Quick Home Business Profits

Program

QUICK HOME BUSINESS PROFITS

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1.0 Find Your Core Competencies

PowerPoint Slides

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1.0 Find Your Core Competencies

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

Recommendation Age

~~Information Age~~

Recommendation Age!

Further Action

1.1 Recommendation Age: Action Plan

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

What To Give Away For Free?

Only Three Domains In Learning:

Just ASK™

Attitudes (A)
Skills (S)
Knowledge (K)

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Just ASK™

Attitudes

Helping others with a better mindset. Attitudes provide a framework to solve the problem

Just ASK™

Skills

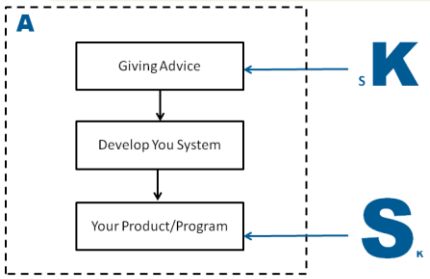
Where you actually help others to implement what you recommend (the application of your knowledge (K) into their lives)

Just ASK™

Knowledge

Reflects your personal system for solving very specific problems

FREE vs Premium Advice



NOTE: Size Of Letter (ASK) Indicates Importance Of Learning Domain

Further Action

1.2 Just ASK™: Action Plan

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

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Advice In a Week

#1 What Given	#2 F or NF	#3 P, I or SOHK	#4 To Whom	#5 Where	#6 Cost To Learn	#7 T, S or P	#8 A, S or K

Further Action

1.3 Analyze Your Advice: Action Plan

&

1.3 Analyze Your Advice: Template

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

Questions To Ask

- If you had to recreate yourself, what could they see you doing?
- What advice are you known for giving freely and liberally to others?
- What are your strengths from their standpoint?

Further Action

1.4 Who Knows You Best: Template

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

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QUICK HOME BUSINESS PROFITS

Questions To Ask

- What advice has been the most profitable to them? (where they made money or saved money etc.)
- What specific problems have you helped them resolve?
- How much would they be willing to pay for such advice?

Further Action

1.4 Who Knows You Best: Template

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

Answer These Questions

- People I have Impacted (for free)
- People who have paid me
- Activities I have participated in that reflect my talents
- People I have directly impacted who could provide character or specific ASK testimonials.

Further Action

1.6 Valuable Talents: Template

Outline

1.1 Recommendation Age
1.2 Attitudes Skills Knowledge (Just ASK™)
1.3 Analyze Your Advice
1.4 Who Knows You Best
1.5 Who You Gave Advice To
1.6 Valuable Talents
1.7 Analyze Your Past Life

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Your Areas of Expertise and Passion

- Define your ideal client
- Who are the people you have been working with if you are already in business? What have you liked or disliked about them? Are there any common denominators?
- What kinds of people could ideally benefit from your knowledge?

Your Areas of Expertise and Passion

- If you had all the money in the world, what would you be doing?
- What have you always been good at?
- What did you dream of doing as a child?
- What needs/values do you care about most?

Your Areas of Expertise and Passion

- Whom do you admire most?
- What makes you most fulfilled?
- What do you love to do the most? What are you passionately against?
- What have you felt called to do?

Your Areas of Expertise and Passion

- What legacy do you want to leave for your children and grandchildren? What do you want to be remembered for most?
- Remember that you want to make sure your target market has money to spend and your job is to solve an urgent problem.

Further Action

1.7 Analyze Your Past Life: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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1.0 Find Your Core Competencies

Action Plans

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1.1 Recommendation Age: Action Plan

Discover what you were created to do: How to turn your passion and advice into a profitable business. You will learn how to turn your know-how, everyday advice and information into a lifestyle business.

Everyone gives away advice for free.

This is not the day and age of experts where they lecture, write books ect. These are all good BUT they don't work in today's world where recommendations are the way that most people learn.

People don't want more information. We no longer live in an Information Age: We live in the Recommendation Age. This is the age of recommendations - specific advice. The age where everyone has a few trusted advisors that provide guidance in their lives.

In Module '1.0 Find Your Core Competencies' you will be gathering information to find out areas where you currently give recommendation and what your passions are. In other words, we are finding your core competencies.

You will analyze all the information you gather in this module later in module '2.0 Determine Demand' so just let your imagination roam and have some fun with this.

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1.2 Just ASK: Action Plan

All of your advice can be defined according to one of three learning domains. You are either giving away (A)attitudes, (S) skills, or (K)knowledge.

Attitudes:

Attitudes are often ignored in the teaching/learning equation, because they require the most time to develop and aren't as easily measured or demonstrated. But attitudes are the most important of all of the learning/teaching components because it is attitude that determines how well you acquire the skills and knowledge. Attitudes provide a framework to solve the problem.

Skills:

This is where you actually help others to implement what you recommend (the application of your knowledge (K) into their lives). Skills require time and practice but are easily learned with experience.

Knowledge:

Knowledge reflects your personal system for solving very specific problems. Knowledge is the easiest to learn, most readily available and quickest to acquire.

To better understand ASK fill in the below assessment, each of the questions are labeled as attitudes (A), skills (S) or knowledge (K).

	Little Confident	Somewhat Confident	Confident	Very Confident
1. I can learn from my mistakes and make the necessary adjustments. (A)				
2. I can learn from the mistakes of others and adjust my action plans accordingly. (A)				
3. I am capable of carrying the work load of two or more people if necessary. (S)				
4. I can wear many 'hats' and keep them separate yet integrated. (S)				
5. I have enough passion for what I am doing to carry me through the creation and implementation of my product/program (A)				
6. I can set goals, decide the intermediate steps required to attain that goal and act on the steps to reach the goal. (S)				
7. I have a strong work ethic. (A)				
8. I have enough working knowledge of the Internet and the Web to use it effectively. (K)				
9. I embrace life-long learning in my personal/professional life. (A)				

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	Little Confident	Somewhat Confident	Confident	Very Confident
10. I am willing to make sacrifices to reach my goals(A)				
11. I see problems as temporary obstacles that have solutions. (A)				
12. I can seek advice and feedback from others without fear of it being seen as personal criticism. (A)				
13. I am willing to learn the skills required of me to do the job. (A)				
14. I have a good enough working knowledge of business finances to organize, track and use data related to my business. (S)				
15. I know the importance of establishing working capital before the start-up of my business and how to raise the money. (S)(K)				
16. I have a temperament that allows me to smooth out the highs and lows of life. (A)				
17. I am capable of building a support team to help me reach my goals. (S)				
18. I can manage time well enough to multi-task as I build my product/program. (S)				
19. I value both my wisdom and the wisdom of others enough to know I can build a successful business. (A)				
20. I understand and value the niche marketing concept of target marketing. (K)				
21. I can empathize with my target market and am prepared to view my product/program from their perspective. (A)				
22. I understand that I must be ready and willing to spend money to make money. (A)				
23. I can motivate myself to get started, keep going and accomplish my goal. (A)				

What pattern do you see? Is it predominantly your attitude, skills, or knowledge areas that are of concern? Your strengths?

Which of the three areas would you consider to be the most difficult to learn? Why?

Which of the three areas would you consider easiest to acquire? Why?

The ultimate goal is to have you begin the entrepreneurial process with confidence in your strengths and confidence that your problem areas can be addressed. You owe it to yourself to be honest.

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1.3 Analyse Your Advice: Action Plan

Remember, this is the Recommendation Age where people trust a few selected 'advisors' to provide them specific solutions to their problems. People do not want more information—they want specific advice.

Your goal in this assignment is to use '1.3 Analyse Your Advice: Template' to total and evaluate the amount of advice you provide in a week.

Column 1—What Given (Type of Advice)

You will analyze the advice that you provide to others (customers, friends, family ect.). For each type of advice that you enter in Column #1 here is what I want you to do:

Column 2—Formalized or Non formalized education, (N or NF)

Identify it as an (F) formalized education or (NF) non formalized education and put an identification code next to it

Column 3 - Passion, School of Hard Knocks, or Interest, (P,I, or SOHK)

Categorize the advice as (P) an area of your Passion, (SOHK) school of hard knocks, or (I) Interest

Column 4 – To Whom Was The Advice Given

In the next column you will list the name of the person and what the person does for a living. You can also quickly indicate demographics of the person. (Male/Female + Occupation + Age…)

Column 5 – Where Was The Advice Given

Identify where specifically you gave your advice. At Starbucks? At the water-cooler at work? At the park? At your child's sporting event? At your board meeting on a break?

Column 6 – Cost To Learn The Advice Provided

The most profitable advice that you possess is the advice that comes from non-formal education (NF). For each piece of advice you give I want you to calculate the cost it took you to learn this. Analyze this advice not just from how much money it cost you, but what about the toll it took on you personally, your family, or others who maybe were affected.

Column 7 – TSP: Tactic Strategy Perspective

Analyze your advice from the only three ways to go to market as a business: You either are marketing a (T) tactic, (S) strategy or (P)perspective.

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T: Tactics are specific actions that you recommend.
S: Strategies are the framework for tactics.
P: Perspective is the framework you want to provide that makes your strategies so remarkable.

Let me provide you a quick example. Most people who want to hire our company want to become an expert (strategy). However, they have listened to so much bad information that they believe that they need to start with a free report or a physical book (tactics).

What we do as a company is give them a better way of conceptualizing their strategy (S) using a better perspective(P). Our strategy (S) begins with the 7 ROIT Principles that you are learning in the interactive webinar.

However, what makes these strategies (S) even better is that they are in alignment with a New Guru Model™ (new perspective) of creating authority and security that does not require people in our business acceleration coaching program to start with writing a book or writing a free report (old tactic).

So the power of the New Guru Model™ is that is provides a new framework (perspective) on how to execute on different strategies (S) (Educate-to-Dominate + Speed-to-Market…) using specifically created tactics (T) that teach people how to frame their advice into the perfect advice-based marketing tools.

Column 8 – Just ASK™

All of your advice can be defined according to one of three learning domains. You are either giving away (A)attitudes, (S) skills, or (K)knowledge.

A: attitudes which are helping others with a better mindset
S: skills which are where you actually help others to implement what you recommend (the application of your knowledge (K) into their lives).
K: knowledge which reflects your personal system for solving very specific problems

Example:

What Given	F or FN	P,I, or SOHK	To Whom	Where	Cost To Learn	T, S or P	A, S or K
Need weight resistance exercises and cut carbs after 7:00 PM...sticking with lean meat and vegetables in the evening. How do I lose belly fat as a guy over 40 years old.	NF	P	Jimmy Buggins	Starbucks over coffee	$50K+ (Have spent well over $50K in my passion of fitness -- Hiring coaches, competing in races, changing diet etc.)	S	K

You can use the 'Analyse Your Advice: Template' or a spreadsheet of your own making to fill in your advice you are giving away for free. We will come back to all the information you gather in '2.0 Determine Demand'.

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1.0 Find Your Core Competencies

Templates

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1.3 Analyse Your Advice: Template

The 1.3 Analyse Your Advice: Action Plan goes into detail on how to fill in the below chart.

What Given	F or FN	P,I, or SOHK	To Whom	Where	Cost To Learn	T,S or P	A,S or K

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1.4 Who Knows You Best: Template

Over the next 7 days interview 3 people who know you the best, you can even take them out for coffee. Get them to answer the three questions below.

Name #1: _____

If you had to recreate yourself, what could they see you doing?

_____

_____

_____

_____

_____

What advice are you known for giving freely and liberally to others?

_____

_____

_____

_____

_____

What are your strengths from their standpoint?

_____

_____

_____

_____

_____

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Name #2: _____

If you had to recreate yourself, what could they see you doing?

_____

_____

_____

_____

_____

What advice are you known for giving freely and liberally to others?

_____

_____

_____

_____

_____

What are your strengths from their standpoint?

_____

_____

_____

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_____

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Name #3: _____

If you had to recreate yourself, what could they see you doing?

_____

_____

_____

_____

_____

What advice are you known for giving freely and liberally to others?

_____

_____

_____

_____

_____

What are your strengths from their standpoint?

_____

_____

_____

_____

_____

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1.5 Who You Gave Advice To: Template

Over the next 7 days interview 3 people who have leaned on you for advice in the past, you can even take them out for coffee. Get them to answer the three questions below.

Name #1: _____

What advice has been the most profitable to them? (where they made money or saved money etc.)

_____

_____

_____

_____

_____

What specific problems have you helped them resolve?

_____

_____

_____

_____

_____

How much would they be willing to pay for such advice?

_____

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_____

_____

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Name #2: _____

What advice has been the most profitable to them? (where they made money or saved money etc.)

_____

_____

_____

_____

_____

What specific problems have you helped them resolve?

_____

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How much would they be willing to pay for such advice?

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Name #3: _____

What advice has been the most profitable to them? (where they made money or saved money etc.)

_____

_____

_____

_____

_____

What specific problems have you helped them resolve?

_____

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_____

How much would they be willing to pay for such advice?

_____

_____

_____

_____

_____

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1.6 Valuable Talents: Template

Take some time to self reflect by answering the following questions as best as you can.

People I have Impacted (for free) :

People who have paid me

Activities I have participated in that reflect my talents

People I have directly impacted and who could provide character or specific ASK testimonials.

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1.7 Analyse Your Past Life: Template

Take some time to self reflect on your past life by answering the following questions.

Define your ideal client

_____

_____

_____

_____

Who are the people you have been working with if you are already in business? What have you liked or disliked about them? Are there any common denominators?

_____

_____

_____

_____

What kinds of people could ideally benefit from your knowledge?

_____

_____

_____

_____

If you had all the money in the world, what would you be doing?

_____

_____

_____

_____

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What have you always been good at?

_____

_____

_____

_____

What did you dream of doing as a child?

_____

_____

_____

_____

What needs/values do you care about most?

_____

_____

_____

_____

Whom do you admire most?

_____

_____

_____

_____

What makes you most fulfilled?

_____

_____

_____

_____

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What do you love to do the most? What are you passionately against?

_____

_____

_____

_____

What have you felt called to do?

_____

_____

_____

_____

What legacy do you want to leave for your children and grandchildren? What do you want to be remembered for most?

_____

_____

_____

_____

Remember that you want to make sure your target market has money to spend and your job is to solve an urgent problem.

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2.0 Determine Demand

PowerPoint Slides

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2.0 Determine Demand

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Review Your Advice

- Review The Advice You Gave in 1.0 Find Your Core Competencies
- What main phrases show up often?
- Where are you giving the most advice?

Further Action

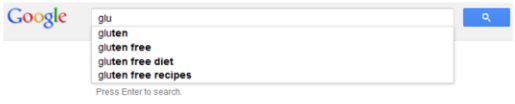
2.1 Review Your Advice: Template

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Step 1

- Go To www.google.com
- Start typing one of your phrases into Google



- Keep Track of suggested phrases that appear below as you type

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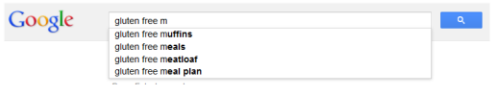
Step 2

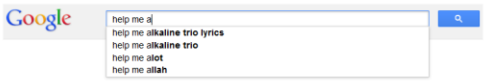
- Search the key part of your phrase with each letter of the alphabet



- Keep Track of suggested phrases related to your phrase

Step 3

- Search "how to", "help me", and "how do I" with each letter of the alphabet



- Keep Track of suggested phrases related to your phrase

Further Action

2.2 Initial Research: Action Plan
&
2.2 Initial Research: Template

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Review Findings

- Look at your results from '2.2 Initial Research'
- Were your phrases the best?
- Narrow Down to 3 phrases

Further Action

2.3 Review Initial Research: Template

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Outline

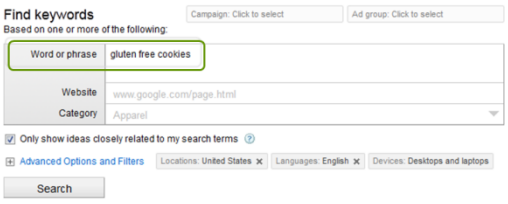
2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Go Here

- Go To www.adwords.google.com/keywordtool
- This is Google AdWords

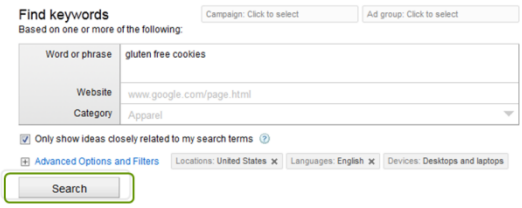
Step 1

- Type in one of your phrases



Step 2

- Click Search

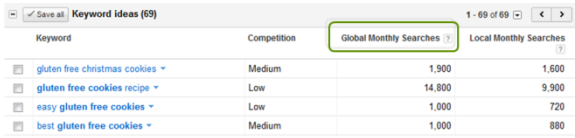


Step 3

- Check Search Results under 'Keyword ideas'
- Are these similar to yours?

Step 4

- Click 'Global Monthly Searches' to reorder results



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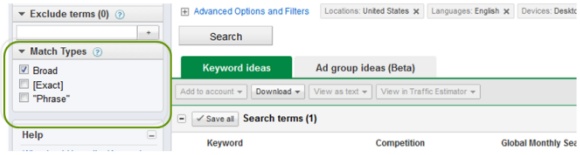
Step 5

- Check the [Exact] and “Phrase” boxes



Step 6

- Look through results that match the following criteria
  - Global Monthly Searches between 500 and 20,000
  - CPC Greater Than $1
  - Ratio of 3:1 – 5:1

Step 7

- Make note of Keywords that relate to your phrase that have a high ‘Global Monthly Search’

Step 8

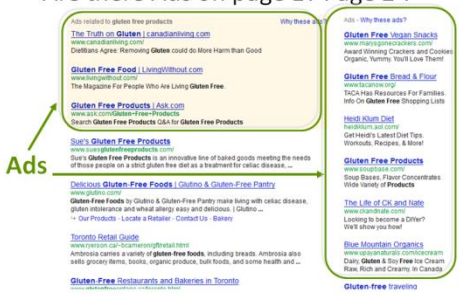
- Search other similar Keyword phrases from 2.2 Secondary Research

Step 8

- Go To www.google.com
- Type in your phrase

Step 9

- Are there Ads on page 1? Page 2 ?



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Step 10

- Do These Steps for all 3 of your phrases

Further Action

2.4 Secondary Research: Action Plan

&

2.4 Secondary Research: Template

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Review Findings

- Look at your results from '2.4 Secondary Research'
- Will these make a profitable advice-based business?
- Order Phrases from Best to Least

Further Action

2.5 Review Secondary Research: Template

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

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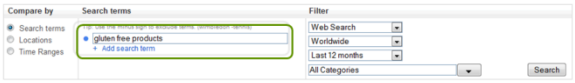
Go Here

- Go To www.google.com/insights/search
- This is Google Insights For Search

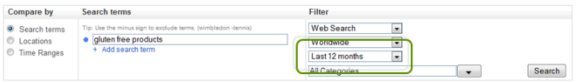
Step 1

- Search your best phrase



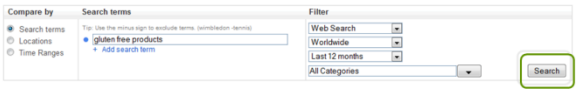
Step 2

- Change '2004-Present' to 'Last 12 months'



Step 3

- Click Search

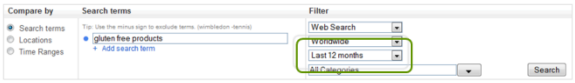


Step 4

- Look at the graph is it consistent or rising?

Step 5

- Change 'Last 12 months' to 'Last 90 days'



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Step 6

- Look at this graph, is it consistent or rising?

Step 7

- Do the 'Search Terms' relate to your phrase?

- Do this for both the 'Last 12 Months' and 'Last 90 days'

Step 8

- Do the 'Regional Interest' match your projected Target Market?

- Do this for both the 'Last 12 Months' and 'Last 90 days'

Further Action

2.6 Keyword Trends: Action Plan

&

2.6 Keyword Trends: Template

Outline

2.1 Review Your Advice
2.2 Initial Research
2.3 Review Initial Research
2.4 Secondary Research
2.5 Review Secondary Research
2.6 Keyword Trends
2.7 Review Keyword Trends

Review Findings

- Look at your results from '2.6 Keyword Trends'
- Will these make a profitable advice-based business?
- Reorder Phrases if latest research warrants

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Further Action

2.7 Review Keyword Trends: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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2.0 Determine Demand

Action Plans

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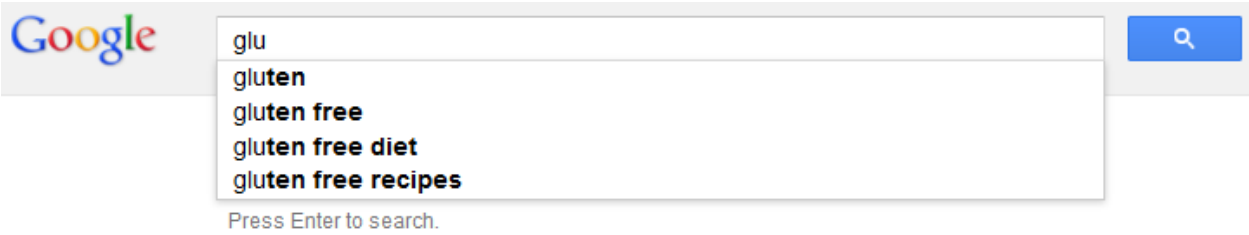
2.2 Initial Research: Action Plan

Go to www.google.com. There are three steps to your initial research.

Step 1:

Take one of the phrases from '2.1 Review Your Advice: Template' and start typing it into Google. Watch as you type, Google will suggest key phrases. Make note of any key phrases that relate to your main term.

Example:
Using the phrases gluten free cookies, when I start typing it into Google I get the following:



I would want to make note of: gluten free diet, gluten free recipes.

Continue typing the rest of your phrase and make note of any of anything Google suggests that is related to your key phrases. Below show each step for gluten free cookies phrase.

Search Term	Display results	Key phrases to note
'gluten f'	gluten f gluten **free** gluten **free diet** gluten **free recipes** gluten **free bread**	gluten free bread
'gluten free '	gluten free gluten free **diet** gluten free **recipes** gluten free **bread** gluten free **desserts**	gluten free desserts
'gluten free c'	gluten free c gluten free **cookies** gluten free **cake** gluten free **chocolate chip cookies** gluten free **carrot cake**	gluten free cookies gluten free cake gluten free chocolate chip cookies gluten free carrot cake

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'gluten free co'	gluten free co gluten free **cookies** gluten free **cookie recipes** gluten free **cornbread** gluten free **cooking**	gluten free cookie recipes gluten free cornbread gluten free cooking
'gluten free coo'	gluten free cookies gluten free **cookies** gluten free **cookie recipes** gluten free **cooking** gluten free **cookbooks**	gluten free cookbooks
'gluten free cooki'	gluten free cookies gluten free **cookies** gluten free **cookie recipes** gluten free **cooking** gluten free **cooking classes toronto**	gluten free cooking classes toronto
'gluten free cookie'	gluten free cookies gluten free **cookies** gluten free **cookie recipes** gluten free **cookie dough** gluten free **cookie dough recipe**	gluten free cookie dough gluten free cookie dough recipe
'gluten free cookies'	gluten free cookies gluten free **cookies** gluten free **cookies recipe** gluten free **cookies in a jar** gluten free **cookies with coconut flour**	gluten free cookies in a jar gluten free cookies with coconut flour

Use '2.2 Initial Research: Template' to keep track of all the related phrases.

Step 2:

Take the key part of your phrases and in Google search it along with each letter of the alphabet. Example: for gluten free cookies the key part of the phrase is gluten free so I will Google search gluten free a, gluten free b ect. As above I will again make note of anything that is related to my phrases. Use '2.2 Initial Research: Template' to keep track of all the related phrases.

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Step 3:

This step is a much broader search. You will Google search 'how to', 'help me', and 'how do I' with each letter of the alphabet. If any of the results are related to one of your phrases make note of it in '2.2 Initial Research: Template'.

Example: how to a, how to b, help me a, help me b, how do I a, how do I b.
In the Google search type 'how to' and then type in each letter of the alphabet, make note of any key phrases related to any of your 5 phrases.

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2.4 Secondary Research: Action Plan

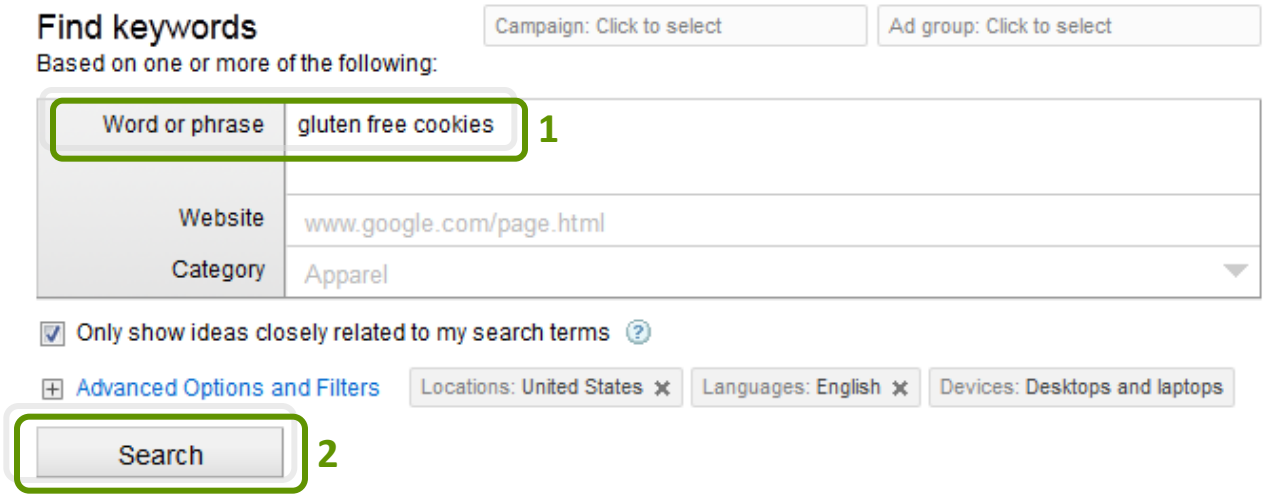
go to www.adwords.google.com/keywordtool

This will take you to the keyword tool within Google AdWords.
Use '2.4 Secondary Research: Template' to keep track of the research you are doing here.

Your goal here is to find a main “seed” keyword and then related “fruit” keyword phrases for each “seed” keyword.

