

Do not spend more than one hour a day on Facebook, Twitter or YouTube. Spend the other eight hours of your day really understanding direct-response marketing and the fundamentals.

Social Media

The most important part of social media is often the most overlooked one - the blog.

The frame of mind of the customer is really important. The people who are in buying mode are the people who actually get on Google and type in searches for your niche or product. On Twitter people are looking to browse.

Optimal State of Productivity
Must have vision of the future
Must be happy in the present

State Of Flow

Vishen Lakhiani Rules For Success

Relationship Marketing

Ultimate Tools

Website With Good Direct Response Copy

Blog

Real-time Blog

Perpetual Launch Blog

GratitudeLog.com

Little Things

Awesomeness Report

Company trips with speakers

Right Triggers

See Page 2

Proper Marketing Framework

A framework is a sequence we put people through to build a relationship with them. When you're selling by phone you follow a script. The framework is a script. It hits the right triggers: it builds a bond, it builds likability, it shows them social proof and plays with their emotions - and then it gets them to make a purchase.