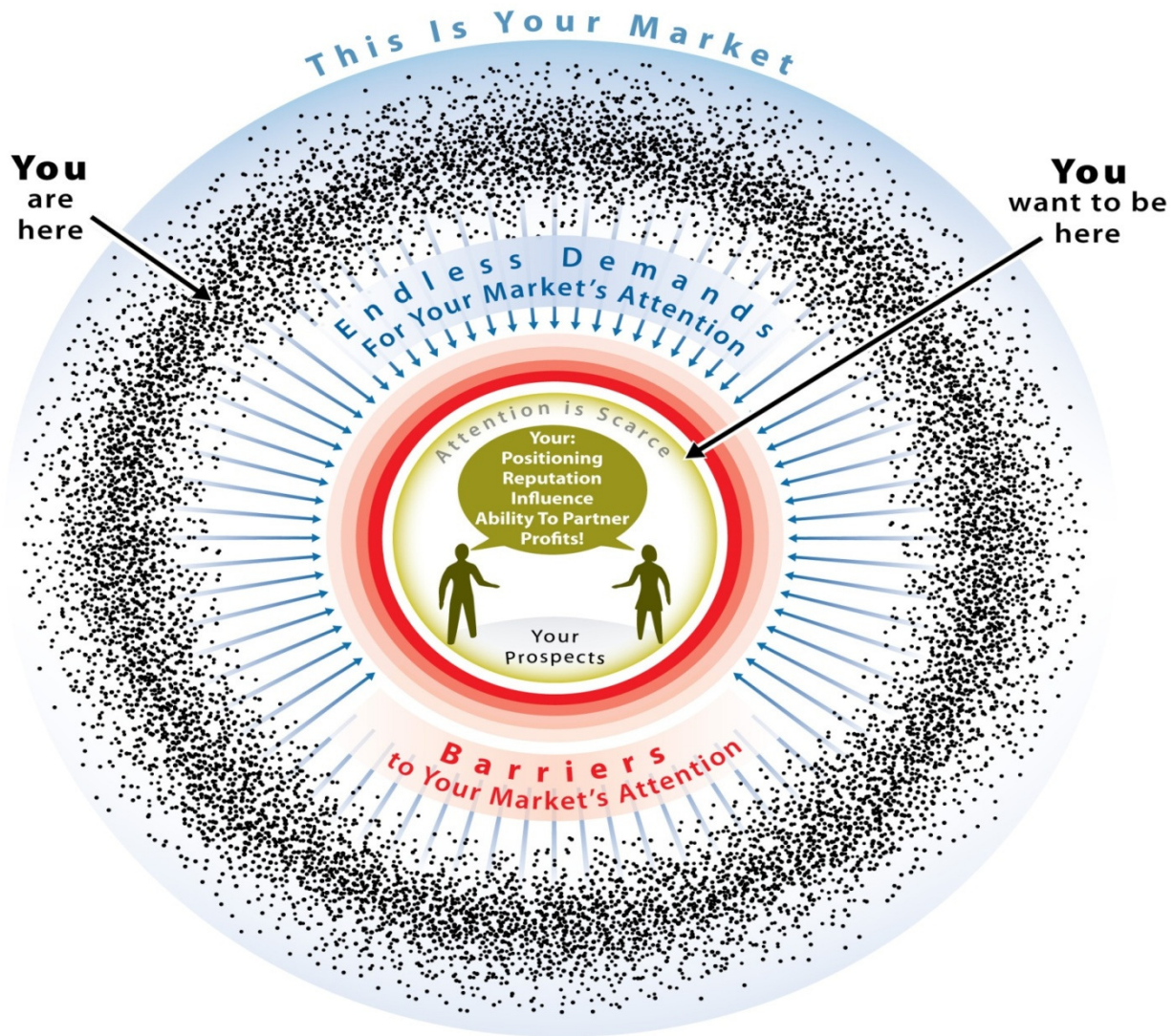


THE ATTENTION AGE DOCTRINE VOLUME TWO: **WEB MARKETING 2.0**



**The New Paradigm That Leverages Web 2.0
To Bring You More New Customers And Profits
Every Month Than PPC And SEO Bring You All Year**

- Why ignoring it will cost you a king's ransom in 2008 and beyond ...
- Why using it will grow your business faster than you now believe possible, and ...
- How to harness it NOW

ABOUT THE AUTHOR

Meet Rich Schefren

“The Gurus’ Guru,” whose remarkable insight and breakthrough ideas are revolutionizing Internet marketing and helping online business owners earn hundreds of millions of dollars in new sales every year...



Rich Schefren built a \$7 million clothing business by age 23 and first retired by age 25.

Bored only six months later and interested in hypnosis, Rich then decided to turn his interest into a business. Three years later, his company was already bringing in more than \$7.5 million a year and doubling each year.

Realizing his love for the start-up stages of growth, he left the hypnosis world to get involved with the Internet – and quickly made millions partnering with the likes of Jay Abraham, John Carlton, Stephen Pierce, and Yanik Silver.

Wanting to impact the world, Rich then founded Strategic Profits™ with a mission to improve the lives of entrepreneurs worldwide by helping them make more and work less.

In its first full year, Strategic Profits brought in more than \$8 million in revenue while helping clients make an additional \$193 million in their businesses.

Today ...

- More business experts come to Rich when they need help in their businesses than to any other adviser.
- Best-selling business-book authors rely on Rich for fresh ideas ...
- Seventy Internet marketing gurus pay rich a king's ransom each year for business coaching

...

The Global Home of Sales and Entrepreneurship

**Brian Recommends**

Why Rich Schefren Is The “Guru To The Gurus”

Rich is amazing.

A couple of years ago, hardly anyone knew his name at all.

Then he came out of the shadows and in a very short two years his coaching program has made a bigger difference in the profit margins of high level Internet marketers than anyone (or anything) else. Period.

He’s become the “guru to the gurus” in the online marketing world. His client list reads like a who’s who of Internet marketing...

The gurus actually line up for a chance to talk to him. I mean literally. They form a LINE.

They form a LINE

■ The most successful information marketers on the planet including Agora Publishing and many others pay top dollar for his strategies ...



Jay Abraham

“Rich transforms lives, business fates, and financial destinies. I personally respect, appreciate, admire and laud him...”

Rich is one of the very few worth turning to for online marketing and strategic business-building.”

business-building.”

■ His client list (the ones he’s allowed to talk about) includes Brad Fallon ... Mike Filsaime ... Jim Edwards ... Marlon Sanders ... John Carlton ... Joel Comm ... Tellman Knudson ... Gary Ambrose ... Keith Baxter ... Carl Galetti ... Jeff Walker ... Ryan Deiss ... Keith Wellman ... Stu McLaren ... Tim Knox ... Chris Carpenter ... Don Crowther ... Sterling Valentine ... Yaro Starak ... and many, many more whose names you would probably recognize.

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INTRODUCTION

Okay, First Things First: A Confession

About *The Attention Age Doctrine Volume One*...

Hey there -- it's Rich Schefren from Strategic Profits, and I want to thank you for downloading this report today...

Normally, I'd begin a new book with a "big promise" to whet your appetite for all the cutting-edge revelations and startling business-building brainstorms I'm going to hit you with in the next few minutes.

But not this time. This time, I've got egg on my face. In a big, BIG way.

See, back in early July of this year, I began the highly controversial *Attention Age Doctrine Volume One* with this bold, in-your-face promise:

"If you understand and apply the information in this Doctrine, you can build a very successful business in record time regardless of your past...whether you've been successful or not...no matter how many times you may have tried.

"Because right now, with this information, your ability to profit enormously has never been more certain."

Now, don't get me wrong—you CAN build a very successful business in record time using what you learned in the Doctrine. And your ability to profit enormously has truly never been more certain.

But I left out one teeny tiny little detail...

Hey Rich—Where's The Payoff?

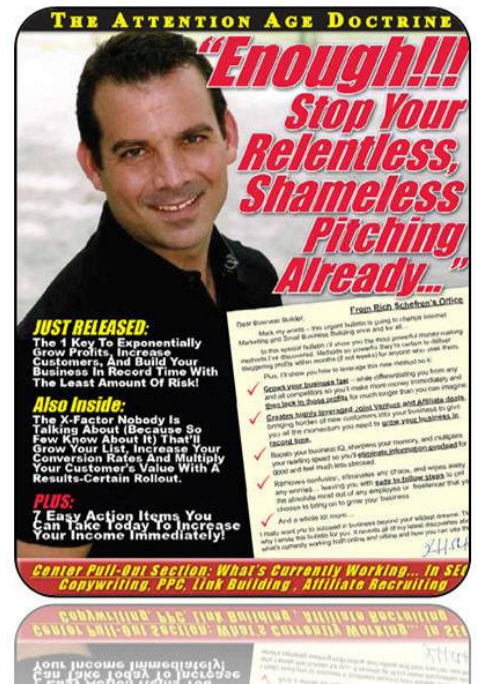
In my enthusiasm to get The Doctrine into your hands, I completely missed the whole point of the process: To hand you a detailed, step-by-step plan for quickly and easily harnessing the power of The Attention Age to explode your business.

It was a brain fart of unimaginable proportions, and I humbly apologize.

(Whew...glad to finally get that off my chest. It's been bugging me for quite a while.)

But my blunder, it turns out, has a silver lining ...

A few weeks ago, when I sat down to write the long-awaited sequel to *The Attention Age Doctrine*, I found that I had even more to say about the shrinking attention span of



marketers and their prospects.

A LOT more.

Because amazingly enough, in the short few months since the release of *The Attention Age Doctrine Volume One*, there has been a dramatic change in the Internet marketing landscape.

And this transformation has caused many established marketers to reexamine their business processes and make radical changes in the way they do things.

Including yours truly.

I gotta admit...I saw a lot of this coming. And I took the proper steps to protect my businesses.

But I had no idea *how much* was going to change...and how fast it was all going to happen.

So I sat down, cranked up my laptop, and did a monster brain dump in a marathon writing session that had my wife uttering those five words every man dreads: "You're on the couch tonight, buddy!"

And by the time I got up from my desk, bleary eyed and in desperate need of a shower, I had 93 pages overflowing with more thoughts, more fears, more predictions, more revelations, and more 24-karat gold nuggets of business wisdom than all my other manuscripts *combined*.

And you're about to read them all for free, right here in this book.

Now, to get the payoff I promised you, it's crucial that you understand the central unifying theme of the first doctrine.

The critical idea you MUST drill into your skull is this:

The Whole World is Suffering From a Chronic Case of Attention-Deficit Disorder!

In order to make a sale, you must first convince your prospects and/or customers to give you their ATTENTION.

But attention—yours, mine, and the rest of the world's—is becoming increasingly scarce.

Why is attention so hard to get these days? Let's count the ways:

■ **Paradox Of Choice:** Prospects and customers have never had so many choices for solving the problem they have or getting the solution they seek.

But too much choice leads to additional analysis and paralysis. And for you, that means lost sales.

■ **Lack of Focus:** Being connected 24/7 leads to a condition called continuous partial attention that occurs when you are trying to pay attention to everything at the same time.

■ **Advertising Pollution:** The attempt by advertising to fill any blank space with persuasive messages to get you to buy their product has caused us to evolve defenses against ad clutter. We simply block it out.

■ **Technology Advances Accelerating:** Continual advancements in computers, phones, electronics and appliances drains our attention more and more as we try to keep up.

■ **Info-Overload:** Even though we're already overwhelmed, buried in information and deafened by the cacophony of voices pleading for our attention ... and already unable to discern what's valuable and what's a waste ... more and more information is being produced daily.

■ **Interruption-Overload:** The constant barrage of interruptions – phone calls and text messages ... e-mails and instant messages -- drains our energy, blurs our focus and blocks our ability to stay in (or even get into) a flow state.



The Implications Of This Simple Idea Are Earth-Shaking ...

And so all of us are making altogether different choices about who and what we pay attention to.

And for business people, the net effect of these decisions is radically changing the competitive landscape.

Established companies and entire industries are dying slow, painful deaths while new industries are springing up at an unprecedented, even alarming rate.

To grow a business in the midst of all this change – indeed, to harness this change to grow your business faster than you may now believe possible – is at the heart of The Attention Age Doctrine.

And so, in the next few pages, I will give you cutting-edge strategies proven to work in this new environment by my own company, Strategic Profits, and those of some of my most successful clients.

And I will give you an action plan that will help you protect yourself from the dangers while leveraging this seachange to light the fuse on a veritable explosion of new customers and new profits.

It's critical that you understand that these strategies are NOT experimental.

I've used them to grow my own company -- Strategic Profits, from start-up to over \$7,500,000 in sales in a single year.

I've used them to help my clients boost their sales by more than 340 million dollars in the last two years.

If you put the insights and advice I'm about to give you to work in your business starting today, they will do the same for you.

The Difference Between “Guru Say” And “Guru Do”...

As you may know, I've often been called “The Gurus’ Guru.”

What does that mean exactly? I'm not exactly sure. I don't live on a mountain. I don't have a straggly, 3-foot beard. I don't impart mystical meanderings to anyone who sits at my feet.

I suppose folks who say I'm “The Gurus’ Guru” mean many of today's top marketers come to me for innovative ways to simplify and accelerate business growth and profitability.

Most use my teachings to transform their businesses from small, one-person operations to large office complexes filled with dozens to thousands of employees and hundreds of thousands to tens of millions in revenues every month.



**“Human attention
might be one of the
most restrictive limitations to
the promise of the internet.”**

Rand Corporation

**“Attention has become
the scarce resource of the
information economy.”**

Wired Magazine

Wired Magazine

A little over a year ago I left an internet marketing seminar feeling disheartened, disillusioned, and disappointed by what I saw. In fact, **I was so disturbed I wrote a warning, a prescription for change, a call to arms for entrepreneurs online - The Internet Business Manifesto.**

That's why it's rather ironic that I am writing this post from my hotel balcony in Sydney, Australia, once again disappointed, depressed, and disturbed by what I witnessed yesterday at an internet marketing event I participated in.

There were 16 speakers, many of whom were clients of mine. It was an impressive lineup of self made entrepreneurs who got to their current position by learning, thinking, working hard, and marketing even harder.

Yet table rush after table rush were for so-called "short-cuts" like Private Label Rights Products, Push Button Software, And you just sit at home and get rich while my company does all the hard work for you type products.

Not one person speaking from the stage got to their current position by any of these methods. You would think that the audience would see that. But if you did, you would be wrong.

What's even more troubling is how unconscious opportunity seekers are to this "blind inner idiot" controlling their actions. Is it only me who sees this? Am I the only one whose perplexed with the inherent disconnect between what people say they "understand and agree with" and what they go running to the back of the room to buy?

One of my mentors, Jay Abraham, used to always say he didn't want to be anyone's intellectual entertainment. I always felt I knew what he meant by this. Yet today my comprehension of this statement is 10 times stronger than it was 2 days ago.

What I saw yesterday has left an indelible mark inside my brain. It's nauseated me to opportunity seekers lying to themselves and those around them who they really are at their core.

So here's the deal.... if you've read my stuff, know my point of view, have even agreed with it and then purchased some get rich quick item, I have something that's always difficult to say....

I Think We Should Stop Seeing Each Other...

Here's why...