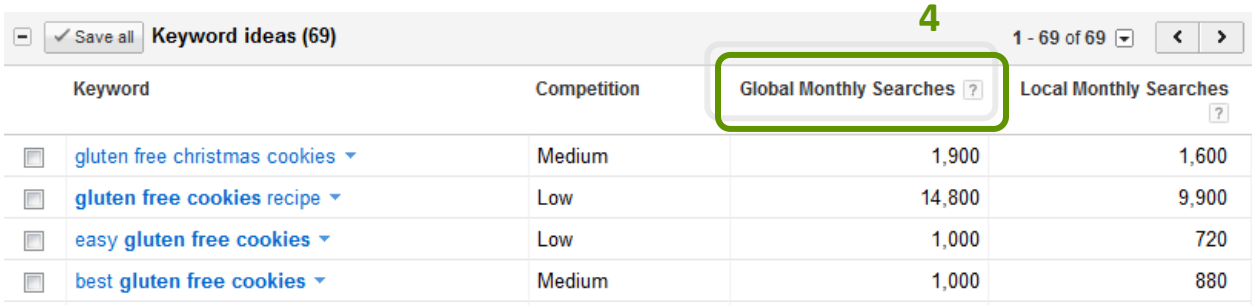
1. Type one of your phrases from '2.3 Review Initial Research: Template' in the 'word or phrase' section, gluten free cookies example below.

2. Click Search
   (If you are not logged into Google AdWords you may need to enter the written text first to prove you are a real person.)



3. Check the search results under 'Keyword ideas'. Are most of the search terms at the top related to your main phrase?

4. Click 'Global Monthly Searches' this will reorder the results with the most searched terms related to your phrase at the top. The highest 'Global Monthly Searches' will give you insight as to what people are looking for.



Keyword	Competition	Global Monthly Searches	Local Monthly Searches
gluten free christmas cookies	Medium	1,900	1,600
gluten free cookies recipe	Low	14,800	9,900
easy gluten free cookies	Low	1,000	720
best gluten free cookies	Medium	1,000	880

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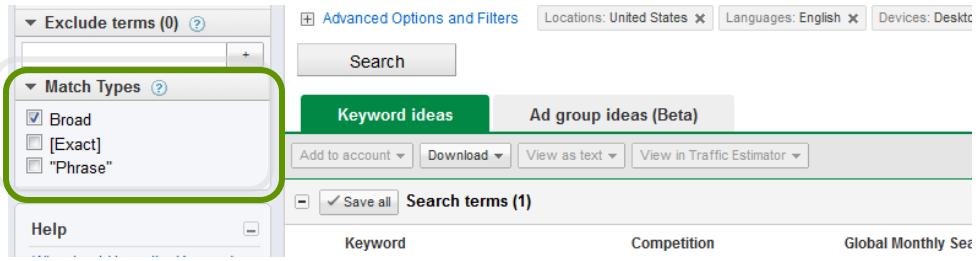
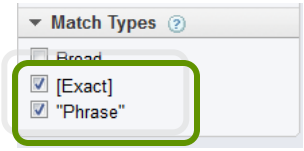
5. Does at least one of the most searched terms relate to your main phrase?

If YES for #3 and #4 above then find match type on the left side, and uncheck broad, then check [Exact] and “Phrase”. Your goal is to find your seed keyword that will allow you to have enough “fruit” keywords to create content around for your marketing campaigns.



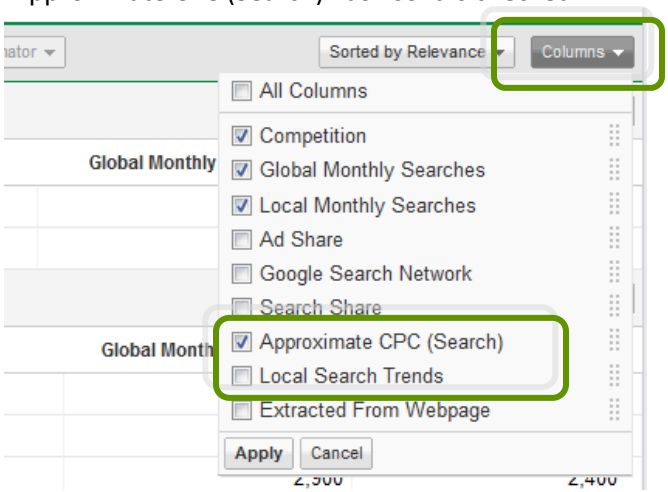
[Exact] and "Phrase" selected



6. Now look through all of the results and find a keyword that is related to your main market and look for the following criteria:
   Note: you can record these results on '2.4 Secondary Research: Template'.

   A. Exact match search volume of at least 1,000 searches per month (can be as low as 500 or as high as 20,000).

   B. CPC greater than $1
   In order to get the approximate CPC column to appear you must be signed into AdWords. To do this you will need a Google account. (Click "Sign in" in the top right corner. You can either sign in here or create a Google account, they are free).
   To add the Approximate CPC column click the "Columns" drop down menu and click the "Approximate CPC (Search)" box so it is checked.



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C. Ratio of [exact] to "phrase" match from 3:1-5:1 ie. If [exact match]=1000 then "phrase match" should = 3000-5000 searches.

This criteria makes sure there is enough search volume to make your efforts worthwhile, makes sure there is money in the market, and assures that you will have enough related keywords to be able to promote without tons of competition. Here is one for gluten free cookies:

[gluten free cookies] = 8,100 searches
"gluten free cookies" = 14,800 searches
so if I divide the "phrase match" by the [exact match] it should be between 3-5
14,800 / 8,100 = 1.8 so the ratio is 1.8:1

So 1.8:1 is not a good ratio so gluten free cookies would not be a good term to use for search results, it may still make a good product or program to continue developing your system but just not the right wording for internet keyword searches.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
"gluten free cookies"	Medium	14,800	12,100	$0.95
[gluten free cookies]	Medium	8,100	5,400	$1.02

Save all **Keyword ideas (800)** 1 - 100 of 800

If your phrase does not meet all the requirements in A, B and C go back and look through the keywords to find one that is related to your phrase. You may need to go to a broader term.

Example:

As gluten free cookies only had a ratio of 1.8:1 I looked for another term related to gluten free cookies.

Gluten free products, which encompasses gluten free cookies meets all the requirements in A, B and C. Both global monthly searches are between 500 and 20,000, with a CPC of above $1, and the ratio is (18,100/5,400=3.4)3.4:1.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
"gluten free products"	High	18,100	12,100	$1.30
[gluten free products]	High	5,400	2,900	$1.25

So I would now continue with the gluten free products phrase. Again this does not mean I am changing my product or program away from gluten free cookies.

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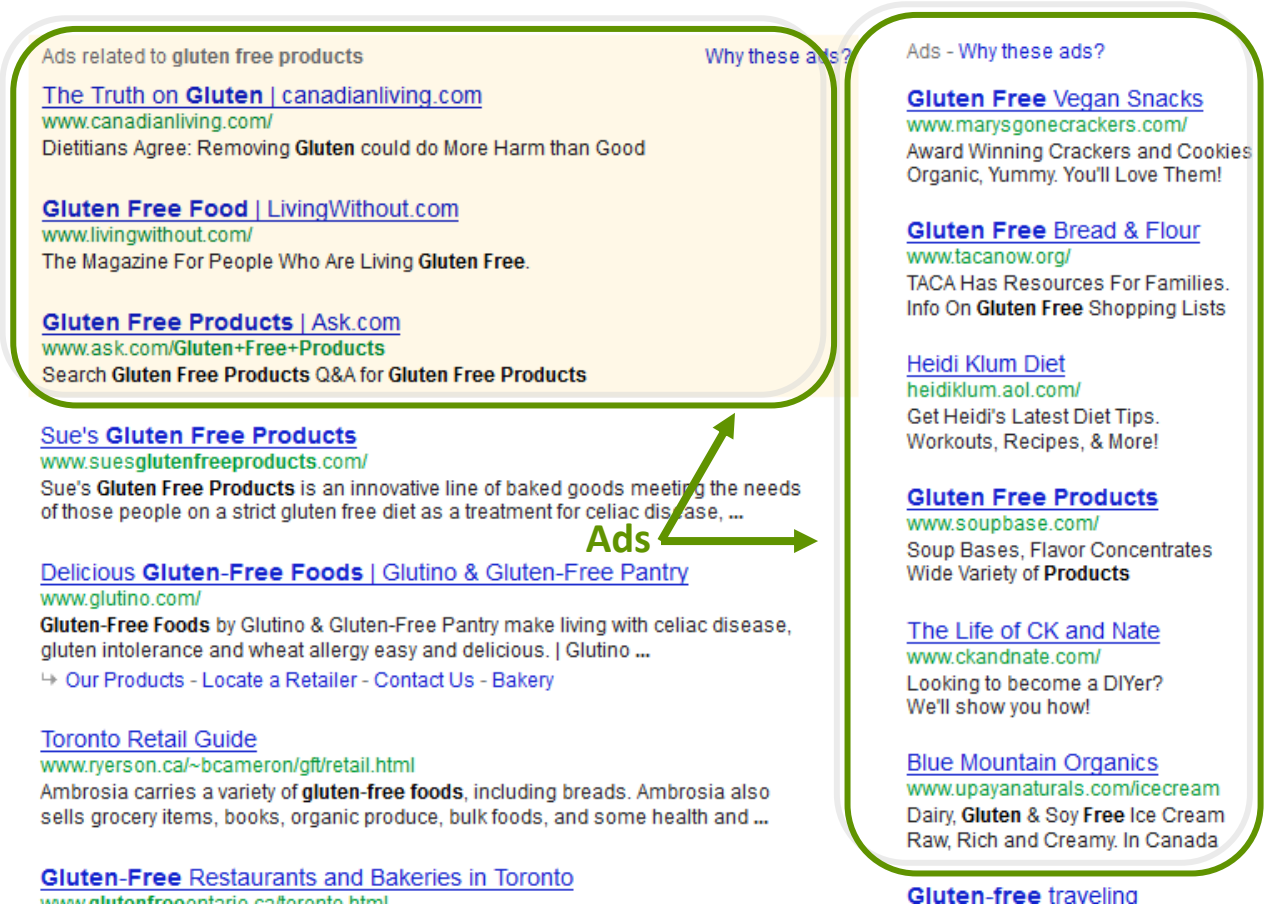
7. Make note of any keywords that relate to your phrase that have a high 'Global Monthly Search'. You can use '2.4 Secondary Research: Template' to keep track of these keywords.

8. Go back to '2.2 Initial Research: Template'. Search some of the other key phrases that relate to the phrase you are currently searching and make note of these on the '2.4 Secondary Research: Template'.

9. Next type your keyword phrase into www.google.com.
   How many ads are on page 1? How many ads are on page 2?

   These people are making money from placing ads in Google AdWords so the more advertisers the better the keyword. If there are no ads then people are not making money from ads so this will not make a profitable advice-based business, move to the next phrase.

   Example: gluten free products Google search results



10. Go back to 1 until you have searched all 3 of the phrases from '2.3 Review Initial Research: Template'.

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2.6 Keyword Trends: Action Plan

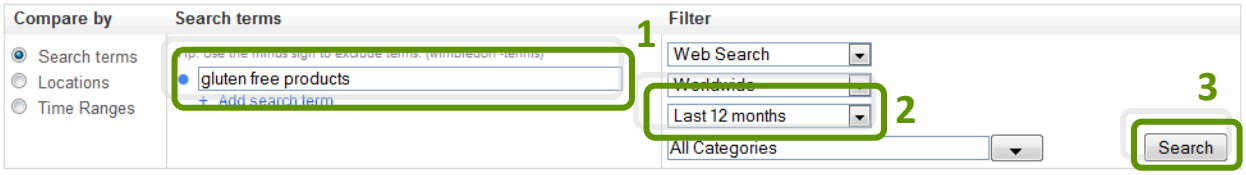
Go to www.google.com/insights/search.
This will take you to 'Google Insights for Search'.
Use the '2.6 Keyword Trends: Template' to keep track of the information you gather.

1. Take the phrase you ranked first in '2.5 Review Secondary Research' and put it in the search terms section. See image below for location.

2. Change the filter from '2004-present' to 'Last 12 months'. See image below for location

3. Click search.

   Example: gluten free products



4. Look at the graph in the 'Interest over time' section. Is the graph showing a rise in the search term? or is it consistent?

   Example: gluten free products

   The graph is showing a slight rise in searches over the past 12 months.

5. Go back and change the 'Last 12 months' (2 on the image above) to 'Last 90 days'

6. Again look at the trends in the graph. Is the graph showing a rise in the search term? Or is it consistent?

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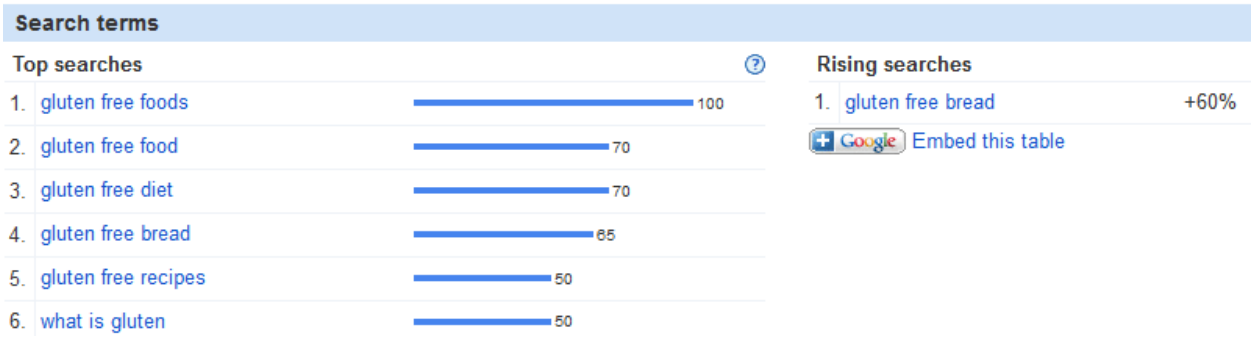
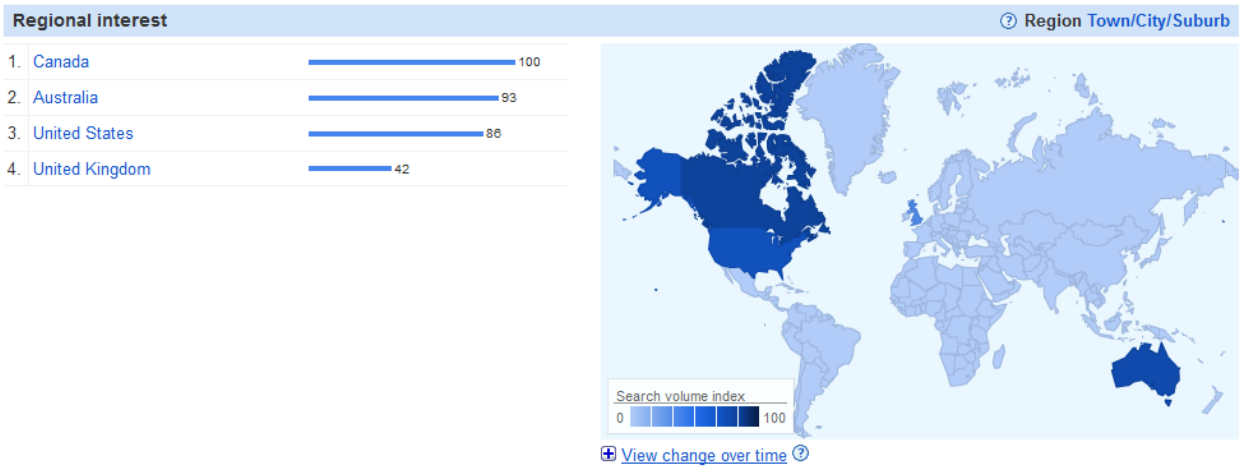
7. Look down further on the page for the 'Search terms'. Do these search terms relate to your phrase? Make sure you check search terms for both the last 12 months and the last 90 days.

   Example:
   Here are the search terms for gluten free products for the last 90 days.



8. look at the 'Regional Interest' section. Do these regions match your projected target audience country?
   Make sure you check the Regional interest for both the last 12 months and the last 90 days.

   Example:
   Here is the Regional Interest for gluten free products for the last 12 months.



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2.0 Determine Demand

Templates

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2.1 Review Your Advice: Template

Review everything you learned about yourself in '1.0 Find Your Core Competencies'. What main phrase shows up often? What area are you giving the most advice about?

Write the top 5 phrases here:

1. _____

2. _____

3. _____

4. _____

5. _____

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2.2 Initial Research: Template

'2.2 Initial Research: Action Plan' goes into detail on how to find the key phrases that relate to your phrases that you wrote out in '2.1 Review Your Advice: Templates'.

Use the spaces below to write all the key phrases you find that relate to each of the phrases from '2.1: Review Your Advice' for all three steps.

key phrases that relate to your phrase 1:

_____

_____

_____

_____

_____

key phrases that relate to your phrase 2:

_____

_____

_____

_____

_____

key phrases that relate to your phrase 3:

_____

_____

_____

_____

_____

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key phrases that relate to your phrase 4:

_____

_____

_____

_____

_____

key phrases that relate to your phrase 5:

_____

_____

_____

_____

_____

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2.3 Review Initial Research: Template

Look at the results you gathered in '2.2 Initial Research'. Was your phrase the top searched term? Or did you find another related term appeared more often? If another related term is ranked higher you may want to switch your phrase to the related one.

Example:
When searching gluten free cookies I found gluten free bread appeared before gluten free cookies. I may want to consider using gluten free bread instead of gluten free cookies. However looking at all the results for gluten free cookies I find gluten free chocolate chip cookies, gluten free cookie recipes, gluten free cookie dough, gluten free cookies dough recipes, and gluten free cookies in a jar. As there are many related terms that are highly searched I will stay with gluten free cookies.

If you think you should change your phrase go back to '2.2 Initial Research' and redo it for this new phrase. Did the information you just gather from redoing '2.2 Initial Research' show that this new phrase is better than the previous one. If so replace the old one with the new one.

Once you have refined each of the five phrases to the ones you believe are the most searched you will need to narrow the five of them down to 3 phrases. Which ones had the most related keywords? Where there any that stood out as highly searched?

Write the three phrases you will continue to research here:

1. _____

2. _____

3. _____

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2.4 Secondary Research: Template

Write out your search results you found in step 6 of '2.4 Secondary Research: Action Plan' include the number of 'global monthly searches'.

Phrase #1: _____

Step 1:

Are most of the search terms related to your main phrase? ☐ Yes ☐ No
Does at least one of the most searched terms needs to relate to your main phrase? ☐ Yes ☐ No

If you answered no to both question above you need to move to phrase #2. If the search terms are not related to your main phrase your potential clients are going to have a hard time finding you online therefore this is not a good idea for an advice-based business.

Step 2:
(Reference Action Plan Step 6, A, B and C)

[Exact Match]
(A) Global Monthly Searches: _____ (B) CPC: _____
(500 to 20,000) (greater than $1)
"Phrase"
(A) Global Monthly Searches: _____ (B) CPC: _____
(500 to 20,000) (greater than $1)

(C) Ratio: _____
(3:1 to 5:1)

Did your phrase meet the requirements of A, B, and C? ☐ Yes ☐ No

If NO repeat step 2 with a similar phrase until you find on that meets all the requirements.
If you are unable to find a similar phrase that meets all the requirements move on to phrase #2.

Step 3:

How many ads are on page 1? _____
How many ads are on page 2? _____

Additional keywords that have a high global monthly searches:

_____

_____

_____

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Phrase #2: _____

3. Are most of the search terms related to your main phrase? ☐ Yes ☐ No

5. Does least one of the most searched terms needs to relate to your main phrase? ☐ Yes ☐ No

_____

_____

_____

_____

_____

Phrase #3: _____

3. Are most of the search terms related to your main phrase? ☐ Yes ☐ No

5. Does at least one of the most searched terms needs to relate to your main phrase? ☐ Yes ☐ No

_____

_____

_____

_____

_____

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2.5 Review Secondary Research: Template

Review your notes from '2.4 Secondary Research: Template'. If all three of your phrases will not make a good advice-based business go through '2.4 Secondary Research: Action Plan' with the two terms that were removed in '2.3 Review Initial Information: Template'.

If neither of these phrases give results go back to '2.1 Review Your Advice'. Is there something you missed? If there are additional phrases go through the process again and see if this new term will give you good results.

Once you have your phrases you need to order them based on the results of '2.4 Secondary Research' . Look at your results from '2.4 Secondary Research: Template', which phrase was the most searched? Which phrase has the most related keywords?

Write the three phrases in order with the best results first:

1. _____

2. _____

3. _____

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2.6 Keyword Trends: Template

Keep track of the information you gather in '2.6 Keyword Trends: Action Plan' below.

Phrase #1:
Last 12 Months Graph: ☐ Consistent ☐ Rising
Last 90 Days Graph: ☐ Consistent ☐ Rising
Do Search Terms Relate to Your Phrase? ☐ No ☐ Yes
If yes write related terms below:

_____

_____

_____

Do these regions match your projected target audience country? ☐ No ☐ Yes

Phrase #2:
Last 12 Months Graph ☐ Consistent ☐ Rising
Last 90 Days Graph ☐ Consistent ☐ Rising
Do Search Terms Relate to Your Phrase? ☐ No ☐ Yes
If yes write related terms below:

_____

_____

_____

Do these regions match your projected target audience country? ☐ No ☐ Yes

Phrase #3:
Last 12 Months Graph ☐ Consistent ☐ Rising
Last 90 Days Graph ☐ Consistent ☐ Rising
Do Search Terms Relate to Your Phrase? ☐ No ☐ Yes
If yes write related terms below:

_____

_____

_____

Do these regions match your projected target audience country? ☐ No ☐ Yes

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2.7 Review Keyword Trends: Template

Review the information you gathered in '2.6 Keyword Trends: Template'.

If you found that the graphs for both the last 12 months and the last 90 days were consistent this may not be a good market to be in. The gluten free product example showed a slight rise.

The search terms need to relate to your phrase. If you find that there are not many terms that relate to your phrase in both the last 12 month and last 90 days, this is not going to be a good area to grow your advice-based business as your potential clients will have a hard time finding you online.

Look at the results from the 'Regional Interest'. If the regions do not make your projected target audience country are you able to work in these new regions? If you cannot then this will not work as an advice-based business as you will not have many potential clients in your target region.

Write your phrases in order with the best results first:

1. _____

2. _____

3. _____

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3.0 Analyze Competition

PowerPoint Slides

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QUICK HOME BUSINESS PROFITS

3.0 Analyze Competition

Outline

3.1 Find Competition - Examine PPC Ads
3.2 Organic Search Results
3.3 Newsletters and Offers
3.4 Competition Keywords Research

Search Keywords

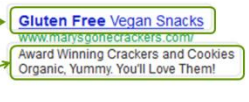
- Go to www.Google.com
- Search Your Best Keyword
  (2.7 Review Keyword Trends)

PPC Ads

- Review Pay Per Click (PPC) Ads

Things To Make Note Of

- Headlines
- Ad Copy



- Landing Pages
- Products

Further Action

3.1 Examine PPC Ads: Action Plan
&
3.1 Examine PPC Ads: Template

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Outline

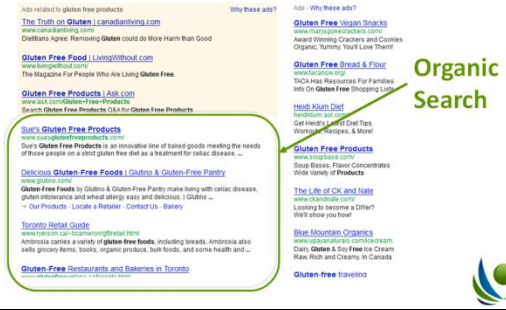
3.1 Find Competition - Examine PPC Ads
3.2 Organic Search Results
3.3 Newsletters and Offers
3.4 Competition Keywords Research

Search Keywords

- Go to www.Google.com
- Search Your Best Keyword
  (2.7 Review Keyword Trends)

Organic Search

- Review Organic Search Results



Things To Make Note Of

- Headlines
- Ad Copy
- Landing Pages
- Content

Further Action

3.2 Organic Search Results: Action Plan
&
3.2 Organic Search Results: Template

Outline

3.1 Find Competition - Examine PPC Ads
3.2 Organic Search Results
3.3 Newsletters and Offers
3.4 Competition Keywords Research

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Choosing Competitors

- Review the information from 3.1 and 3.2
- Choose the 5 five competitors
- Sign up for Newsletters and Offers
- Answer the following questions:

Questions to Answer

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intend to advise on?
2. Do they help the visitor (or offer to help) get a better mindset about something? What?

Questions to Answer

3. What are they offering that visitors to the site can use or implement now? Does that relate to what you do or want to do?
4. How close to your problem solving system is this site?
5. What do they give away for free?

Questions to Answer

6. How many testimonials do they have and do they relate to your problem solving advice?
7. Are their talents similar or different from yours? How?
8. What are they the expert at?

Questions to Answer

9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)?
10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

Questions to Answer

11. Do you quickly see any of the PPC keywords you discovered here?

- If you find keywords you like better be sure to go back and do the same keyword research as you have just completed to ensure there really is a hot market searching for it, this person may not know how to do keyword research!

