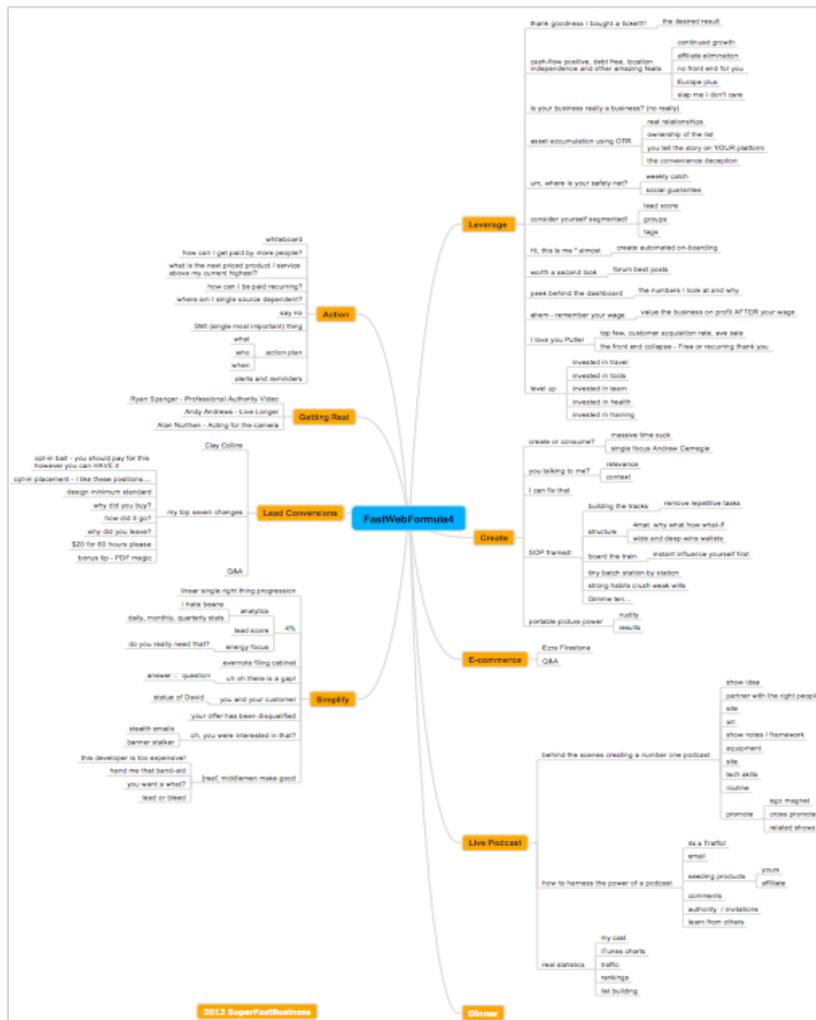


James Schramko here and in this video, I'm going to actually give you a walk-through of what I'm going to be covering at [FastWebFormula 4 Live](#) and I've got this mindmap here. In fact, what I'm going to do is walk you around the mindmap to tell you the modules that I'll be covering and the guests that I have so that you can decide if FastWebFormula 4 Live is for you. And right near this video on SuperFastBusiness.com, I'll put a download link for this mindmap PDF. Even if you don't come, I think these modules will help you.

But I know one thing for sure: when you come to FastWebFormula 4 Live, you will accelerate and go past all of the other people in the marketplace because you'll be getting these stuff directly from me for two days, and that is powerful. It's the summary of everything I've learned to date. And for that reason, I've got over a hundred people coming to this event and I hope you can come along too. So, I'm going to cut to a screen share and we're going to have a look at this mindmap and I'll tell you a little bit about the details of what we'll be covering at the event and I'll come back to you in a minute.



FastWebFormula 4 Mindmap

Ok, so this is the mindmap that I'm going to be using at FastWebFormula 4, and I'm going to take you through the modules because I think it will be really interesting for you to find out what I think the important things are for modern day Internet business marketers. So, let's have a look.