In the next few weeks I will be releasing Part Two of The Attention Age Doctrine. It's going to reveal killer strategies that I've used inside my business and inside the businesses of my clients. The exact strategies responsible for the hyper-growth my clients and I have achieved. Plus a whole lot more...

But if you are just looking for some report that promises to get you rich fast without any effort on your part then you wouldn't like what I am going to share anyway. I simply refuse to cater to the lowest common denominator - I will not sacrifice my integrity, nor insult the intelligence of my readers.

I know this sounds harsh - but I just can't allow my message to be compromised. So if you want to keep believing in all the things opportunity seekers do... no hard feelings, just go somewhere else.

But if you are serious about growing your online business and can't wait to get your hands on this killer information because you will apply it - then you are exactly who I want to talk to and I can't wait to put this business transforming info into your lap.

I'm very proud of these people. Their success means more than money to me. It is one of the greatest joys of my working life.

But then there are the others...those who took my advice and ran with the strategies I taught them -- but ran the wrong way!

This blog post I recently wrote will give you more details...

I gotta tell you--it makes me so sad that so many Internet marketers are still behaving like opportunity seekers. I guess some people will never change.

Truth is, get-rich-quick shortcuts will never build a business. In the end, they bring only heartache, disappointment, frustration and failure.

So if you're looking for an instant get-rich-quick scheme or a winning lottery ticket or a secret that will make you a millionaire by noon tomorrow without breaking a sweat, please do us both a favor: Stop reading now. I can't give you what you seek. And anyone who says he can is pulling your leg.

But if you're ...

- ✓ Proud of the products and/or services you offer ...
- ✓ Convinced they bring tremendous value to your customers' lives ...
- ✓ Wondering why the world isn't beating a path to your door ...
- ✓ Eager to get the attention your

products deserve – and to deserve even more attention from your prospects and customers ...

... Then fate has been kind to have brought us together today.

Because the answers you seek are in these pages.

Why I'm Giving You These Proven Business-Exploding Strategies For FREE (Or, "How I Got Scolded By Jay Abraham")



Unless I miss my guess, you're probably asking yourself, "If these business-building strategies work so well, why *IN THE WORLD* would anybody just give them away, completely free of charge?"

Well, there are actually two reasons why I wrote this book and why I'm giving it away to anyone who'll read it completely without cost or obligation – no strings attached.

The first reason comes with a story attached. It's a great story – and one that I'm almost too embarrassed to tell.

But this story is powerful. VERY powerful. In fact, it's so compelling, I'm willing to bet that, by the end:

- ✓ You'll get your first glimpse and glimmer of understanding of the proven business-building strategies

we're about to examine ...

- ✓ You'll feel like you've already received tremendous value that will begin adding dollars to your bottom line almost immediately ...

- ✓ You'll clamor to be one of the first to take advantage of my upcoming major release (of which this document is only a small fraction of...)

Ready? Here goes....

When I told marketing legend Jay Abraham -- my closest mentor – what was in *The Attention Age Volume One* and what I'm about to tell you now, it blew him away.

"This is lightning in a bottle!" Jay says, "What are you going to do with it?"

"I'm going to reveal these secrets at an invitation-only client summit in July," says I.

I wasn't planning on promoting the summit to the public. The thought had never occurred to me, because I *never* open up my private client events to the public.

But Jay was NOT having any of it!

First, he did what any smart marketer would do—he secured an interview with me so his private clients could get this information.

Then, he said I should use that interview to promote my summit.

And that's where I made the biggest mistake of my life: I told Jay Abraham, "No."

Mistake. *BIG* mistake.

Jay just stared at me. For a long time.

I stared back for a while. Then, I shifted uncomfortably in my chair. Then, a cold sweat broke out on my brow. And just when the tension was getting unbearable, Jay said six words I'll never forget:

"Shame...Shame...Shame on you, Rich!"

And that was just for starters.

Jay followed right up with, "Rich, you have GOT to share this with the entire online community ...*NOW!*"



"If you can get hundreds of extra people in that room, the experience they would have...being exposed to the most cutting edge, actionable thinking on how to multiply their effectiveness—both personally and professionally—is priceless!"

Jay then spent the next 30 minutes telling me why I had a moral responsibility – a duty -- to allow anyone who'd listen to attend my summit and to learn these secrets.

He was relentless. Every time I blurted out another lame excuse, he blew it to smithereens.

He *didn't care* that I had never invited non-clients to my summits before—he said it was time to start NOW...

He *didn't care* that the ballroom I'd reserved wasn't big enough—he said the hotel would

gladly rent us a bigger room...

And he *sure as heck didn't care* that my team and I were too busy and didn't have the time to prepare for a much larger crowd—he couldn't think of anything more important....

Jay swatted away every excuse I threw at him like a pesky little fly and then asked for more. "What else ya' got, Schefren?"

By: Rich Schefren

In the end, it was no contest. Abraham: 1 ... Schefren: 0.

I conceded defeat and immediately went to work to find ways to share these strategies with the entire world – both by inviting “outsiders” to my client-only summit and also by sharing these secrets for free in *The Attention Age Doctrine Volume One*.

But there simply wasn't enough time to finish the book before the summit – and so I had no choice but to release a partial version.

Long story short: Jay was right. That piece was read by more than 112,000 people and helped to sell out my summit in just two, short days.

The second reason I wrote this report is very simple – and it's another clue to the insights and strategies you're about to learn.

Because you see, although there is not a single product to purchase (yet) on any of the 93 pages in this book this is a marketing piece. In fact, I am marketing to you right now. But not in the way you're used to being marketed to.

Oh no...this is MUCH more than that...

In addition to giving you valuable information with the proven power to add millions ... tens of millions ... even hundreds of millions to your bottom line, this book is also an object lesson: A lesson designed to teach you -- *by example* -- how marketing works in the attention age.

See, I'm giving you this free report—this remarkably valuable content that's either in your hands or on your computer screen—*JUST TO GET YOUR ATTENTION*.

And believe it or not, the simple fact that you're reading it right now means that it's already beginning to work.

(I know...aren't I the sneaky one?)

NEXT:

- Just how valuable is attention today – really? It's worth millions! Four case histories ...
- How the Internet can make you famous ...
- Why great companies like yours don't get the attention, traffic or sales they deserve online ...
- The three biggest losers in today's great battle for your attention ...
- The one person NOBODY wants to pay attention to today ...
- The moment when sales miracles will begin for you ...
- Arguably the greatest winners of the Attention Age – and how to leverage them to get instant attention and massive sales online ...
- How Madonna, Bon Jovi and Eric Clapton made me millions ...
- The single most trusted person on the planet ...
- And much, MUCH MORE ...

CHAPTER ONE

The Attention Age: From Cutting Edge To The Next Standard...

Want proof that attention has great value? Just check this out...

A recent study reported that if given the choice, more than 70% of all men between 21 and 39 would give up pay for more time with their families.

Put simply, nearly three-quarters of these guys would gladly “buy back” some of the attention they’re giving their jobs and businesses -- and then give that attention to their wives and kids instead.

Hardly surprising – right? After all: Study after study shows we are working harder, worrying more, sleeping less, and having a very difficult time balancing everything that demands our attention.

Everyone has a lot less attention to spare. Getting lots of attention has become more difficult...and more valuable.

You with me so far? Great!

The question then is, “Just how valuable *is* attention today, anyway?”

This Vending Machine Wants Your ATTENTION – *Not* Your Money!

That's right. With this machine, you can't just drop in a few coins and get an ice-cold drink. Nope—you have to give something WAY more valuable...your attention!

The machine shows commercials, and if you're willing to watch a certain number of 15 or 30 second spots, it gives you a beverage in exchange.

Interesting concept, huh?

But this isn't the only company willing to buy attention – not by a long, long shot!

Putting Your Money Where Your Mouth Is



A new vending machine in Japan dispenses drinks after showing paid advertising. The new auto-vendor has a central LCD screen that is either 19 or 10.4 inches across and which displays ads that are either 15 or 30 seconds long.

Before you think it's just a gimmick to get consumers to watch ads, it's estimated that the beverage company Apex and their advertising agency WillB will gross 400 Million Yen in their first year, VIA our friends at TurkelTalks.

Trump Strumpet Cashes In ...

Remember Marla Maples? The blonde bombshell who had an affair with Donald Trump while he was still married to Ivana (tsk tsk tsk), then eventually became his wife?

When Marla suddenly discovered her most intimate secret was now headline news, she got plenty of attention – in every newspaper, magazine and broadcast outlet on the face of the planet.

Now, Marla was no dummy. She turned all the attention she was getting into cold, hard cash. Her fame as “the notorious other woman” earned Marla a \$600,000 endorsement deal with No Excuse Jeans.

Now, ask yourself: Why would any corporation hand a home-wrecker more than half a million dollars?

Because she had everybody's attention at that time. No Excuse needed attention to sell its product. So some bright adman convinced Marla to sell them some of the attention she was getting for dilly-dallying with The Donald.

She agreed. They cut the check. She appeared in their commercials. Sales soared. Isn't that romantic?

How Getting Attention Turned a Poor College Kid Into an Instant Millionaire



A few years back, college student Alex Tew had the brilliant idea to sell a million pixels on a Web page screen for one dollar a piece.

Soon the buzz started, catching the attention of a lot of people through the media, blogs, and word of mouth.

Next, the national media heard about Alex's brilliant idea and plastered his name, face and URL everywhere.

Suddenly, Alex and his Million Dollar Home Page had the world's attention.

Advertisers wanted to buy some of the attention Alex was getting to promote their own products. So

they ponied up the \$1 per pixel to place their ads on his site.

And Alex pocketed a cool million.

So if you ask Alex Tew what the value of his attention would be, what do you think he would say? My guess is something along the lines of 7 zeros!

“Being Famous for Being Famous” Pays \$7 Million a Year

I saved the best example of the value of attention for last...

Let me tell you about this little princess. For the past several years, she's made over \$5 million a year. Last year she did even better--\$7 million plus.

How did she make all this money? Simple. She gets attention—lots and lots of attention.

Can you guess who I'm talking about?

If you guessed Paris Hilton, you're right.

Did you know that Paris actually earns six figures just for going to a nightclub? It's true: Club owners need attention for their businesses just like the rest of us.

They know that the day after Paris sets foot in their establishment, her shenanigans will be all over the TV, radio, newspapers and the Internet.

And they know that the next night and for many nights to come, paying customers will line up to get into their clubs just because Paris did (and of course because they hope that Paris will show up again).

Now, I'm not going to bash Paris, but honestly—what's she good at?

She can't act. Can't sing. Can't play an instrument (that I know of). She's not a sports star or a famous designer or a popular news anchor -- and *heaven knows* she's no Nobel-Prize-winner.

All Paris does is get attention. And that, my friend, pays VERY well in the attention age.

By: Rich Schefren



Pay **\$7 million**
Power Rank 56
2005 Rank: 55

Forbes.com

The Paris Hilton Proof

Paris Hilton has made a minimum of \$5 million a year for the past 4 years for one and only one reason...

She Already Has Everyone's Attention



Here's why: If Paris Hilton started wearing your product or talking about your product, YOU would get attention and your sales would go through the roof.

The Internet Can Make You Famous

Did you know that when the radio first came out, the recording industry fought to prevent stations from playing their songs? It's true!

Of course, the recording industry lost the case. Lucky for them. Because, as it turned out radio proved to be the single best way for recording artists, albums and songs to get attention. And the more attention radio gave to a new record, the more sales the record achieved.

And here's the good news—the Internet can do for your you what massive air time does for a record: It can create a sales stampede.



As a top business coach, I'm struck by the vast numbers of entrepreneurs who are clueless today: Completely unaware of the tremendous value of attention in today's world.

That's tragic: Because if you know how to get attention and how harness its power, it can lift your business and drive you towards your success goals faster than you can possibly imagine.

But as we'll see in a moment, if you simply ignore the Web's power to seize your prospects' attention – or worse; misuse it – your plans for growth and quite possibly, your entire business could be destroyed.

As always, the choice is yours.

**If The World Was a Fair Place,
Great Companies and Great Products Like Yours
Would *Automatically* Get Tons of Attention Online.**

The Wired World is *NOT* a Fair Place.

Have you ever thought, "If the world only knew about my company, product or Website and the enormous value we offer, we'd be ten times bigger than we are now"?

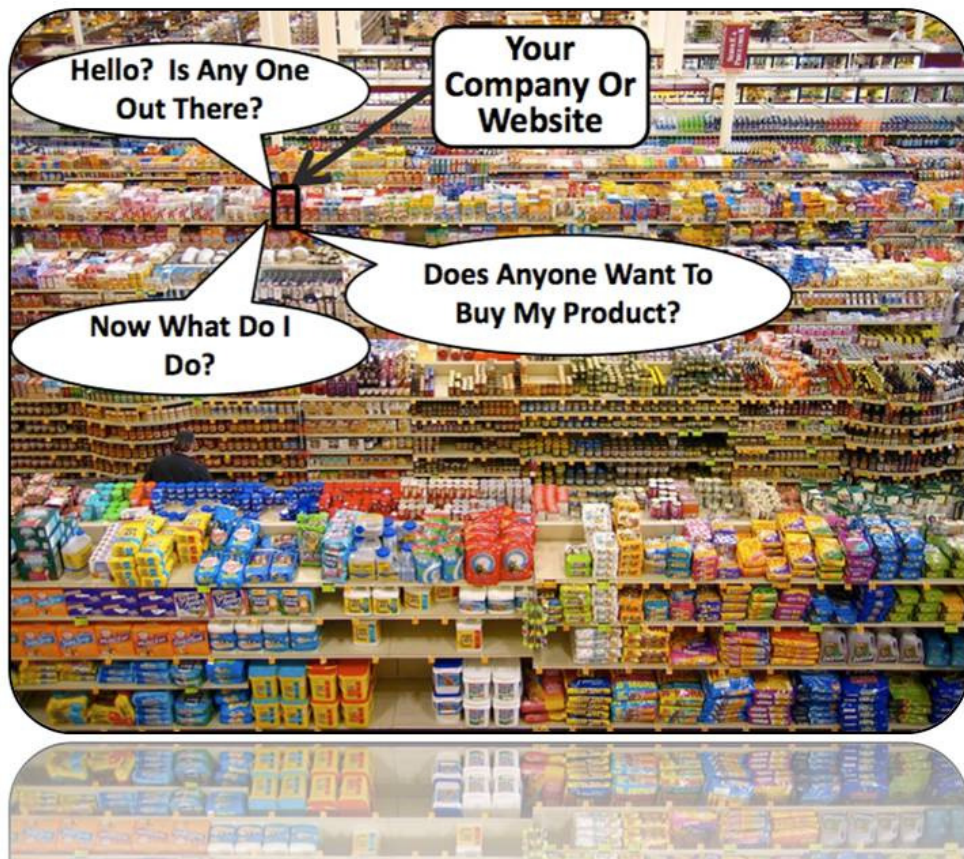
I'll bet you have – and trust me on this: You *are not* alone.

Almost every client I have has said as much to me.

In my presentations, I like to compare the Internet to a gigantic supermarket.

I circle a random product on one of the shelves and ask people to imagine that product represents their Web-site.

I dramatize how lonesome, friendless and forlorn their Web-site is just sitting there on the shelf.



The Bad News....

**The Average Supermarket
Has 45,000 products**

**The Internet Has
433,193,199 Websites With
Over 15 Billion Pages**

products in the typical supermarket!