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Further Action

3.3 Newsletters and Offers: Action Plan

&

3.3 Newsletters and Offers: Template

Outline

3.1 Find Competition - Examine PPC Ads

3.2 Organic Search Results

3.3 Newsletters and Offers

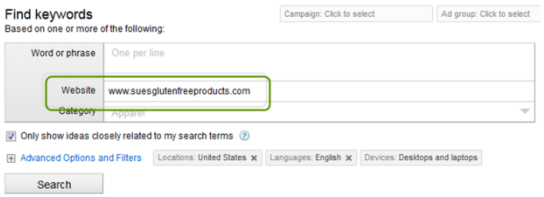
3.4 Competition Keywords Research

Go Here

- Go To www.adwords.google.com/keywordtool
- This is Google AdWords

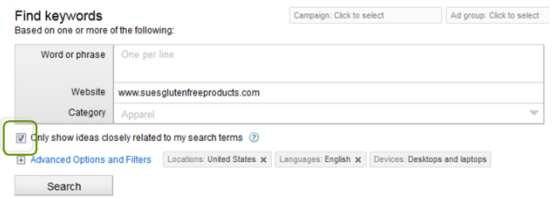
Step 1

- Type in the URL of 1 of the websites from '3.3 Newsletters and Offers'



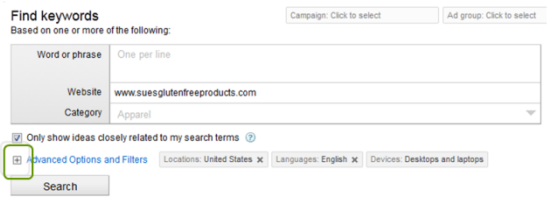
Step 2

- Check the 'Only show ideas closely related to my search term' box



Step 3

- Click '+' button beside 'Advanced Options and Filter'



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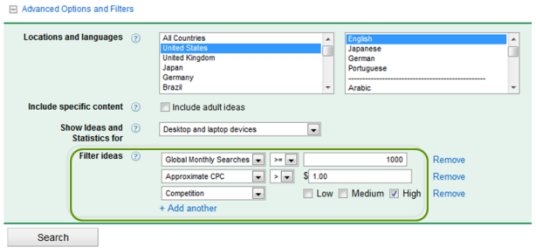
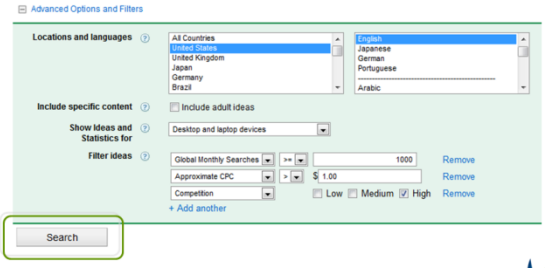
Step 4

- Set Up Filters



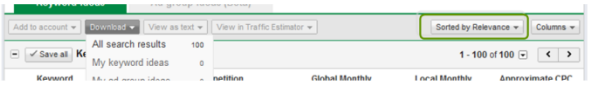
Step 5

- Click Search



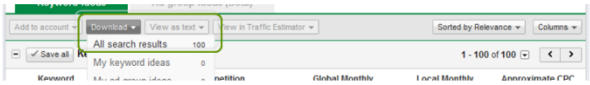
Step 6

- Sort by Relevance



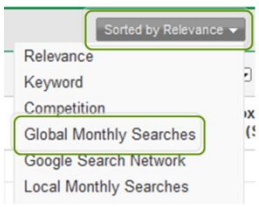
Step 7

- Download Results



Step 8

- Sort by Global Monthly Searches



Step 9

- Download The New Results

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Step 10

- Look at Both Sets of Results
- What Key words are in the top 30 of both?

Step 11

- Do This For All 5 Websites

Further Action

3.4 Keyword Research: Action Plan
&
3.4 Keyword Research: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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3.0 Analyze Competition

Action Plans

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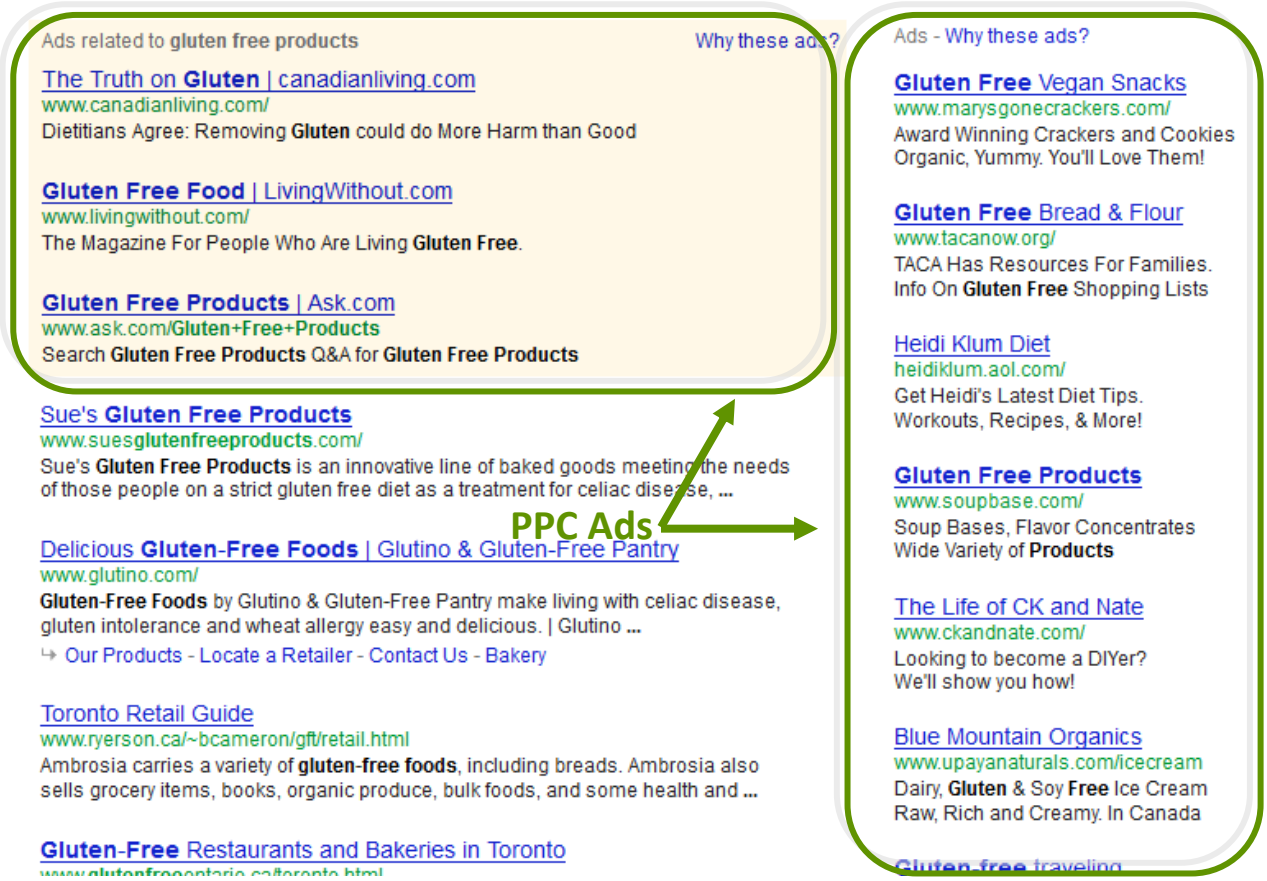
3.1 Examine PPC Ads: Action Plan

Go to www.google.com and search your best keyword term as you found in '2.7 Review Keyword Trends: Template'. We will be using the example of gluten free products in this module.

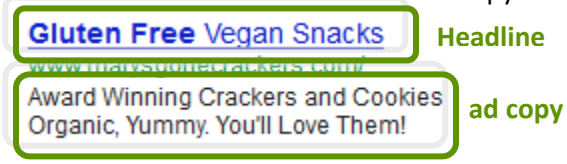
Use '3.1 Examine PPC Ads: Template' to keep track of the information you are gathering.

Review all the Pay Per Click (PPC) ads. These ads are located at the top and along the side of the Google search.

Example: gluten free products search results



1. Make note of the headlines and ad copy of each of the PPC ads.



2. Click each of the PPC's and look at their landing pages. Is there anything that you like/dislike?

3. Make notes on what products each of the PPC ad is offering.

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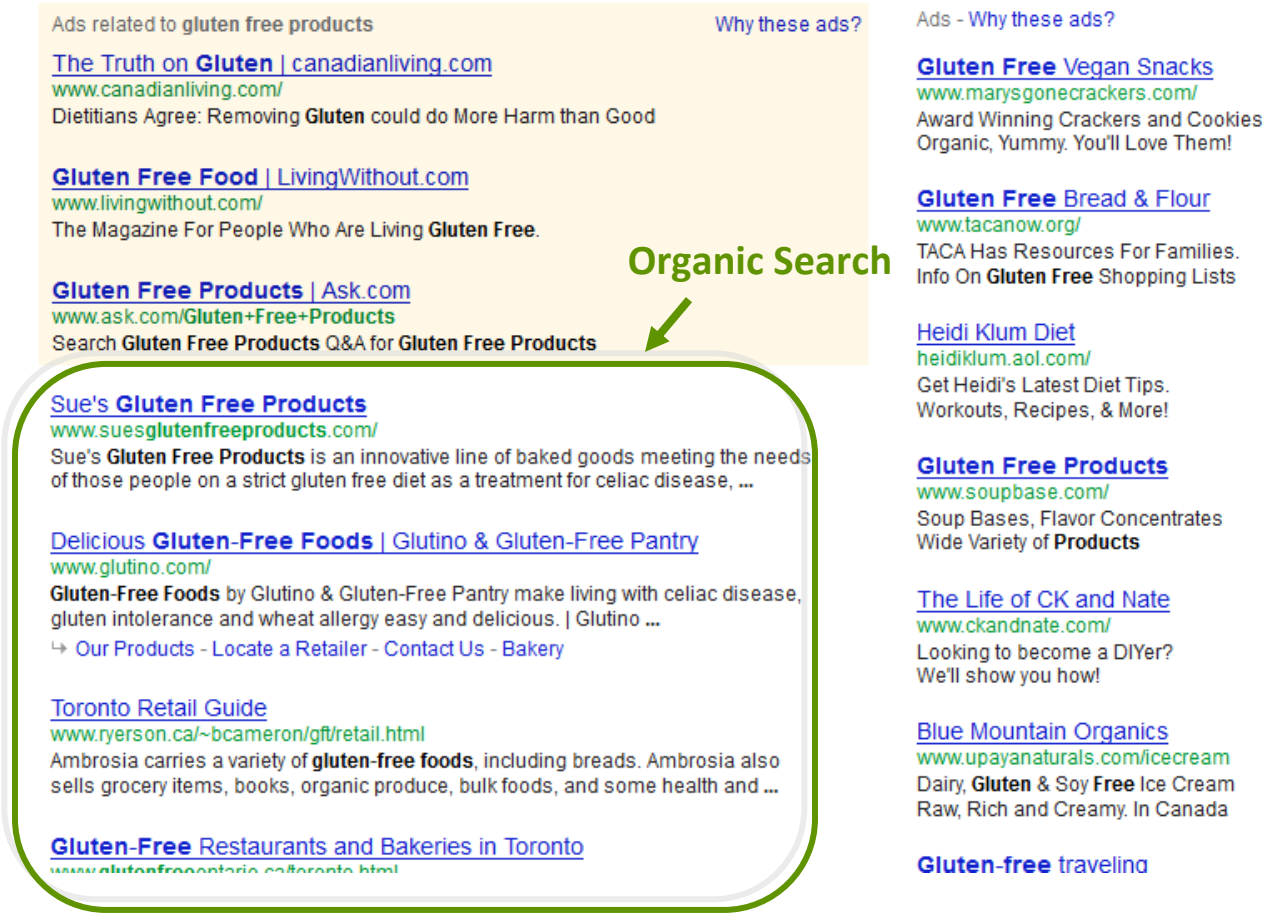
3.2 Organic Search Results: Action Plan

Go to www.google.com and search your best keyword term as you found in '2.7 Review Keywords Trends: Template'. We will be using the example of 'natural recipes' in this module.

Use '3.2 Organic Search Results: Template' to keep track of the information you are gathering.

Review the top 5 organic search results. These results are located right below the PPC ads at the top.

Example: gluten free products search results



1. Make note of the headlines and copy of the top 5 organic search results.

2. Click on each of the 5 organic search results and look at their landing pages. Is there anything that you like/dislike?

3. Make notes on what content each of them provide to solve their question.

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3.3 Newsletters and Offers: Action Plan

Review the information you gathered in '3.1 Examine PPC Ads' and '3.2 Organic Search Results'. Choose the top 5 most relevant sites and sign up for their newsletter, offers etc.

Use '3.3 Newsletter and Offers: Template' to keep track of the websites, and answer the following questions for each website on what makes you different.

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intend to advise on?

2. Do they help the visitor (or offer to help) get a better mindset about something? What?

3. What are they offering that visitors to the site can use or implement now? Does that relate to what you do or want to do?

4. How close to your problem solving system is this site?

5. What do they give away for free?

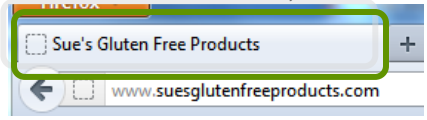
6. How many testimonials do they have and do they relate to your problem solving advice?

7. Are their talents similar or different from yours? How?

8. What are they the expert at?

9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?



11. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

If you find keywords you like better be sure to go back and do the same keyword research as you have just completed to ensure there really is a hot market searching for it, this person may not know how to do keyword research!

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3.4 Keyword Research: Action Plan

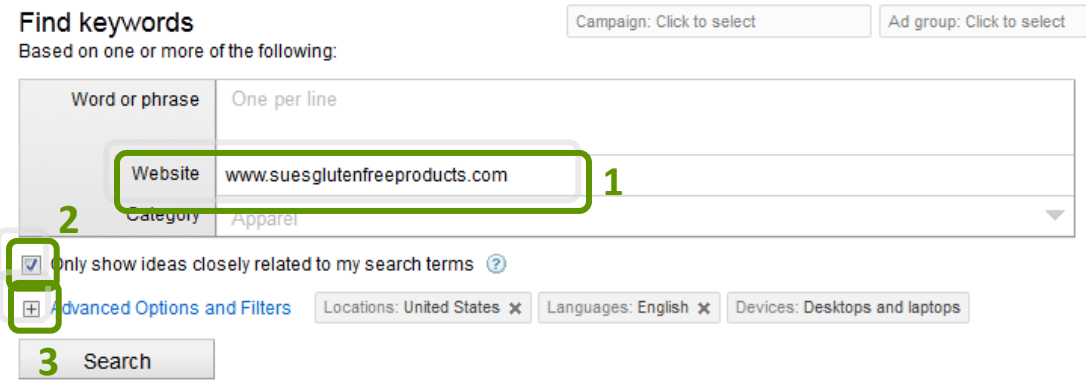
Go to www.adwords.google.com/keywordtool.

This will take you to the keyword tool within Google AdWords.
Use '3.4 Keyword Research: Template' to keep track of the research you are doing here.

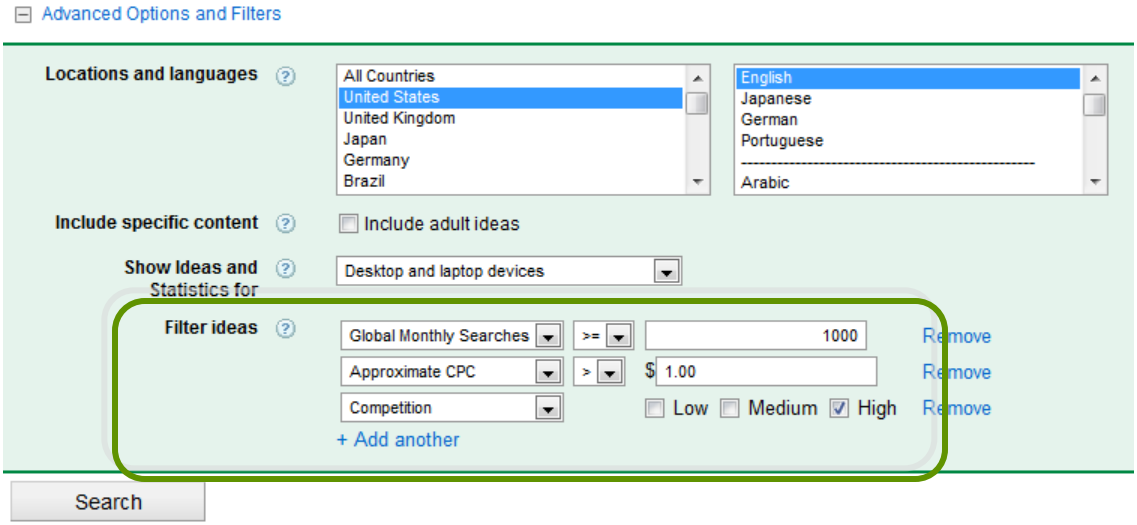
1. Type in the url of one of the 5 websites from '3.3 Newsletters and Offers' in the 'website' section. Sue's Gluten Free Products example below.

2. Check the 'Only show ideas closely related to my search term' box.

3. Click the '+' beside Advanced Options and Filters, this will reveal a section where filters can be applied.



4. Set the following filter ideas (click '+ Add another' to add additional filter ideas):
   Global Monthly Searches >= 1,000
   Approximate CPC > $1.00
   Competition Check High
   Note: You will need to login using your Google account to be able to do this step.



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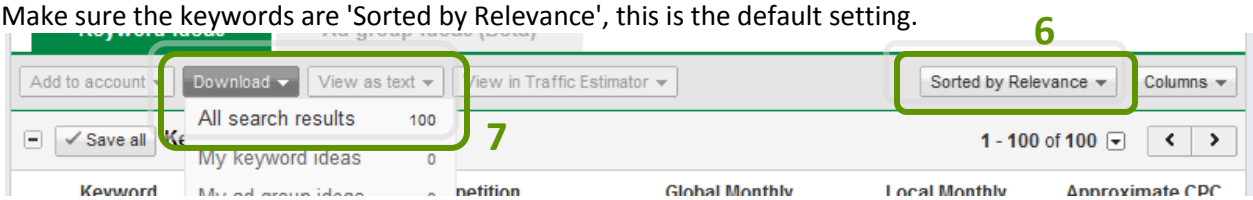
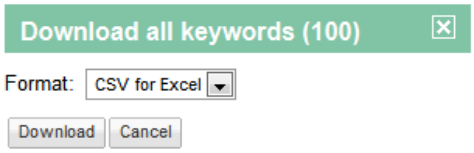
5. Click Search.

6. Make sure the keywords are 'Sorted by Relevance', this is the default setting.

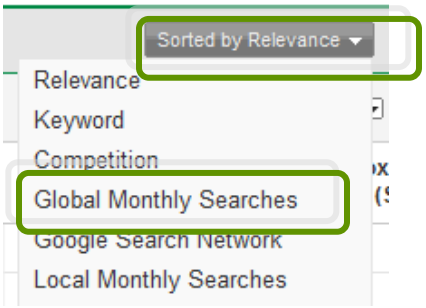


7. You want to download the search results, click the 'Download' button then 'All search results'
   You will get the following pop up:



   Pick the format that is best for you (CSV for Excel is the most popular) and then click the download button.

8. Go back to Google AdWords and click the 'Sorted by Relevance' button, this time select 'Global Monthly Searches'. Now your keywords are sorted based on searches.



9. Download this set of data as well. Look back at 7 if you do not remember how.

10. You will now need to open both sets of data that you downloaded. Have a look at the top 30 results, which ones are showing up in the top 30 on both sets of data. Use '3.4 Keyword Research: Template' to keep track of these keywords.

11. Go back and do this again for each of the 5 websites.

The keywords you found will give you a starting point of what keywords you will need to be competitive online.

To be more successful online you will need to use a paid tool as it can effectively analyze competition for each keyword phrase. You do not need to set this up yet, wait until you have your system finished and you are ready to go online. Some examples of paid keyword tools are SECockpit, Market Samurai, and Traffic Travis, there are many others as well.

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3.0 Analyze Competition

Templates

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3.1 Examine PPC Ads: Template

PPC #1:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #2:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #3:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

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PPC #4:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #5:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #6:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

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PPC #7:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #8:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

PPC #9:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

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3.2 Organic Search Results: Template

Organic Search #1:
Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

Organic Search #2:
Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering: _____

Organic Search #3:
Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

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Organic Search #4:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

Organic Search #5:

Headline:_____

Ad Copy: _____

_____

Landing Page Notes:_____

_____

Product Offering(s):_____

_____

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3.3 Newsletters and Offers: Template

Website #1: _____

12. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intent to advice on?

_____

_____

_____

13. Do they help the visitor (or offer to help) get a better mindset about something? What?

_____

_____

_____

14. What are they offering that you can use or implement now? Does that relate to what you do or want to do?

_____

_____

_____

15. How close to your problem solving system is this site?

_____

_____

_____

16. What do they give away for free?

_____

_____

_____

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17. How many testimonials do they have and do they relate to your problem solving advice?

_____

_____

_____

18. Are their talents similar or different from yours? How?

_____

_____

_____

19. What are they the expert at?

_____

_____

_____

20. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

_____

_____

_____

21. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

_____

_____

_____

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22. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

_____

_____

_____

Website #2: _____

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intent to advice on?

_____

_____

_____

2. Do they help the visitor (or offer to help) get a better mindset about something? What?

_____

_____

_____

3. What are they offering that you can use or implement now? Does that relate to what you do or want to do?

_____

_____

_____

4. How close to your problem solving system is this site?

_____

_____

_____

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5. What do they give away for free?

6. How many testimonials do they have and do they relate to your problem solving advice?

7. Are their talents similar or different from yours? How?

8. What are they the expert at?

9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

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10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

_____

_____

_____

11. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

_____

_____

_____

Website #3: _____

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intent to advice on?

_____

_____

_____

2. Do they help the visitor (or offer to help) get a better mindset about something? What?

_____

_____

_____

3. What are they offering that you can use or implement now? Does that relate to what you do or want to do?

_____

_____

_____

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4. How close to your problem solving system is this site?

5. What do they give away for free?

6. How many testimonials do they have and do they relate to your problem solving advice?

7. Are their talents similar or different from yours? How?

8. What are they the expert at?

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9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

_____

_____

_____

10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

_____

_____

_____

11. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

_____

_____

_____

Website #4: _____

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intent to advice on?

_____

_____

_____

2. Do they help the visitor (or offer to help) get a better mindset about something? What?

_____

_____

_____

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3. What are they offering that you can use or implement now? Does that relate to what you do or want to do?

4. How close to your problem solving system is this site?

5. What do they give away for free?

6. How many testimonials do they have and do they relate to your problem solving advice?

7. Are their talents similar or different from yours? How?

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8. What are they the expert at?

_____

_____

_____

9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

_____

_____

_____

10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

_____

_____

_____

11. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

_____

_____

_____

Website #5: _____

1. What advice are they offering? What topic are they offering advice on? Do you agree or disagree with the advice? Is this close to what you intent to advice on?

_____

_____

_____

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2. Do they help the visitor (or offer to help) get a better mindset about something? What?

3. What are they offering that you can use or implement now? Does that relate to what you do or want to do?

4. How close to your problem solving system is this site?

5. What do they give away for free?

6. How many testimonials do they have and do they relate to your problem solving advice?

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7. Are their talents similar or different from yours? How?

_____

_____

_____

8. What are they the expert at?

_____

_____

_____

9. Do you see any of your recently found keywords on their site in the copy or headlines (or blog post)? (Note: Click on the site and press "ctrl + F" type in your keywords or parts of them to see they are there rather than scanning every bit of text.)

_____

_____

_____

10. Does the tab on the site, across the top of your web browser, have any of your keywords on it?

_____

_____

_____

11. Do you quickly see any of the PPC keywords you discovered here (you can use 'ctrl + F' here too)?

_____

_____

_____

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3.4 Keyword Research: Template

Keywords in both the Relevance and Global Monthly Searches Top 30 rankings:

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4.0 Determine Uniqueness

PowerPoint Slides

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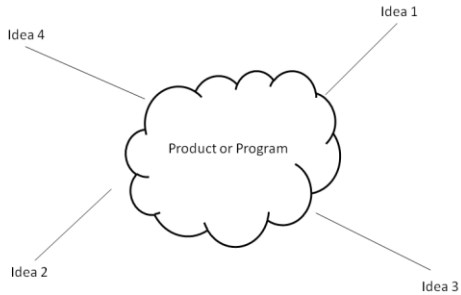
4.0 Determine Uniqueness

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

Mind Mapping



Increase Productivity of Mind Mapping

- Mind Map Daily
- Be in a Creative Environment
- Keep a pen and paper on you at all times

Further Action

4.1 Mind Mapping Exercise: Action Plan

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

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Overview

Idea → Thesis → Decision → Behaviour

Further Action

4.2 Idea, Thesis, Decision, Behaviour: Action Plan

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

You Need to Answer

- What problem does your system solve that your competitors don't?

or

- What gap in the market is your system filling?

Further Action

4.3 Your Critical Problem: Template

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

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Sales Formula

Sales = Wow Advantage
+
Wow Benefit
+
Wow Credibility
+
Wow Difference

BFA

- Feature
  - What a product IS or HAS
- Benefit
  - How your product HELPS
- Advantage
  - What your product DOES

Further Action

4.4 Features Benefits Advantages (FBA): Action Plan
&
4.4 Features Benefits Advantages (FBA): Template

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

Greatest Leverage Questions

- What are the assumptions you disagree with when it comes to what your competitors believe?
- Rank the assumptions you disagree with the most...list the top 5 or 7 in order?

Greatest Leverage Questions

- What are the normal or baseline questions that your target market asks?
- What are the real question they should be entertaining?

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Further Action

4.5 Greatest Leverage: Template

Outline

4.1 Mind Mapping Exercise
4.2 Idea, Thesis, Decision, Behaviour
4.3 Your Critical Problem
4.4 Features Benefits Advantages (FBA)
4.5 Greatest Leverage
4.6 Your Guru Story

Your Timeline

- Create a timeline of your life
- List both Positive Emotional Experiences and Negative Emotional Experiences

Score Your Experiences

- Score your experiences based on how often you think about them:

1. Monthly to Several Months
2. Monthly to Weekly
3. Almost Everyday to Weekly
4. Everyday Back of Your Mind

What Did You Learn

- Look at everything you scored 3 and 4's
- What Attitude, Skill, and Knowledge did you learn from each experience?

Mentors

- Look at the different mentors you have had
- What defining characteristics and attributes did they have?

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Further Action

4.6 Your Guru Story: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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4.0 Determine Uniqueness

Action Plans

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4.1 Mind Mapping Exercise: Action Plan

The 'mind mapping' exercise is where you take five minutes to list as many ideas as possible that are related to a product or program you want to create. The key is to write everything down and not pre-judge/ edit anything. This is the creative phase and you want to write as quickly as you can.

The key to brainstorming and recording all your ideas is that it allows your subconscious to begin to find relationships among your ideas. Remember, you are paid to analyze and make powerful recommendations.

There are three relationships that your mind will look at when analyzing your ideas. The great philosopher Socrates first espoused this concept over 2300 years ago. It involves your mind analyzing

a) The contiguity of your ideas (How are your ideas related to each other?)
b) The contrasting nature of your ideas (How are your ideas different?) and
c) The similarity of your ideas (What are your ideas like?).

Notice how your subconscious mind finds these powerful associations for you literally 'out of the blue' while you are walking your dog, sitting on a park bench, or driving your car. Beware! They will come at some of the most unexpected times so keep your pen and paper handy.