On the overall course content, I'll be covering leverage. I'll be covering Content Creation, E-commerce, a live podcast, and of course there's a big dinner. Then I'm covering Simplify, Leads and Conversions, Getting Real and Action. So let's just expand some of these modules a little bit more.

Leverage Module

In the Leverage module, I'm going to talk about how you can get the best possible results from the minimum effort. I'm going to walk customers through the things that have worked well for me. So, I'm going to talk about what you want to get out of the event, how you can continue to grow your business and to protect your business from some of the things I see — people make these very obvious mistakes and they keep repeating and that's because there's gurus teaching stuff that doesn't work.

And I'm watching this proliferation of gurus now starting from scratch. Brand new YouTube channels, brand new reinventions because what they were doing before didn't work. And guess what they're doing now? They're doing what I've been doing for about five years. So, it's catching on.

I'm going to talk about the difference of a real business versus the tactics that these gurus normally teach. Asset accumulation — I can really own things instead of donating it to other people's platforms and to other people's databases. Talking about redundancy and making sure that you have backup in everything you do, from staff right through to your website, to your payment systems and everything else. How to segment lead score and group and tag and sequence customers. The creation of automation, to make sure that you don't manually do repetitive tasks. How you can access the best modules inside FastWebFormula, the ones I think that people SHOULD revisit because they're that good.

I'm also going to show my dashboard how I use my numbers and what things I'm looking at — and it's not the daily sales and this surprises people. I don't care about that. There's other things that are far more important that will grow your business quicker.

I'm also going to talk about how you value your business and how you value your time better, some of the tools that I use to keep tabs on the percentage of top buyers, the percentage of bottom buyers and why I made crucial decisions to my business. And then I'm going to talk about leveling up and how that's an investment. So, that's the leverage component and that will be the first module. And by then people will already be blown away, but it gets better.

Create Module

We have the Creation Stage. We're going to talk about the problem that people have with consumption and why they should be creating more and how they could actually do that. We're going to talk about messaging and problem solving and standard operating procedures, and this is truly the secret to my content creation. Why am I able to put out a video everyday like this? And you've seen it if you're on my e-mail list. You're getting videos fairly often. How am I able to do that when most people can hardly put out a video once a year or maybe once a month or possibly once a week? Now guess what? When I'm sending out 275,000 e-mails a month and people are watching videos and I'm solving problems, they're actually spending money with me, and that's how I've accumulated millions of dollars because I've actually been creating and not consuming. And I want to put this message across. So, I'm actually going to give my frameworks and how I do this. Plus I'm going to talk about pictures and stuff. So, that will be fun.

E-commerce Module

Then we have E-commerce and I've got my friend Ezra Firestone covering this. He is an e-commerce legend. He's coming over to Sydney for this and he's just going to firehose the audience with everything he knows about e-commerce and there'll be Q&A. So it's pretty straightforward.

I don't know about e-commerce but I know that it's very profitable. I know that my best SEO customers are e-commerce stores and there is a sign.

Live Podcast Module

There'll be a live podcast so Ezra and I, we have a very popular show called [ThinkActGet.com](#). And we're going to record an episode about ThinkActGet behind the scenes. So we're going to talk about how we came up with the show idea partnering with the right people, how we came up with a partnership. How we built the site, the artwork, the show notes, the equipment we use, the website itself, what tech skills required, our routine, how we promote it. We'll also talk about getting traffic, how we sell products, how we moderate comments, and then I'm going to go behind the scenes to show you some stats. How many people download it? What sort of rankings it gets? How big is the list? Those things.

So if you're interested in podcasting and you should be, and again, I've noticed quite a lot of gurus just started podcasting! As if it's an amazing innovation. I'm telling you, you really should be podcasting because it's that good.

Then of course we've got a dinner which I'm paying for at FastWebFormula 4. I'm paying for the lunches and the dinner. And this will be a monstrous networking event with over a hundred people will do this stuff, everyday, day in and day out. And I think that would be super super powerful.