And my audience has a great time laughing at that poor, sad, lonely Web-site. But I can assure you: This is no laughing matter!

Because your challenge is precisely 333,333 times tougher than that.

Don't believe me? Check this out:

While the average supermarket displays 45,000 products in its shelves ...

... the World Wide Web has (at last count) more than 433 million Web-sites with more than 15 billion pages.

Fifteen BILLION Web pages: That's 333,333 times more Web pages than there are

Can you see why it's so much harder to get the attention your company and your product deserves today?

Wait – it gets worse: In an average year, hundreds of millions of NEW Web pages appear online – each one of them competing for your prospects' attention.

So while the *supply* of available attention is strictly limited and diminishing with each passing day ...

... Demand for attention is growing exponentially.

And you know what that means, don't you?

It's simple supply and demand: It means that the value of attention can only skyrocket in the weeks, months and years ahead!

But have no fear, because that's exactly what we're going to look at in the next chapter:

How to get the attention you deserve, and ...

...How to deserve a lot more attention than you do now.

First, let's review: So far, we've seen that ...

1. Attention has tremendous value ...
2. Attention is hard to get online ...
3. Attention is getting harder to get with every passing day, and ...
4. The value of getting attention online can only increase exponentially in 2008 and beyond.

Just Thank Your Lucky Stars You're NOT In The Offline Media Biz ...

If you guessed that traditional media – TV, radio, newspapers and magazines -- are the biggest losers in this great battle for attention, you're dead on.

Consider the brutal facts ...

Television

- 1 in 3 teens can't name the major TV networks.
- Viewership is down; advertising costs are up.
- 90% of homes that have a TIVO or DVR (digital video recorder) skip all commercials.
- TV ad budgets are shrinking. Every year, Proctor & Gamble -- the world's largest advertiser -- shifts increasing percentages of its \$4 billion advertising budget away from TV. Many other companies are following suit and the trend is

accelerating.

- The number of commercials that viewers remember is down a staggering 70% over the past 25 years alone.
- Only 18% of all TV ads generate a positive return on investment (ROI). A whopping 82% only lose advertisers money.



Newspaper

- Fully HALF of all newspaper readers are engaged in some other activity while reading.
- According to the Newspaper Association of America, the number of people employed in the industry fell by 18% between 1990 and 2004.
- In the book "The Vanishing Newspaper", Philip Meyer calculates that the first quarter of 2043 will be the moment when newsprint dies in America as the last exhausted reader tosses aside the last crumpled edition.
- Among adults, in the decade 1990-2000, daily readership of a newspaper plunged from 52.6 percent to 37.5 percent.
- Among the young, things are much worse: in one study, only 19 percent of those between the ages of eighteen and thirty-four reported consulting a daily paper. Worse; only 9 percent trusted the information purveyed there ... only 8 percent found newspapers helpful ... and just 4 percent thought them entertaining.
- From 1999 to 2004, according to the Newspaper Association of America, general circulation dropped by another 1.3 million.

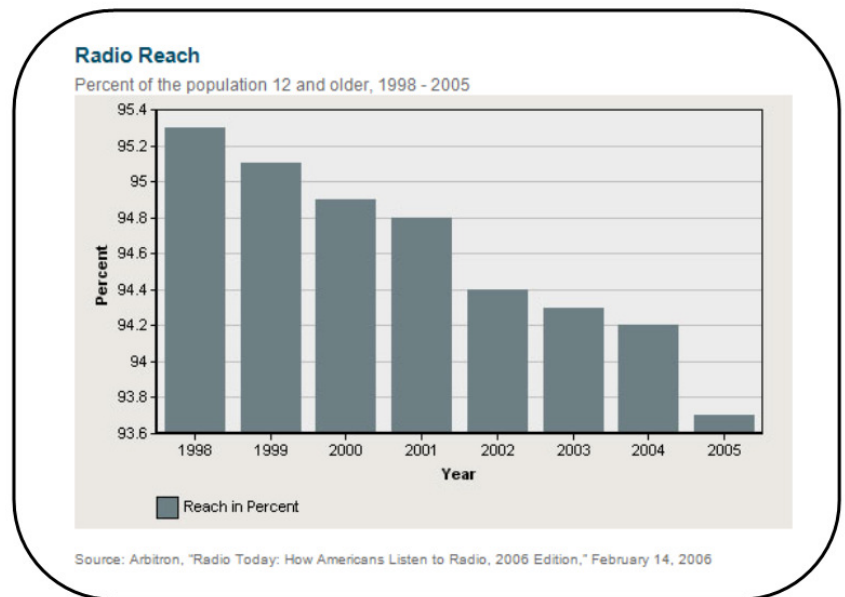
Magazines

- 46% of all magazine readers are engaged in some other activity while reading
- Magazine readership is down worldwide with predictions for the trend to continue with no end in sight.

- Time, Newsweek and U.S. News and World Report — continue to struggle to hold on to readers and may be moving away from print in trying different strategies to win audience.

Radio

- New options such as mp3 players, cell phones that play music, Internet radio, and satellite radio are chipping away at traditional radio.
- Satellite radio subscribers are now up to 13.6 million listeners. That is more than a third higher than the 9 million reported at the end of 2005.



Glad I don't make my living off of traditional media... how about you?

Wait – you're not quite off the hook yet ...

... In fact, there's a whole other class of businesses that's positively getting killed in the battle for attention – both online and off.

Better brace yourself: This is going to get *personal* ...

The ONE Person NOBODY Wants to Pay Attention To Today

While increasing numbers of people are simply avoiding TV, radio, newspapers and magazines today, truly staggering numbers are building defenses to keep your marketing message from getting their attention.

There was a day when you could knock on a stranger's door, ask to come in, and have a good chance of selling someone a set of encyclopedias, a vacuum cleaner, hair brushes, kitchen utensils, shoes, clothing—even foot powder, right in their living room.

Those days are gone for good. Today – with so many things demanding their attention -- your prospects have to first decide who they're NOT going to pay attention to: Who

they're going to do their darnedest to avoid at all costs.

And you, my friend are #1 on that list.

And so, there you sit with all your ducks in a row...

- ✓ Your product and packaging are perfect; all shiny and gleaming ...
- ✓ Your Web-site is (finally!) finished and it's a peach...
- ✓ Your sales copy positively sizzles ...
- ✓ Your banners and PPC campaigns are ready to tell tens of millions of people about you ...
- ✓ Your shopping cart is world-class, ready and able to accept payment a half-dozen different ways and in scores of different currencies ...
- ✓ Your Customer Resource Management software is waiting expectantly – ready to record, categorize and report every move every customer makes ...
- ✓ Your fulfillment operation is crouched like a greyhound in the starting gate, ready to spring into action the second the first order pours in.

And so at long last, you raise your starter's pistol and pull the trigger. Your Web-site is open for business.

And what do you get?

Silence. Nothing but silence.

Six billion people on the planet. Two billion people online. And not a single one of them is ordering.

So where are your customers?
Why aren't they throwing credit card numbers at you like old maids throwing grains of rice at a wedding?

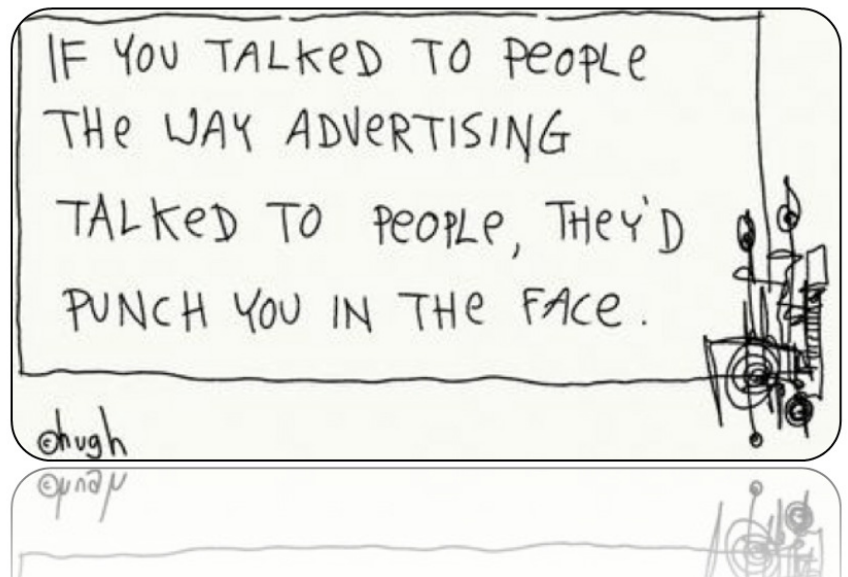
Well, I've got news for you...

It's not the product. Or the marketing. Or the sales process.

It's YOU.

You may as well have just said, "Hi. I'm a marketer. You know – one of those guys you hate and would do just about anything to get away from? Now, give me your attention so I can sell you something."

Do that and I promise you: You'll be about as welcome as a preacher in a house of ill repute.

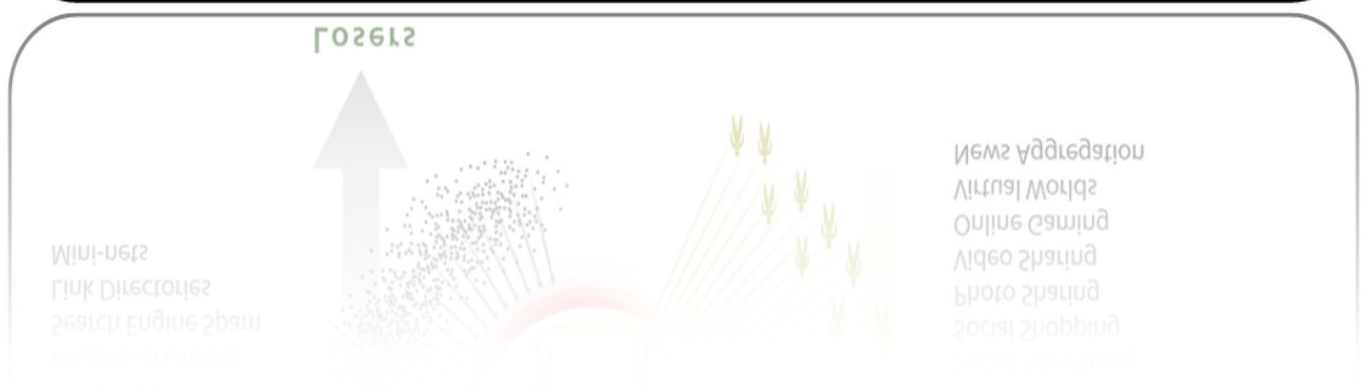
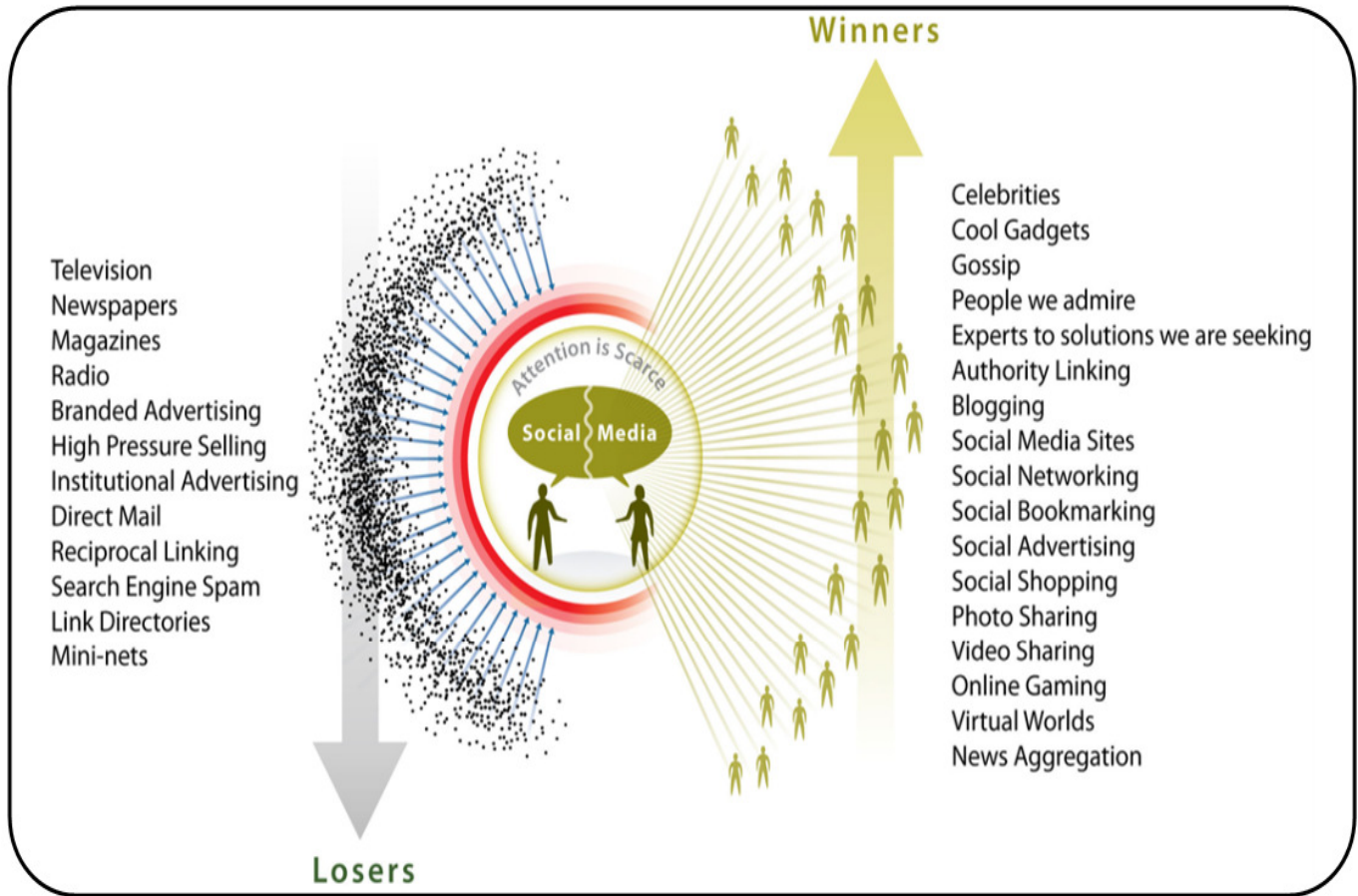


Fact is, your prospects don't like marketers. They don't trust marketers. And when you send the message that you're a marketer, they don't like or trust you.

They're not going to waste their attention on you. They're not going to search for you, click your ads or respond to your e-mails.

And they sure as heck aren't going to trust you with their credit card numbers.

Continued On The Following Page....



Sales Miracles Begin When You Make The Transformation From Party Crasher to The Guest of Honor

Let's say you're going to a party. You're all dolled up in your finest clothes, the babysitter's on the way, and you're ready to rock.

ONLY 14% OF CONSUMERS TRUST ADS

**Trust Is Now
Long Gone....**

Would you rather be the boor who crashes the event—totally uninvited—drawing eye-rolls and looks of disgust from guests (not to mention a possible toss out the door)...

...or would you rather be **the guest of honor**, name brightly displayed on a banner, and everyone clapping and cheering as you entered the room?