Here are some suggestions in order to increase your ability to make powerful idea connections and associations:

1. Include at the start of each day a 'mind mapping' exercise around the contiguity, differences and similarities of ideas.

2. Ensure you are in your most creative environment for this to happen. I like going to Starbucks. All I need is the smell of coffee, the environment of good conversation happening around me, and the momentum of people moving in and out going about their day and I am in 'the zone' to create.

3. Make sure you keep pen and paper on you at all times. One of my powerful speed-to-market principles is: 'Writing is the doing part of thinking.' Again, the key to powerful self-reflection is to activate your subconscious mind so that it begins the process of creating your winning ideas long after you have completed your mind mapping activity.

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4.2 Idea, Thesis, Decision, Behaviour: Action Plan

Note the following flowchart:

A. Idea

The Information Age was characterized by a Data Dump. You don't have to look any further than the Internet which has become the focus of this Data Dump of information overload. Ideas thrived in the Information Age. You are not paid to sort, retrieve or deliver information. You are paid to make decisions and help your clients make decisions showing them specifically what they need to do to solve their very pressing problems.

People don't want text book answers to their problems. They don't want more information. They want advice. They want what you learned at great cost to you. Examine your '1.3 Analyze Your Advice: Template' and note how much your advice has cost you.

The best part is if you follow the system, you will be years ahead of those who follow outdated advice and who also waste years trying to position their authority and credibility (expertise) on a model that takes too much work and too much time!

Now it's time to create your lens—the way you see the world. An important concept to understand is that no information is interpreted by us separate from context. Every person has a unique way of seeing the world—they filter information through their own 'way' of seeing the world. Another way of saying this is that everyone has their own paradigm from which they see the world around them.

Business is no different. Your job as a great marketer is to frame your advice around a specific system through which you see the world. You need to be able to frame your advice around a specific problem(s) that allows you to provide specific advice based on yourself reflection on '1.3 Analyze You Advice: Action Plan And Template'.

You need to understand the following three important definitions:

1. Knowledge = Information **+** Experiences

Your target market does not want more information. Your target market wants YOUR experiences framed within a system to help them with their specific problems. They want your specific recommendations!

2. Wisdom = Self-Reflection + Knowledge

In order to control markets and understand how valuable your advice really is, you need to increase your ability to self-reflect. The only difference between a successful entrepreneur and one just starting out is simply the difference in awareness.

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Once you become a master at self-reflecting using the tools inside of this program, you will be able to use the most strategic advice-based marketing tools to quickly help you frame your advice as an offer allowing you to close deals quickly.

3. Thesis= What are you trying to prove?

As we no longer live in the Information Age, you must have a way to frame the advice that you currently give as a thesis. Your thesis is simply what you are proving with your advice. In other words, with my advice, here are my specific recommendations to solve the following problem(s).

B. Thesis

It is important to note that the key to tapping into the untold wealth of the Recommendation Age is to become the decision broker for your ideal clients. Another key component of creating high value curriculum is to remember you are not writing on a topic, you are solving a problem. Another way of looking at this is that you are out to prove something.

The key that transforms an idea into a powerful recommendation (thesis) is two-fold:

1. Your Experiences. Your target market wants a relationship with you the advice-provider. They want the information filtered through your lens of life…Your experiences. In other words they want Knowledge and NOT information.

2. Your Self-Reflection. The key that drives you forward in the Recommendation Age is the power of self-reflection and your ability to out self-reflect your competitors and most importantly, your target market. Do this correctly by showing your optimum clients how to apply knowledge (Wisdom gained), and you are on your way to becoming the Decision Broker for your industry.

Your system will solve your target market's problem(s) in a way that no one else can (this is the backbone of your thesis). Your recommendation must be stated in relationship to the perception of your target market's pain. This is a really important concept and you will want to make sure you frame this properly.

We will work on creating the frame in future modules.

C. Decision

How do you know how effective your system is at solving your ideal client's problem?

Here's the answer: you will affect them so intimately that they will be compelled to make the decision you have recommended or take the action you have recommended.

How will you do this? You will position your Guru Story (You will learn this later in '4.6 Your Guru Story') So they connect and make the decision that your system recommended based on your self-reflection.

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D. Behavior

Optimizing your business profit is about tracking the effectiveness of influencing your ideal clients to make the exact decisions you want them to make. It is certainly almost impossible to measure a decision. So you will measure the outworking of that decision which is the behavior you want your market to take. Behaviors can be measured.

Ultimately, if you follow the methodology of creating your own unique system you will be able to directly correlate its effectiveness based on measuring the outcomes. These outcomes are the behaviors you want your target market to take to solve their problems.

This is what is meant by creating outcome-driven actions with your system. It is the determining factor to evaluating the effectiveness of the way you position your advice and package your advice in all the derivative products and services that you will create. One of the key behaviors that you want your optimum clients to take is to invest long term in other products and services that you develop.

This is why knowing how to structure your advice is so important. It truly becomes the most powerful lead generating system that you can create and turns one-time buyers into long lasting clients who invest in you over and over again.

NOTE: In essence then, becoming the Intentional Choice of your target market comes from you influencing their intention—their desires—through your system of self-reflection. As you will learn in the next component of this program, ONLY desires (hungry wants) NOT needs motivate people into action. In future modules as you build your competitive advantage based on your uniqueness, you will understand how to powerfully frame your advice based on what your target market ALREADY wants.

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4.4 Features Benefits Advantages (FBA): Action Plan

You will record all the benefits, features and advantages that your solution to your critical problem ('4.3 Your Critical Problem') will provide to your target market. The benefits and advantages are more important than features as

Sales = Wow Advantage + Wow Benefit + Wow Credibility + Wow Difference

We will look at credibility and difference in later modules. Here are some Definitions to explain the difference between Features, Benefits, and Advantages.

Definitions

Feature: What a product IS or HAS
Benefit: How your product HELPS
Advantage: What your product DOES

Example

Let's look at the example of a pen. Let's say you design a new fangled pen using a proprietary ink formula that you have developed.

Feature:
Has non-blotching ink
Advantage:
Won't leave blotches of ink and hence smudge marks on a page
Benefit:
Saves you frustration of making a mess by smudging blotches of ink
Saves you frustration trying to get your ink to flow properly.
Saves you money since you don't have to purchase pens as often.

Chief Benefit Chain

How to find your Chief Benefit chain... Use these words, "Which means what?" This way you can crate layered benefits.

For example:
Has non blotching ink, which means what?
Won't puddle or smudge, which means what?
Won't stain clothes, which means what?
Won't have to replace work wardrobe, which means what?
Saves you money and hassle of shopping for new clothes, and so on...

You are now going to create a Features, Benefits, and Advantages comparison. List every possible feature, benefit, and advantage that your product or program offers your target market. Use the '4.4 Features Benefits Advantages (FBA): Template' to write out your product or programs FBA's. You will use these benefits to "convince" your target market to purchase your product or program.

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4.0 Determine Uniqueness

Templates

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4.3 Your Critical Problem: Template

You need to answer one of the following questions:

What problem does your system solve that your competitors don't?
or
What gap in the market is your system filling?

Go back and review what you found out about your competition in '3.0 Analyze Competition' and what you have learned so far in '4.0 Determine Uniqueness'.

Write your answer out below, we will further develop your critical problem in '5.0 Establish Positioning'.

_____

_____

_____

_____

_____

_____

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4.4 Features Benefits Advantages (FBA): Template

The '4.4 Features Benefits Advantage: Action Plan' goes into detail on the differences between features, benefits, and advantages. List your FBA's below.

Feature(s):

_____

_____

_____

_____

_____

_____

Benefit(s):

_____

_____

_____

_____

_____

_____

Advantage(s):

_____

_____

_____

_____

_____

_____

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4.5 Greatest Leverage: Template

Answer the follow questions to start thinking about what makes your product or program different than any competitor. Whatever sets you apart from your competition will be your greatest leverage. We will reflect back on these answers in future modules.

What are the assumptions you disagree with when it comes to what your competitors believe?

Rank the assumptions you disagree with the most...list the top 5 or 7 in order?

What are the normal or baseline questions that your target market asks?

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What are the real question they should be entertaining?

_____

_____

_____

_____

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4.6 Your Guru Story: Template

List both positive and negative emotional experiences that you have had in your life.

Negative Emotional Experiences	Positive Emotional Experiences

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Once you have finished listing all your experiences, both positive and negative, you will now score them based on how often you think about them.

Scoring:
1. Monthly to Several Months
2. Monthly to Weekly
3. Almost Every day to Weekly
4. Everyday Back of Your Mind

Look at everything you scored a 3 or 4, what attitude, skill, and knowledge did you learn from each of these emotional experiences?

A_____	A_____	A_____	A_____
S_____	S_____	S_____	S_____
K_____	K_____	K_____	K_____

Again look at everything you scored a 3 or 4, what mentor was there during that time of your life? What was the one defining characteristic or attribute that person had?

Mentors Name	1 Defining Characteristic or Attribute
_____	_____
_____	_____
_____	_____
_____	_____

You will find that the attributes that each of the mentors had was an attribute that was missing in your own life. This will help you better see where your strengths and weakness are and who you really are. If you don't really know who you are you will never make it in business. This is because each level of business growth/income generation requires a new you. It requires a different mindset, a new person that needs to evolve over time.

If you don't understand you and what is going to happen as you grow and the new pressures weigh on you, you will never truly go where you want to because the dragons of your past so to speak will hold you back.

We will refer back to the information you have gathered for your guru story in '5.3 Unconscious Credibility Marketing System (UCMS)'. Keep it handy.

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5.0 Establish Positioning

PowerPoint Slides

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5.0 Establish Positioning

Outline

5.1 Unique Selling Position (USP)
5.2 Top Competitors Differentiation
5.3 Unconscious Credibility Marketing System (UCMS)
5.4 Competitive Advantage
5.5 Bold Predictions

Principles of USP

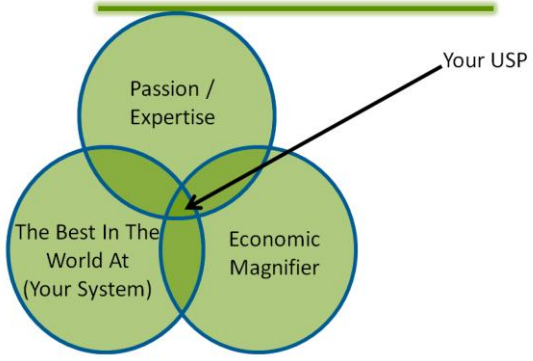
- Every product or program must have a specific USP.
- USP increases in importance as you move deeper into your funnel.

USP
USP
USP
USP

Principles of USP

- Provides you the advantage in the market place
- Must be so powerful that your competition is scared to use it!

Creating Your USP



USP Step 1

5 Open Ended Questions That You Gather On Your Market Place

1. Who is my target market? (Who is my ideal client?)
2. What are their problems?

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USP Step 1

3. What key benefits does your ideal client get from your product/program?

4. What key advantages does your ideal client get from your product/program?

5. What is it that makes you and/or your product or program different?

USP Step 2

4 Closed Ended Questions About Your Ideal Client

1. Does your ideal client have pain or urgency or irrational passion- strong emotion related to your product or program?

2. Is your ideal client proactively and reactively searching for solutions- looking to solve their problems

USP Step 2

3. From your ideal clients' perspective- are there few or no options?

4. Is there potential for a long term relationship?- Money made from long term relationships are about going from customer to client for life.

USP Step 3

Creating Your USP

1. What is your Unique Selling Position - what do you think makes you unique?

USP Step 4

3 Open Ended Questions That You Ask Of Your <u>Ideal Clients</u>

1. What is your most burning unanswered question in the area of your product or program?

2. What situation(s) led you to purchasing your first book or CD/DVD, or attending your first live event?

USP Step 4

3. What is the one question you don't think there is an answer to and if there was you simply would be beside yourself in joy?

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USP Step 5

Checking Your USP

- Do Step 3 and Step 4 align?

Further Action

5.1 Unique Selling Position (USP): Template

Outline

5.1 Unique Selling Position (USP)
5.2 Top Competitors Differentiation
5.3 Unconscious Credibility Marketing System (UCMS)
5.4 Competitive Advantage
5.5 Bold Predictions

Top Competitors Differentiation

- Review 3.0 Analyze Competition
- Are competitors and keywords still relevant?

Further Action

5.2 Top Competitors Differentiation: Action Plan

Outline

5.1 Unique Selling Position (USP)
5.2 Top Competitors Differentiation
5.3 Unconscious Credibility Marketing System (UCMS)
5.4 Competitive Advantage
5.5 Bold Predictions

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UCMS's That Are Covered

- Milgram's Law and Zipf's Law
- Your Guru Story
- Powerful USP

UCMS's That Are Covered

- Emotional State
- Testimonials / Endorsements
- Bold Prediction

UCMS's That Are Covered

- Education Based Selling
- Diagramming
- Strategic Model

Additional Optional UCMS's

Note: These are not covered in depth here.

- Laws
- Analogies
- Influence Silent Q&A

Additional Optional UCMS's

- Metric
- Author A Book
- Create Rules
- Expert → Master

Additional Optional UCMS's

- Marketing Momentum
- Process to Solve a Big Problem
- Think BIG
- Move Free Line

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Combining Your Guru Story and USP

- Take 1 USP that differentiates you the most
- Which emotional experiences relates to your USP?
- Try writing a paragraph that ties your guru story and USP together

Further Action

5.3 Unconscious Credibility Marketing System (UCMS): Action Plan

&

5.3 Unconscious Credibility Marketing System (UCMS): Template

Outline

5.1 Unique Selling Position (USP)
5.2 Top Competitors Differentiation
5.3 Unconscious Credibility Marketing System (UCMS)
5.4 Competitive Advantage
5.5 Bold Predictions

Creating Your Competitive Advantage

Positioning statements:

More general but they help you FRAME your advice in a way that provides you strategic positioning (what makes you different)

Creating Your Competitive Advantage

Propositions:

Belong in headlines and are SPECIFIC and QUANTIFIABLE. They are focused on THE CRITICAL advantages that your system will allow them to accomplish.

Creating Your Competitive Advantage

- Create 3-5 Positioning Statements
- Create 1-2 Propositions

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Keep In Mind

- What market place are you in? Be specific.
- What is the urgent problem that you resolve? (Your critical problem, 4.3)
- What does your system prove? (Thesis statement, 4.2)

Creating Your Competitive Advantage

- What are 3 critical areas or ways that make you different? (5.1 & 5.2)
- What would your ideal client say you do that your competitors does NOT do? (5.2)

Further Action

5.4 Competitive Advantage: Template

Outline

5.1 Unique Selling Position (USP)
5.2 Top Competitors Differentiation
5.3 Unconscious Credibility Marketing System (UCMS)
5.4 Competitive Advantage
5.5 Bold Predictions

Strategic Business Differentiation

Differentiation From Two Sides

Negative (-ive) & Positive (+ive)

Strategic Business Differentiation

Positive Side

Unique Selling Position (USP):

What you can do for them – what urgent problem are you solving (5.1)

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Strategic Business Differentiation

Negative Side

Bold Prediction:

What is going to happen if they don't take action – what is their pain?

Five Fundamental Concepts

1. Urgency trumps Importance
2. Anticipation before Confidence
3. How can you take this principle and increase it 1000X with you as the Objective Standard of today's market place?

Five Fundamental Concepts

4. The power of a Bold Prediction is that it helps you easily magnify the urgency of your USP
5. GK Chesterton-"focus first on the pain that your target market is facing and magnify this before you present the benefits of what your products and services will do for your target market"

How To Create A Bold Prediction

- Take positioning statements from USP (positive)
- Flip each of them to show the negative
- What pain happens if they do not take action
- These will be your Bold Predictions

Further Action

5.5 Bold Predictions: Action Plan

&

5.5 Bold Predictions: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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5.0 Establish Positioning

Action Plans

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5.2 Top Competitors Differentiation: Action Plan

Go back to '3.0 Analyze Competition' and review your keywords you put together and your top 5 competitors. Now that you have started developing your system are these keywords and competitors still relevant? If you think you could do better go back and redo '3.0 Analyze Competition'. If you still think the keywords and top 5 competitors are accurate answer the questions in '5.2 Top Competitors Differentiation: Template' that will help you further develop your differentiation from your top 5 competitors.

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5.3 Unconscious Credibility Marketing System (UCMS): Action Plan

Credibility is one of those terms that everyone wants, and what everyone needs today, yet I haven't found a program that teaches people how to actually create and leverage credibility in a strategic way that increases conversion rates.

There are two types of credibility. The first is conscious credibility which is a credibility that someone gains because of some specific actions performed and outcomes generated. For example, a person running his/her first marathon under 3 hours would provide credibility that the runner knows what he or she is doing. Writing a book and giving it to someone would automatically qualify most people as an expert in their industry. Someone finding out that you've made it in business and they see a lifestyle change in you is an another example of showcasing that you have developed credibility.

The second is unconscious credibility which is a form of credibility that causes people to see you as credible without having to do anything to do with performing some specific act. It has more to do with the ability that you have to posture and control how you are going to frame or control the conversation that you are having with potential clients.

UCMS's That Are Prominent In This "Quick Home Business Profits" program

Milgram's Law and Zipf's Law

Always position your advice to leverage Milgram's Law and Zipf's Law. Milgram's Law states that the market place will blindly believe the words of an expert. In other words, you want to provide yourself the same leverage someone standing in front of crowds or being interviewed on a major news network. No one questions people when they are seen in this venue.

Now you might not have opportunities at the beginning of your advice-based business to get in front of large crowds, and you might not even desire this, BUT there are ways that you provide yourself the same kind of positioning muscle that leverages Milgram's Law.

Zipf's Law requires the power of Milgram's Law, understanding how to influence perception even in microsecond format. Where Milgram's Law is the power of influence, Zipf's Law is the extension of influence into life-time trust.

Zipf's Law states that when someone is overwhelmed as to who to trust, the person will choose a certain person or company to trust for the long term. This is the power of being the trusted advisor. Milgram's Law makes it possible for you to create the throne; Zipf's Law allows you to sit in it with your sceptre of advice to be dispensed for as long as you want!

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Your Guru Story

Story telling is an important way to communicate wisdom. In fact, down through the ages, stories have been the greatest form of teaching. You should know how to tell your own Guru story. Yes, you are a guru, yes your advice is valuable. You spent time analyzing your life and developing your guru story in '4.6 Your Guru Story'. One of the keys of telling your story well is to help your listeners understand the back story of how you developed your system or the process you use to solve problems.

Powerful USP

Always position your advice around a powerful USP. The key is to always frame your advice in a way that clearly proves your positioning power in the market place. One of the best ways to showcase the uniqueness of your advice is to share what you do in a way that your competitors either can't, don't or wouldn't think of doing. Your USP or the way you differentiate yourself from others is important to know so your advice becomes even more relevant because it focuses on exactly what you can do for your listeners in ways that your competitors don't. You started developing your USP in '5.1 Unique Selling Position (USP)', as you continue to develop your product or program you will further develop your USP.

Bold Prediction

There is NOTHING more important than understanding what people are SCARED of losing. One of the best ways to leverage 'fear' is to create a BOLD PREDICTION so that your listeners are VERY CLEAR about what dire straits they are in if they don't invest in your products or services. A bold prediction is simply what it states, it is a way of making predictions about your industry that keep people understanding the urgency or their problem. We will get into more details on how to create your bold prediction in '5.5 Bold Prediction'.

Emotional State

When influencing a person's context you are working at changing their emotional state. In order to get people TO REMEMBER you and what you can DO for them (Mastery) you want to influence them to receive your advice. You must have a plan to influence their emotional state. By following the different ways to influence their context you are, in essence, readying them to receive your advice in a way that puts you in a power position. We will get deeper into context in '6.1 Content vs. Context'.

Testimonials / Endorsements

It is so easy to get video testimonials it astounds me that most people don't take the time to get them. They increase your leverage in the market place. Make a list of everyone who knows your area of genius and reach out to them for at least a written testimonial. However, getting an audio or a video testimonial is so much more effective.

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As you probably know, how you say something and NOT what you say is critical in communication. Video testimonials provide the best 'body language' to leverage communication. They can be used on your website, on your blog, on your power points for speaking engagements, and in a video trailer to build some nice momentum for yourself. Every movie producer creates a trailer to build anticipation for their movie. The ability to create a video trailer of testimonials and endorsements from people who know and trust you will not only position your advice-based business better than your competitors, it is so EASY and CHEAP to do costing little to no money at all. You will learn more about creating testimonials in '6.7 Putting It All Together'.

Education Based Selling

Education Based Selling is important in that you always want to position your advice from a framework that educates your listeners in better ways than what your competitors do. The Recommendation Age is about framing or shaping your advice so that it provides you Trusted Advisor status. 'HOW' you teach your target market is more important than what you teach them. That's again because you need to ready them to receive your advice so that you can leverage Milgram's Law and Zipf's Law. You should always educate your target market against the NBA standard—the Next Best Alternative in the market place.

Diagramming

One of the most powerful ways to build unconscious credibility is to control how your potential clients' brain remembers. According to brain research, humans remember visually and spatially. In other words, if you want to ensure your potential clients remember what you can do for them SPECIFICALLY you need a way for them to 'see' it. Diagramming your competitive advantage is a GREAT way to leverage this so that your potential clients ALWAYS remember what you can do for them. We will go into more details about diagramming in '7.3 Diagramming Your Competitive Advantage'.

Strategic Model

Your strategic model includes flowcharting out your advice and labeling it in a way that helps potential clients see exactly what you can do for them. It is a quick way to shape your advice into a model that builds the big picture of how you solve a problem in your market place. It is also visual and spatial so it has the same benefits as diagramming. You will create your strategic model in '6.0 Create Your Offer'.

Other UCMS's That Are Optional Material

Remember you don't need to start implementing these today just keep them in mind as you continue to develop your product or program and return here for clarity.

Analogies

You can use almost any law that you want and tie it into the power of your system through the use of analogies. The philosopher Thoreau said, 'All truth is the detection of an analogy.' In other words, if you want to convey a truth to anyone, use analogies or strategic comparisons to allow people to see exactly what you want them to see and understand.

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Laws

Using a law in your advice giving frame is very important as it allows you to tie what you do to an objective truth. You can take all kinds of laws and tie them to your system to bring more credibility to what you say to others. For example earlier in t his document I explained how I use Milgram's Law and Zipf's Law to leverage the importance of understanding how to build authority faster than what their competitors do.

Influence Silent Q&A

There is no better or quicker way to influence someone than to affect the types of questions that they habitually ask themselves. If we stand back for a second and consider "what is thinking"? It is really just a silent Q&A session with one's self. Most of our thinking is done at a subconscious level which results in 90+% of our behavior being directly influenced by questions that have been formulated in our past and direct MOST of our behavior EVERY day in the future. If you can ask your target market better questions than what your prospects are currently doing, or your competitors, you have an opportunity to influence them at the deepest level of influence using the Socratic Method. The Socratic Method is simply to influence your listeners to ask BETTER questions than what they are currently asking.

In this way you are already helping your listeners to see their problem from another perspective (P) and in doing so you are subconsciously telling them that you have the ASWERS to their problems. This is a great way of building credibility at an unconscious level.

Metric

If you create a metric for your industry you have a way to leverage one of the fastest methods of becoming a standard. Let's back track for a second and think about any field of academia, or extracurricular activity or a unit of gasoline. Every area you can think of in life has a standard. It's a way to measure consistency and ensure quality. What if you could shape your advice in a way that builds for you this type of credibility? Creating a metric for your industry will create a new standard of measuring 'success' in your industry. Creating a metric is as easy as creating a questionnaire that outlines a new prospective(P) or a new standard of measuring something that you want your target market to measure.

Author A Book

Authoring a book can attract serious media attention and can make it easier to increase your fees for speaking engagements. The downside is that it takes too long to write/publish and actually slows the process of getting people to USE your advice (they put off taking action until they've studied the book). If you are interested in writing a book make sure you focus on developing your system first and then write your book once you have your advice-based business working for you and are ready to leverage it for speaking engagement. The upside to this is that your positioning statement often make a great table of contents.

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Create Rules

Every industry or extra-curricular activity has a rule book, a set of instructions that teach you how to play fairly so that the activity becomes more enjoyable for all. One of the fastest ways to stand out with your advice is to create a set of NEW rules for your industry. Ideally these rules should be as non-conformist as possible. To be a successful entrepreneur you need to challenge the assumptions of your potential listeners. If you are unable to do this, you are simply positioning yourself the same as others. As soon as you are seen as similar to someone else you are irrelevant.

The rules that you create are simply a smaller framework of the bigger picture. When you take all of your 'rules' and put them together, you have created a system—no different than the game of baseball or way that gas is extracted from the ground.

Expert → Master

This is where understanding how to frame your advice as a master and NOT as another expert is crucial. Mastery is one step higher than an expert. Mastery is demonstrated by understanding how to do something in a strategic manner. Experts might have an understanding of their subject matter, BUT masters understand HOW to actually DO the recommendations they make. And here is another key distinction between an expert and a master. Experts are usually experts because of formalized training; whereas, masters have truly excelled in certain behaviors that reflect solutions to specific problems.

Marketing Momentum

Marketing momentum is creating the correct type of business 'movement' that will produce the kind of results you are looking for. You want to make money from home selling your advice. Successful people in business begin with correct thinking and then create a plan as to what they are specifically going to do each day that creates their first profitable transaction. Successful businesses use a plan and then allow market feedback to cause them to modify their plan.

Process to Solve a Big Problem

All problems are solved from the concept of a process. You are solving problems with your advice by providing specific solutions. You want to frame your advice from the prospective of solving a 'big problem'. What is unique about your product or program that solves this 'big problem'?

Think BIG

Think big! Don't limit yourself to what is comfortable, it is about doing what others don't do, wouldn't do, and can't do. What are your hopes and dreams? What do you really want to do with your life? What do you want to do as a result of creating a successful business? What is your WHY? What is your GREATEST calling? What is it that you want to indulge in? What trips do you want to go on? Where do you want to live? How are you going to give back? What organizations are you going to aid?

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Move Free Line

Successful companies know how to employ the most popular marketing term ever invented--and it's the word 'FREE'. There is nothing more powerful than the concept of FREE. People love free. They will travel across town to get a sample of free ice cream. They will enter stores if there is a chance for them to get something for FREE. The most successful businesses today give away something for free. The concept of 'moving the free line' is a way that you can give your potential client something for FREE that has HIGH PERCEIVED Value. One of the best ways to move the free line in your own business is to give away your advice as a sample product or service so that your potential clients get a chance to 'sample' you.

