

NOTES

NOTE: this was written back in 2010 on my way home from a marketing conference.

Dear Friend,

Im Writing You today From Somewhere over Louisiana  
I believe...

On my WAY BACK From An Internet Marketing  
Conference In Florida.

With All the Ideas And thoughts I Have For  
You, I Couldn't help but borrow A Pen And  
write you this letter... Its THAT Important

So... In Advance I Adoligize For the  
Spelling errors and gramatical errors ☺

You See... Much to My Surprise At this  
Conference I met Many of my Students And  
friends who Follow my Work... Usually I like  
to LAY Low ~~and~~ And Go Un-noticed.

But this time I was Able to Sit down  
with Many People like you who want More  
For themselves And are in what I call...

## THE Perpetual Struggle

And lets FACE It... If You ~~do~~ HAVE  
Followed me For More than 20 minutes  
You know that I HAVE A wierd Condition  
In Our Industry

➔ More About this on Page 2

NOTES

BASICALLY...

I CARE ABOUT YOU

This MAY SEEM A BIT UNORTHODOXED  
BUT IT IS THE TRUTH...

- I WANT YOU TO SUCCEED
- I WANT TO HELP YOU "GET IT"
- YEA... WEIRD CONCEPT, I VALUE MY STUDENTS 😊

YOU ARE IMPORTANT TO ME!

I REALIZE THAT YOU ARE NOT JUST A NUMBER  
ON MY SUBSCRIBER LIST...

- o YOU HAVE FEELINGS
- o YOU HAVE STRUGGLES
- o YOU HAVE DREAMS

SO MANY TIMES ITS EASY TO GET CAUGHT UP  
IN THE "NUMBERS GAME" AND FORGET THAT THERE  
IS A REAL PERSON ON THE ~~END~~ OTHER END OF THAT  
COMPUTER SCREEN.

SO LETS FACE IT -

WE ARE LIVING IN AN IMPERSONAL AND DETACHED  
SOCIETY OF TECHNOLOGY AND PEOPLE ARE LONGING  
FOR THE PERSONAL TOUCH...

DOES THIS MEAN YOU NEED TO VISIT EACH PERSON  
WHO COMES TO YOUR WEBSITE - NO...

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## NOTES

What this Means Is that You NEED to CARE...

So Many People try so many things...

- Writing Articles
- SEO
- PPC
- List Building
- Youtube
- ect...

And the Focus Is Always...

- MAKE More Articles
- Generate More Content
- Get More traffic
- Make More Videos

But let me Ask you in All Honesty...

Has this Gotten you Where you want to be?

Sure you may Make a few Bucks Here and there... But you will MAKE More if you CARE.

Now Im Ryming like Dr Seuss 😊



At Any Rate...

Imagine what would Happen if...



NOTES

- Your Articles Were Based on Helping the Reader Instead of Just Spun Content
- You took the time to think about how your subscribers felt, and listened to them.

EVERYONE WANTS TO BE HEARD

Remember that - Because it will change your life and MAKE YOU AS MUCH MONEY AS YOU WANT!!!

Show them you care and listen and you will begin to profit faster than you would have ever imagined before you read this.

Is it any wonder why FACEBOOK is the number one site right now?

Everyone wants to be listened to and responded to!!! I would venture to say that some of your best conversations were when someone listened to you and showed CARE.

So... As I order another drink...

Where am I going with this and how is it going to help you?

I think im over texas now



heres texas



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You will begin to see the results of this when you put it in place in your life, family, business, and your own mind.

Imagine a year from now looking back at how this letter ~~has~~ is helping you be who you want, make as much as you want all while feeling good about helping others...

How will you feel then?

How do you feel now that it's happening?

OK - enough ~~feeling~~ Feely stuff.

lets apply this now...

Here is how to make obscene amounts of money FAST!

1. Find A MARKET
2. Find A way to reach that MARKET
3. Care About Your Market
4. Listen to your ~~new~~ New Friends in your Market
5. Sell stuff based on what you learn

this works with every media method...  
ie) PPC, seo, articles, videos, ect...

So... the secret to internet marketing and you finally looking back at yourself making money is ...