No brainer there. Everyone would rather be the guest of honor, right?

The same principle works in your marketing efforts. When you “intrude” on a community with

hypey sales copy and a me-too product, you're crashing a party you weren't invited to...and you're going to get thrown out on your #&%.

But when you're the guest of honor, that community welcomes you with open arms. They revel in every word you say, look up to you with admiration and respect, and see you as a leader in the industry.

In other words, they **TRUST** you. And when a community trusts you, your marketing efforts suddenly become very very easy. Make sense?

It's kinda like going car shopping.

The Attention Age Doctrine Two: WEB

You're A Marketer... Eeewww YUCK!

60 million on do-not-call registry

69% of consumers want ad blocking technologies

65% of consumers feel they are constantly bombarded with too much advertising

56% of consumers avoid buying products from companies who advertise too much

25% of consumers avoid buying products from companies who advertise too much

You walk into one showroom and here comes Joe Sales Schlep. Slicked back hair...gold chains...pinkie ring...too much Drakkar cologne...you get the picture.

He strolls over and starts chatting you up like an old friend. "Rich, you look like a man who's going places...I can tell you're not a sucker like all those other guys...This sweet ride will really turn the ladies' heads."

The well-rehearsed lines flow as smoothly as melted chocolate. And all the while, you're thinking—I just want to punch this bozo in the face!

Why? Because the moment he approached you, he became the enemy. The walls went up, alarms started screaming, and you were instantly on the defensive. You'd gladly chew off your own arm just to get away from the guy.

Translation: No sale.

That's the old way of marketing. And it just

Who or what do you trust?

Recommendations from consumers	78%
Newspapers	63%
Consumer opinions posted online	61%
Brand websites	60%
Television	56%
Magazines	56%
Radio	54%
Brand sponsorships	49%
Email I signed up for	49%
Ads before movies	38%
Search engine ads	34%
Online banner ads	26%
Text ads on mobile phones	18%

Source: Nielsen Online Global Consumer Study April 2007

Source: Nielsen Online Global Consumer Study April 2007

Text ads on mobile phones 18%

Online banner ads 26%

doesn't work anymore.

Now, let's turn the tables...

What if the salesman was not just someone who approached you out of the blue, but someone who you've known and trusted for a long time as your "go-to" guy?

And what if this person had always provided you with great insights on new vehicle features, cutting edge technology, and trends in the industry—even when you weren't necessarily in the market for a new car?

Wouldn't you seek him out for advice? If he called you with an idea, wouldn't you listen intently and respectfully to every word he says? Wouldn't you be candid with him about your fears, frustrations and desires?

And instead of dodging his phone calls, wouldn't you always be glad to hear from him?

By: Rich Schefren

The Power of Trust



Ron Popeil is undoubtedly one of the greatest marketers of all time.

Oprah is undoubtedly one of the most trusted advisors in America today.

Oprah is the world's richest woman, with over \$2.5 billion in net worth and rakes in more than \$31 Million more every year.

You do the math.

You do the math.

Source: Nielsen Online Global Consumer Study April 2007

Sure you would. And you'd buy what he's offering...time and time again...for a lifetime. Sure -- there may be a better deal somewhere else. Maybe even more colors, styles, and add-ons. But this is the guy you'll gladly spend your money with.

My point: You most likely won't sell one product (or make one dollar) until you've built a bridge of trust with your prospects.

But once you do, you're no longer a pitchman to your prospects; you're a partner. Instead of a salesman, you're a sage advisor. **You're no longer a marketer; you're a maven.**

And when you do that with thousands ... tens of thousands ... even millions of people at a time ... you can pretty much write your own ticket.

Put simply ...

- Attention is more valuable than money.
- Your prospects give their attention to people they trust.
- They don't trust marketers.
- They trust people who have demonstrated that they are here to help.

Losers, Losers Everywhere! ... So Who Are the Winners?

PIGGY-BACKING ATTENTION

In Marketing:

- I leveraged Stephen Pierce & Jay Abraham
- I leveraged all my guru clients fame to launch Strategic Profits.

In Poker

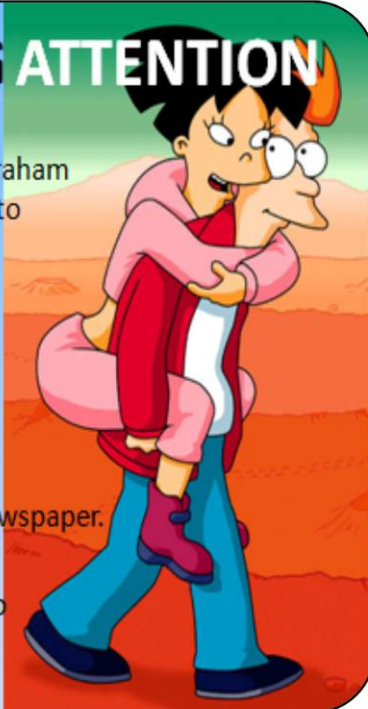
- I leveraged Howard Lederer, Gus Hanson, Phil Ivey, Chris "Jesus" Ferguson, etc...

In Clothing Business

- I leveraged our celebrity clientele to continually get mentioned in the newspaper.

In Hypnosis

- I leveraged unique stories to get into countless media channels



The cartoon shows a man with black hair and a red jacket piggybacking another man with orange hair and a pink jacket. They are walking on a red, sandy path. The man being piggybacked is looking back over his shoulder at the piggybacker.

Celebrities are huge winners in the battle for attention today. And the good news is, you can use our obsession with famous folks to grow your business faster than you ever dreamed possible.

Take the strategy I call "Piggy-Backing" -- one of my all-time favorite methods for grabbing tons of attention online and leapfrogging about 20 steps ahead in getting to the top of whatever industry I am in.

As you can see, the slide to the left shows how I've piggy-backed inside all the major industries I've

owned businesses in.

And while I wouldn't say that I methodically search out people and then leveraged their fame, what I can tell you is piggy-backing has proven amazingly effective every time I've used it.

Whenever you're engaging in piggy-backing behavior there's usually an implied agreement between you and the person that already has the attention of the marketplace. The deal is they bring the attention factor to the table and you are responsible for basically everything else.

I know, it sounds like quite a bit of work. And frankly, it is. But it's also a true partnership. The celebrity contributes his or her ability to get you the attention you need. You provide the sweat equity: The work that leverages that attention and turns it into a tidal wave of new prospects and customers.

And when the project ends - and you and your well-known partner go your separate ways - you'll have received more attention than you could have possibly grabbed on your own - and a substantial amount of money from increased sales.

Plus, the attention this technique gets you positions you to repeat the process with the next person who grabs your market's attention.

Let me show you what I mean ...

Here's a promotion I was involved in with some of the most famous poker players in the world.

At the time, 99% of my market was having a ghostwriter write a poker book, bid on PPC, and try to get highly ranked for the important search phrases that could bring significant traffic.

My approach: Identify the best-known names in the world of poker ... convince them to partner with me on my marketing efforts ... and leverage the vast amounts of attention - hero worship, really - that they enjoyed in

By: Rich Schefren

Howard Lederer's No-Limit Texas Hold'em
Poker Fantasy Camp
Come and Experience The MOST OUTRAGEOUS FOUR DAYS OF POKER Imaginable!

Print this Page

Fantasy Camp Admission includes Entry into No-Limit Texas Hold'em Tournament With **\$50,000 PRIZE MONEY**

Howard's paid for your accommodations at the Palms Casino & Resort in Las Vegas

You Could Win a Seat at the 2005 World Series Of Poker Championship (WSOP) and compete for over \$10,000,000 in prize money

Urgent, this may be your only chance to get trained, rub-elbows with, and play against the real world-class poker professional you've seen on TV...

"Who Else Wants To Have Their Poker Skills Personally Ripped Apart & Re-Assembled By The World's Best Poker Players While Competing For \$50,000 Cash, Bragging Rights And A Seat To Play In The 2005 World Series Of Poker?"

Here's your lucky-break to get an "insider" shortcut experience to supercharging your poker skills... skyrocketing your bankroll... become a killer take-no-prisoners poker player, and rack up your own playing stories that you'll recall for a lifetime.

Dear Poker Buddy,

If you've ever been beat and humiliated, lay down strong, then brace yourself for the most intense poker experience of your life.

If you're willing to hustle there's always a way to piggyback attention

Here's what this is all about: My name is Richard Schefren, and until very recently I was your average hold'em player. In other words, when you counted up all my chips ---long-term--- I was leaving a lot more money on the table than I ever put in my pocket.

Fact is I had a love/hate relationship with poker - some days I would be surrounded by my opponents chips by the stack-full - while the fact is I had a love/hate relationship with poker - some days I would be the table then I was out in my pocket.

On LA You've Seen Professional Elite Winning Howard & Other Play Against

Your World Champion Instructors

Chris Ferguson

Howard Lederer

Phil Gordon

Play Against Howard & Other Elite Winning Professionals You've Seen On TV

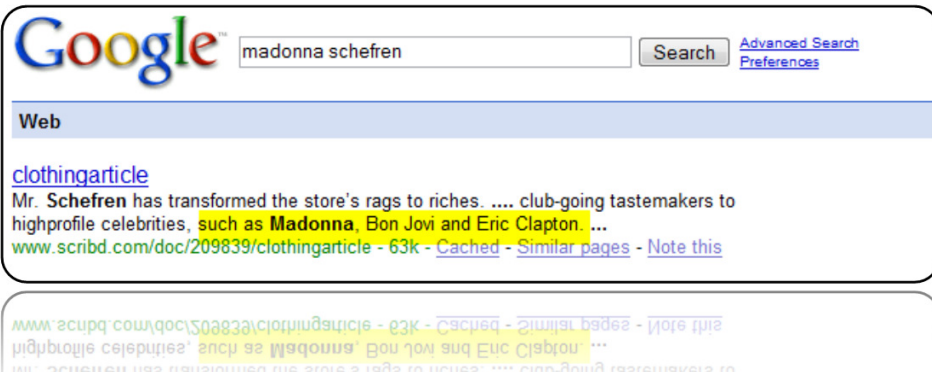
my marketplace.

RESULT: My campaign blew the doors off the results my competitors were getting.

Why? Because my partnership with many of today's most popular poker celebrities won me tons of attention!

In a nutshell, piggy backing is a much better strategy for yourself, and your customers.

It just requires a little more creativity and ingenuity to put the deal together – but that effort can pay off (forgive me!) in SPADES!



Then, there was the time I leveraged Madonna's celebrity to grab tons more attention for my clothing store.

Try this: Go to Google, type in "Madonna Schefren" and here's what you'll see:

Needless to say, a store

that becomes well-known as the place where all the biggest celebrities in the world shop would quickly become one of the hottest stores in Manhattan.

And that's exactly what happened. We were in the gossip columns all the time.

Fans besieged my store, hoping to spot a celebrity and most wound up buying something just so they could tell their friends that they shopped where Madonna, Bon Jovi and Eric Clapton did!

Here's another example ...

The guy on the left in this photo is Stephen Pierce. That's Jay Abraham in the middle and yours truly on the right.

In this situation I used Jay's celebrity in my market to get the attention from Stephen.

I was in Stephen's coaching program at the time and needed him to join Jay and me in a marketing project we were planning (I knew Jay from my years in the hypnosis business - I was a client



of his).

Stephen jumped at the opportunity even though he was already well-known online because Jay probably gets more attention in the marketing arena than anybody else.

When the project came to an end - we had all made millions, and I began my journey to where I currently sit today. It's been a wild ride - but it might not have ever happened had I not put that deal together with Stephen and Jay together.

THE BOTTOM LINE: Think about your market. Ask yourself, "Who's getting the most attention now?" Then ask yourself, "How can I gain access to that person and make them such an incredible offer they simply can't say 'no'?"

Can You Name The Most Trusted Person On The Planet?

Who do you trust?

Well, if you never thought about that question, there are a lot of very serious marketers who have.

In fact, there's a research company, Edelman, that's made that question a centerpiece of their research work. And they've been tracking who people just like you and me trust for years.

And, man, oh man, the trends over the past few years are nothing less than shocking.

Let's take a look at some of these "shocking trends."

Take a look at the chart to the right.

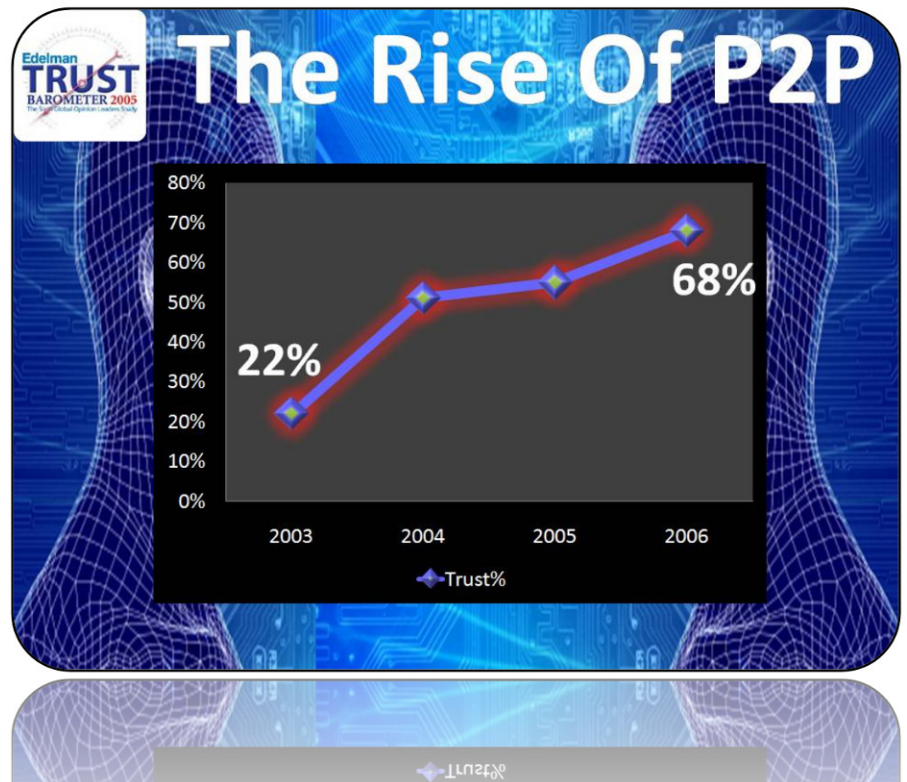
Just to clarify, P2P stands for Peer To Peer.

Look at what's been happening. Here in the United States, the "person like yourself or your peer" was only trusted by 22% of respondents in 2003. But in 2006, 68% of respondents said they trusted a peer.

Contrast that to the CEO, who ranks at 28% trust in the US, near the level of lawyers and legislators.

And it's not just in the US. In six of the 11 countries surveyed, the "person like yourself or your peer" is seen as the most credible spokesperson about a company and among

By: Rich Schefren



the top three spokespeople in every country surveyed. And the trustability of our peers just keeps on growing.

It's happening even in regions like China, the "person like yourself or your peer" is now trusted by 54% of respondents; compare that to the next highest spokesperson, a doctor, at 43%.

While it's surprising, I guess when you factor in the government scandals, the business betrayals, and even the challenges of religious organizations it really isn't that shocking after all.