Simplify Module

Then I'm going to cover Simplify and again, these are the real lessons and insights that I've learned. I know that doing less is the secret. I'm going to talk about single tasking, analytics, lead scoring, focusing your energy, how I use Evernote. Gap analysis, that's guaranteed to find the big holes in your business that you should fix. And I'm going to talk about how you refine things down to just the minimum. We're going to talk about finding out who you shouldn't be dealing with and excluding people and saying "No" more often. And I'm also going to talk about catching people who are interested in making sure they know more about you. And I'm going to cover how to be a proper middleman for the reseller model. Because a lot of my customers re-sell websites and traffic for huge recurring income. And I'm going to talk about how they do that well.

Lead Conversions Module

The next model is Lead Conversions and for this one, I'm going to cover my favorite lead conversion tips, plus Clay Collins is coming to talk about everything he knows, and he knows a lot because of his [LeadPages](#) innovations, and he's a genius.

So I'm actually going to be covering the top seven changes I made to increase my conversions, what sort of opt-in bait, what sort of opt-in placement because I track each placement and I'm going to reveal those statistics. I'm going to talk about design, some survey questions and some of the tests that I've done and the results which just blew me away... and they'll blow you away. And what you'll discover is you don't have to do many things, but if you just do these one or two things, you'll get amazing results from that.

Getting Real Module

Then there's the Getting Real section. This is where I've got some guests. I've got Ryan going to talk about making great videos, lighting, sound, framing.

Then I've got Andy talking about how sitting at your desk is going to kill you, because we tend to be sitting at our desk a lot as Internet marketers. You'll notice a lot of my videos are standing up, in the background you'll see my stand-up desk, my reading chair, but I also walk everyday, or swim or ride. You've got to move and Andy is a fitness and health expert.

And then I've got Allan coming and he's going to talk about acting for the camera. There's a reason that I'm comfortable talking to you on camera and that is because when I was 20 years old, I went to Allan and I spent four years learning about acting and how to talk to the camera. He's going to come. He's the guy who taught me and he's coming to share with you the secrets to this stuff and he's a legend and this is the first time that I'm aware of he's ever spoke about this stuff outside of his acting school, so I'm really excited to have Allan. And I owe it a lot to Allan. I will not be in the position I'm in if I haven't learned these skills at a young age. But you can learn it whatever age you are.

Action Module

Then there's the Action. We'll take all the things that I've talked about for those two days and our guests and I'm going to show you how to turn that into something useful. So, we'll be doing a whiteboard session. And we'll be answering some big questions:

- How can I get paid by more people?
- [What is the next price above what I've got now in the highest price?](#)
- [How can I be paid recurring?](#)
- How can I be multiple-source redundant instead of single-source dependent?
- How can I say "No" more often?, and
- What is the single most important thing to be working on?

And, we'll come up with an action plan. What has to be done by whom, by when. And then I'm going to show you how I send those alerts and reminders to make sure stuff gets done.

So that is it. That's what we're covering at FastWebFormula 4. So, if that appeals to you, then you absolutely must come to the event because I think that it'll be the best possible tax-deduction investment that you can make this year. And the people that are coming to this from all around the world are very excited about it for good reason. This is not your typical event. This is not a pitchfest. It's not a multi-speaker event. It's just crammed with quality.

So, just below this video is a link to the page where you can order a ticket. Tickets are selling fast right now because typically, people leave things to the last minute. We're about a month out from the event as I record this, and I know that there'll be a lot of tickets sold between now and the event. You want to make sure that yours is one of those tickets and just as a little incentive, the price goes up every time someone orders a ticket. It goes up a dollar. So, every time you're hovering on that button, it could cost you if you come back. So get your ticket, right now. Come along to the event. I'll meet you in person. I'll buy you lunches. I'll buy you dinner. I'm going to share with you the best stuff that I've got. I've got screenshots and data and stats and frameworks to share with you at this event. I hope I can see you there.

Alright so how's that? That's what I'm covering at FastWebFormula 4 Live. I hope you can come because it will be very special occasion. There's a link right near this video where you can get that mindmap for yourself. Also, there's a link to the event page where you could book your ticket if you happen to be watching this or listening to this before June the 13th, 2013.

If you have the ability to come to this event, make sure you get there. I'm James Schramko.

Hope to see you at [FastWebFormula 4](#).

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