

How I Went From a Beaten Up, Broken Down, Smoke Bomb Car and 1:30 Second Microwave Corn Dogs To World Travel & The Internet Lifestyle



My Story

By Marlon Sanders

The author of "The Amazing Formula That Sells Products Like Crazy and the KING of Step-By-Step Internet Marketing."

Hello,

Marlon here.

If you're struggling to make ends meet, or you're new to the game of Internet marketing, or things are going good but you want them to go better, then my story might be of value to you.

In fact, I'm almost sure it will.

Things are good now. My affiliate list has 30,000 folks on it. But when I started it had none.

I've spoken all over the world in Kauai, Gold Coast Australia, Wembely arena in London where rock stars perform, Bermuda, and all over the U.S. from Seattle, San Francisco, San Diego, LA, to Houston, Dallas, St. Louis, Chicago, Nashville, Philadelphia, Miami, New York, Boston, Raleigh, and other cities.

I've been selling \$20,000, \$30,000, \$40,000 and \$50,000 a month for longer than I can remember, which would 1998 -- and before.

Unlike Johnny-Come-Lately's, my formula has stood the test of time.

But when I first started, my hands shook so much, I could barely put the transparencies on the projector I used at the time.

Fact is, I remember when I first read that ad in a magazine. It was about some dude in Ohio who had a method of escaping the rat race by assembling "systems." So I sent in my dough and waited.

That ugly blue book turned me onto a whole new world called "direct response marketing." And what the old-timers called "mail order."

I started buying everything I could afford. I just had to know more about this thing where you'd sell products for a living instead of selling your own time. That sounded like a good thing to me.

I bought all kinds of junk. And I do mean junk. Some of it was really useless. But I knew I was digging through the coal to find the diamonds. And if you don't go through the coal, you never find the diamonds.

Schemes, plans, ideas, systems, reports, books. I had 'em all. One thing I learned from all that was the difference between a good information product and a bad one.

I didn't tell anyone what I was doing. But I kept doing it and being persistent. I didn't quit like a lot of people do because I had this desire and visions.

You didn't have the Internet when I first started learning to do this stuff. The game was you'd run these little ads in ad sheets or magazines offering a report. People would write in and then you'd send them your sales letter.

Nowadays, you can do that in 30 minutes using Google Ad-words. Back then, I'd run my little ad and wait 2 or 3 months for it to come out. I'd spend all the change I had trying to print up and mail stuff.

A few orders would come back but never enough to even pay for the printing! The learning curve back then crept along like a turtle. Nowadays, you can learn what I did in years of effort in 6 months if you make the decision to do it.

I chased a lot of dead ends and had a lot of things that didn't work out. If you've ever ran ads or tried "methods" or "formulas" that didn't work for you, then maybe you can relate to the disappointment and frustration I felt. The only difference between me and those who never got anywhere is I didn't give up.

So it was all trial-and-error learning. And I think going through all that pain is what motivated me later on to lend a helping hand to others who felt some of the same things I did.

My Buick car had engine problems. I'd look back behind as I drove to see if smoke came out the tailpipe or not. I never knew for sure.

Not until one day somehow I got a date with a model. A real one. How, I don't know because I was really tall and thinner than an ironing board. I had to put skis on so I didn't get washed down the shower drain.

Anyway, we went to this nice place where they had valet parking. When I got out the valet guys were literally laughing at the smoke bellowing out my tail pipe.

But then....

The rider's side door opened. And this 6 foot tall model with beautiful hair got out. They didn't laugh anymore.

I doubt I tipped valet because I couldn't afford to spit in those days. I remember making \$7,500 one year and eating minute thirty second microwave corn dogs and living off the \$1.97 burger, fries, coke drive through on Greenville Avenue in Dallas, Texas.

Later, I'd make \$7500 in a day -- and more. But not back then...

It wasn't all bad. I had a female friend named Kelli. We'd swing by late night at the Taco Cabana and get nachos. That was all either of us could afford.