That's why it shouldn't come as a surprise to learn that when research firm BIGresearch polled 15,000 people and asked them to rate the influence of media on their decision making. Word-of-mouth came in #1.

THAT's what it takes to market products in the Attention Age. And that's where you need to be heading.

So how do you get there?

NEXT:

- Why Rupert Murdoch paid a whopping \$580 million for MySpace ...
- Media mogul to media execs: "You're SCREWED!" ...
- Why the old marketing paradigm is dead, dead, DEAD ...
- Your branding, positioning and sales messaging *is no longer within your control!*
- A Quick Tour of the Social Media goldmine ...
- Where your prospects and customers spend 80% of their online time ...
- How to transform your marketing efforts from a simple communication into an in-depth conversation --3 steps ...
- The three things you must do to multiply the power of conversation thousands of times over ...
- Four deadly blunders that can instantly cripple or even kill your online business ...
- Five Astonishing Case Histories: Social networking cost these companies millions ...
- Why your prospects can be the best marketing channels you've got ...
- The six places your prospects meet to talk about you ...
- The one thing you must do to break down online barriers ...
- And much, MUCH MORE ...

- And much, MUCH MORE ...
- The one thing you must do to break down online barriers ...
- The six places your prospects meet to talk about you ...
- Why your prospects can be the best marketing channels you've got ...
- millions ...

CHAPTER TWO

The Biggest Business Break of Your Entire Life

Just a few months ago, multi-billionaire and media mogul Rupert Murdoch told a group of newspaper and magazine owners and top executives, “Power is moving away from the old elite in our industry—the editors, the chief executives and, let's face it, the proprietors.”

Now, Murdoch is a pretty shrewd guy. You don't make multiple billions like he has without a clear vision of what's coming down the pike.

So for him to look at this room full of print industry giants and basically say, “Guess what? Unless you make some changes, you're screwed,” was a revelation of immense proportions.

Oh – and did I mention? In 2005, media mogul Rupert Murdoch purchased MySpace for \$580 million.

So what does this mean to you?

... EVERYTHING, that's all!

Because your business is poised at the precipice of a new renaissance: A rebirth of marketing as we know and love it.

It's like a gold rush to end all gold rushes...something that would make what happened in California back in the 1800s look like a trickle.

Or, it could make you, your product and your marketing as obsolete as buggy whips, rabbit ears, and the vinyl LP.

Look: As a marketer, you *USED* to be able to control your advertising. You'd create your sales message ... say it loud and often ... and people would receive it and accept it.

If a customer had a problem with your product, he might tell you or a friend or two. Conversely, if customers really loved your product and thought it was amazing, they had no forum for telling the world about you.

Those days are gone *FOREVER*.

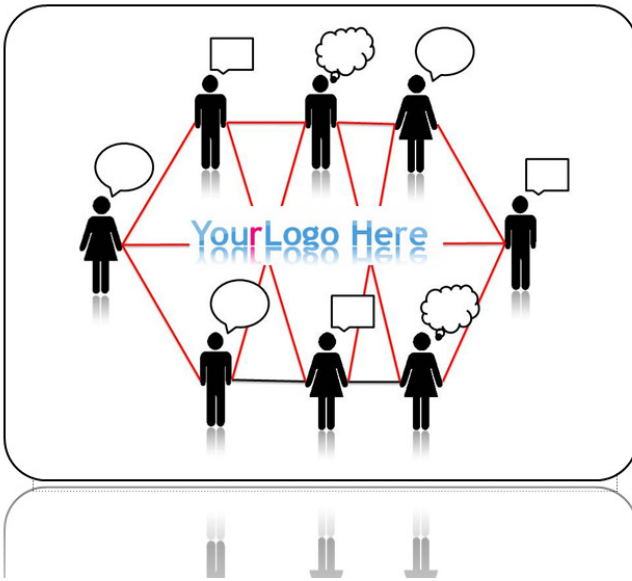
Every single day, your customers and your prospects are meeting on forums, blogs, and sites like MySpace and Facebook. They're producing podcasts and YouTube videos.

They're comparing notes – about companies and products they love and companies and products they hate.

In short, they're talking about YOU.

And everything these peers say to *their* peers has far greater impact and influence on

your prospects and customers than anything you could possibly say. Remember: You're a marketer. They don't trust you. Peers are the most trusted people on the planet.



There's more: What your prospects and customers say about you, your company, and your products is recorded for time immemorial. Every keystroke; every jot and title is indelibly carved into virtual granite.

And every one of those comments will be found on the most important sites in your niche, in your own search results on the major search engines, and *everywhere else* your prospects surf to on the Internet.

If people think your sales message is exaggerated or your product is a waste of money, waste of time, they're going to say so.

And when they do, every prospect and customer you have will be able to see, read, hear their negative comments which are permanently placed online.

Fortunately, if your sales messaging is accurate and your product is phenomenal, those facts will also be splashed all over the Internet—for people to see forever.

The plain, simple fact is ...

Your Branding, Positioning And Sales Messaging Is No Longer Within Your Control!

Whether your product gets branded...popular or not popular... good or bad... worthwhile or a waste of time...a "must have" or a complete joke...all resides in the control of the community your business operates in.

Get this:

**The Internet is no longer just a hi-tech craze or even a media trend:
it's become a social phenomenon.**

And social interactivity is changing everything.

YES, EVERYTHING!

This single fact – the emergence of isolated prospects and customers into the digital mainstream -- presents an opportunity unlike any other I've ever seen.

Talk about shooting fish in a barrel—this more like a ballistic missile being fired into a Dixie cup!

It's a gold mine just waiting to be tapped...and you're standing just inches from the vein.



A Quick Tour of The Social Media Goldmine

The “Old Internet” -- Web 1.0 -- had more in common with TV, radio, magazines and newspapers than it does with Web 2.0. Internet marketers “broadcast” or “published” sales copy online – but almost none of their prospects or customers had the opportunity to talk back to the marketer or to talk to each other about the product, for that matter.

But like the offline media it was patterned after, Web 1.0 is being left behind. Web 2.0 – sites that encourage visitors to join in the conversation -- is here to stay.

If you and I were sitting together right now, I'd ask you how familiar you are with YouTube, FaceBook, MySpace and other social media sites.

Actually, I've been asking that very same question of fellow Internet marketers for quite some time.

And, even to this day I am continually shocked at how few Internet marketers know anything about the social media side of the Web.

This is crucial:

If you haven't experienced these social networking sites, this is your wake-up call: *DIVE IN NOW!*

The simple truth is, social media and Web 2.0 are radically changing the online environment right before our eyes. Yet for some bizarre reason, many marketers seem blind to it - and if you're one of them, it's costing you big time.

Just so we're on the same page let's take a look at how Wikipedia defines social

media.

Make sure you read it twice, because it's real important that you really understand this.

- **Social media:** Anything that uses the internet to facilitate conversations^{[\[citation needed\]](#)}
- **Social Media Expanded Definition:** Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.
- Social media uses the "wisdom of crowds" to connect information in a collaborative manner. Social media can take many different forms, including [Internet forums](#), [message boards](#), [weblogs](#), [wikis](#), [podcasts](#), pictures, and video. Technologies such as [blogs](#), picture-sharing, [vlogs](#), wall-postings, [email](#), [instant messaging](#), music-sharing, group creation, and [voice over IP](#), to name a few. Examples of social media applications are [Google](#) (reference, social networking), [Wikipedia](#) (reference), [MySpace](#) (social networking), [Facebook](#) (social networking), [Last.fm](#) (personal music), [YouTube](#) (social networking and video sharing), [Second Life](#) (virtual reality), and [Flickr](#) (photo sharing).

What you just read my friend is the future of the Internet.

Almost everything that's exciting online these days you'll see in that definition. From blogs to social networking site to social bookmarking sites, it's all in there.

Now, take a look at the chart below. It shows how people spend their time online. If you didn't know it already, you're about to realize why social media is such a big deal.

You see, the new tools that social media is made up of blur the line between content and communication. And by bringing together both content and communications, it encompasses a whopping 79% of what people spend their time with online.

how content and communication blend together to form a single experience for the user.

When I post to my blog, I am posting content for my readers. But my readers can also add their own comments to my post, and other bloggers link their blog to mine.

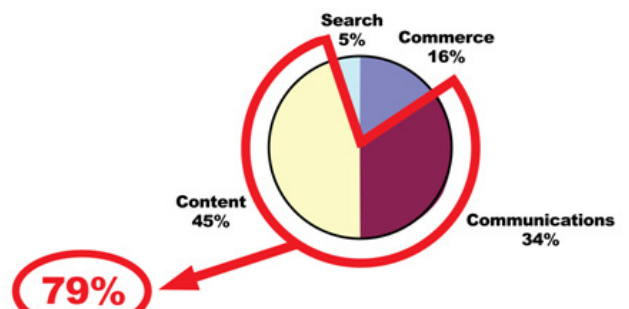
Suddenly, my content has morphed into communication: A new dialogue between my readers and me ... and between my fellow bloggers and their readers!

And when it's all said and done, and we've all moved on to new conversations, what's left? My original post and every comment it generated will be on the Web forever; but because it's static – no longer a living, breathing conversation -- it's no longer communication. It has morphed back into mere content.

The trick is to play this new game of business, just like you would a game of poker: To limit your downside risk while simultaneously raising your upside profit potential.

The Attention Age Doctrine Two: WEB MARKETING 2.0

**Share of Time Spent Online
Feb 2007 - Online Publishers Association**



16%

And the very first step in the process is to realize this:

When we say "social media" what we are really saying is: Media has become HUMAN.

That means you must design your marketing messages to be delivered NOT by a radio or TV transmitter or a printing press, but by PEOPLE.

I've been doing exactly that for the past two years and the results speak for themselves. Before we're finished, you'll know how to do it, too.

How to Transform Your Marketing Efforts From Simple Communication To An In-Depth Conversation

The way most people are marketing these days can be sniffed out by their prospects a mile away. They're savvy to all the tricks, techniques, and tactics we use...and they're not biting.

That's why we need to adjust our thinking from talking AT our customers to talking WITH our prospects. And to do that properly, we need to take these 3 simple steps.

1. **Map Your Market:** Before you start chatting up your potential customers, do a little homework first by mapping your marketplace.

Delve into your market and see who the most influential people are. Find out who everyone's talking about and talking POSITIVELY about (there's a big difference here) and who they respect the most.

We're searching for "mavens" in the marketplace...people who sway opinions...people who have a definitive impact on those you're planning to market to. Make a list of these people. Dig deep and examine why they're regarded as authorities.

Having this intelligence will help you establish yourself as the same type of leader later on.

2. **Monitor Your Market:** In order to communicate effectively with our prospects, we need to know what they're already saying. And that means tapping into the conversations they're already having.

The best way to do this is by monitoring your marketplace. Bookmark those blogs and forums where your market gathers. Subscribe to RSS feeds to take a daily pulse.

Stay in tune with what's going on...how they react to certain situations...what their hot buttons (and cold buttons) might be. You'll be amazed at how valuable the marketing data you'll glean can really be – and it's yours, free, just for watching and listening to what's going on in your niche.

And while you're at it, watch competitors you don't like or trust, too. As the legendary strategist and "Art Of War" author, Sun-Tzu, once said, "Keep your

friends close, and your enemies closer.”

3. Join Your Market: Now that you have a firm grasp on where your market’s hearts and minds are, it’s time to make your entrance. But whatever you do, do NOT just barge into a forum or blog discussion and announce, “I’m HERE!”

There’s a certain rhythm, a certain pacing that each market follows. And if you don’t slide into that rhythm just perfectly, you’ll fall flat on your face.

It’s a lot like playing jump rope as a kid. Remember when your friends would swing the rope and you would have to jump in? You didn’t just go running into the loop blindly, waving your arms and screaming, “Cinderella, dressed in yella...”

You waited for your opening. Patiently. Quietly. Watching the rhythm closely...keeping time with the rope. Then, when the right moment came, you slid effortlessly into the middle—without skipping a beat.

That’s exactly what you have to do to engage your marketing prospects: Slide gently into the conversation. Just make a few posts here and there. Ask questions. Play nice.

Make yourself known, but don’t blow your own trumpet. Establish a relationship with these people...slowly. Because if you go too fast and reveal your cards too quickly, they’ll be on to you instantly—and shut you out forever.

Taking The Conversation Into The Marketing Motherlode—Community.

So you’ve joined the conversation—now what? What’s the next step? How do you turn these people into customers?

Don’t worry—I won’t leave you hanging. Here are the next three steps in the process...

1. **Build Your Market:** Once you’ve established your voice as an integral part of the conversation, it’s time to slowly break away from the pack. Start making a name for yourself by becoming more educated on the subject matter than anyone else in the group. Study the trends relentlessly. Do in-depth research on the topics of discussion.

When you do say something, speak with an air of authority, like you know what you’re talking about. Don’t be arrogant or superior—talk just like they do, but with a more masterful air. And make sure all your facts can be backed up—you don’t want someone to call you out on a little technicality that might make your case implode (anyone who’s spent any time on a forum or blog has seen this happen; it is NOT a pretty sight!).

You’re slowly building your reputation here, making these people turn to you for answers...even if they don’t realize it yet. And once that happens, you’re ready to take the next step ...

2. **Lead Your Market:** So now you have a presence. The market knows you, likes you, respects you, and looks to you for answers.

Great! You're almost there.

First, though, you need to break away.

Now, it's time to start your own conversation—and your own community.

That's right: It's time to play the Pied Piper. All the little mice are listening intently to your tune, loving every note. Grabbing great value from your information, insights, ideas and advice. Bonding with you. Learning to respect you. Coming to depend on you.

Now, it's time to lead them into your own community—be it a blog, a forum, or whatever medium you choose (I generally prefer blogs; they're easy to set up, easy to maintain, and easy to navigate!).

If you've done your homework and followed the steps I've outlined above, your new friends will fall in line right behind you and follow your every footstep. They'll flock to you and hang on every word you say -- knowing that the information you're providing will be useful, coherent, and timely.

And that, my friends, is right where you want them. Because that leads into our final step...

3. **Sell Your Market:** You have your own community. You have many conversations going on in your own realm. You have loyal followers, loyal listeners, and loyal conversationalists. Now's the time to introduce a product.

To do this, you must first follow the golden rule of marketing: Don't tell them what they want. Ask them what they want.

Look through your conversations and see what they lack, what they desire, what their needs are...wants are...where their problems lay. And then simply create a product that gives them the answer they seek most passionately.

Let the content you're about to provide determine the form of the product you're developing. It could be an e-book or a set of audios or videos, for example.

Better yet, you might even hold your own live event – a teleseminar, a Webinar, a Webcast, or a series that combines one or all of them. These kinds of personal events are fantastic ways to deepen your new relationship with your new prospects while also ramping up your response and profits.

But regardless of the format you choose, make sure that you deliver content that has tremendous practical value for your new customers.

Because remember—you've put a lot of time, sweat, and effort into building this relationship and establishing your community. You do NOT want screw it up now.

When that magic happens, you have ascended the ranks from nobody to “guru” in your market in one of the fastest, cheapest, easiest ways possible. Now you can go back to

them again...and again...and again with more products, more offers, and more joint ventures. And that's where the real money is made!