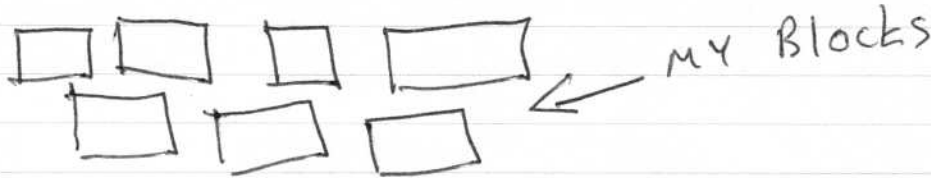
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## NOTES

You!!!

- You Are the Missing Ingredient
- You Are the Last thing You need
- In and of Yourself lies the Answer

But...



THERE ARE BLOCKS

MANY OF US HAVE These Blocks

- Limiting Beliefs About Ourselves
- Doubts About our Capabilities
- Fear ABOUT Failure

to be perfectly honest... Many of you know that...

- I Am not very tall (
- I was Pushed Around
- I Had Abuse In my childhood

And this Caused Blocks In my life

-

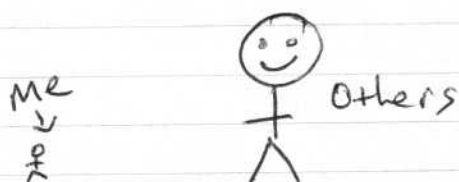
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I Felt . . .

- Inferior
- Worthless
- Unsuccessful
- Hopeless
- And on top of that . . . when I went to meet new people I felt nervous and stressed because of my limiting beliefs

Here is how I saw myself



THIS STOPPED ME DEAD

For years I struggled until I said . . .

**I AM VALUABLE! Because I CARE!**

In yourself lies the ability to MAKE change . . .

I have two quotes on my screens that I look at every day . . .

"I am God's student NOT life's victim" And  
"From this office I can reach the world"

Next -

NOTES

So Forget ABOUT the Stuff

- o PPC
- o landing Pages
- o WordPress
- o SEO
- o BIAH BIAH BIAH

Focus on WHAT You Want

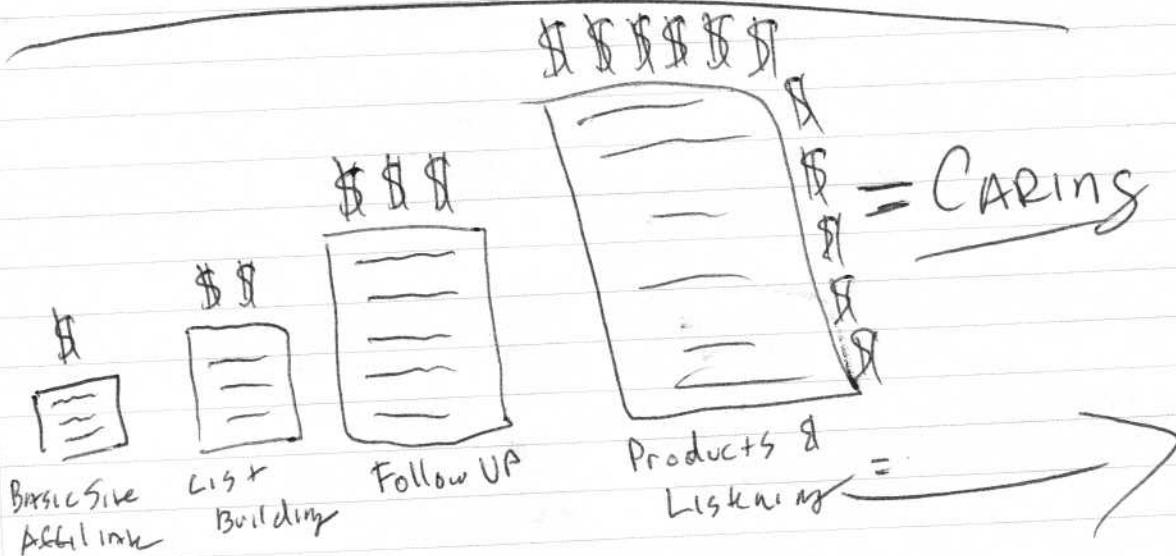
Focus on Caring And Listening

Another Quote

"You can have whatever you want  
if you help enough other people get  
what they want" Zig Ziglar

With that - I Bring You...