UCMS Combining "Your Guru Story" and "UPS"

You will pick one of your USP's from '5.1 Unique Selling Position (USP): Template' and match it to one of your emotional experiences from '4.6 Your Guru Story: Template'. This is an important step so use the '5.3 Unconscious Credibility Marketing System (UCMS): Template' to develop your UCMS.

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5.5 Bold Predictions: Action Plan

Your USP is the positive side of what urgent problem you are solving. Whereas your bold prediction is the negative side (what pain happens if they do not take action).

Most people are interested in what experts have to say about their area of interest. So creating a Bold Prediction is nothing more than leveraging this concept in your market place. Your Bold Prediction will focus on, what terrible consequences your ideal clients will face if they do not take action.

Five fundamental concepts to remember when writing your bold predictions:

1. Urgency trumps Importance
2. Anticipation before confidence
3. How can you take this principle and increase it 1000x with you as the Objective Standard of today's market place?
4. The power of a Bold Prediction is that it helps you easily magnify the urgency of your USP
5. GK Chesterton-"focus first on the pain that your target market is facing and magnify this before you present the benefits of what your products and services will do for your target market"

You will go back and turn each of your positioning statements from '5.4 Competitive Advantage: Template' into a bold prediction. The '5.5 Bold Predictions: Template' gives you room to write out your positioning statements and bold predictions.

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5.0 Establish Positioning

Templates

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5.1 Unique Selling Position (USP): Template

You absolutely must understand what sets you apart from your competitors. This is known as a USP. You must communicate this in relationship to the negative perception that your target market has of your competitors.

USP Step 1:
5 Open Ended Questions That You Gather On Your Market Place

Note: some of these questions you have already answered in previous modules.

1. Who is my target market? (Who is my ideal client?)

_____

_____

_____

_____

_____

2. What are their problems?

_____

_____

_____

_____

_____

3. What key benefits does your ideal client get from your product/program?

_____

_____

_____

_____

_____

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4. What key advantages does your ideal client get from your product/program?

5. What is it that makes you and/or your product or program different?

USP Step 2:
4 Closed Ended Questions About Your Ideal Client

1. Does your ideal client have pain or urgency or irrational passion- strong emotion related to your product or program?

2. Is your ideal client proactively and reactively searching for solutions- looking to solve their problems?

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3. From your ideal clients' perspective- are there few or no options?

4. Is there potential for a long term relationship?- Money made from long term relationships are about going from customer to client for life.

USP Step 3:
Creating Your USP

Reflect on the information you have gathered in steps 1 and 2 to create your USP. Don't stress over trying to write the perfect USP as you will come back to this many times and update and refine it as you learn more.

What is your Unique Selling Position - what do you think makes you unique?
Note: If you have multiple unrelated USP's it is highly recommended choosing one to learn the system with then come back after your system is working for your first USP and implement any of the others at that time.

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USP Step 4:
3 Open Ended Questions That You Ask Of Your Ideal Clients

You will need to interview your ideal client. If you currently have clients ask them the following questions. If you don't you can go back to the people you interviewed in '1.5 Who You Gave Advice To' and ask them the questions. You will continue to ask your clients these questions.

1. What is your most burning unanswered question in the area of _____(product/program)?

_____

_____

_____

_____

2. What situation(s) led you to purchasing your first book or CD/DVD, or attending your first live event?

_____

_____

_____

_____

3. What is the one question you don't think there is an answer to and if there was you simply would be beside yourself in joy.

_____

_____

_____

_____

USP Step 5:
Checking Your USP

Is what your ideal client told you in Step 4 in line with what you created as a USP in Step 3?
If it is great! Continue to ask your clients' the questions in Step 4 and reviewing your USP. If it is not then go back and review your answers to Step 1 and 2, where can you make changes to your product or program to create a USP that is in line with your ideal clients urgent wants in Step 4. You need to frame your advice, not from your perspective but from your ideal clients perspective.

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5.2 Top Competitors Differentiation: Template

Go back to each of the website in '3.3 Newsletters and Offers: Template' and answer the following questions.

Website #1:_____

1. Does the headline intrigue you and make you want to keep reading to learn more?

_____

_____

_____

2. Is the headline quantitative? i.e. using #'s or quantity descriptions such as "in 30 days" or "write a 100 page report"

_____

_____

_____

3. Does the copy outline what makes them different? How does that compare to your differentiation? What about them is different from you?

_____

_____

_____

4. What benefits do they offer visitors, if any? Are your benefits the same or different?

_____

_____

_____

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5. Do the names of their system(s)/product(s) pique your curiosity or are they the same old thing you've heard many times over?

6. What story/event do they use to connect with you (the site visitor) emotionally?

7. What are their advantages? How does that compare with yours?

8. What is their critical problem? What are they proving? How does that relate to yours?

9. What is this site missing? OR What is wrong with their copy?

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10. Is their copy peppered with any obvious keyword(s)? What are they?

_____

_____

_____

Website #2:_____

1. Does the headline intrigue you and make you want to keep reading to learn more?

_____

_____

_____

2. Is the headline quantitative? i.e. using #'s or quantity descriptions such as "in 30 days" or "write a 100 page report"

_____

_____

_____

3. Does the copy outline what makes them different? How does that compare to your differentiation? What about them is different from you?

_____

_____

_____

4. What benefits do they offer visitors, if any? Are your benefits the same or different?

_____

_____

_____

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5. Do the names of their system(s)/product(s) pique your curiosity or are they the same old thing you've heard many times over?

6. What story/event do they use to connect with you (the site visitor) emotionally?

7. What are their advantages? How does that compare with yours?

8. What is their critical problem? What are they proving? How does that relate to yours?

9. What is this site missing? OR What is wrong with their copy?

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10. Is their copy peppered with any obvious keyword(s)? What are they?

_____

_____

_____

Website #3:_____

1. Does the headline intrigue you and make you want to keep reading to learn more?

_____

_____

_____

2. Is the headline quantitative? i.e. using #'s or quantity descriptions such as "in 30 days" or "write a 100 page report"

_____

_____

_____

3. Does the copy outline what makes them different? How does that compare to your differentiation? What about them is different from you?

_____

_____

_____

4. What benefits do they offer visitors, if any? Are your benefits the same or different?

_____

_____

_____

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5. Do the names of their system(s)/product(s) pique your curiosity or are they the same old thing you've heard many times over?

6. What story/event do they use to connect with you (the site visitor) emotionally?

7. What are their advantages? How does that compare with yours?

8. What is their critical problem? What are they proving? How does that relate to yours?

9. What is this site missing? OR What is wrong with their copy?

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10. Is their copy peppered with any obvious keyword(s)? What are they?

_____

_____

_____

Website #4:_____

1. Does the headline intrigue you and make you want to keep reading to learn more?

_____

_____

_____

2. Is the headline quantitative? i.e. using #'s or quantity descriptions such as "in 30 days" or "write a 100 page report"

_____

_____

_____

3. Does the copy outline what makes them different? How does that compare to your differentiation? What about them is different from you?

_____

_____

_____

4. What benefits do they offer visitors, if any? Are your benefits the same or different?

_____

_____

_____

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5. Do the names of their system(s)/product(s) pique your curiosity or are they the same old thing you've heard many times over?

6. What story/event do they use to connect with you (the site visitor) emotionally?

7. What are their advantages? How does that compare with yours?

8. What is their critical problem? What are they proving? How does that relate to yours?

9. What is this site missing? OR What is wrong with their copy?

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10. Is their copy peppered with any obvious keyword(s)? What are they?

_____

_____

_____

Website #5:_____

1. Does the headline intrigue you and make you want to keep reading to learn more?

_____

_____

_____

2. Is the headline quantitative? i.e. using #'s or quantity descriptions such as "in 30 days" or "write a 100 page report"

_____

_____

_____

3. Does the copy outline what makes them different? How does that compare to your differentiation? What about them is different from you?

_____

_____

_____

4. What benefits do they offer visitors, if any? Are your benefits the same or different?

_____

_____

_____

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5. Do the names of their system(s)/product(s) pique your curiosity or are they the same old thing you've heard many times over?

6. What story/event do they use to connect with you (the site visitor) emotionally?

7. What are their advantages? How does that compare with yours?

8. What is their critical problem? What are they proving? How does that relate to yours?

9. What is this site missing? OR What is wrong with their copy?

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10. Is their copy peppered with any obvious keyword(s)? What are they?

_____

_____

_____

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5.3 Unconscious Credibility Marketing System (UCMS)

The '5.3 Unconscious Credibility Marketing System (UCMS): Action Plan' gives information on what unconscious credibility is and different ways to implement it into your system.

Pick one of your USP's from '5.1 Unique Selling Position (USP): Template', the one you believe sets you apart the most from your competition.

Now look through all your emotional experiences the you scored 3's and 4's in '4.6 Your Guru Story: Template'. Which ones relate to your above USP?
Example:
USP: Gluten free chocolate chip cookies that do not burn.
My Guru Story: I enjoyed baking with my grandmother when I was younger.

Now that you have an emotional experience that ties to your USP write a paragraph that ties them together. This will bring an emotional aspect to your USP that you will use on your website, in PowerPoint's, or discussions and much more. Don't stress if this doesn't come to you right away, it is something you may need to reflect on many times. Continue developing your system and come back to it from time to time.

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5.4 Competitive Advantage: Template

To create your competitive advantage you will need to create positioning statements based on your USP (choose 1 USP that you will go through the system with the first time). Once you have 3-5 positioning statements written you will then choose 1-2 and create propositions that will become your headlines for your product or program.

Rewrite your USP here if you want:

_____

_____

Positioning statements are more general but they help you FRAME your advice in a way that provides you strategic positioning (what makes you different).

Propositions belong in headlines and are SPECIFIC and QUANTIFIABLE, they are focused on THE CRITICAL advantages that your system will allow them to accomplish.

Examples:
Positioning statement: Business Acceleration For Rapid Financial Gain
Proposition: How to Turn Your Advice Into A $10,000 Program' Even If You have No Business Experience!

Positioning statement: You Can Write A Book Fast
Proposition: How to Write a 100 Page Money Making Book in Less Than 12 Hours!

When you are creating your positing statements keep the following in mind:

- What market place are you in? Be specific.
- What is the urgent problem that you resolve? (Your critical problem, 4.3)
- What does your system prove? (Thesis statement, 4.2)
- What are 3 critical areas or ways that make you different? (5.1 & 5.2)
- What would your ideal client say you do that your competitors do NOT do? (5.2)

Create 3-5 Positioning Statements:

_____

_____

_____

_____

_____

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Create 1-2 Propositions (If you are finding this very difficult move on to the next section, you will have opportunities later to develop headlines)

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5.5 Bold Predictions: Template

Your wrote out your 3-5 positioning statements in '5.4 Competitive Advantage: Template'. You will create a bold prediction for each of the positioning statements.

'5.5 Bold Prediction: Action Plan' explains what a bold prediction is and how to create them.

Positioning Statement #1:

_____

_____

Bold Prediction #1:

_____

_____

_____

Positioning Statement #2:

_____

_____

Bold Prediction #2:

_____

_____

_____

Positioning Statement #3:

_____

_____

Bold Prediction #3:

_____

_____

_____

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Positioning Statement #4:

_____

_____

Bold Prediction #4:

_____

_____

_____

Positioning Statement #5:

_____

_____

Bold Prediction #5:

_____

_____

_____

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6.0 Create Your Offer

PowerPoint Slides

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6.0 Create Your Offer

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Content vs. Context

~~Content is KING~~

Context is KING!

Example

I had a ball last night

What do I mean by this?

Example

- I could have meant I actually had a ball such as a basketball or a baseball in my hand.

OR

- I could have meant that I attended a dance last night.

OR

- I could mean that I had an unbelievable time last night which made me very happy.

Example

- All are plausible
- More context is needed

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Further Action

6.1 Content vs. Context: Action Plan

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Motives

- Features fail to motivate anyone
- All behavior is directed ONLY by desire
- There are six motives that drive desire

Six Motives

1. Love
2. Gain
3. Duty
4. Pride
5. Self Indulgence
6. Self Preservation

Six Motives

More Motives = More Success

Further Action

6.2 Target Market Motives: Action Plan
&
6.2 Target Market Motives: Template

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QUICK HOME BUSINESS PROFITS

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Marketing Data

Questions to Ask Current Clients / Prospects:

1. What was their aha moment from the advice that you have given them so far, and
2. When did they decide to invest in your product or service?

Marketing Data

Example

- Clients have said their aha moment was when I shared my baking technique for gluten free cookies

Problem Data

- Problem data is all the ways you educate your listeners so they can see the problem in ways they have never seen before.

Problem Data

Example

- I found that people are having problems with their gluten free cookies not rising.

Product Data

- Product data is the way you organize your advice into a system that solves a very pressing and urgent problem in the market place.

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Product Data

Example

- One of the benefits the system I use to bake gluten free cookies is that they don't burn.

Further Action

6.3 Three (3) Types of Data: Action Plan

&

6.3 Three (3) Types of Data: Template

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Example

Further Action

6.4 System Flowchart: Action Plan

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

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Accommodation

- A reason to change the structure of your flow chart and enhance your system
- The demand for your advice branches out into a NEW genre that is still closely related to your system

Assimilation

- Take new data and bring it into your system
- The demand for you advice branches out within the SAME genre of your system

Further Action

6.5 Accommodation / Assimilation: Action Plan

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

System ASK

- Write an A, S, and K for each part of your flowchart
- On a separate piece of paper if it is easier
- This information will not stay on the final flowchart

Further Action

6.6 System ASK: Action Plan

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QUICK HOME BUSINESS PROFITS

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Sexy System Names

- Create Intriguing and descriptive Names for each section of your system
- They should be short (2-4 words)

Headlines

- Create a headline for your system

Further Action

6.7 Sexy System Names: Action Plan
&
6.7 Sexy System Names: Template

Outline

6.1 Content vs. Context
6.2 Target Market Motives
6.3 Three (3) Types of Data
6.4 System Flowchart
6.5 Accommodation / Assimilation
6.6 System ASK
6.7 Sexy System Names
6.8 Putting It All Together

Putting It All Together

- Create a 3 minute elevator speech
- Create a 30 second elevator speech
- Share speech and flowchart with family and friends to practice
- Get their feedback

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Further Action

6.8 Putting It All Together: Action Plan
&
6.8 Putting It All Together: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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6.0 Create Your Offer

Action Plans

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6.1 Content vs. Context: Action Plan

The incorrect temptation is going to be to provide/offer your advice in a way that focuses on teaching others. This is one of the normal tendencies that all people face because they don't think about making an offer with their advice. In order to do this you are going to need a plan, a system to present your advice that makes your target market WANT to invest in your products or services. You have already started working on this in '4.0 Determine Uniqueness' and '5.0 Establish Positioning'.

When creating your offer you want to focus on strategically shaping your advice in a way that is going to allow you to present an offer naturally and easily in the course of a regular conversation. You need to build proper context for your advice and be VERY careful as to how you present it.

You probably have heard online that 'content' is king. Actually, in the Recommendation Age, content is NOT king anymore. 'Context' is king. Creating better context than what your competitors do is what is most critical.

Understanding how to structure context is greater than the actual content that you are delivering. An example is if I tell you "I had a ball last night". You have no idea what I stated as you lack enough context to understand. I could have meant I actually had a ball such as a basketball or a baseball in my hand. Or I could have meant that I attended a dance last night. Or I could mean that I had an unbelievable time last night which made me very happy. All of these definitions are plausible, more context is needed to know the actual meaning.

Building context is critical to providing your advice in a way that postures you in a power position with EVERY discussion you have. This is why you must be able to think very strategically before you ever say anything.

Keep this difference in mind when moving onto '6.2 Target Market Motives'.

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6.2 Target Market Motives: Action Plan

The key to positioning your advice is to frame it around the motives that drive human behavior. The advantages and benefits of your product or service you are creating far outweigh the importance of the features of your system.

Features fail to motivate anyone to take action. Descriptions, features, don't sell anything. Knowing what your advice will DO for your listeners is what counts. That's why you need to understand the importance of framing the most important advantage that your system will allow your prospective clients to do or accomplish.

Motives → Advantages → Benefits

You must have a way to create desire with your listeners. Arousing desire in your listeners is the ability to exercise persuasion with your advice. Remember, we want to turn your advice into laser focused recommendations in which we have added a critical component to the way we framed it. That adds 'intention' to your advice.

All we are really doing is reframing or reshaping your advice to make it attractive to what it is they are looking for and need answers to. This is the power of knowing the driving forces behind human behavior which, in turn, is knowing the power that 'motive' plays in people's decisions.

Separate from understanding the power of motive, nothing will cause your listener to do as you wish. You must become a master at knowing how to educate your listeners to clearly see how they are going to clearly benefit from your advice.

All behavior is directed ONLY by desire. There are six motives that drive desire:
1. Love
2. Gain
3. Duty
4. Pride
5. Self Indulgence
6. Self Preservation

The more motives that you appeal to with your offer, the more successful you will be. In other words, satisfying motives is what gets people to take action. Arousing the correct motive comes down to causing the listener to hear what it is that you can do for them. Position the advantages of your system in a way that makes you highly attractive to those you are speaking to.

Use '6.2 Target Market Motives: Template' to try and find a way to position your advice from as many of these six motives as you can.

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6.3 Three (3) Types of Data: Action Plan

The 3 types of data are:

1. Marketing Data

This is the most critical type. There are two types of marketing data, Business to Client (B to C) and Business to Business (B to B). Marketing data comes to you as feedback from your prospective clients. The two most important feedback questions you want to ask are:
1. What was their aha moment from the advice that you have given them so far, and
2. When did they decide to invest in your product or service. You want to know exactly when this happened so you can update your system based on their feedback.

Example:
Clients have said their aha moment was when I shared my baking technique for gluten free cookies.

2. Problem Data

Problem data is all the ways you educate your listeners so they can see the problem in ways they have never seen before. Most people do not realize that they have a problem and the few that do, don't fully understand the extent of the problem. The most important type of advice you can give your market place is to showcase the problems that are before them. Remember: People buy solutions to their problems. If they don't understand the dire situation they are in (your first job as an entrepreneur) they won't fully appreciate the product and/or service you provide as the answer.

Example:
I found that people are having problems with their gluten free cookies not rising.

3. Product Data

Product data is the way you organize your advice into a system that solves a very pressing and urgent problem in the market place. Almost all people want to start creating a product without first fully understanding what URGENT problem they solve in the market place. These are the benefits of your advice.

Example:
One of the benefits the system I use to bake gluten free cookies is that they don't burn.

Use '6.3 Three (3) Types of Data: Template' to write out your data you currently have.

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6.4 System Flowchart: Action Plan

Think about the problem you are solving and flowchart out the system you use to solve this problem. The only thing you should be worrying about in this section is the actual flow of your system, don't worry about names or making it complete or perfect just yet.

Here is an example of the "Quick Home Business Profits" flowchart. For demonstration purposes I have included the actual names on the side so you can compare where each ones fits.

1.0 Find Your Core Competencies

2.0 Determine Demand

3.0 Analyze Competition

4.0 Determine Uniqueness

5.0 Establish Positioning

6.0 Create Your Offer

7.0 Package Your Offer

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6.5 Accommodation / Assimilation: Action Plan

One of the multiple reasons you have created a flowchart for your system is that it gives you a visual representation of how you do something. It allows you to look at data related to your system and potentially use this data to make your system even better.

There are two ways that you can strengthen your system and make it even more valuable. The following two terms are important:

1. Assimilation
This allows you to take new, and perhaps more relevant data, and bring it into your system. Assimilation would be branching out within the SAME genre of your system. As an example, an assimilation to the gluten free cookies would be gluten free oatmeal cookies and gluten free chocolate chip cookies. The oatmeal and chocolate chip cookies have the same basic system, the ingredients have just been tweaked.

2. Accommodation
This term allows you to know where to change the structure of your flow chart and hence your system. Over time you might find that the demand for your advice branches out into a NEW genre that is still closely related to your system. Using the gluten free cookies, an example of accommodation would be gluten free cakes. Cakes are in the area of baking but is a new genre outside of cookies. Accommodations will happen once you have finished your initial system and you receive marketing data that will tell you where your clients want or need to learn more.

Go through all your knowledge and research that you have. Is there anything that you need to be assimilating into your system. Review your flowchart and make any necessary changes.

See next page for the "Quick Home Business Profits" example where accommodations have been made. (The accommodated areas have blue text.)

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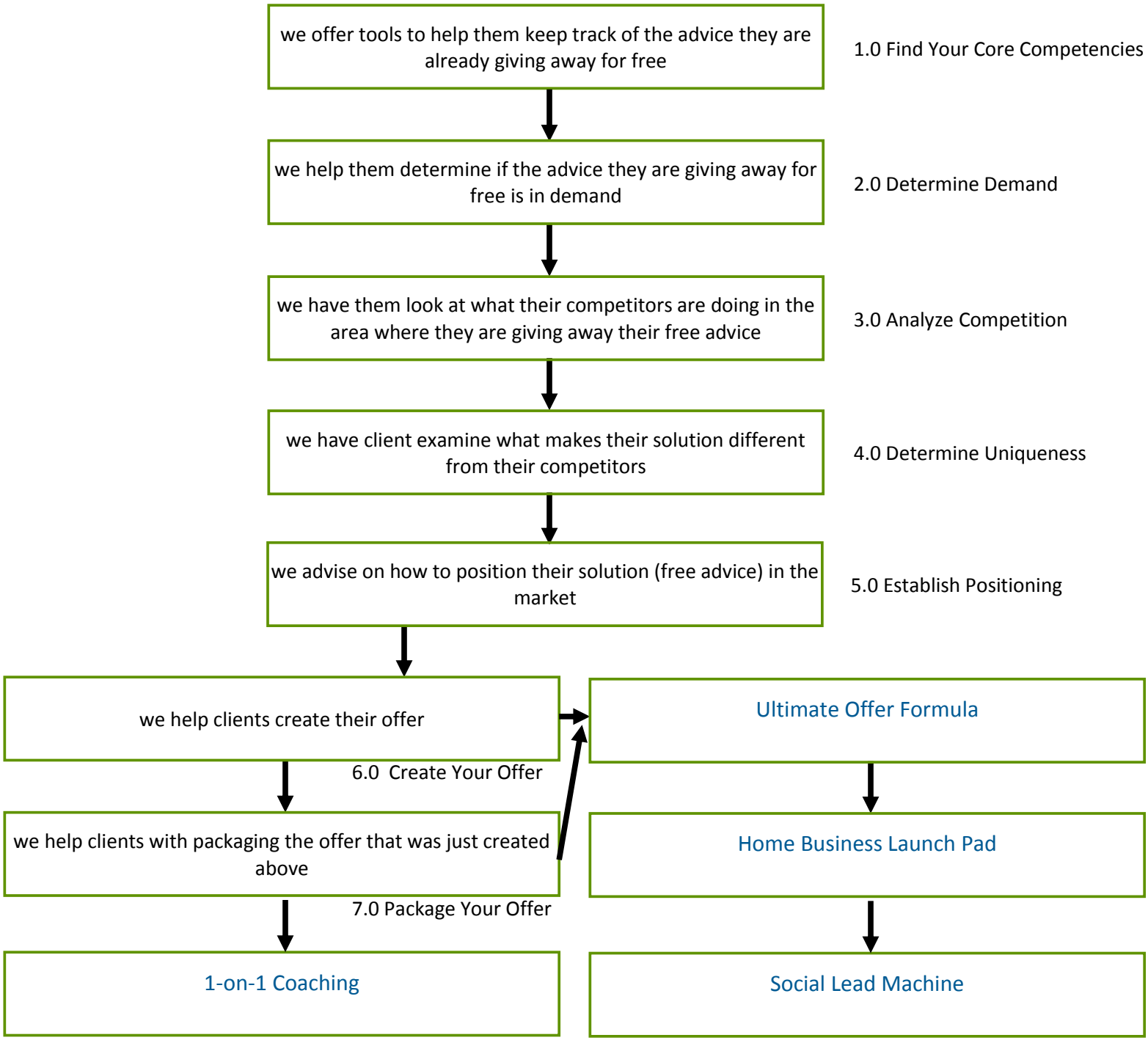

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6.6 System ASK: Action Plan

Go back to '1.2 Attitudes Skills Knowledge (Just ASK™)' and review what ASK stands for. Now that you have flushed out your flowchart in '6.5 Accommodation / Assimilation' you need to write an A, S, and K for each of the steps in your flowchart. Fill in as many A, S and K's that you can, some of the steps may not have all three.

Here is an example from "Quick Home Business Profits".

we offer tools to help them keep track of the advice they are already giving away for free	1.0 Find Your Core Competencies

A: Working within a business framework that realizes this is NOT the Information Age, thus turn your advice into specific recommendations as the Trusted Advisor in your market place.