Four Deadly Blunders That Can Instantly Cripple Or Even Kill Your Online Business

Depending on who you are, what you sell and what you say in your marketing, the graphic above is either the most depressing message you've ever seen or it's the most liberating, exciting news you've seen in years.

If you've built your business on a shoddy products and your sales messaging on packs of exaggeration and outright lies, mark my words: Your day of reckoning is quickly approaching.

If, on the other hand, you've always insisted that your products must be top-notch and that your advertising and marketing tell the truth, the whole truth and nothing but the truth, Web 2.0 is going to put a smile on your face that stretches from ear to ear.

Why? Because you are about to be rewarded for taking the high ground and doing the right thing. The good guys are going to have the last laugh this time. And in my humble opinion, it's *about time!*

That said, allow me introduce you to the new rules of marketing in this new attention-rich socially connected Web 2.0 world ...

NEW RULE #1

Your Marketing Cannot Defeat A Community



If media has become human, then the new mass media is the online community.

Communities have so much power now, it's sort of scary.

Think about it: Communities can build a brand, kill a brand, make a career, break a career, influence elections, and practically anything and everything else you could imagine.

I'll prove it to you in the pages that follow. I'll show you how billion dollar companies can be brought to

their knees by the momentum caused by a single blog post!

Can you imagine that? A single blog post ultimately costing a small company millions or a big company billions?

Hard to imagine, I know. But that's exactly what's happening and I am going to prove it to you.

NEW RULE #2

You Can't Trick People



Have you ever met someone who just couldn't keep a secret?

I'm sure you have, in fact, I am sure you know quite a few people who fit that bill.

And I'm also sure you'd be petrified if someone like that knew something that could potentially destroy you.

Well, there are all kinds of people in this world - some who can't keep a secret and others who

don't like to be tricked. And on Web 2.0, the combination of these two come together even better than chocolate and peanut butter.

You see in this brave new world where everyone is connected, all it takes is for one person to feel tricked. That means if the product you advertise isn't the product the customer receives – man, oh man are you ever in trouble!

NEW RULE #3

There's Nowhere To Hide



Did you know 911 criminals profiled on the TV show "America's Most Wanted" ended up in police custody?

Unbelievable, right?

Now, consider this: Only 2.5% of the population watches America's Most Wanted, but 46% of the population gets on the Internet.

Bottom line: There's no place to hide on the Web. If you lie or cheat, you're going to get caught.

And when you get caught, you're going to get more attention than you can shake a stick at.

Only it won't be the kind of attention you want: The kind that increases sales. Instead, every social networking site on the Web will be spinning off negative pages about you faster than Carter's can make little liver pills.

And once that happens, the search engines will be serving up THOSE pages when your prospects and customers go looking for you.

NEW RULE #4

Your Secrets Aren't Safe



Thousands of people who are plugged in are bored.

To pass the time they like to research and determine whether or not you are telling the truth, or even better yet if you are hiding anything.

And, you know how you become a hero in this community? Do you know what brings you instant celebrity? Yeah, I know you can guess it, right?

Pulling something down - exposing the truth that someone was trying to hide. It's like an army of private investigators trolling back and forth day in and day out.

You can imagine - they almost always capture their man. It's really only a matter of time, if you just keep looking and never give in.



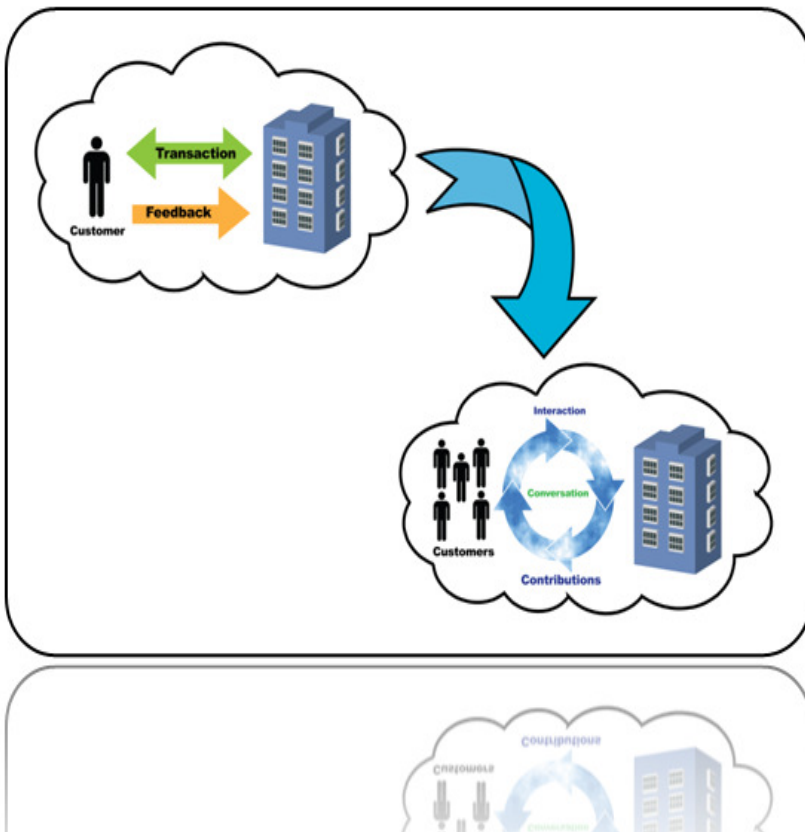
The "overly friendly" interest that Representative Mark Foley (R-Florida) had in young male congressional pages wasn't really news to Washington, D.C.'s inner circle. But it took the Net...to expose Foley's predilections to the world.

When the published transcripts of Foley's explicit [text messages](#) with an underage volunteer last September, not even the slickest Beltway spinmeister could shrug them off as benign. Foley's disgrace may not have brought about the Republican electoral debacle last November, but it didn't help his or his party's cause.



It's a bit of a mystery why the world is so interested in the life of a man who was once a member of the U.S. House of Representatives. The answer is simple: He was a member of the U.S. House of Representatives.

You Are No Longer In Control



Do you see where this is all heading?

Do you get what's really going on?

The Web is emerging as the world's biggest lie detector and truth-finder.

At the same time, the new social media have exponentially increased the personal broadcasting power of an individual.

All of a sudden everyone is a publisher, distributor, syndicator, and opinion giver. That means one, single person can create measurable damage to the reputation of a business or company or entrepreneur without anyone's assistance.

New Rules for the new world



FIVE ASTONISHING CASE HISTORIES:

Social Networking Cost These Companies Millions

As we've just seen, everything you've ever written on the Web has been recorded. Every word. Every syllable. Every keyboard stroke—carved into an electronic stone tablet, never to be erased.

Remember that scathing blog post you made? Or that snide remark in that forum? Or when you blasted that idiot for calling out your favorite team?

All recorded, all archived, and all available for anyone—ANYONE--to see with only a few clicks of the mouse.

Kinda scary, isn't it?

And here's the kicker—some people only experience a little red-faced embarrassment because of their permanent digital records. But for others, it's not just embarrassing... it's downright devastating.

How devastating can it be? Hang onto your hat ...

Continued On The Following Page....

CASE FILE #1

Kryptonite Caught In The Act

In 2004, a bike enthusiast named Chris Brennan made a post to a biking forum stating that an expensive Kryptonite bike lock could be opened with a simple ball point pen.



As others tried for themselves and discovered that this was indeed true, word spread like wildfire throughout other forums and blogs in the biking community. Soon, bikers were uploading videos showing that the locks could not only be easily hacked with a pen, but the whole procedure could be done in just seconds.

And when the videos started popping up, so did the media. The story got picked up by virtually every news source on the planet and the once-solid and indestructible Kryptonite was suddenly fighting for its life.

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Kryptonite Locks ★★
Kryptonite - Industry leading provider of bicycle, power sport and snow sport personal property security solutions.
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Perfect when locking two bicycles, motorcycles or scooters together when combined with an additional Kryptonite lock 30" (930cm) x 10mm ...
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Twist a Pen, Open a Lock ★★★★★ [Network Security](#)
On Sunday, bike enthusiast and network security consultant Chris Brennan described opening an expensive Kryptonite bike lock using a ballpoint pen. ...
www.wired.com/culture/lifestyle/news/2004/09/64987 - 49k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kryptonite lock - Wikipedia, the free encyclopedia
The Kryptonite lock is an Ingersoll Rand-owned brand of bicycle lock for securing a bicycle to a pole or other fixture, when the owner wants to leave the ...
en.wikipedia.org/wiki/Kryptonite_lock - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kryptonite Evolution 2000 U- Lock hacked by a Bic pen - Engadget ★★ [Ecommerce](#)
In the Internet age we can see ppl. posting this Kryptonite 2000 lock easily being compromised. Is it possible that this flaw existed before the Internet? ...
www.engadget.com/2004/09/14/kryptonite-evolution-2000-u-lock-hacked-by-a-bic-pen/ - 119k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kryptonite Evolution 2000 U- Lock hacked by a Bic pen - Engadget
hey, i saw this and went downstairs cause my roommate has a kryptonite lock. its not a 2000 but it worked. i used a papermate flexgripultra pen. size med. it ...
www.engadget.com/2004/09/14/kryptonite-evolution-2000-u-lock-hacked-by-a-bic-pen/2 - 116k - [Cached](#) - [Similar pages](#) - [Note this](#)
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Micro Persuasion: The Art of Listening
The Kryptonite Bike Lock Company is one who should have listened. ... He recounts the PR spectacle of the Kryptonite lock after i... [Read More] ...
www.micropersuasion.com/2004/11/the_art_of_list.html - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)

Micro Persuasion: Kryptonite Lock's Blog Crisis Leaps into the Press
Steve Rubell at the Micropersuasion PR blog is covering a major crisis at Kryptonite Lock. Seems their supposedly unbreakable locks can be broken with a ...
www.micropersuasion.com/2004/09/kryptonite_lock.html - 35k - [Cached](#) - [Similar pages](#) - [Note this](#)
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"Debunking the myth of Kryptonite Locks and the Blogosphere" from ...
Why didn't Kryptonite announce its Lock Exchange Program faster, And the main Kryptonite Lock Wiki refers to the "2004 Kryptonite Blogstorm". ...
www.intuitive.com/blog/debunking_the_myth_of_kryptonite_locks_and_the_blogosphere.html - 72k - [Cached](#) - [Similar pages](#) - [Note this](#)

YouTube - kryptonite lock 1
My new Kryptonite lock has a disc lock, the pen won't fit ...
[Watch video](#) - 36 sec - ★★★★★
www.youtube.com/watch?v=t8XcOj3Seo

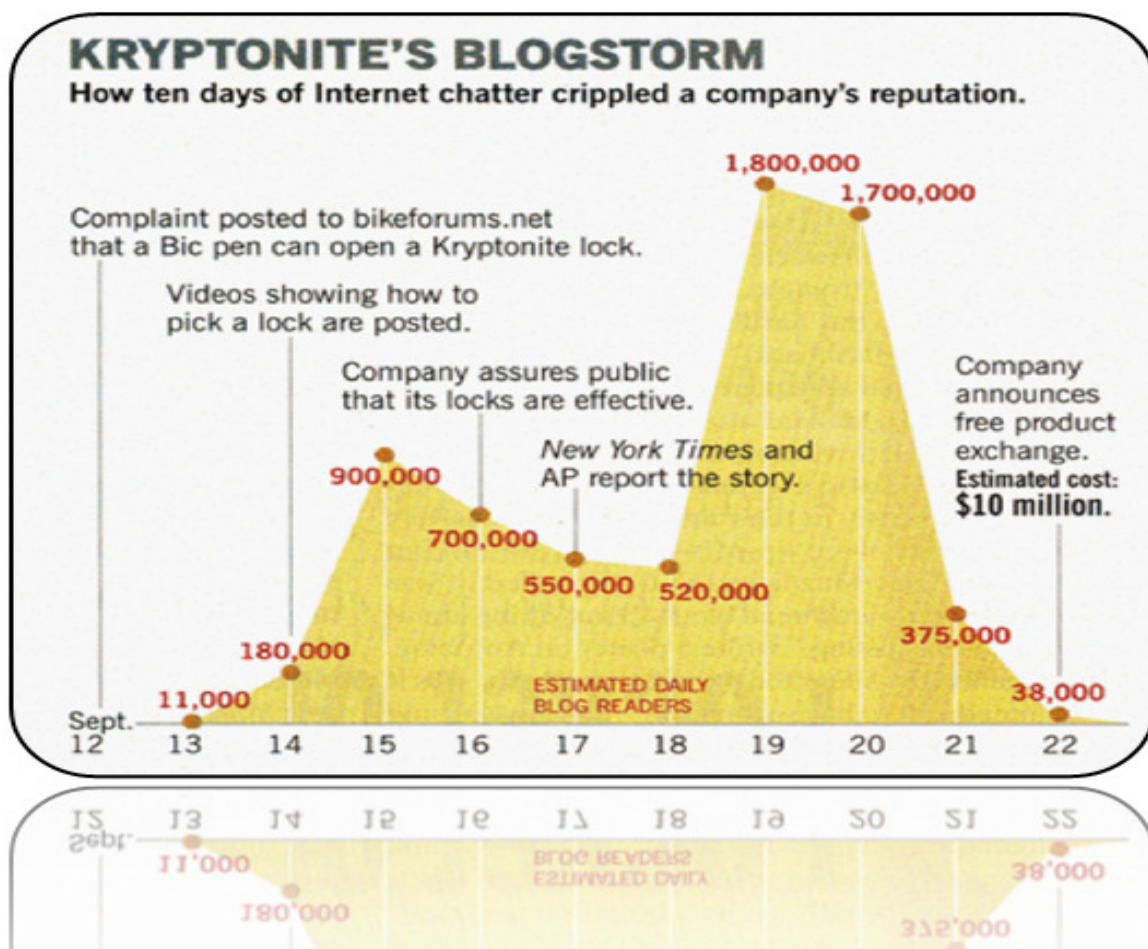
YouTube - how to break a kryptonite lock
My friend lost the key to his bike lock. We liberated the ...
[Watch video](#) - 2 min 43 sec - ★★★★★
www.youtube.com/watch?v=eqNC7aUeXI

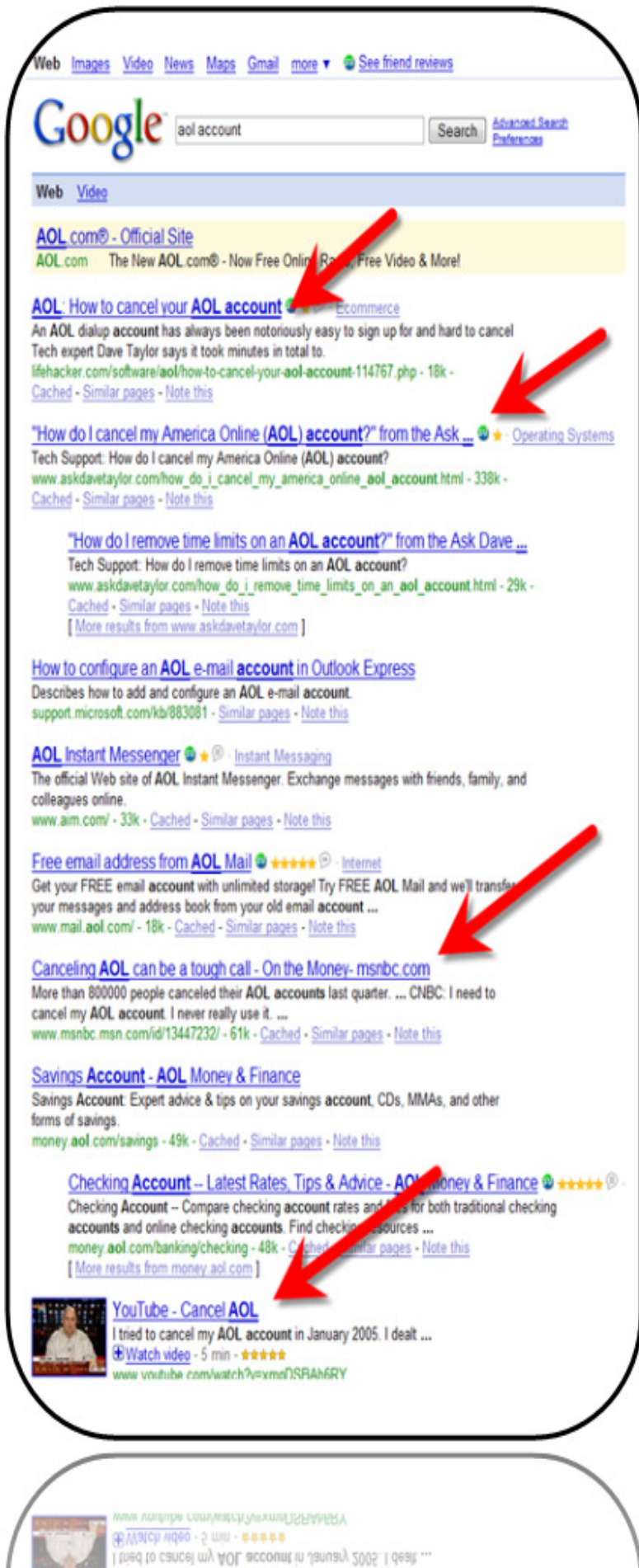
www.kryptonitelock.com/

The PR bloodbath that followed came fast and furious. Kryptonite tried to dispute the accusation and even offered a lock exchange program just a few days later, but the damage had been done. Sales plummeted, and Kryptonite Locks' once-sterling reputation was tarnished forever.

