

FastWebFormula4

Leverage

thank goodness I bought a ticket!!! the desired result

cash-flow positive, debt free, location independence and other amazing feats

- continued growth
- affiliate elimination
- no front end for you
- Europe plus
- slap me I don't care

is your business really a business? (no really)

asset accumulation using OTR

- real relationships
- ownership of the list
- you tell the story on YOUR platform
- the convenience deception

um, where is your safety net?

- weekly catch
- social guarantee

consider yourself segmented!

- lead score
- groups
- tags

Hi, this is me * almost

- create automated on-boarding

worth a second look

- forum best posts

peek behind the dashboard

- the numbers I look at and why

ahem - remember your wage

- value the business on profit AFTER your wage

I love you Putler

- top few, customer acquisition rate, ave sale
- the front end collapse - Free or recurring thank you

level up

- invested in travel
- invested in tools
- invested in team
- invested in health
- invested in training

Create

create or consume?

- massive time suck
- single focus Andrew Carnegie

you talking to me?

- relevance
- context

I can fix that

SOP framed!

- building the tracks
- remove repetitive tasks
- structure
- 4mat why what how what-if
- wide and deep wins wallets
- board the train
- instant influence yourself first
- tiny batch station by station
- strong habits crush weak wills
- Gimme ten...

portable picture power

- nudity
- results

E-commerce

Ezra Firestone

Q&A

Live Podcast

behind the scenes creating a number one podcast

- show idea
- partner with the right people
- site
- art
- show notes / framework
- equipment
- site
- tech skills
- routine
- promote
- ego magnet
- cross promote
- related shows

how to harness the power of a podcast

- its a Traffic!
- email
- seeding products
- your affiliate
- comments
- authority / invitations
- learn from others

real statistics

- my cast
- iTunes charts
- traffic
- rankings
- list building

Action

whiteboard

how can I get paid by more people?

what is the next priced product / service above my current highest?

how can I be paid recurring?

where am I single source dependent?

say no

SMI (single most important) thing

- what
- who
- when
- action plan
- alerts and reminders

Getting Real

Ryan Spanger - Professional Authority Video

Andy Andrews - Live Longer

Alan Nurthen - Acting for the camera

Lead Conversions

Clay Collins

my top seven changes

- opt-in bait - you should pay for this however you can HAVE it
- opt-in placement - I like these positions....
- design minimum standard
- why did you buy?
- how did it go?
- why did you leave?
- \$20 for 60 hours please
- bonus tip - PDF magic

Q&A

Simplify

linear single right thing progression

I hate beans

daily, monthly, quarterly stats

- analytics
- lead score
- 4%

do you really need that?

- energy focus

evernote filing cabinet

answer :: question

- uh oh there is a gap!

statue of David

- you and your customer

your offer has been disqualified

stealth emails

banner stalker

- oh, you were interested in that?

this developer is too expensive!

hand me that band-aid

you want a what?

- [real] middlemen make good

lead or bleed

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Dinner