
Marlon's Marketing Minute
Electronic Newsletter
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This issue contains:

A. Sponsor Advertisement: Last chance to discover a clever way to create killer stuff using stock video.

B. Announcements from Marlon (Important)

C. Main Article: How To Have A Product Breakthrough Even If You Can't Talk or Write

Brought to you by: Marlon Sanders - Publisher

Hello,

Marlon here with another issue of ***Marlon's Marketing Minute***.

This week's article is:

==>> **"How To Have A Product Breakthrough Even If You Can't Talk or Write"**

(How to overcome that top 3 obstacles to having your own product so you can trade products for dollars instead of your time)

Take the article, change the URL in the resource box at the end to a reseller ID and stick it on your web site, blog, Facebook blog, Myspace blog, Hub Page, Squidoo lens, or Google Pages.

Put it up and announce it on Facebook, Twitter, your blog, email, or whatever else you have.

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There are 5 ADS at the end of this ezine. You can replace all THOSE with reseller links if you want.

Marlon

PS: Other marketers ONLY send you good content during their product launch. I'm with you every week, motivating, inspiring, educating. Where are THEY when a product launch isn't going down?

The solution to this is to find people who ARE experts and interview them.

It's beyond the scope of this article but in *Product Dashboard* (productdashboard.com) I give you a specific resource for finding experts to interview and the email to send to them that has been proven to work.

The reason I mention this is one of the questions that came up on the call above is, "Will experts do this?" And the answer is that not all experts will.

But if you know WHERE to find them and HOW to approach them and you put a WIFM in it (what's in it for me) they will.

As a quick tip, I recommend you hunt down people who have something to promote. This gives them a reason to do an interview with you -- because they need to get exposure for whatever they're promoting.

For example, look for people who are ALREADY doing interviews. You can search blogs for interviews using technorati.com. That's a good way to start.

Obstacle two: You can't write

The solution here is to do telephone interviews and record them. You can also sell your products via teleseminars instead of sales letters.

Don't let the lack of writing skills hold you back.

TIP: Use freeconferencecall.com to conduct and record your call.

Now, obviously, I recommend taking some writing classes to improve your writing skills in the meantime. But to get started, use what you HAVE.

If you can talk over the phone, you too can create your own product!

One of the issues that comes up is what questions to ask.

TIP: Ask the questions you personally are curious about.

Obstacle three: You don't know where to start

The obvious place to start is with your passions, hobbies and interests.

But if you're really stuck, then go to Facebook or Myspace and look at all the groups you can join.

Typically, if there are groups formed on a topic, there are people selling products to that group. But you can always find out if that's the case by joining 5 or 10 groups and see who is selling what and for how much.

By reading the blogs of the product sellers, you'll get an idea of whether or not they're making money.

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E. MY SPECIAL THANKS TO THE FOLLOWING PEOPLE
WHO HAVE SUPPORTED MY PRODUCTS AND CONCEPTS OVER
THE YEARS:

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Thank all of you. You have my gratitude forever. Your contributions to my life and my business do not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders of giants.

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