Today, if you do a search for Kryptonite Locks, you'll still see that most of the results on the first page directly pertain to this design screw up. And it's been more than three years since it happened.

Think all that bad press will ever go away? Me neither.





CASE FILE #2

AOL Disconnect Disaster

In 2006, 30 year old Vincent Ferrari wanted to cancel his America Online account. But he'd heard that closing an AOL account could be a real battle – so he decided to come fully prepared.

He turned on his telephone recorder, called AOL and announced that he wanted to cancel.

Over the next 21 minutes, Vincent tried his very best to break free from AOL. But the Customer Service Rep wouldn't budge.

He danced around the issue, tried to distract him with questions, and even asked to speak to his father (and Vincent was 30 years of age at the time).

The infuriated Ferrari promptly posted the recorded call on his blog, and within hours it was all over the net.

Consumer watchdog groups pounced like hungry animals, others chimed in with similar experiences, news programs like CNN and CNBC were calling for interviews, and AOL quickly found itself in a losing battle.

Granted, they did what they could to put out the fire, but the blaze had already burned too hot for too long. Now, when you search Google for “aol account,” several of the top results talk about how hard it is for someone to cancel, and Vincent's story is still promptly displayed for all the world to see.

Not the kind of publicity AOL—or any company for that matter—would want. But it's there...and chances are, it's

going to stay there for a long, long while.

CASE FILE #3 **From Darling To Despised - The “Dell Hell” Story**

In 2005, entrepreneur Jeff Jarvis was fed up with his Dell laptop. Even though it was brand new, it ran “way too hot and started up way too slowly.”

So after getting the constant runaround from clueless technicians and inept customer service reps—none of whom knew what the problem was, let alone how to fix it--Jeff did the only thing he could to make a difference:

He blogged about it.

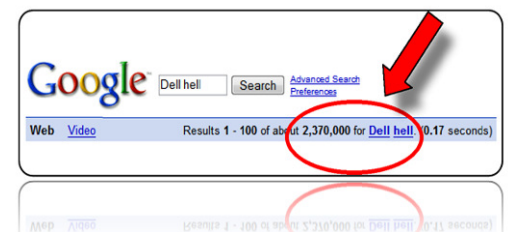
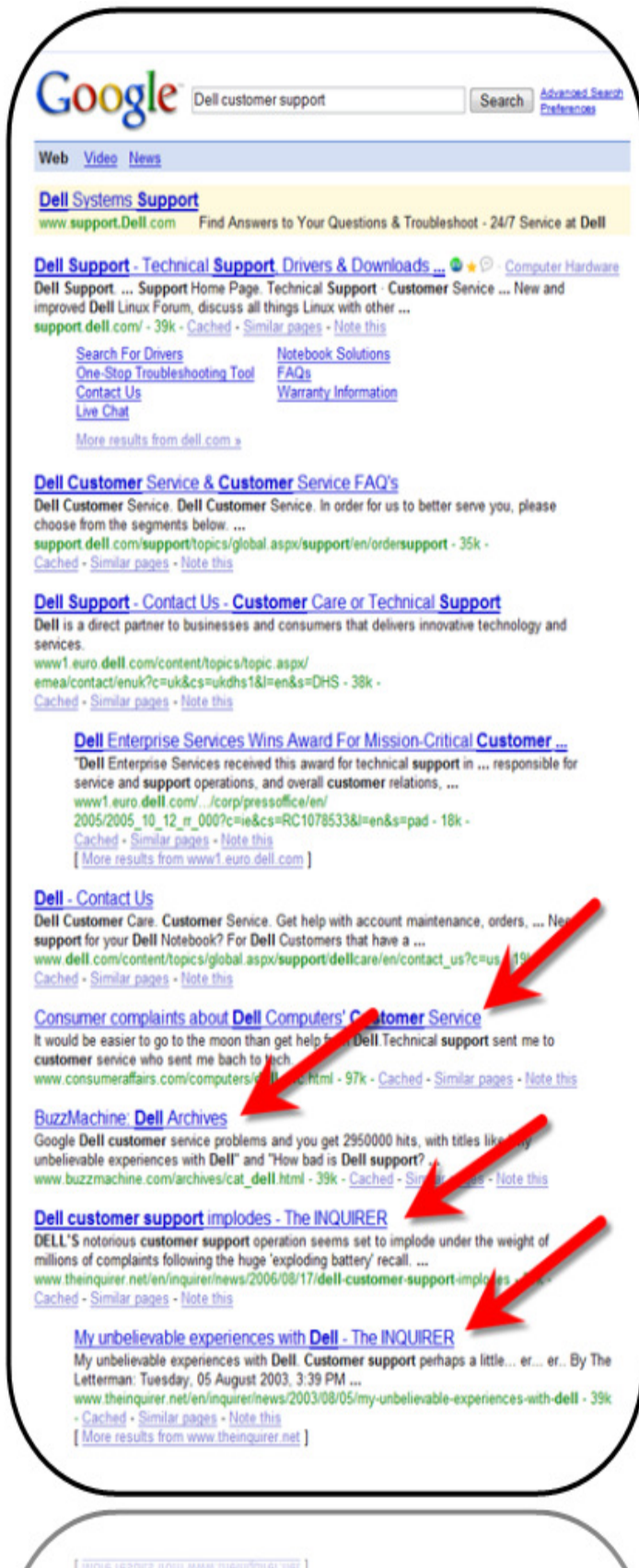
The response was swift and immediate. Hundreds posted with similar experiences. The blogosphere picked up the story and ran with it, and the term “Dell Hell”—which Jarvis coined to explain his plight-- became an instant catch phrase with dissatisfied customers.

Even Sun Microsystems got in on the act, running an ad that clearly references the blunder of its biggest competitor.

Meanwhile, Dell found itself in a very real Hell of its own—a PR Hell that won't go away: Even a year after Jarvis's blog ravings, you can still find over 2 million references to Dell Hell in Google.

Since then, Jarvis has kissed and made up with Dell, even meeting with CEO Michael Dell himself to discuss the matter.

But again, the permanent digital record has done its damage, leaving a black eye on



the face of this once untouchable computer giant. And this time, not even a raw piece of steak will bring down the swelling.

CASE FILE #4

Fake Blogging: Big Companies Caught With Their Pants Down

Think the Fortune 500 companies don't see the benefits in blogging? *Think again!*

Not only do they see the benefits -- they're trying to manipulate the blogosphere to their advantage by putting up fake blogs that praise their products and services!

But they got busted. And those attempts at undermining their customer base will linger for years and years to come...thanks to the permanent digital record they created.

Consider this:

Sony – All I want for Xmas is a PSP



- They lied.
- Flippant when caught.
- Another PR nightmare.
- Will be forever linked to agency.
- Huge backlash

"Busted. Nailed. Snagged. As many of you have figured out (maybe our speech was a little too funky fresh???) Peter isn't a real hip-hop maven and this site was actually developed by Sony....."

--Sony tried to put one over on all of us by setting up a fake blog featuring two wannabe rappers trying to convince family members to get them a PSP game system for Christmas.

Once a few smart Internet users looked up the domain registration and revealed who was really behind the whole thing, the entire campaign unraveled and Sony took the site down.

But what's really infuriating is what the president of Zipatoni, the ad agency behind the fake campaign, was quoted to say after

this mess, *"Please know that we approached the client initially with this scenario and they said 'who cares if people find out? As long as it is funny, we do this stuff all of the time.'"* So obviously Sony didn't give a rip whether they insulted their customers or not.

--Wal-Mart did something similar with the so-called "Wal-Marting Across America" blog. Two supposedly ordinary people -- "Jim" and "Laura" were blogging about their experiences as they trekked across the United

Wal-Mart – Wal-Marting Across America



- Pretended to be something that it is not
- Blogosphere attacked
- Bad PR for Wal-Mart and Edelman
- Steve Rubel

"The moment you hide something, you will end up being exposed and picked apart."

States in an RV and stopped at different Wal-Marts along the way.

But when every employee they ran into gushed about how they loved working at Wal-Mart, someone got suspicious and started snooping around. Soon it was revealed that Jim and Laura were not really normal folks at all, but paid journalists working for a PR firm linked with Wal-Mart. And the whole thing went belly-up faster than you can say, “price check on aisle 7.”



--Whole Foods CEO John Mackey was recently caught posting on Yahoo Finance message boards under a pseudonym.

Sound harmless? Maybe—except for the fact that he was consistently bashing his competitor and praising his own company.

Which still isn't that big of a deal unless you consider that the bashing/praising was going on for 8 years...theoretically long enough for these antics to cause Whole Foods' stock to rise and the competitors to fall, resulting in an easier take-over by Whole Foods.

The backlash created was startling, causing vehement blog postings from Whole Foods customers as well as new ruling from the company's board that completely forbids online posting from its executives.

--All McDonald's was trying to do was promote their new Monopoly game. But instead of passing Go and collecting \$200, they drew a “go to jail, go directly to jail” card.

McDonald's set up a couple of fake blogs—complete with video clips—to help pump up the game.

One profiled “Stanley Smith,” a guy who would do anything to collect all 4 railroad game pieces. The other was all about an alleged former Monopoly contest winner and her pro McDonald's statements.

Even though they were not nearly as underhanded and sneaky as some of the other fake blogs we've mentioned,

By: Rich Schefren



the ruse was quickly uncovered and Mickey D's found themselves with Egg McMuffin on their faces.

CASE FILE #5 **There Are No Secrets**

Early in 2007, a hacker posted a 32-digit combination of numbers and letters to Digg.

But it wasn't just any group of numbers and letters—it was a secret code that unlocked HD DVDs and Blue Ray DVDs, allowing them to be played on a Linux system.

Originally, Digg pulled the post featuring the code after a cease-and-desist letter showed up their door. But then, after an endless barrage of “where's the code” emails and blog posts from thousands of furious readers, they had a change of heart (see letter from founder Kevin Rose) and returned the post.



It was a gutsy move...and one I really admire personally. Because Kevin listened to his community and gave them what they wanted. And that's what being a great marketer is all about.

But here's where the real transforming magic of the blogging community lies...

From January to April 2007, there were less than 900 Google results returned for that string of numbers and letters. Then the code was hacked and posted to Digg, and all hell broke loose...

However, the lawyers started putting their feet down and by April 17, they had

delivered 63 cease and desist letters to sites like Google, YouTube, Digg and Technorati demanding that anything featuring the code be stricken from the search results.

That worked...for a while. Then, on May 1, Kevin Rose stood up to the industry and made that now legendary post at Digg. And just like that--the floodgates were opened once again.



Digg This:

09-f9-11-02-9d-74-e3-5b-d8-41-56-c5-63-56-88-c0

by Kevin Rose at 9pm, May 1st, 2007 in [Digg Website](#)

Today was an insane day. And as the founder of Digg, I just wanted to post my thoughts...

In building and shaping the site I've always tried to stay as hands on as possible. We've always given site moderation (digging/burying) power to the community. Occasionally we step in to remove stories that violate our terms of use (eg. linking to pornography, illegal downloads, racial hate sites, etc.). So today was a difficult day for us. We had to decide whether to remove stories containing a single code based on a cease and desist declaration. We had to make a call, and in our desire to avoid a scenario where Digg would be interrupted or shut down, we decided to comply and remove the stories with the code.

But now, after seeing hundreds of stories and reading thousands of comments, you've made it clear. You'd rather see Digg go down fighting than bow down to a bigger company. We hear you, and effective immediately we won't delete stories or comments containing the code and will deal with whatever the consequences might be.

If we lose, then what the hell, at least we died trying.

Digg on.

Kevin

127 diggs [digg it](#)

453 q00e [q00u](#)

By Tuesday May 1, there were 9,410 results in Google.

By Wednesday May 2, it jumped to approximately 300,000 results.

By Friday May 4, it had more than doubled, shooting up to 700,000 results.

Now there's more than a million—and more show up every day.

See what I mean? Even though the powers-that-be tried to squash the movement, one single post brought an onslaught of millions of people looking to pay some serious attention to the information. And the power of the permanent digital record practically ensures that they'll

always have a place to find it—no matter what happens.

Your Prospects Aren't Targets... They're The Best Marketing Channels You've Got

"Your brand is no stronger than your reputation – and will increasingly depend on what comes up when you are Googled"

Allan Jenkins

Have you checked what Google is saying about you these days?

A little later on I tell you how you can access a free tool I created that monitors everything that mentions my name online.

That's important because more and more people are going to judge you based on what appears in the search engine rankings - whether true or false.

Social media removes the barriers for

individuals to gain access to widespread distribution systems.

That means the odds of someone with influence using the Web to tell others about you

By: Rich Schefren

53

– and help you sell your products -- have just skyrocketed.

Do you see how that raises the stakes for you?

Can you also see what a tremendous opportunity it offers you?

Can you see why I am so excited to be sharing this with you?

Finally: There's a payoff to being honest, ethical, and providing value!

And it's huge!

Now before you get entirely carried away, you do need to understand one more thing.

You need to understand that negative news travels faster and with less friction than your standard good or beneficial information.

But there's a method to make your positive leaning message spread like mad across the Internet - and I am going to show you what you need to do and how to do it.