S: As S is the application of K, then S would be our Action Plans and Templates that go with 1.0

K: Knowledge that we share about how to help people analyze their advice, all the steps within 1.0

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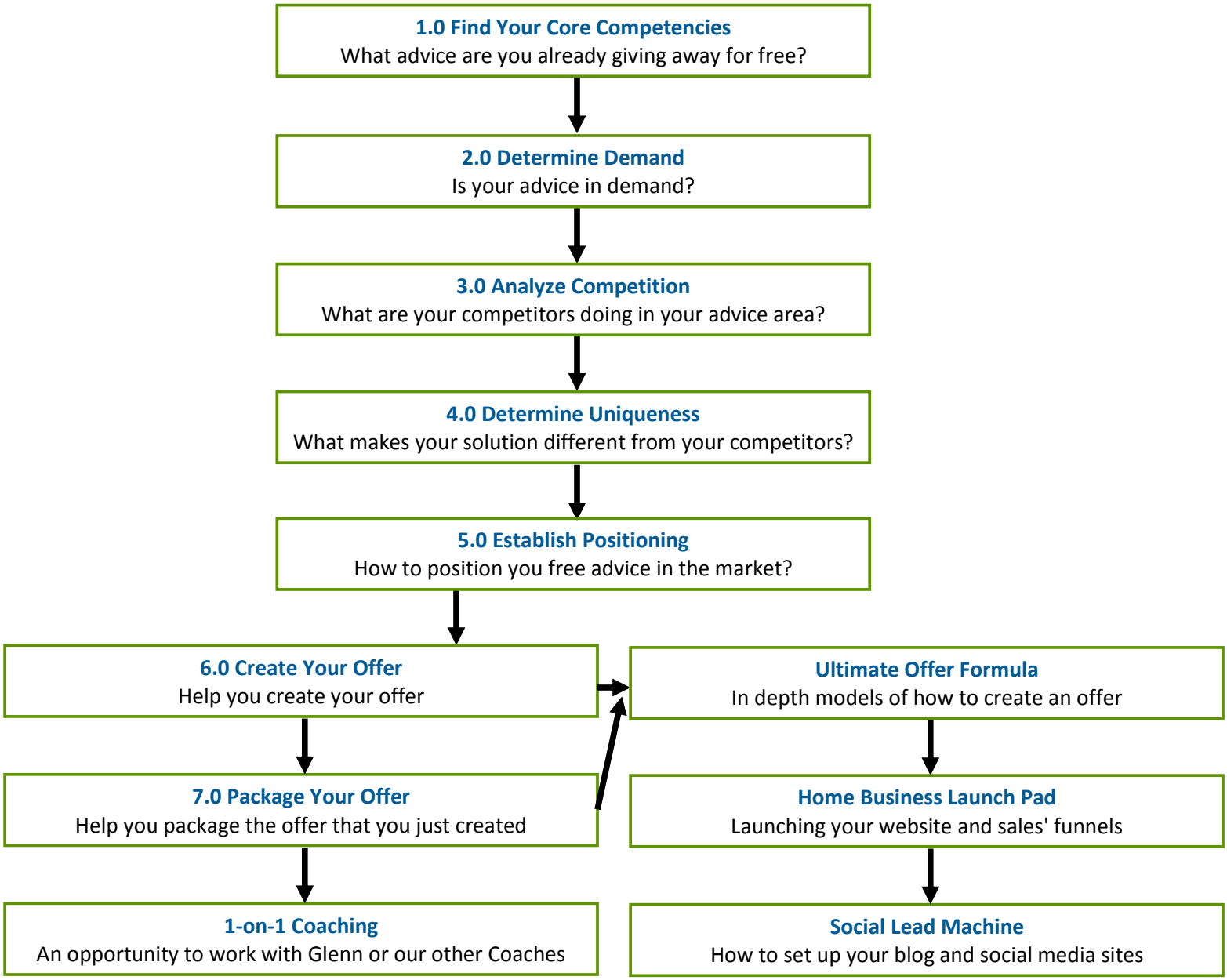
QUICK HOME BUSINESS PROFITS

6.7 Sexy System Names: Action Plan

Looking at your updated flowchart from '6.6 System ASK' you will now need to create names for each section of your system. Your names should be short (2-4 words) and intriguing. Under each of the names you will also want a brief description of each section.

See the example of "Quick Home Business Profits" below. Note you don't put your ASK information on this finished product. That copy is for your information and reference:



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Now that your flowchart is complete you will want to create a headline to go with your system. We all know that the way you say things is often just as important as what things you say. Experts know that they must be careful with the words that they choose. Everything that you put before your readers must not just be engaging, but it has to keep their eyeballs glued to the page and their hearts pounding with excitement with every idea. You are giving them the secrets to make their dreams come true! Who could stop reading that? What would WANT to stop reading that?

It is imperative that you are able to write headlines that pull. A more technical way of looking at it is that your headlines are a descriptor that clearly describes your USP (5.1 Unique Selling Position (USP)).

Use this AIDA formula to help you when creating your headline.

A: The headline should grab your readers' ATTENTION and hold it in a vice-like grip!
I: A great headline will be the match to start a fire of INTEREST under your reader!
D: Your headline should reach into your readers' core and touch on their longings and DESIRES
A: The headline that you want will force the reader to stop everything they are doing and learn how they must take ACTION!

Keep a list of powerful headlines, whenever you see a headline that really makes you want to read an ad or sales' letter, be sure to keep track of it. Then use the 'Borrow-A-Proven-Winner' Approach. This technique 'borrows' words, phrases, and formats from famous headlines. With this method, you take individual components from existing headlines and tweak them to suit your headline. Here are some examples:

Original: "They Laughed When I Sat Down At The Piano ... But When I Started To Play!... "(John Caples)
Adaptation: "They Laughed When I Sat Down At The Piano. They Stopped When I Picked It Up..."(Gold's Gym)

Original: Breakfast Of Champions! (Wheaties cereal)
Adaptation: Breakfast of Millionaires. (Barron's financial magazine)

Below are a list of **Power Action Words** that you can use in your Headline or Titles.

- Discover
- Eliminate
- Build
- Reduce
- Avoid
- Save
- Grow
- Generate
- Compound
- Benefit
- Solve
- Throttle
- Magnify
- Unravel
- Identify
- Gain
- Achieve
- Motivate
- Listen
- Improve
- Think
- Change
- Produce
- Craft
- Balance
- Control
- Polish
- Execute
- Deliver
- Capture
- Launch
- Vary

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Million Dollar Tip:

When using these power action words avoid using an 'ing' at the end of the word. Do not use "Making More Money While Staying At Home", instead use "Make More Money While Staying At Home". It is more powerful and more promising.

Things to remember:

- Never use all upper case letters. Caps on each word in the headline does make them noticeable.
- You need to aim your appeal based on basic human motives (Review '6.2 Target market Motives')
- A headline should have all the subtlety of a hand-grenade. You have only one brief chance to capture your reader's attention. Don't waste it. If you're clever, cute, or vague, you'll probably lose the reader.
- The type of headline that draws the reader in focuses on the most relevant benefit your customers get by doing business with you. A powerful, meaningful advantage, clearly stated, will always win you a strong share of qualified prospects.

Use '6.7 Sexy System Names: Template' to keep track of your headlines.

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6.8 Putting It All Together: Action Plan

Go back to '5.4 Competitive Advantage' and look at your positioning statements you created. Now that you have learned more do these need updating? If they do, use '6.8 Putting It All Together: Template' to update them. Now take your positioning statements and your flowchart you just updated in '6.7 Sexy System Names' and create a 3 minute elevator speech. If you only had 3 minutes in an elevator with someone what would you say about your system (what you do...) that would make them want more information and ask for your business card? Now that you have completed your 3 minute elevator speech narrow it down to 30 seconds (better only 10 seconds).

Once you have your elevator speech finished create a list of your family and friends that asked you for advice in the past. Set up a time to meet with them. These will be trial runs for potential clients and joint ventures in the future. Because you want to make a good first impression with potential clients make sure you use the following guidelines.

1. You will want to be the first person at the meeting location.

2. If you are able to find out what they like to drink beforehand have their drink ready.

3. Have a great looking notepad holder and a sharp looking pen.

4. You will want to dress your best like you are going to a professional office.

5. When the person arrives stand up and shake their hand with an appropriately firm hand shake and thank them for joining you.

Tell them your headline and elevator speech. Also bring a clean printout of your system flowchart so they can have a look at it and ask questions. Treat them like they are a new prospect.

When finished have them give you feedback. What did they like and not like? What do they think of your flowchart? Did they have an aha moment? Write it all down. Thank them for their time.

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6.0 Create Your Offer

Templates

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6.2 Target Market Motives: Template

Try and find at least one way to position your advice from as many of these six motives as you can.

1. Love

_____

_____

2. Gain

_____

_____

3. Duty

_____

_____

4. Pride

_____

_____

5. Self Indulgence

_____

_____

6. Self Preservation

_____

_____

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6.3 Three (3) Types of Data: Template

'6.3 Three (3) Types of Data: Action Plan' explains the difference between the 3 types of data. Record yours here for reference.

Marketing Data (you may not have any marketing data if you have not yet received feedback):

Problem Data:

Product Data:

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6.7 Sexy System Names: Template

Write your ideas for your headline below.

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6.8 Putting It All Together: Template

Write any updated positioning statements below:

Write your final 3 minute elevator speech here:

Write your final 30 second elevator speech here:

Who will you meet to get feedback on your current system?

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7.0 Package Your Offer

PowerPoint Slides

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7.0 Package Your Offer

Outline

7.1 Diagramming Your Competitive Advantage
7.2 Education Based Selling
7.3 Strategically Embed Sales Codes
7.4 Creating Your Free Report
7.5 Creating Your Consumer Guide

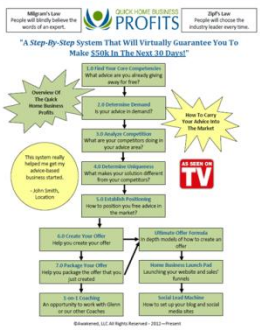
Strategic Design Model

- Visual way to view not only your flowchart but other key aspects of your system

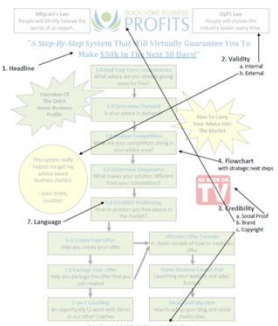
Things To Include

- Headline
- Validity
- Credibility
- Flow
- Geometrical Shapes
- Color
- Unique Language

Things To Include



Things To Include



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QUICK HOME BUSINESS PROFITS

Further Action

7.1 Diagramming Your Competitive Advantage: Action Plan

Outline

7.1 Diagramming Your Competitive Advantage
7.2 Education Based Selling
7.3 Strategically Embed Sales Codes
7.4 Creating Your Free Report
7.5 Creating Your Consumer Guide

Education Based Selling

- Upgrade your user, not your product
- Educate your potential clients as to why your product / service is better

Further Action

7.2 Education Based Selling: Action Plan

Outline

7.1 Diagramming Your Competitive Advantage
7.2 Education Based Selling
7.3 Strategically Embed Sales Codes
7.4 Creating Your Free Report
7.5 Creating Your Consumer Guide

Embed Sales Codes

- Embed the correct 'recipe' for building anticipation
- Get your target market to move forward with you

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Further Action

7.3 Strategically Embed Sales Codes: Action Plan

Outline

7.1 Diagramming Your Competitive Advantage
7.2 Education Based Selling
7.3 Strategically Embed Sales Codes
7.4 Creating Your Free Report
7.5 Creating Your Consumer Guide

Free Report

- You will only create a Free Report OR Consumer Awareness Guide to start
- Use your positioning statements as sections in your free report

Further Action

7.4 Creating Your Free Report: Action Plan
&
7.4 Creating Your Free Report: Template

Outline

7.1 Diagramming Your Competitive Advantage
7.2 Education Based Selling
7.3 Strategically Embed Sales Codes
7.4 Creating Your Free Report
7.5 Creating Your Consumer Guide

Consumer Awareness Guide

- You will only create a Free Report OR Consumer Awareness Guide to start
- Use your bold predictions as sections in your free report

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Further Action

7.5 Creating Your Consumer Guide: Action Plan
&
7.5 Creating Your Consumer Guide: Template

Questions

Action Plans and Templates
are available on the membership site.

If you have questions check out
the support page.

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7.0 Package Your Offer

Action Plans

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7.1 Diagramming Your Competitive: Action Plan

You are going to create your strategic design model, which is a visual way to view not only your flowchart but other key aspects of your system. Your strategic design model is a visual tool to provide an instant overview of:

- your business structure → what is your system?
- your business content → what do you do?
- your business context → in what framework do you do this?
- your business credibility → why are you the #1 choice?

The main purpose to creating your strategic design model is to provide clarity to yourself, and prospective clients when it comes to showcasing your system. There are 7 important aspects of your strategic design model. You can reference the example on the next page for placement of each.

1. **Headline**
   Reflects your USP (you created headlines in '6.7 Sexy System Names')

2. **Validity**
   Two types of validity
   A. Internal validity: one or two laws B. External validity: testimonials

3. **Credibility**
   Three types of credibility including
   A. Social Proof B. Brand Awareness C. Copyright (Proprietary Information)

4. **Flow**
   Can viewers spot a flow in the process? Are they being taken from a starting point to a finish point including a strategic next step?

5. **Geometrical Shapes**
   Use circles, rectangles, squares, triangles, and diamonds. Use arrows to connect shapes and concepts.

6. **Color**
   People are highly visual; primary colors and shades of these are easy on the eye, and allow for more attractive flowcharts. Color coordinate where possible.

7. **Unique Language**
   Your flowchart should be used to showcase your system, with all its unique aspects. Use unique words and phrases to describe your system (you already did this in '6.7 Sexy System Names').

Remember a strategic design model used well (as a bonus with sign ups, on your website, as an add-on with the contract, as a promotional piece with sales material, etc.) can be the deciding factor when it comes to prospect clients choosing YOU, or choosing YOUR COMPETITION. If prospects can view the overview of your system at a single glance, you gain instant trust and credibility. This will outperform a competitor who literally has nothing to show.

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Milgram's Law
People will blindly believe the words of an expert.

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Zipf's Law
People will choose the industry leader every time.

"A *Step-By-Step* System That Will Virtually Guarantee You To Make $50k In The Next 30 Days!"

Overview Of The Quick Home Business Profits

1.0 Find Your Core Competencies
What advice are you already giving away for free?

2.0 Determine Demand
Is your advice in demand?

How To Carry Your Advice Into The Market

3.0 Analyze Competition
What are your competitors doing in your advice area?

This system really helped me get my advice-based business started.

- John Smith, Location

4.0 Determine Uniqueness
What makes your solution different from your competitors?

AS SEEN ON TV

5.0 Establish Positioning
How to position you free advice in the market?

6.0 Create Your Offer
Help you create your offer

Ultimate Offer Formula
In depth models of how to create an offer

7.0 Package Your Offer
Help you package the offer that you just created

Home Business Launch Pad
Launching your website and sales' funnels

1-on-1 Coaching
An opportunity to work with Glenn or our other Coaches

Social Lead Machine
How to set up your blog and social media sites

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Milgram's Law
People will blindly believe the words of an expert.

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Zipf's Law
People will choose the industry leader every time.

"A *Step-By-Step* System That Will Virtually Guarantee You To Make $50k In The Next 30 Days!"

1. Headline

2. Validity
   a. Internal
   b. External

1.0 Find Your Core Competencies
What advice are you already giving away for free?

Overview Of The Quick Home Business Profits

2.0 Determine Demand
Is your advice in demand?

How To Carry Your Advice Into The Market

3.0 Analyze Competition
What are your competitors doing in your advice area?

This system really helped me get my advice-based business started.

- John Smith, Location

4. Flowchart
with strategic next steps

4.0 Determine Uniqueness
What makes your solution different from your competitors?

AS SEEN ON TV

3. Credibility
   a. Social Proof
   b. Brand
   c. Copyright

5.0 Establish Positioning
How to position you free advice in the market?

7. Language

6.0 Create Your Offer
Help you create your offer

Ultimate Offer Formula
In depth models of how to create an offer

7.0 Package Your Offer
Help you package the offer that you just created

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1-on-1 Coaching
An opportunity to work with Glenn or our other Coaches

Social Lead Machine
How to set up your blog and social media sites

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7.2 Education Based Selling: Action Plan

"Upgrade your user, not your product". Value is less about the stuff and more about the stuff the stuff enables. For instance as Kirstyn Sierra puts it "*don't build better cameras, build better photographers*". The key is to make your prospects smarter about what your competitors cant do. You will build trust and make your prospects smarter simultaneously.

The downfall to this is the upfront investment in your prospects, but it is worth it. By investing in making your prospects smarter, you build TRUST in your expertise and make them better customers.

Effective education requires that your offer be superior in some way to your competitors. You have already figured out what sets you apart from your competition in '5.4 Competitive Advantage'. Your education based selling is really a powerful negotiation strategy to help your prospective clients see things your way.

You will educate your prospective clients in the written material that you create for your Free Report (7.4 Creating Your Free Report) or Consumer Awareness Guide (7.5 Creating Your Consumer Guide) and much more.

Some barriers to selling that you will want to counter in your written material are:

1. It won't work
   Solution: Social proof

2. It won't work for me
   Solution: Social proof

3. I can wait
   Solution: Often they don't understand they have a problem. If they don't realize what their loss is, then they will not see the urgent need (5.5 Bold Predictions)

4. It's too difficult
   Solution: Convince them it is easy, they can do it, it will work for them.

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7.3 Strategically Embed Sales Codes: Action Plan

Our "Free Report" (FR) and "Consumer Awareness Guide" [CAG] bring hot leads that turn into GREAT clients and I want to ensure you embed the correct 'recipe' for building anticipation and get your target market to move forward with you.

Note: On our websites nobody gets any report for free until they provide us their contact information. In business the money is in the follow-up, so you must get their contact information first.

In this module you will find a copy of both our "FR" and our "CAG" to be used as references ONLY. Do NOT spend a lot of time reading and re-reading these documents. Instead use them as a model to build our own "FR" or "CAG" based on your own unique industry and positioning statements.

Please be careful with these two documents as this is part of my licensing program that I am sharing with you. Remember also that these are two different types of free reports so they will not have each point below exactly the same as the other.

Review the following points, using the attached repots as a reference, to see examples of the important coding practices you need to incorporate into your own product.

The page numbers to reference in each document are shown in either **(round brackets)** for the (FR) or **[square brackets]** for the [CAG]. Notice how I build anticipation using...

1. A Personal Note on pages (About the Author) & [3 + Bio on page 2].

2. Note what I do and how I say it on Page [3, 5th paragraph] referring to the power of the information they are about to consume. I also include below an excerpt from my "The New Stealth Guru Model: Because The Typical Expert/Guru Model Is Dead!":

   •••

   The power of what I am going to share with you is that this is the strength behind a new science that I have christened as **"Information Coding"**. It is the most powerful concept that I know of that you can leverage in your marketing, product creation and entrepreneurial growth all at the same time! And this is more important than ever because of the information explosion and new trend that you need to be able to leverage quickly.

   •••

3. Notice the following section from another of my reports entitled, "How To Read This eBook For Maximum Application To Help You Fast Create And Sell High Priced Programs Now".

   Note how I command the readers that they will need to read and reread the material. (I do this because at best 70% of people consume 30% of something...so I need to tell them they need to do more than just read the material! And notice how I get them to 'DO' action steps. As a marketer you want to shape their behavior and get them to take action.)

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How To Read This eBook For Maximum Application To Help You Fast Create And Sell High Priced Programs Now

I have laid out this eBook in specific steps. It is intended that you will read this over the first time to understand the paradigm—the specific model I am going to reveal to you. You should then re-read this eBook and underline the critical concepts. Finally, I recommend that you read the following material for the third time and take notes in the margin as they apply to your business.

4. Notice too I have a Table Of Contents (TOC) which builds anticipation with good titles. Use the '6.7 Sexy System Names: Action Plan' to help you generate some GREAT titles.

5. Notice that, on Page (4); [1 “Provided as an educational service by”]; [3 “We wrote this guide…decision] it builds the case for why I am giving this away for free. NOTE: Always give a reason 'why' you are giving a deal i.e. a scholarship.

6. Notice how I build anticipation...
"Glenn Dietzel Is Donating $100,000 In Rapid Business Acceleration Real Case-Study Driven Material As A Bold Experiment To A Few Select Readers. Qualify Now And Gain Massive Exposure For Your Expertise And Passion Using The Leverage Of Zipf's Law."

7. Notice in #6 that I introduced a law too that builds anticipation for 'what is this?'

8. You can use the concept of 'STEPS'. It conveys that there is a system! (i.e. Step 1, Step 2, Module 1, Module 2 etc.)

9. See how I use numbers to help with the logical decision of justifying the power of what I am going to reveal to them as well as beginning to 'sell' entrepreneurs on working with me (provide right brain justification).

Commodity Value Vs. Dividend Value—A Case-Study In Numbers

Grab a calculator and I want you to see for yourself what commodity value and dividend value look like in terms of specific numbers for you business.

Consider that you have some good copy on a homepage where you are selling a lead product such as a DVD or a CD. Let's consider for this example that you have 1000 people driven to your site with good conversion rate to purchase your $20 DVD or CD. And let's consider that you get 5% to purchase this product.

We are also going to examine the above stats from two situations which we are going to refer here to as Situation A and Situation B.

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Let's look at the stats.
Situation A

With a 5% conversion rate from 1000 people who see your product page, 50 people purchase your $20 lead product. The numbers look like this.

Situation A:
50 people X $20 = $1000 Gross Sales

Consider now that on average there is a return rate of 20%...therefore Gross is $800.

10. Notice the (7 Secrets) [8 Discoveries] don't even begin until page (6) [7]!

11. Notice how I use case studies [page 4], how I create concepts like [Speed to Market Audit]using unique languaging etc.

12. Each (Secret)[Ripoff/Sin/Mistake] could end with homework and a case study. i.e. testimonial.

13. **LAST BUT NOT LEAST -- VERY IMPORTANT:**

    All materials (report, guide, eBook etc) REQUIRE a strong **"Call to Action"** (19) [16,17]at the end – and sometimes at the end of each section. Have your leads go somewhere for something.

Side Note:

If the lead/prospect does not "register" on a webform (or get into your contact list some other way) when they receive this "free report/ebook" you ABSOLUTELY need to have a call to action that sends them to a website/place that they can "register" for another FREE gift so you have their contact information and can continue to market-to/educate them.

Keep the following information in mind when creating your own call to action.

How to Code The Value Of Your Program

1. Contrast:
   The world is full of obvious things which nobody by any chance ever observes.
   --Sir Arthur Conan Doyle

   Use the power of contrast in leveraging your value. If you focus on the value of a book or CD that you have created and then speak about a high level program, you are making a big mistake in leveraging the power of comparison. You need to frame your comparison properly.

   Example:
   Compared to an $80 Shirt in a store with a $500 suit, an $80 shirt in a store with $20-$50 clothing apparel is not good if you hope to sell that shirt.

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Compared with a $2K computer, $300 warranty is inexpensive (Even though purchase increases by 15%)

Compared with $35K car, $1K for leather seats appears inexpensive.

Compared with a $500,000 home, a $40K kitchen remodelling is no big deal.

2. Framing—a way to control the perception of Contrast.

   Example: I know a guy who uses the phrase $148,000 less than a top-tier business program when marketing his online business course. Compared with buying a book, course looks expensive. Compared with the cost of an MBA program, it's a bargain.

3. Scarcity—Conservation of Energy Or Normalcy Bias—people have a natural tendency to decide to 'do things later' unless there is a compelling reason to act immediately.

   Scarcity encourages people to make decisions quickly. Scarcity is a powerful motivator to prevent people from acting on the desire to conserve. If you want something that's scarce, you can't afford to wait without the risk of losing what you want.

4. Loss aversion (People move forward more from the fear of loss than from the opportunity of gain). Loss aversion ensures that this possibility feels bad enough to prompt us to take action now!

   Add a scarcity element to your proposition/offer. Here are four ways to add scarcity

   A. Limited Quantities.
   B. Price decreases.
   C. Price Increases.
   D. Deadlines.

Using this information, it is now time for you to tackle your own "Free Report" or "Consumer Awareness Guide" using your own unique positioning, differentiation and uniqueness.

Only do 1, either the Free Report or the Consumer Awareness Guide to start.

If you have time later and wish to do both that is fine. The Free Report is best for those with more "positive" positioning statements than "negative" and the Consumer Guide is best for those with more "negative" than "positive" positioning or with more differentiation from the competition.

If you have chosen to create a free report go to '7.4 Creating Your Free Report' and then skip '7.5 Creating Your Consumer Guide' for now. If you have chosen to create a consumer awareness guide then skip '7.4 Creating Your Free Report' and go to '7.5 Creating Your Consumer Guide'.

Remember this Speed-to-Market principle:
"Writing is the doing part of thinking"
--Glenn Dietzel

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7.4 Creating Your Free Report: Action Plan

You will want to go back a review everything that you have put together specifically your positioning statements (5.4 Competitive Advantage) as these will make good sections for your report. Note that our free report is very large, it has been developed over a number of years, your report that you create does not need to be this long and detailed.

Use '7.4 Creating Your Free Report: Template' to create the outline for your free report.

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7.5 Creating Your Consumer Guide: Action Plan

You will want to go back a review everything that you have put together specifically your bold prediction (5.5 Bold Predictions) as these will make good sections for your report. Note that our consumer awareness guide (CAG) is very large, it has been developed over a number of years, your CAG that you create does not need to be this long and detailed.

Use '7.5 Creating Your Consumer Guide: Template' to create the outline for your consumer awareness guide.

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7.0 Package Your Offer

Templates

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7.4 Creating Your Free Report: Template

Headline (Title for Free Report):

_____

Positioning Statement #1:

_____

Key Points To Cover

- _____
- _____
- _____

Positioning Statement #2:

_____

Key Points To Cover

- _____
- _____
- _____

Positioning Statement #3:

_____

Key Points To Cover

- _____
- _____
- _____

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Positioning Statement #4:

_____

Key Points To Cover

- _____
- _____
- _____

Positioning Statement #5:

_____

Key Points To Cover

- _____
- _____
- _____

Now that you have the outline created start writing your free report making sure you keep everything you learned in '7.0 Package Your Offer' in mind.

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7.5 Creating Your Consumer Guide: Template

Headline (Title for Consumer Awareness Guide):

_____

Bold Prediction #1:

_____

Key Points To Cover

- _____
- _____
- _____

Bold Prediction #2:

_____

Key Points To Cover

- _____
- _____
- _____

Bold Prediction #3:

_____

Key Points To Cover

- _____
- _____
- _____

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Bold Prediction #4:

_____

Key Points To Cover

- _____
- _____
- _____

Bold Prediction #5:

_____

Key Points To Cover

- _____
- _____
- _____

Now that you have the outline created start writing your consumer awareness guide making sure you keep everything you learned in '7.0 Package Your Offer' in mind.