Out of desperation, I took this job working deep nights. I'd go to work at 11 p.m. and get off at 7:30 in the morning. I did that for 3 years. I think I lost half my hair then due to the stress of the job.

Something just clicked in my head. I can't explain it. All of a sudden I got it. That was after YEARS of NOT getting it. YEARS of running ads that didn't work or mucking around with things.

I mean, I once put 30,000 miles on my car in 6 months trying to sell insurance and only sold 1 homeowners policy on a wood frame house my company didn't want to insure.

So if you're not great at sales or something, I understand. Boy, do I understand.

What I found at, though, is that if you keep at it, sooner or later something clicks. Or it did for me.

I started getting paid to write letters for clients. I won't go through the whole story here. But things started turning around. At first, slowly....
Then....like a GUSHER.

When you "get it" and success happens, it can happen really, really quickly. Success is when preparedness meets opportunity.

Like one time I took a vacation to Hong Kong and Thailand, came home and I had a \$5,000 consulting check waiting for me. And I hadn't even asked for it. The guy just sent it.

I got paid \$7500 to \$10,000+ to write sales letters for clients. I got invited to teach my sales formula at seminars.

When success happens, it happens quickly. If you've done all your groundwork and preparation. But a lot of people get impatient. They want it all today without paying the price of preparation and learning the basics.

I understand that.

The good news is can happen 10X or 20X faster today than it happened for me.

I boiled the sales process online down into a 12-step formula. I taught it at over 120 seminars where people paid \$3,000 to be there. Later, my "Push Button Letters" software codified that formula into a fill-in-the-blanks" process.

All of that culminated when I penned my smash hit "The Amazing Formula That Sells Products Like Crazy."

It has hundreds of testimonials from around the world. I followed it up with the action plan to implement it called "Gimme My Money Now."

And then there's a whole string of step-by-step Dashboards, which is what inspired my title as the King of Step-By-Step Online Marketing training.

But I'm going to confess something here.

I'd bank a lot more dough if I wanted to work crazy hours, weeks or months like some other famous Internet marketers do.

My goal always was lifestyle. I'd rather live a comfortable life on a 1 hour workday than be live ultra high on the hog on a 12-hour workday.

I don't drive the fanciest car, live in the biggest home, or sport the most exotic watch. But I could if I wanted.

Then again, my workday consists of hanging out at Starbucks, mucking around a little on my laptop and calling it good.

I don't speak at as many seminars as I used to. After you've done 120 around the world, it isn't exactly new. And the seminar Game has evolved into how much of your products you can sell in your 90-minute speech. It's really just not my cup of tea.

If you'd enjoy making your living on your laptop at Starbucks or wherever it is you like to go, and you realize that the work is up-front learning things but once you "get it" you have the greatest lifestyle in the world, then I recommend this business.

Truth be told, 80% or 90% of the people who buy products in this industry probably don't make that much.

Why? Most try a thing or two, it doesn't pan out and they go onto other things.

Nothing wrong with that. I'm here and I exist for those who are truth seekers. Those like me who won't take no for an answer. Those who realize you gotta dig through coal to find the diamonds.

My mission is to help the 10 percenters who really have the desire to get behind the curtains and see how the magic really happens.

My mission is to share the true gospel of Internet marketing without the hype or fluff.

My mission is to help the guy or gal who has some of the same pain that I felt and help them get beyond that to a new world of understanding and a new lifestyle.

I'm NOT here for the guy or gal who wants to buy one or two products and all of a sudden be hauling down 6 figures.

That isn't reality. And it isn't how the game is played.

I'm here to help the person who understands this is a business. And all business involves risk of gain or loss. You may or may not make it.

There are no guarantees in business or life.

Resources

FREE podcasts, videos, PDFS

<http://www.marlonsnews.com/podcastnvideo/>

"Point and Click" Your Way To Create Amazing Web Pages That Sell Your Products Like Crazy!

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The Only Point-And-Click System That Turns Internet Marketing And Promotion Into A Virtual No-Brainer

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Discover the Amazing Formula That Sells Products Like Crazy!

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On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

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