go chasing rabbits.

### **Traffic Dashboard**

If you want to drill down and get step-by-step treatment of how to get traffic to your sites or blogs, this is one of my famous "Dashboard" products that I innovated and am known for. [See it here.](#) At one point we ran the



numbers and found that 1 out of every 102 people in the world who surfed the Internet with an English browser had been to one of my websites as measured by 24-hour cookies. These are my methods and secrets, especially row #6. Row #2 is how a friend of mine crushes it by buying private banner ads and solo ads that aren't normally available.

### **Push Button Letters**

One of my all-time best-selling products that started a whole genre of software. Fill in the blanks. Click a button. Get a sales letter. [See it here.](#)

### **Big Ticket Dashboard**

If you want to sell big ticket coaching but don't want to pay \$5,000+ for a coaching program, this under \$100 product will teach you many of the same basics the expensive programs teach you. Do NOT buy this if you're wanting software. And don't buy it if you expect it to be as comprehensive as a \$5000 coaching program. And don't buy it if you don't want to do webinars or get on the phone with people. Listen, you need some hustle in you to sell \$3,000 to \$20,000 packages. But this DOES have all the basics you'll find in far more expensive programs. [See it here.](#)

### **Marlon's Book of Secrets**

Imagine being a fly on the wall and listening in on my conversations with multi-millionaires and incredibly talented marketers. Well, this book is the next best thing. It contains the cream of the crop secrets I've learned in a lifetime of being in this business. [See it here.](#) Oh, the book has typos. I've never taken the time to fix them. If you can't stand that, then don't buy it. I personally care about the quality of the information, not my ability to hire a proofreader. What's UNIQUE about this product is you won't find many of these secrets anywhere else because they are based on my experience. You'll get ideas you won't get anywhere else. This is NOT a step-by-step training product like my Dashboards. If you want step-by-step, buy a Dashboard.

### **Gimme My Money Now**

This was my original action plan for the Amazing Formula. It teaches how to conduct a 12-product survey which is a proprietary method I teach that prevents you from banging your head up against the wall trying to sell products no one wants to buy. It teaches how to write a sales letter using the formula I've taught around the world so that you actually understand the structure of a sales letter. Which means your eyes won't glaze over when you start writing your sales letters because you'll understand the psychology. It teaches how to create a quick-and-dirty version of a product (today this is called a minimum viable product). Then test it. And if it works, roll it out with an affiliate program. This is my personal moneymaking formula I've used to sell millions online. [See it here](#). It's a timeless classic and contains data proprietary and unique to me.

### **The Round Table**

A comprehensive explanation of the basics of targeting a market, creating products, writing sales messages and getting affiliate traffic. More detailed and insightful than 95% of the products with intermediate and a dose of advanced information in it. The difference between Round Table and the Fail Safe System is Fail Safe contains more intermediate and advanced information whereas Round Table is for beginners wanting a cut above what I have in my Dashboards. It's hard to find products that are a step beyond what you'd buy on Zoo or W+ as pertains to the info product business. 90% of this is classic, evergreen information. There are a small percentage of things in it that are dated. The price on this product reflects the higher quality of information. [See it here](#). This is a product I'd recommend more to my hardcore fans, not new customers. New customers would be better served by Amazing Formula "The Course" or Fail Safe System if you're wanting something that goes into the Intermediate or advanced levels of information.



## **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**