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7.0 Package Your Offer

Free Report

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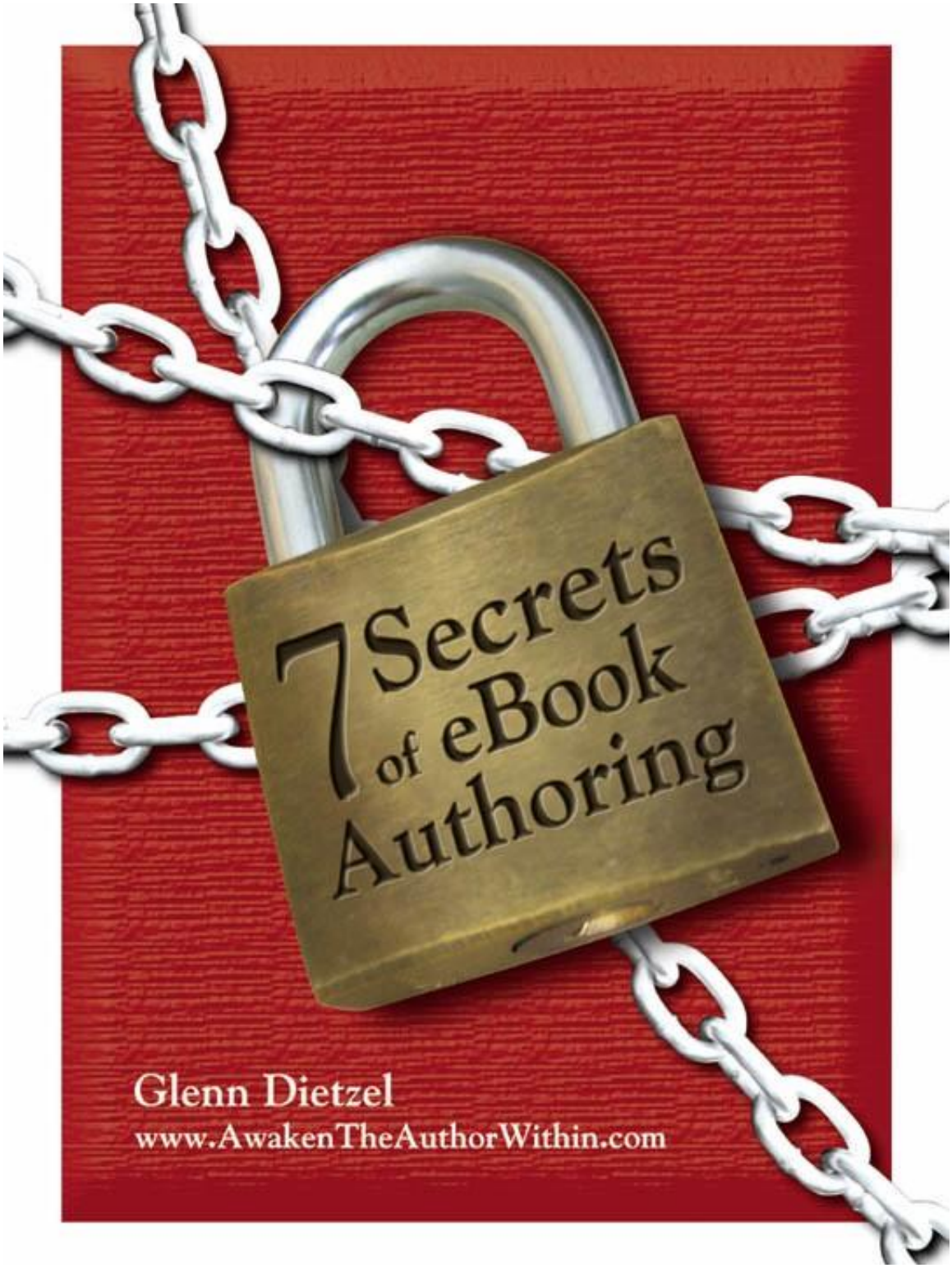

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About the Author • Glenn Dietzel

Glenn Dietzel is the President of AwakenTheAuthorWithin.com (**http://www.AwakenTheAuthorWithin.com**). As a leading expert in eBook authoring, Glenn helps people globally launch a successful online business and celebrate the attitudes, skills, and knowledge they have obtained from the 'University of Hard Knocks.' Glenn is a passionate believer in the power of writing. Authoring an eBook is the quickest, cheapest and easiest way to launch a successful online business.

Glenn's proprietary information helps would-be authors—with no writing experience—author an eBook and unleash the greatest opportunity of their lives in 29 days or less. The possibility of launching a new career. The possibility of making a difference globally. The dream of becoming a published eBook author.

Glenn designs his writing and authoring system to help people just like himself!

Glenn was…

A lousy writer. A person who couldn't string two sentences together. A person who was rushing around to find success and trying to juggle a job, a wife :-), and a family. A person, who despite his best intentions, was unfocussed, scattered in his thoughts, and refused to commit anything to paper because he was scared to death of the results.

That was Glenn three years ago.

In fact, Glenn would actually sometimes break into a panic attack because he was so scared to write.

Today Glenn changes lives globally because he said enough is enough. He confronted his fears. He obtained some mentors in his life. And he has worked out a system that has cost him thousands of dollars and hundreds and hundreds of hours of hard labor. Ask his wife as she has had the patience of 'Jobette' :-) during this time.

This system helps people—just like Glenn—to unleash their fantastic abilities as an eBook author in record time.

--How to get a best-selling product created in as little as a morning or afternoon
--How to write your 90 page eBook in less than 12 hours of writing—effortlessly.
--How to have your eBook published as a pBook in only 48 hours.
--How to focus properly so that you have a clear game plan.
--How to overcome writer's block forever.
--How to set yourself up for guaranteed success.

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--How to incorporate your writing time to fit your busy schedule.
--How to successfully market and sell your eBook using a power proprietary system
--How to execute the launch of your business online so that you can make many additional, residual streams of income from your eBook.
--How to get your eBook and print book sold on Amazon.com and 10 other online retailers effortlessly.

Why is Glenn so excited? Why is he so enthusiastic to see you obtain the same success as he has? Because he knows how close you are to unparalleled success!

How many people feel undervalued? How many people would like to be rewarded for techniques and skills you possess? How many people would like to earn money—residual income—while they play, sleep and go on vacation?

How many people are tired of being ordinary? How many people would like to fast-forward their lives and become extraordinary? How does Glenn know he can help you? Because of his success rate working with people who also said “enough is enough” to being ordinary.

With Glenn’s writing and authoring system, you will get personal help with the entire process, not just a list of to-dos. Glenn will show you *exactly* how to get your eBook out in record time.

The enemy of your success is distraction, scattered thinking and lack of focus. Glenn’s proprietary system will help you overcome these detractors. You will become a published author and launch the most exciting career of your dreams in record time. This exact system allowed Glenn to replace his income and his wife’s income within 127 days and you can do the same!

This is Glenn’s personal and professional pledge to you.

Glenn provides keynote addresses, eBook authoring columns, workshops, seminars, teleseminars, ‘bookcamps™’ and personal coaching focusing on helping people live their dreams and ***Awaken The Author Within***™ themselves.

Glenn is the husband of a queen—his wife Fiona. Glenn is also the proud father of two rascals—Calum, aged seven, and Cameron, aged six. Glenn and Fiona live on the sandy shores of Lake Huron in the small town of Sarnia, Ontario, across from Port Huron, Michigan.

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7 Secrets of eBook Authoring

Thousands of eBooks are sold online each day. Thousands of ordinary people such as yourself are cashing in on selling their expertise.

You can do this too. Ordinary people write eBooks. Ordinary people are making another source of income. Ordinary people are creating for themselves extraordinary lives. Ordinary people creating a passive stream of income while they carry on with their daily lives.

And the great news is that I will help you become extraordinary in record time.

1. How Much are You Worth?

"YOU Inc. begins with your eBook."
—Glenn Dietzel

Are you trading dollars for hours? If you are like most people, you get paid last. That's right. If you are an employee, the government gets access to your money first. Smart people know there is a better way to create wealth. Create an asset that pays you first.

Highly successful people create assets that produce income. They build a business. This allows them to position themselves in such a way that paid employees are not able to do. The first noticeable difference is that money you earn is yours first. Because of this, you are able to deduct expenses from this income. Your business pays for these expenses not you. This means that you do not pay the government first.

The best way to begin an online business is to author an eBook. Your eBook will provide you instant credibility. Your eBook allows you unlimited income potential. This is

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because you can have people all over the Internet selling your eBook globally 24/7. It provides you with incredible tax benefits when you set up your operation as a business.

Best of all, my proprietary formula will help you get your eBook out in a realistic 29 days.

Denis Waitley encourages each of us to think of ourselves as a highly valuable corporation. We need to do this because there is no such thing as job permanency any more. In fact, those who are at the greatest risk in the 21st Century are those who believe that learning ends once they enter the job force. People who work for someone else and think that this is the safest and surest way to go are putting themselves in harms way, financially speaking. The days of beginning in a corporation, working until you retire and collecting a pension are long over.

Those who do not expand their knowledge, skills and attitudes are at risk for financial ruin. You must develop another stream of income. Your eBook will allow you to build not only another stream of income, but a residual one at that.

You must develop the skills of an entrepreneur. Begin to think of yourself as YOU Inc. And you are the CEO. Your business will only succeed to the extent that you develop and stretch yourself beyond your comfort zone. Remember that private victories always precede public triumphs.

An added bonus of having a business is that you can use it to claim all expenses that you use to create, market and sell your eBook as a deduction against your total income.

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2. Work Smarter and Not Harder

Your eBook will allow you to work smarter not harder.

> **"Your eBook is your lead generating machine providing you the opportunity to explode your business quicker than you ever imagined."**
> **—Glenn Dietzel**

Everyone has the same amount of time in the day. One secret of the wealthy is that they use their time to create multiple, passive streams of income. They earn money from one or more sources. It's called passive income because the money made is not dependent on them doing anything after they have worked once to create this source. They make money while they play with their children, while they sleep, and even while they go on vacation.

Multiple Streams of Income from one idea. Your eBook is only the beginning of earning extra cash. Your eBook puts you in the league of the wealthy. It allows for you to up-sell your purchasers with seminars, teleseminars, workshops, conferences…

Your eBook will allow you to leverage your time. What does leverage mean? Let's look at the concept of time. We all have 24 hours in a day. You create your eBook by trading time for writing. However, once your eBook is completed, you have the ability to earn residual income for the rest of your life.

Authors, musicians, and actors are some examples of occupations where people earn residual income. Royalties. For example, every time you hear Shania Twain (my sons love her!) on the radio she is paid a royalty. She records her song once, but can potentially earn money forever. Work once and reap the rewards over and over. This is called working smarter. By working smarter, you have the opportunity to earn income as if each day consisted of hundreds if not thousands of hours. And you're not working those hours either.

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So what is your income potential as an eBook author? Essentially it is unlimited. This is what I mean about working smarter and not harder.

Several years ago now many companies, especially small businesses, realized the importance of promoting their knowledge to their target markets as an eBook as opposed to bringing people to their websites. Small businesses quickly realized the competitive advantage of demonstrating their expertise on a number of websites in eBook format as opposed to banner advertisements on foreign websites.

An eBook allows you to get your information out exactly the way you want it presented. Because of monitor setting differences and other computer nuances, web pages are not always viewed the way the webmaster of the site would like. eBook technology allows for the consistency of the intended message. This is what I call conveying universal body language in the digital domain.

eBooks allow other distinct advantages allowing you to work smarter. You can have affiliates helping you sell your eBook from their websites. Usually what happens is that when someone sells your eBook from one's site or sends the prospective buyer to your site, your affiliate gets a cut—that is, the affiliate gets a percentage of sales.

There are companies that will track your affiliate payouts automatically. This business, as well as third party merchant account companies, offer automated purchasing processes. You don't have to handle credit card information. Once your eBook is set up with an automated system, your eBook is on autopilot. Kerching!

Your eBook is your lead generating machine providing you the opportunity to explode your business quicker than you ever imagined. Your eBook will position you as the expert and bring you notoriety, including speaking engagements. It will bring you media attention. You will be able to brand you and your expertise quicker than you could have ever imagined.

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3. Can I Be a Successful eBook Author?

"Everyone has inside of him or her a piece of good news. The good news is that you don't know how great you can be! How much you can love! What you can accomplish! And what your potential is!"
—Anne Frank

Let me start off by asking you some questions. I hope that by doing this you will see that "YES" you can author a successful eBook.

- **Can you hold a conversation with others?**

If you can hold a good conversation with someone…you can author a successful eBook. I'm serious. Authoring a successful eBook is really like nurturing a good conversation with your spouse over coffee. You see, successful eBook authors write in a conversational manner. Your eBook should be informal in demeanor. Think of your eBook as a lengthy friendly letter or an email. Successful eBooks are written in a conversational manner.

- **Are you passionate about something?**

Everyone is passionate about something. Think of what you enjoy talking about. What comes naturally to you? What can you go on about ad nauseaum? If you are married, think of what brings out a groan in your spouse when you begin waxing eloquent about a certain topic or issue that is close to your heart. Write about your passion. Quite often little research, if any, has to be done.

- **What comes easy to you?**

What comes easy to you? What are you able to do that others find difficult. Don't sell yourself short. You do have techniques and experiences that you have learned through trial and error. Probably many of them you could not have learned except from the "University of Hard Knocks." Think of the time, money and effort you could have saved

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had you had someone instruct you. Your eBook will allow you to mentor others saving them the heartache of trial and error.

- **What are your hobbies?**

What are your hobbies? What do you do to nourish your soul? This question leads in naturally from the previous question (What comes easy to you?) Your hobbies are extracurricular activities you enjoy doing. They might not have come easily, but you do enjoy them. Perhaps it is the sense of adventure which attracts you to your hobby. Perhaps it is the challenge of learning new skills, knowledge and/or attitudes. These are some of the many reasons that people like to participate in hobbies.

- **Have you experienced something in life that you can't stop talking about?**

If you have had a powerful, lasting experience you have the makings of an excellent eBook particularly if it is inspirational. What did you learn? How has the experience transformed your life? How can you use this to inspire and motivate others to effect lasting change in their own lives?

- **What were you good at as a child?**

Many personal and professional development trainers and speakers state that if you really want to find out what you should be doing with your life, examine your childhood. What came naturally to you? What did you enjoy doing alone or with your friends? What did you naturally excel at? What did you do in your free time that you thoroughly enjoyed and that kept you from completing your homework? ☺

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- **Can you use your word processing software?**

Let me stress once and for all—You don't have to be a techie to author an eBook. If you have at least a rudimentary knowledge of your word processing software you can become a successful eBook author. In fact, you don't even have to know how to turn on a computer—although it certainly does help! Hire a son/daughter or a friend's child to do the word processing for you.

Topic ideas can come from a number of sources including the following:

- A workshop
- A speech or keynote address
- A committee report
- A teaching experience
- A life-long interest
- An article or series
- A research project
- A thesis or formal paper
- A perceived need
- A professional need
- A personal need
- A personal experience
- A significant emotional event in your life
- A tragedy, disaster, problem
- A personal dream or vision.

Your greatness as an eBook author really begins with a true appreciation of your uniqueness. It's a chance to celebrate your God-given ability. Don't sell yourself short. You possess knowledge, skills and attitudes that others need. Isn't it time you stop procrastinating and begin taking charge of your life?

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4. Why an eBook and Not a pBook?

"Your eBook is your ocean-view property in the digital landscape."
—Glenn Dietzel

Large publishing companies are getting involved in the eBook business. Online retailers such as Barnes and Noble and Amazon.com sell eBooks. Print on Demand Companies such as BookSurge are revolutionizing the pBook industry. Dan Poynter, an expert in the field of self-publishing and one who promotes self-publishing globally, is a huge advocate of eBooks.

There are so many benefits of publishing an eBook over a traditionally published book (pBook) that it would take pages to elaborate.

Your eBook is really a lead generating machine for other income streams. Remember, successful people use one focused idea, such as an eBook, and produce many money-making action steps from this.

eBooks are in step with the digital and wireless world in which we live. Students today are raised on palm pilots and other wireless technology. eBooks are a product of the expectations that people have today of needing information in digital format. They want it now. They do not want to wait.

Timing is often everything. When a topic is hot in the media, an eBook is the quickest way to get your expertise acknowledged. Consider how can you tweak your expertise to touch areas where there is a huge market?

Your eBook allows you to make residual income by adding hyperlinks (hotspots) to key websites that provide additional knowledge, skills or attitudes pertaining to your topic. When someone orders a product at one of these linked sites after clicking through from the link in your eBook, you make residual income.

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With your eBook you can literally gain international notoriety and fame over night.

Intellectual property is the real estate property of the 21st Century according to Mark Victor Hansen, popular author and speaker. eBooks are an important aspect of this wealth. You have the potential to create your own sea front real estate property on the Internet with your eBook. Proprietary information. In digital format. Available 24/7 across the world.

One of the chief benefits is that your eBook is the gateway to other publishing costs. For a one-time fee of under a hundred dollars—$98.00 USD to be precise—I will show you how to have your eBook set up and ready to be printed to anyone who orders it as a pBook at no extra cost to you. This system is also fully automated allowing you to leverage your time on other income producing streams of income from your eBook and pBook.

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5. Why You Don't Need to be a Good Writer!

> **"A message prepared in the mind reaches a mind; a message prepared in a life reaches a life."**

You do not need to be a great writer to be a successful eBook author. Let's dispel this myth right now. No formal writing background is necessary. If you like to talk to people and enjoy a good conversation over coffee, you are the perfect person to write an eBook.

eBooks are more conversational in tone. They are more informal in demeanor. Successful eBooks are written in a user-friendly style much like writing a letter or an email to a friend.

If you have a degree or have done any kind of post-secondary education, you will have to unlearn some writing skills taught to you by your teachers. Authoring an eBook is about dispelling preconceived ideas about how to write. If you do not have any formal schooling, you are actually further ahead as you do not have to unlearn bad eBook writing skills. eBooks are not necessarily about great writing, although it is important to be succinct.

One habit you might have to unlearn is the kind of language you should use. Your eBook is not a stage for you to impress your audience with large words or jargon that few people will understand. eBook authoring is about getting right to the point, demonstrating to people that you can help them.

In truth, what you learned in school is useless when it comes to eBook authoring. Throw out the rules and speak from the heart. Write the way you speak. Short and simple sentences are in. Long and complex sentences are out. Incomplete sentences are acceptable if you are making a point. You read me right.

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What you learned in school could actually discredit you as a successful eBook author. For example, more than likely in school your teachers told you to do your research before writing. Our program tells you to do the opposite. Write first from the heart and then edit with your mind. Save your research for the editing phase. Realize though, that if you are passionate about your topic, chances are you will have little if any research to complete.

Your focus must be on your audience and not you the author. You must relate as you would hold a conversation with a friend you are meeting for lunch. Present the problems. State the solutions to these problems. Your eBook is not about good writing per se. Your eBook is about delivering solutions to the problems your target audience is currently experiencing.

eBook writing is very much an intuitive process. Although it does not submit to formulas and guidelines, your writing must submit to your personality. Your eBook is a reflection of you and your personality as you deliver focused solutions to people's problems.

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6. Non-fiction Writing Is In

> **"The best way to predict the future is to invent it."**
> **—Alan Kay**

Simply put, non-fiction eBooks are where the money is at. Understand once and for all that people have very focused/specific needs for purchasing your eBook. People want immediate solutions to present problems. In fact non-fiction eBooks often provide more detailed information than pBooks.

Once your name is known, as mentioned previously, you have the opportunity to make more money than you might have publishing your material as a pBook. The reasons are many. More detailed information is provided in an eBook. Quite often you have the ability to interact with the author using interactive forms found in your eBook.

You also have access to updates of the eBook as the author makes them available. Current knowledge. Easily updateable. In real time. And the opportunity to provide further streams of income for you such as teleseminars, seminars, workshops and personal coaching.

Non-fiction writing is about sharing your knowledge, skills and/or attitudes with a world that needs immediate solutions to present problems they face.

If you want to write fiction, focus first on authoring a non-fiction eBook. It is very difficult to make money online with fiction. Your non-fiction eBook has a much greater chance to make you money. Remember, people have focused needs when they use the Internet.

Your eBook is an important asset in the digital age. The Internet is quickly becoming an over-abundant reservoir of information that threatens to drown people. Your eBook can act as a giant filter for the ocean of material on the Internet. It can provide only the best Internet links to further resources in your area of expertise.

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In a world where change is the norm and happens quicker than we realize in many instances, eBooks are truly the way to communicate new techniques and skill sets that people need to adapt quickly and efficiently.

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7. Cut—Open the Wound—Inject the Medicine

> **"Comfort the afflicted, and afflict the comfortable."**
> **—Finley Peter Dunne**

The great G.K. Chesterton said that you can't provide solutions if people don't know they have a problem. First you must create the cut. Open the wound.

What do most people do to advertise their expertise. They offer a free eBook. Your free eBook allows people to see exactly what problems you are going to solve. As well, it builds confidence with them that you know what you are talking about. Once people gain trust in you, they will be more ready to purchase eBooks from you.

You must focus. There is no room in your eBook for scattered thinking. Focus on a specific target audience. Focus on specific problems. And provide specific solutions to these problems.
Deliver to your readers specific action steps to take. Give them a concrete game plan that will save them time and money. The better you can smell, taste, hear, see your target audience's problems, and associate with the problems they have, the better you will be able to provide timely solutions. And the more money you will make.

You open the wound by magnifying the problem. Create such a disturbance in your reader's life that they are begging to purchase your eBook.

The best way to open the wound is to write good sales copy. You don't need a lot of flash and pizzazz. You don't need gimmicks such as incredible animation demonstrations or dancing graphics to sell your eBook. You don't need any graphics for that matter. What sells your eBook? Words sell. Words convey ideas. Ideas expressed properly will sell the benefits of your eBook to your readers.

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Words producing emotional responses in your readers will make them want to buy your eBook. Words properly used will make people feel compelled to purchase your eBook.

The purpose of any medicinal product it to provide aid to bodily ailments. Look at your eBook as a problem solving manual. Think of your eBook as electronic medicine—e-Medicine if you will. ☺ Or as a map to help people chart their lives. An orienteering guide which will keep your readers focused on their final destination. Your eBook will provide your readers with a specific game plan to stay focused to win.

Essentially where ever there is a need, there is an eBook waiting to be born. The best eBooks are born in hearts. When I exhort you to "Awaken the Author Within™", I am challenging you to reveal your real self.
Many authors state that if you really want to know yourself, author a book. Your eBook is the answer to you completing the most exciting journey you will ever take. It is an adventure of self discovery. Carpe Diem.

Glenn Dietzel, President

http://www.AwakenTheAuthorWith.com

glenn@AwakenTheAuthorWithin.com

P.S. Do You Really Have What it Takes?

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Are you ready to launch your online career? Are you ready to say "YES" to your Big Dream? Are your ready for notoriety and global recognition for the attitudes, skills and knowledge your possess? Foundational to the 7 Secrets of eBook authoring is the mental mindset you must have and that is, **"Never Say No to An Opportunity"**. **Never**! Go now. I guarantee you will thank me for this journey you are about to launch. It will be the best personal and professional development of your career! Guaranteed!" Click Now on the following link and get this additional bonus. Hurray…you must absolutely jump on this **limited time opportunity**. You will kick yourself if you miss this!

CLICK HERE…Yes, I am saying "YES" to my BIG DREAM, Glenn!

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7.0 Package Your Offer

Consumer Awareness Guide

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Consumer's Awareness Guide To Sales and Marketing Execution

By Glenn Dietzel
Awakened, LLC

Read this guide and you will discover the following:

1. **How to Avoid Six Sales and Marketing Rip-Offs**
2. **Nine Costly Misconceptions re: Sales and Marketing**
3. **Eight Deadly Sins About Sales and Marketing**
4. **Five Mistakes To Avoid When Choosing a Sales and Marketing Company**
5. **Three Methods to Find the People Who Want What You Offer**
6. **The Importance of Value vs Price**
7. **Why 99% of the Sales and Marketing practices utilized by most companies are dead wrong!**
8. **Why You Want a Sales and Marketing Team That Will Work With You Each Step of the Way**

Provided as an educational service by

Awakened, LLC
Specialists in Product Development &
Sales and Marketing Execution
Glenn Dietzel

1.519.542.3043

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Glenn F. Dietzel, CEO

Glenn Dietzel is the Founder of Awakened, LLC, a leading thought company in the Recommendation Age.

Imagine having a V.P. of a Fortune 100 company phone you on your home phone demanding to speak with you.

Not only did Adobe Corp phone Glenn Dietzel, but Book Surge (now owned by Amazon.com), consultants to two Vice Presidents of the U.S., and leaders in just about every niche market today seek out this former Vice Principal's coaching.

Glenn has been involved in JVs that have produced over 1.2 billion in revenue with their clients over the past 7 years. Top CEOs and entrepreneurs hire Glenn for personal mentoring with his focus on rapid authoring and business execution.

Glenn offers the first in the authoring and publishing field, instant access to a New York Publisher with his focus on entrepreneurial authoring, a system to help clients build the most expensive programs while they author their own books. Many of Glenn's clients have hit the best-seller lists, including Joel Comm who went to #5 as a NY Times Best Seller.

If you are ready to challenge your assumptions about success, and ready to experience the new science of influence and lead generation where you will discover a system to eliminate your competition in less than three minutes and ethically compel your ideal clients to choose your forever, you will be glad that you met Glenn Dietzel.

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Dear Entrepreneur/Business Person:

Choosing a sales and marketing company is not easy.

Why? Because you are absolutely bombarded with misleading advertising, confusing claims and simply bad information.

From super-low prices and high-pressure sales to marketers who want to push a certain media on you when it might not be in your best interest to unqualified "sales and marketers" who have never made it in the market place as an entrepreneur—how do you ever expect to find a qualified, competent, professional sales and marketing company?

You start by reading this Consumer's Awareness Guide. In this fact-filled booklet, you will discover how to avoid six sales and marketing rip-offs, nine costly misconceptions re: sales and marketing, eight deadly sins about sales and marketing, five mistakes to avoid when choosing a sales and marketing company, and three methods to find the people who want what you offer, plus much more.

We wrote this guide to help you better understand sales and marketing, which are your twin tickets to financial freedom. Now, with this knowledge, you can make an informed, intelligent decision.
And if you have any questions about sales and marketing, you are invited to call us at 1.519.542.3043. We have dedicated our business to educating consumers. We will be happy to help you in every way.

Cordially,

Glenn Dietzel
(519) 542-3043
Awakened, LLC
Specialists in Product Development and Sales and Marketing Execution

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Some Of The Over 1,800 Real Life Case Studies

"No one has more video case studies than Glenn Dietzel today.
In fact, no one comes even close."
--Alex Mandossian--
Virtual Book Tour Secrets, San Francisco, CA

"I spent thousands of dollars on pseudo-coaches who professed to 'mastermind' marketing programs that would launch my business. There were no results produced because I found myself coaching the coach! I finally fired the Y2 guy and floundered for months researching and searching for ways to jumpstart my consulting practice. Then I was introduced to Glenn Dietzel! Working with Glenn is a blessing and a gift. Having experienced all the wrenching problems of an entrepreneur, Glenn understands the hesitations and stumbling blocks. He encourages the taking of giant leaps with his support. With Glenn as my business coach, **I've already experienced a revenue increase of over $15,000 in less than 60 days**."

—Lorraine Lane
Business Consultant, Tampa, Florida

"My name is Dr. Kevin Kaurich a chiropractor in South Bend, Indiana. I want you to know why you should be working with Glenn Dietzel and AwakenTheAuthorWithin.com. Glenn's ability to help companies with sales and marketing using their information products that Glenn helps to create is simply terrific! I want to give Glenn a glowing testimonial.