the Evolution Of A Simple Site

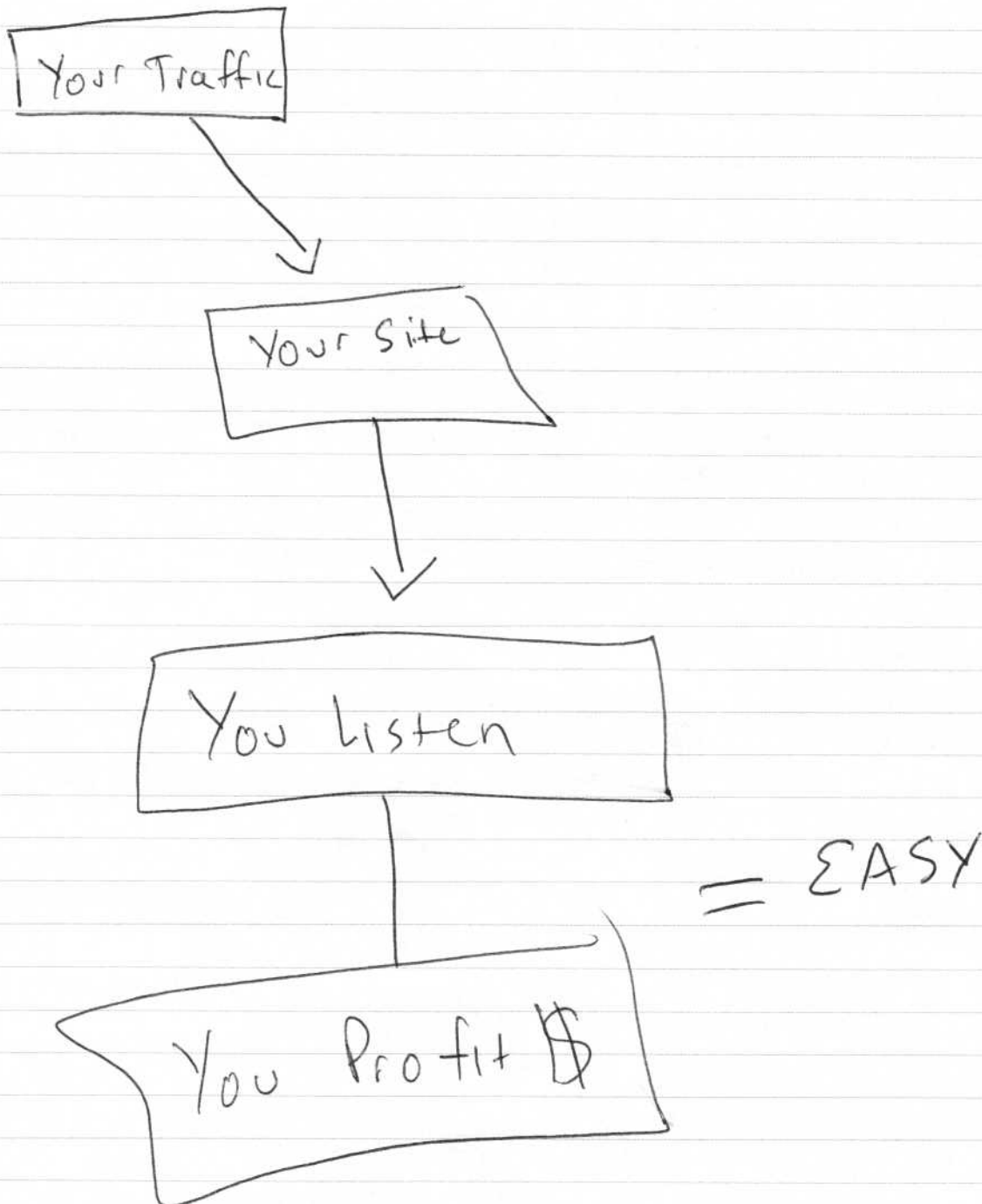




NOTES

★ Your Simple Site Is Just the Beginning...

1. You Find A MARKET
2. You Build A Site
3. It MAKES Some Money
4. You Go deeper



NOTES

Isn't this Much Better than what you  
Have Been Doing So FAR?

And the Beauty is that you can do  
this in ANY MARKET

With Any Niche!

So you see...

Its Not ABOUT Buying And Doing  
More Stuff...

Its ABOUT Being Deliberate...

I'll talk more About this In my next  
Message...

Your Friend

Marcus

PS... Watch for a new video tomorrow About  
How to APPLY this...

Thank you to Debra & Rachel <sup>Pat & Woolly</sup> For Inspiring  
me to write this letter to you.

IF this letter Has Touched you In Any WAY  
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