Glenn has helped us revolutionize the way we do business. He has showed us exactly how to get media coverage, audio and visual endorsements. He has tweaked our newsletter, showed us how to send out media releases…all basically free advertising…and so much more. **Since working with Glenn, our services are up 15% in a matter weeks and our new patients up 75% in this same time frame**. Thank you so much, Glenn! You are the best and this comes from someone who has paid for many other sales and marketing services."

—Dr. Kevin Kaurich,
South Bend, Indiana

"Things are really busy around here these days and our business in on a steady rise each month as I work more of what I learned from Glenn. Only decide to go with Glenn if you are going to commit yourself to action because that is exactly what Glenn is going to require of you!

I got 10 times my money's worth out of my time with Glenn. My business has more than tripled with Glenn's help and because of it and today we run the largest digital scrap booking site on the Internet Thanks so much Glenn!"

—Wes Waddell,
Digital Scrapbooking, Colorado Springs, Colorado

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"I came to Glenn with a pretty good solid business idea and within 10 coaching sessions together I was able to launch a live, revenue generating business. I would really encourage anybody who is looking to follow a dream or their passion and needs a little help in believing in themselves and finding out practical, results-driven information to work with Glenn. Glenn is a terrific coach and mentor with a ton of information and lots of results. **My business has generated more clients and revenue in the tail end of the year than it did the whole year long!** Again, "solid results" is the best thing to say about Glenn. He is a great, compassionate coach."

—Doreen Banaszak,
Speaker & Business Consultant, Hebral, Massachusetts

"This is Cindy from Westchester, PA. I run the largest coaching program for lawyers in the U.S. I am used to spending tens of thousands of dollars on entrepreneurship and marketing. After **my first session with Glenn I told him that I had got my money's worth already! This by far has been my best investment ever!**"

—Cindy Speaker,
Westchester, PA

"With Glenn Dietzel's materials I have been able to take my coaching business to a new level. **Because of Glenn's coaching, I now have a full coaching program where I share Glenn's outstanding material and knowledge with and I am now known as one of the top success coaches in the world**. I don't know where I would be today without the coaching of Glenn Dietzel. **Because of this, am in the top three percent of money earners in the United States**.

From ebooks to marketing to building a business with fast system creation, Glenn Dietzel is hands down the very best! I would highly recommend Glenn Dietzel to anyone who is ready to write an ebook or take their career and business to the next level."

—Scott Armstrong Consultant,
Boulder, Colorado

"Within two weeks of working with Glenn, from scratch and I sold $23,000 in coaching. **Within the first three weeks I just made $65,000 with no joint venture partners and after having only sold a total of less than $500 all of last year!** Glenn is a master at showing you exactly how to create and sell the most expensive programs in your niche. In my case, it has been from scratch!

—Sam Crowley
Cincinnati, OH

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"A year ago, I met Glenn Dietzel and started coaching with him on how to write and market an e-book. Next, my husband and I began working with Glenn to help us effectively market our businesses, each of which had been in operation over five years, but which were suffering from inconsistent sales and almost non-existent marketing. In fact, we had actually terminated all our sales staff, as they hadn't been able to sell anything - and it was difficult to see how we would be able to develop new business without an active sales force...

Our work with Glenn has proved to be the best and most effective marketing investment we have ever made. In the three months we worked with Glenn, we have **made over 70 times the investment we made in Glenn's program**. He has an amazing way of asking simple questions, listening to your answers, and then laser-focusing your attention toward developing action-oriented solutions that work - and very quickly, too.

In the past months we've not only developed a host of new clients and reenergized our existing clientele, but the new clients are going out of their way to bring us referrals. It's business on top of business! These days, we have so much work our programmers and designers are working overtime and we've had to bring on extra staff - but that is a problem we are happy to deal with!"

—Anne & Steve Holmes
APR, Principal, Anne Holmes & Associates, Galena Ilinois

"What Glenn teaches is not found in any MBA course. Wow! I am totally impressed!"

—Baldassare Minaudo
Venture Capitalist, Toronto

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Definitions of Sales and Marketing

Selling is what you do in direct communication with your target market to get money in exchange for your needed product and/or service.

Marketing is Your Communication to Your Market to Engage Them.

Effective Marketing is a diversified, systematic approach to driving pre-qualified, pre-interested, pre-motivated prospects that are pre-disposed to doing business with you. It involves a system that will run automatically and does not require active, manual labour on your part. If you implement proper marketing practices, they will be accountable, trackable, and measurable and your ideal clients will call you!

What Marketing Is Not!

Knowing what not to do is as important as knowing what actions to take when it comes to effective marketing. Effective marketing **is not** name recognition. **It is not** "Building a Name." **It isn't** building an image or ego. **It isn't** getting your name in front of as many people as possible. **It is not** bragging about how superior you are. **It is not** copying the Fortune 500 marketing strategies. **It is not** following what the school system teaches about marketing. **It is not** begging people for referrals. **It is certainly not** going to networking meetings and social events to meet prospective clients. **It is definitely not** using unethical and manipulative tactics in the market place. **It is not** taking people to lunch. **It is not** playing tennis or golf. **It is not** having a sales brochure and a business card. **It's not** having letters after your name, or a professional degree or course. **It's not even** being good at what you are doing. Finally: effective marketing is **NOT** SELLING!

Contact Glenn Dietzel (glenn@SellHighPricedPrograms.com or phone 1.519.542.3043) and request your Marketing Progress Report Card. You will be shocked at how malnourished your marketing plan actually is. This Report Card will show you once and for all why no client of Glenn's has ever had answers for more than 4 of the questions. This is why 80% of businesses do not survive to their 5th year. This is the reason that of the remaining 20%, only 5% of businesses actually THRIVE.
How to Prove Once and For All that Image Based Marketing Does Not Work!

Make Marketing Thrive For You—Three Key Principles

1. **CREATE** ads that interrupt and compel then measure your results.

2. **UNDERSTAND** media budgets and the media game. Beware!

3. **DELIVER** optimum experiences and sell your clients a relationship with you.

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1. How to Avoid 6 Sales and Marketing Rip-Offs

RIPOFF #1: Following a Sales and Marketing Program From People Whose Credentials are from Academic Institutions and Not From Experience In The Real World

This is one of the greatest rip-offs today. Just because someone has an MBA from a prestigious institution, or because he has studied sales and marketing from school and plans to implement these principles, or has numerous degrees after his name does not give him the right to charge ludicrous amounts of cash to pose as your Sales and Marketing company! Run as fast as you can from these types of people and companies. You want a company who will use their expertise which has been tested and refined in the real world. You want a company that will use the same marketing principles to help you that they used to dominate their market.

RIPOFF #2: No clear program of execution…(Cookie Cutter vs Tailor Made)

Marketing and sales is all about execution and focus. These two areas are the major areas of difficulty that entrepreneurs have. You need a sales and marketing company that will work with you to implement a systematic and precise plan of execution. This plan of execution will not involve just "getting your name out there." This is another major marketing blunder made today by business owners. "Just getting your name out there" will leave your bank account divorced from profit.

RIPOFF #3: Giving you more information without helping contextualize content

One of the biggest mistakes entrepreneurs make today is in the acquisition of more information. Information is your enemy. Information prevents your from taking action. The reason for this is because information or content is not contextualized to your personal situation. In a world where the average person receives over 4500 marketing messages per day, it is imperative that your message is crafted to clearly delineates you from your competition. There are five areas that will differentiate you from your competitors and it is imperative that the sales and marketing company you work with focuses on each of these areas. Contextualizing your content means you will distinguish yourself from your competition in the following five ways: your product, your process, your personality, your service, and your marketing.

RIPOFF #4: No way of tracking results

Most marketing companies will not show you how to track your results for the long term. Ask your marketing and sales company what kind of metrics they will help you track (there are over 50!). Check to make sure your marketing company knows and understands these. To find out what they are, make sure you contact Glenn (1.519.542.3043) and he will make it available for you.

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RIPOFF #5: Not responsible for the results once they are paid

You want a sales and marketing company fully vested in you and not themselves. How can you tell? Do they listen to you? Will they take you through a questionnaire involving over 50 questions that are solely focused on your sales and marketing. Are they asking relevant questions focused on you and your specific market? Or is the sales and marketing company just interested in getting you into some "program" where one size fits all. Avoid these companies like the plague. They are using the same sales and marketing techniques they have used with other companies. Unless you get your message out there that is focused on solving your target market's problems and unless it causes an interruption in the thinking patterns of your target market, you will be wasting your money. Be especially aware of media companies whose sole purpose is to sell you their media even when they know it is not in your best interest. Do not spend money with any media without consulting a! n independent company!

RIPOFF #6: Thinking Corporate Fortune 500 marketing will work for small companies

Most companies follow this because they see top companies doing this. Marketing for these companies is only concerned with brand recognition. Try this and your marketing will fall flat on its face. And so will your business. Guaranteed! To a trained professional, this is a huge mistake...and yet most businesses do this day in and day out. Just check bill boards, buses, subways and what kind of marketing do you see? Image based, corporate Fortune 500 marketing. These cutesie gimmicks create short term excitement. But they do not affect the purchasing habits of people. Know this once and for all. Short term memory is erased by sleep. You want a marketing company that uses the latest in the psychology of human behaviour and science to help you with messages which will go from the short term electrical impulses to a long term, chemically and neurologically entrenched desire to do business with you.

2. Nine Costly Misconceptions re: Sales and Marketing

MISCONCEPTION #1: Not telling others how great you are

Most companies spend big money to tell others how great they are. This is the result of not understanding how to sell and market. If a marketing company wants you to tell the story about how great you are, run fast and far from them if you value your bottom line. Understand this once and for all: people don't care how great you are. They are only concerned about "What's In It For Them." Your marketing messages must be clear and focused. They must speak directly to your target market. Your business becomes secondary. Market to what people want: headlines and copy are crucial. You headline must communicate succinctly your key benefits and what makes you different in the market place (your USP—unique sales and selling proposition).

MISCONCEPTION #2: Not cutting down the competition

There is nothing more unprofessional than cutting down your competitors. If a marketing company wants you to compare yourself to a competitor, don't do it. There should be no

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competitors if you take the time to differentiate yourself properly. You should play by your rules…rules that eliminate the competition and show that you are the only game in town!

MISCONCEPTION #3: Not Understanding price versus value

The price you pay for something means in terms of numbers, how much something costs. Value, on the other hand, is what you get in relationship to what you pay for.

MISCONCEPTION #4: Not going after the lowest price

Almost a sure and certain recipe for your ruin. It is seldom advisable to go after the lowest price. Refer to the section on value versus price for seven reasons why you should think seriously about competing on price.

MISCONCEPTION #5: Not being deceptive or misleading

Why should you exemplify anything but the truth? A great sales and marketing company will help you find the truth of your company that you want to communicate to your target market. This message needs to be thought our carefully as it showcases your key message that must resonate well with your target market.

MISCONCEPTION #6: Not assuming what others want

Another great fault of most sales and marketing companies! Never assume what your target market wants. Use feedback to ensure you are delivering exactly what your target market wants. Remember too that people buy what they want and not what they need. People purchase emotions. They buy feelings. They buy what will save them time, effort and/or money. They also buy to increase their feeling of well being.

MISCONCEPTION #7: Not reacting to what others (your competition) are doing

Proper focus is paramount. Your attention better not be on your competition. Your attention needs to be on adding value in the market. To the degree that you are able to do this with your sales and marketing, this will showcase itself directly in an increase in your bottom line.

MISCONCEPTION #8: Not a sales brochure

Sales brochures don't work! Pure and simple. The last thing you need is an image based marketing brochure. These are highly ineffective. Don't waste your money producing these.

MISCONCEPTION #9: Not what your father and grandfather did with the business

Why is it we are so prone to do what those before us have done, even when there is no financial merit. Sales and marketing today is the application of the latest in the science of persuasion and

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in the study of human behaviour. Unless your grandfather and father were experts in these areas, you must know this or perish in today's highly competitive market. Consider too that that you are competing against over 4600 other marketers each day who are targeting your ideal client. Unless you become "top of consciousness", (which image-based marketing will never allow you to accomplish), you are dead in the water.

3. Eight Deadly Sins About Sales and Marketing

Deadly Sin #1: Assuming that perfection is paramount

Probably the greatest waster of time, energy and money is assuming perfection is the key. One of the principles that great companies such as Microsoft, Nike, Google, eBay adopted is that after completing a target market analysis, they aggressively attacked the market place without a perfect product.

Deadly Sin #2: Neglecting to get feedback

Everything you do requires that you get feedback. YOU MUST TRACK YOUR RESULTS. This is another key mistake most marketing companies make. They are so busy putting you in a box and selling what they know, they do not focus on tracking on what really matters: feedback! Why is feedback so crucial? It is the way that you know *exactly* what your target market wants. Remember-you want to make sure you market to what your target market wants and then give them what they need. Feedback will show you how to improve your product and more importantly what back-end products and services you can offer your target market.

Deadly Sin #3: Too much thinking at the expense of action

One of the greatest mistakes that companies make is to over-think and never take action. The only time you want to go slow is at the beginning when you complete a target market analysis and compute your profit potential. And if a marketing company cannot do this, look for someone who can. After completing this, action rules. Focus and execution are paramount. What you require is a marketing company that will hold your hand and help you execute each step of the way.

Deadly Sin #4: Forgetting that copy is everything

One of the greatest sins that marketing companies make is to not understand copy writing. That's correct. Be extremely cautious in this area. You want your marketing company help you write copy focused not on you…but on your target market. Ask your marketing company if they will follow the only formula they should use…Attention, Interest, Desire and Close. If they look like you are speaking Greek…again, run. And run fast! They do not know how to write copy that will put money in your pocket!

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Deadly Sin #5: Forgetting to the work the plan

First of all let's underscore the importance of having a plan. By 'plan', we mean an all-encompassing strategy. This is in contrast to a 'tactic' which is a component of your plan. For example, you might have a strategy of using radio in your marketing efforts. This is a tactic and is only a small component of an effective plan. Working the plan takes discipline. It takes fortitude and stamina and playing for the long term. It also requires that you do what you know. You probably have some ideas of what to do. What you need to do is take the required action and do this consistently.

Deadly Sin #6: Forgetting that success is a team effort

Archimedes stated many years ago, "Give me a long enough lever and I will move the world." Your team is the lever that will allow you to dominate your market. A key concept that every great company understands is the power of leverage. Your involvement in the sales and marketing for your company is very much a team effort and must begin with you. Again, all great companies understand the power of leverage. Successful implementation of your sales and marketing efforts must involve every member of your company. Every member.

Deadly Sin #7: Rewarding **only** those responsible for increased sales

In sports, the understanding that it takes a whole team effort to win demonstrates the acknowledgement that everyone has a role to play on a winning team. One of the biggest errors that companies make is to only reward those who are in the sales and marketing department. Proper education will focus on training your whole team, not just those responsible for "sales and marketing." Every member of your organization needs to see themselves actively involved in selling and marketing your products and services. Every member.

Deadly Sin #8: N**ot** focusing on what makes you different

Sales and marketing that works is the application of key principles of human behaviour. You want to make sure you market to what your target market 'wants'—not what you want or what you think your target wants. Marketing is not telling people how great you are. Effective marketing is about understanding what people desire and then crafting a message that answers key questions that they have about you that run in the back of their subconscious minds. For example, you need to create marketing material that shows them what you have to offer cannot be found anywhere else. Furthermore, your target market wants to trust you and will be looking for confirmation that you can be trusted. You must answer questions of "Why should anyone do business with anyone in your industry?" "Why should someone do business with you?" and finally, "Why should they do business with you right now." You want to answer these and other key questions by eliminating y! our competition with marketing material that will answer these questions, educate them about you as to why you are the only one that can solve their problems and then finally close them on taking action with you as the only logical choice.

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Five Ways to Differentiate Your Company And Ensure You Stand Out Among Your Competitors

There are five ways that you must be clear about what makes you different in the market place as you craft your USP: your universal sales/selling proposition. These include: your product, service, process, personality and your marketing. Is your sales and marketing company aware of these? Have they helped you craft a message that will differentiate you clearly in the market place?

4. Five Mistakes To Avoid When Choosing a Sales and Marketing Company

MISTAKE #1: Choosing a Sales and Marketing Company that isn't going to stick around.

With literally THOUSANDS of Sales and Marketing Companies to choose from, how do you know which ones have what it takes to stick around and help you grow year after year after year? For starters, it's important to look at who they deal with already. Fly-by-night companies aren't likely to have too many executives on their "Satisfied Customer" list, if any at all. Take the time to research the company. Ask them questions that matter, such as: "Why are you in the Sales and Marketing business?" and "Do you have any references that I could contact?". A little diligence before-hand can save a lot of regret later on!

MISTAKE #2: Choosing a Sales and Marketing Company based on low price.

There is an old adage: "You get what you pay for." This rings true especially in the area of Sales and Marketing. Low price can be a problem in three different ways: (1) Low price can be the bait that attracts your phone call. Once the Sales and Marketing Company has your business, they will try to pressure you into a much more expensive package. (2) Low price may be for a program that will not meet your needs. After you are done, you STILL need a Sales and Marketing Company. (3) Low price means that the Sales and Marketing Company that you are dealing with does not know what it is doing or is too new to your market to be effective.

MISTAKE #3: Choosing the same Sales and Marketing Company that you have always chosen.

Some will say "If it's not broke, don't fix it." which is a great motto if you are referring to your car or your kitchen sink. However, when it comes down to YOUR BUSINESS, remember: "If you always do what you always did, you will always get what you always got!" In other words, in this ever-changing economy, you simply cannot afford to continue with the same tired old ideas while there are potential clients out there waiting for someone to figure out how to get to them and meet their needs. You need to find a Sales and Marketing Company that is in tune with what works, not what used to work.

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MISTAKE #4: Choosing the same Sales and Marketing Company that your competition is using.

This is not a good idea for several reasons: (1) You are assuming that your competition has better judgment than you. This is rarely the case. (2) You will be stuck with exactly the same Sales and Marketing Plan that your competition has, therefore you will not be any further ahead. (3) Your prospective clients will be less likely to respond to your message if it is the same as everyone else's.

MISTAKE #5: Choosing a Sales and Marketing Company with the sexiest brochure.

Yes, it is a good idea to have high quality support material but don't assume that a glossy brochure means the Sales and Marketing Company in question can help you. You still need to ask the important questions, such as: "What kind of results can I expect from my investment?" and "Will you work one-on-one with me?"

5. Three Methods to Find the People Who Want What You Offer

METHOD #1: Know where they are.

Sounds simple, doesn't it? Sadly, millions of dollars every day are spent marketing to people who have no need for what you have to offer. Smart money is money that goes directly to your prospective clients and brings them back to you! In order for that to happen, you need to identify WHO you can help and WHERE you can reach them.

METHOD #2: Know what their cycle of buying is.

Do your clients need your product or service every day? Every month? Every year? Determining how often their needs will arise will also determine how often you need to reach them.

METHOD #3: Know what they really, really want...not just what they need.

Be a student of Human Nature. People buy for one of 4 reasons: Pride, Protection, Profit or Pleasure. Which "P" would your product or service fall under? Figure that out and then put yourself in the client's shoes. What do "you" really want? Safety? Value? The envy of your peers? Return on Investment? Remember: Sell them what they want, not what you really want them to want!

6. The Importance of Value Versus Price

It is a fact that no matter how low we go on price, sooner or later there will always be someone willing to go one dollar lower. Thus begins a cycle of seeing how much value you can shave off of your product so that you too can drop your price by yet another dollar. In the end, there are three losers: you and your competition lose your profits (and most likely go out of business) and

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the customer loses. The customer loses because he ends up getting less VALUE for his dollar AND he will probably have fewer places to get what he was looking for if you and your competition go out of business. Are there customers that shop price? Definitely! Should you aggressively go out and get all the business you can? Of course! **But you should never, never, never make it a habit to compete on price. Ever.** Remember: price is what you pay. Value is what you get and get and get! The Common Law of Business Practice prevents you from paying a little and getting a lot. Competing on price is short term thinking. Giving extra value is a long term focus and businesses that want to be around for the long term must focus on giving their clients as much value as they can.

NINE Reasons Not To Compete on Price

Reason One: Price buyers take up all your time. You end up spending precious hours trying to sell somebody and negotiating. They take up all your sales time.

Reason Two: They do all the complaining.

Reason Three: They "forget" to pay you.

Reason Four: They tell your customers how little they paid you. They brag about it.

Reason Five: They drive off your good customers by talking about what they paid.

Reason Six: They are not going to buy from you again because once they find a lower price they will go somewhere else. If their loyalty to you is only price, they are going to purchase from you once, which is the most expensive way of acquiring a client, then they are going to leave you for someone else.

Reason Seven: they will acquire you at the lowest price and then try to blackmail you for a lower price yet. They will promise they are going to purchase all kinds of products and services from you and never live up to their word, especially after you have invested financially and in time to provide for these presupposed services.

Reason Eight: They will destroy the credibility of your price and service in the eyes of your clients.

Reason Nine: They will steal your ideas, information, knowledge…anything they can get their hands on.

7. Why 99% of the Sales and Marketing practices utilized by most companies are dead wrong!

Years ago image-based marketing was what sold billions of dollars worth of merchandise across the world. Unfortunately, this practice which dates back over 100 years, is no longer effective.

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Yet, this form of marketing and sales is still what schools globally teach. Is it no wonder since these MBA and sales and marketing courses are taught by professors who have never made it in the market place themselves. Sales and marketing is the most noble profession today as it is what makes the business world go around, especially if it is focused on what your target really wants. Only emotional direct response marketing will ensure this as it will explode your business into top of consciousness mind awareness for your target market.

One of the biggest fallacies of image-based marketing and companies who focus on "just getting your name out there" is that this practice is what they themselves were taught in school and what they see others doing. This is the perfect recipe for failure. Especially, dangerous are "media experts" who promote only the media they represent. They will fail to recommend another form of media, even when it is in your best interest.

The company that you choose should focus with you on multiple methods of lead generation and referral systems with the end result that you are building relationships with your clients. In this way, you will have faithful clients who see themselves more than just customers, but clients who are cherished.

8. Why You Want a Sales and Marketing Team That Will Work With You Each Step of the Way

Which is more important to you: hiring someone to sell your product or hiring a Sales and Marketing Team that will sell you to your clients? There is a big difference, I assure you. Every Sales and Marketing Team will have its different strategies and its pros and cons. Some will plug you into the same formula that they use for every other business. Some will put up balloons and streamers. Still others will get down to the meat and potatoes of who you are and what you do. Then they will walk with you through the entire process and show you how to. And, to be sure, some are more expensive than others.

If all that you are looking for is a new idea for a sale or a different way to celebrate your anniversary-which you might get for about $1000-then I respectfully ask that you call another company.

But if you are interested in staying in business for another ten years-if you plan on grabbing a bigger piece of your market and keeping it, then I invite you to call me.

Emotional Direct Response Marketing is the most effective marketing available today. Likewise, it is one of the most expensive strategies available. But we use this type of marketing for a good reason: it works.

Do you ever get discouraged with how randomly conventional promotions seem to work? Some times the results are good, sometimes they are really disappointing. You now have a choice: you can keep guessing at what should work or you can find out how to do the right things at the right time in the right order.

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So if you are ready to increase your bottom-line profits by 25% in 30 to 60 days-if you want to create an endless list of new leads and a steady stream of referrals-you're invited to call us at 519.542.3043.

THANKS AGAIN!

…for reviewing our new CONSUMER AWARENESS GUIDE TO SALES AND MARKETING. I hope you have found this knowledge helpful.

If you have any questions or comments…or if you would like to ask us to give you a sales and marketing audit for your business, please call us toll free at 1.519.542.3043 or you can email us at glenn@sellhighpricedprograms.com.

We've dedicated our business to consumer education and service. We'll be pleased to help you in every way. We look forward to your call or email.

Thanks!

Glenn Dietzel, CEO

Awakened, LLC

P.S.

Limited Time Offer

For a limited time only, we are willing to offer you a sales and marketing execution audit for your business (Value $500). Find out how to block out your top two competitors. See the next page. Print it out and fax it to 519.542.8525. Limited Time Offer!

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Do You Really Have What It Takes To Grow A Hugely Successful Business?

FREE 30 MINUTE Sales and Marketing Execution Speed To Market Audit

PHONE STRATEGY SESSION—"How To Become the ONLY Game in Town"

"What Glenn teaches is not found in any MBA program. Wow! I am totally impressed!"

—Baldassare Minaud,Venture Capitalist, Toronto

Fill out the form below for your FREE 30 minute phone consultation. ACT NOW to claim your *sales and marketing execution Speed To Market audit*! (Extremely Limited time offer. $500 Value)

Glenn and his team are looking for a small group of bright, focused, action-oriented business owners who are tired of status quo and want to experience the same explosive power that Glenn has used with Joint Venture Partners to produce over 1.1 Billion in Revenue! These same strategies will allow you to explode your business! Never has it been easier using insider sales and marketing strategies not taught in any MBA program…Anywhere!

Picture yourself traveling the world, having more time for your family, and earning money even when you are sleeping! Just imagine yourself using a system which will take you by the hand and show you *exactly* what to do. The best part is that it is created by a master educator who knows how to teach and will give you the mindset and correct action steps to quickly launch you into the market place where you never have to "sell" again with a proprietary system that works!

Stop fooling yourself. You don't need more information. In fact information is your enemy. What you need is the right action steps…executed properly…to save you time, energy and money.

1 Operate so powerfully that you have people making an investment in you.
2 Explode your business with proven, insider secrets that Glenn is asked over and over again by the media to reveal.
3 Execute very specific Speed To Market principles with this rapid business acceleration system.
4 Involve yourself in a money making product which will gain you massive exposure and position yourself to sell the most expensive programs in your niche. Wait until you see this for yourself!

This is your chance at having *Glenn Dietzel and His Team* assist you as you eliminate your competition forever, and become quickly "The Only Game In Town!"! Glenn Dietzel's proven strategies and techniques have touched thousands of successful entrepreneurs all over the world. It's easy! You can do it!

……

Yes Glenn! I WANT to increase my bottom line profits by 50% in the next 60 days, I want to automate my marketing, I want to take my business online and/or take my current business to new heights with your proven action-oriented strategies! Sign me up to receive my absolutely FREE 30 minute phone consultation ($500 Value). I understand that this Strategy Session will help me get clear on my business goals, but more importantly provide the framework for me to fully accelerate what I must do to control my target market.

Full Name: _____

Email address: _____

Telephone: _____

Best times to call: _____

Please email to: glenn@sellhighpricedprograms.comor fax to: 519.542.8525

GD--EPS

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