But first, we need to look at the broadcast channels your prospects and customers have at their disposal. (Actually, before we're through I am going to help you map all this out so you really have a clear guide on what to do next.)

Six Places Your Prospects Meet to Talk About You

1. Blogs and Forums: There's almost a 100% chance that there are some influential blogs in your niche.

It's more than likely that these blogs have high ranking on a lot of long-tail keywords that you would desperately like to rank highly for.

That's just the half of it too - because in addition to having a lot of the traffic that you want, they also have something else. Do you know what that is?

Trustability.

That's right: The public has begun to trust bloggers more than traditional media or even legislators. Hmmm..... they got the eyeballs and they got the trust - you definitely want to participate in that channel.

But it doesn't end there - it only starts there.



2. "Expert" Sites: Today's interconnectedness also allows for everyone to be a recognized expert in something.

Don't believe me? How about this:
Encyclopedia Britannica has a fraction the entries as Wikipedia. Which has only been around for a few years (Britannica has been around for more than a century) already has multiple the number of entries.

More experts - more distinctions right?

Do you know what the experts in your niche are saying about your products - about your company about your category of products or your section of the marketplace?

You should. If you haven't explored the world of expert opinion, I strongly suggest you do it sooner rather than later and get educated quick.

And before we leave Wikipedia, let me tell you about another site: ProductWiki.com.

It's similar to Wikipedia in that it relies on its community of users to create content for its site. However instead of providing information on topics - contributors are supposed to write neutral product descriptions and reviews to provide people who are researching a purchase decision the information they need to make an informed purchase.

It's the future my friend. It's only a matter of time until whenever and whoever is about to make a purchase decision will instantly see what the world has to say about it first.



3. Broadcasting Sites: Check out these eye-opening stats from the Wall Street Journal:

- According to comScore, almost 70% of the online population has watched online video and the average consumer watches 73 minutes of online video a month.
- YouTube has grown from roughly 58,000 monthly visitors in August 2005 to more than 20 million in August 2006.



And here's some more interesting stats from my favorite online research provider e-marketer:

- 123 million Americans will view online video at least once a month in 2007
- 26% watch funny videos at least once a week
- 66% of video viewers have watched online video ads and 44% have taken an action on what they had seen
- 76% users tell a friend about a video they have seen

And here's the most recent research from the public company comScore for July of 2007 (NASDAQ:SCOR):

- Nearly 75 percent of U.S. Internet users watched an average of three hours of online video during the month.
- Americans viewed more than **9 billion videos online**:
 - Google Sites once again ranking as the top U.S. video property with nearly 2.5 billion videos viewed (27.0 percent share of videos), 2.4 billion of which occurred at YouTube.com
 - Yahoo! Sites ranked second with 390 million (4.3 percent)
 - Fox Interactive Media came in 3rd with 298 million (3.3 percent)
 - Viacom Digital came in fourth with 281 million (3.1 percent)
- Online viewers watched an average of more than three hours of online video during the month (181 minutes).
- The average online video duration was 2.7 minutes.
- Nearly three out of four (74.2 percent) U.S. Internet users viewed video online.
- The average online video viewer consumed 68 videos, or more than two per day.

Doesn't that sort of distribution just make you salivate as a marketer?

I mean, it's absolutely incredible - and it's only continuing to grow. And here's the thing, your prospects and customers are already broadcasting and receiving.

Once again, it's just another reason to treat your prospects as your best marketing channel instead of old way of thinking about them as targets for your sales messages.

4. Networking Sites: Remember high school -- where everybody knew everybody?

Well, the Internet is quickly starting to feel the same way!

The rise of social networking sites has been unreal.

In fact, it seems social networking sites are quickly becoming the best way to find people who can answer questions, help your business grow, and put you in touch with people who previously might have been beyond your reach.

What does this mean for your business?

Well, it means everyone all of sudden knows a lot more people to talk to. It's the main reason why word-of-mouth marketing has become a buzzword with business owners, advertisers, and professional marketers.

Everyday people just like you and me are now having real and tangible effects on the discussions in our marketplace.

And as you can see, this trend shows no end it site, which means we better get used to it and adopt to this new world.

That's one of the reasons I'm writing this doctrine. You need to know this before it's too late.

5. Product Review Sites: Would you buy this book?

A lot of people have. And you know what... they're not that happy with what they got.

Mr. Trudeau is a great example that we haven't yet arrived at a fully democratized marketplace. His use of infomercials stimulates impulse purchases by the thousands.

But mark my words - this will eventually catch up with Trudeau and every other marketer who relies on impulse purchase.

Each and every day, more and more people use cell phones to cruise the Web. And over time, you'll see that new sites and new software will enable you to instantly bring up a score of some sort that will give an overall probability of the prospect being happy with the

By: Rich Schefren



purchase.

Amazon's been doing it for years - and the data supports the fact that it makes a big difference.

My best guess is well before 2010 there will be the group collective scoring system I am referring to. And the company that dominates that market will become a billion dollar company overnight.

Lastly, let's look at one more way your prospects are controlling which messages get eyeballs and which ones don't ...

6. Social Bookmarking Sites: Digg and other social bookmarking sites aggregate, categorize and review news stories and articles.

Digg for example has hundreds of thousands of members trolling the Internet each day looking for stories – and they nominate stories they believe fellow members of the Digg community will find interesting and useful.

Any Digg reader can vote - giving a story a thumbs up or thumbs down on any submitted item. A real-time scoring system determines which stories should move up all the way to the front page and which ones should get buried.

This means that your e-zine articles, blog posts – pretty much anything you write for online distribution -- will be reviewed by real people (not software) to determine if it's worthy of others' attention.



All Marketers Are Spammers

November 18, 2007

Don't Miss Out On Free Traffic!

Subscribe to the FTR [RSS feed](#) or our [email list](#) so you don't miss out on real, traffic driving tips from Jack Humphrey! Thanks for visiting!

Social News and Community Sites Dislike Marketers Because We Too Often Cheapen Their Idea of Free-Flowing, Valuable Information That Stands On Its Own

Social sites have their own cliques, rules, and members who police their beloved sites for spam submissions. Marketers who don't understand how to interact with these sites, how to behave, and how to read the rules before signing up, do people like me and the other members of such sites a disservice. There's a reason top users of communities and news sites think all marketers are spammers.

Some reasons they think marketers are spammers...

1. **Seeding** (submitting) posts from your own blog. (Some have zero tolerance like Newsvine, and others expect you to submit a lot more about sites and stories that are not your own rather than just a long list of your own blog posts.
2. **Ghost Profiles:** The completeness of your profile is an indicator of whether you are or aren't a spammer. If you sign up for a site like 9Rules.com and immediately begin submitting your own stuff without filling out your profile or making any obvious attempt to be a **part** of the community other than to promote your site, you will be dealt with harshly. The harshest part: deafening silence and apathy toward your posts leading to eventual or immediate banning of your site from the system.
3. **All Take and No Give:** You appear to only show up when you have something of your own to contribute. Your recent activity, logged publicly on many of these sites, indicates who you are really interested in: yourself. And there's nothing the dedicated users of these sites hate more than blatant self-promotion.
4. **Your content sucks BIG time:** If you take a look around these sites you will see the kind of content that bubbles to the top and gets popular. Is your content anything like that? Then to them, and me, you are a spammer and you make it harder for legitimate users of these sites to passively market through good content and participation because you raise the sensitivity level so high that people like me even get grouped in with the spammers at times.

If You're Not Part of the Conversation, You're Part of the Problem!

There's only one reason a person won't see significant gains from a social marketing campaign. It's because they treat it like a marketing campaign in the first place.

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clearly articulated - when you display "marketer-like" behavior on a social site, you can quickly find yourself either flamed from other users or completely banned from a site.

So the warning Jack ends the post with is very fitting. And gives all marketers some really good advice.

By: Rich Schefren

Welcome To Social Media: No Marketers Allowed!

Care to guess what *doesn't* make it to the front page of sites like Digg, del.icio.us, Stumbleupon, Sphinn, Implug, and all the others?

That's right: Sales messages!

Just try to Digg your landing page, or your long form sales letter and you stand a really good chance of getting penalized, thrown out of the community, or at least attacked by fellow members.

What this means is if you want to cash in on what is continually growing and becoming a more significant source of traffic, you better have stuff worthy of human attention.

Jack Humphrey wrote this blog post the other day on his site.

Although, Jack is a seasoned Internet marketer, he does a great job explaining why marketers aren't exactly welcomed with open arms when they join any form of social media.

Marketers generally hustle and try to game the system they are currently operating in.

As you might imagine, and Jack clearly articulated - when you display "marketer-like" behavior on a social site, you can quickly find yourself either flamed from other users or completely banned from a site.

So the warning Jack ends the post with is very fitting. And gives all marketers some really good advice.

"If you're not part of the conversation, you're part of the problem."

Jack is telling us that as long as you have any other motive other than becoming part of the conversation (and then later part of the community), your best bet would be to stay away from social media altogether since the ending could be quite bloody.

From Marketer To Maven

Time to review again: So far, we've established ...

- Attention is precious and growing more valuable by the day ...
- The *last* thing anyone wants to do is to give their attention to marketers (like you) ...
- Attention is liberally granted to people who are trusted – most notably to peers and Mavens: Experts who bring value to people's lives ...
- The explosion in popularity of social networking sites gives your customers and prospects unlimited opportunities to praise you or curse you...

See where we're going with this? I'll bet you have a pretty good idea!

When people trust you, they'll give you their attention. When people grant you their attention, you have influence with them. Influence invariably, inevitably creates action. And in the business world, action means sales.

The old formulas are dying or already dead. Remember Rupert Murdoch's message to print journalists: "If you don't change, you're screwed."

So are you ready to leave the title of "marketer" behind you and become a hero to your prospects instead?

Are you ready to abandon high-hype sales copy for the only kind of online messaging that really matters?

Are you willing to invest the time and effort to become one of the most trusted people in the world to your prospects and customers?

I certainly hope so. Because when you do these things, you're going to see the greatest sales explosion of your career.

And that's precisely where we're going next ...

NEXT

- Rich Schefren: GUILTY of marketing heresy ...
- How I went from “anonymous” to “authority” in 33 pages ...
- How 5,000 opt-ins made me \$3.5 million in record time ...
- Four ways to establish yourself as the “go-to-guy” (or gal) in your niche ...
- The New Marketing Paradigm: How it can instantly revolutionize and energize your business ...
- The #1 secret for becoming an Online “Attention Magnet” ...
- Nine reasons why you need to stop marketing and start delivering value in your sales ...
- How to become a maven in your industry – four steps ...
- Two ways to multiply the selling power of your free content ...
- What to do when just getting a prospect’s attention isn’t enough ...
- Eleven qualities that compel prospects to fully engage with your marketing materials ...
- 17 ways to grab your prospect’s full attention ...
- How Web Marketing 2.0 can cause the online world to beat a path to your door ...
- More heresy: Why pay-per-click and search engine optimization should be the LAST things you do to attract attention online ...
- How to leverage the astonishing power of the online community ...
- Two secrets for harnessing the sales-multiplying magic of viral marketing ...
- Jeff Walker’s Product Launch Formula: Like a fortune in gold buried just beneath your feet ...
- And much, MUCH MORE ...

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- Jeff Walker’s Product Launch Formula: Like a fortune in gold buried just beneath your feet ...
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- How to leverage the astonishing power of the online community ...
- Things you do to attract attention online ...

Continued On The Following Page....

CHAPTER THREE

\$106,000 Profit Per Written Page

WHY ADDING VALUE EQUALS ADDING PROFITS

When I was researching the Internet Business Manifesto, something very interesting happened...

One day, I got curious about how many people were searching for the things I was writing about.

Terms like “business building” and “systems” and “opportunistic thinking.”

Know what I found? Not much. Not much at ALL.

Now, most Internet marketers would see those results and think, “I’m moving on—nobody cares about this stuff, so there’s no money to be made here.”

After all: Isn’t that what we’ve been taught since the very beginning? If the search numbers aren’t there, it’s not worth exploring – right?

But not me. I had an epiphany.

From this so-called “problem” I could see an opening that desperately needed to be filled...a glaring hole in the Internet marketing landscape that could be summed up with one word.

Value.

I realized that it wasn’t about creating a product and marketing to whatever niche got the highest search numbers. It was about offering people something they could sink their teeth into right away and put into action.

Something that would bring value – true value – to their lives. For free.

If I could just do that, I would never be thought of as a marketer by my prospects. Instead of being the boorish party crasher, I’d be the guest of honor at their parties. They’d gladly give me all the attention I needed from them.

I’d be the trusted friend they looked forward to hearing from and



Determining Your Strengths

Determining Your Strengths



By: Rich Schefren

whose e-mails they'd open first. And I figured, every one of these people is "the most trusted person on the planet" – a peer – to dozens or even scores of others and would send those friends to me.

And when they visited blogs, forums, YouTube, Facebook and other social networking sites, they'd be praising me – and more importantly, the free gift I'd sent them – to the high heavens ... and they'd send me hundreds, even thousands of their friends and anyone who saw their postings.

For free.

Sure, it was unorthodox. Heck: It was worse than that – giving away tremendous value for free was marketing heresy. It broke every marketing rule in the book. But dammit, I just knew it was the only way to do it right.

As I remember making that decision now, I have to chuckle a little. Because when my friends, colleagues, and coaching students in the business heard that I was going to do this, they went positively bonkers.

Half said, "Give away something this valuable FOR FREE? Are you out of your #\$\$%@! mind, Schefren?"

And the other half – the half that understood the true power of the secrets in that first book – begged me, "Please don't let this information out, Rich. Let's keep it to ourselves and clean up."

But I had a gut feeling about this. I knew I was right. So I did it anyway. And the results were nothing short of phenomenal ...

From Anonymous to Authority in 33 Pages

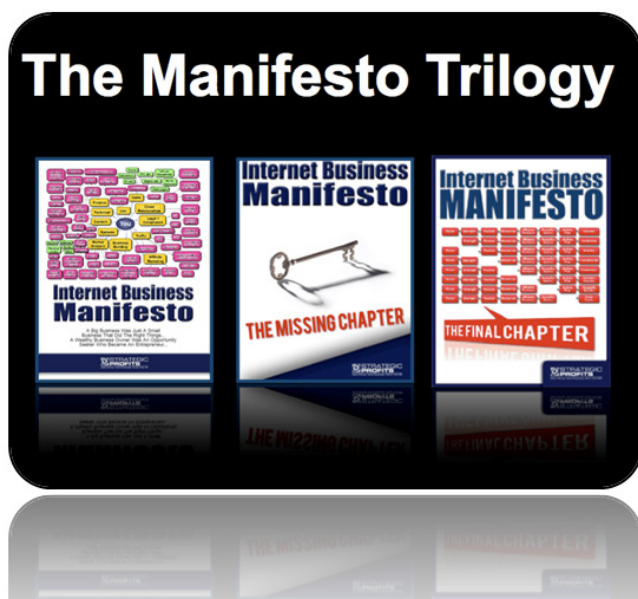
Once *The Manifesto* hit the online community, I became in an instant "celebrity."

People were calling me, talking about me, blogging about me, asking for my advice. I gotta admit—it was kinda cool. But it was also kinda scary.

Everyone, from the big-time gurus to budding entrepreneurs, wanted a piece of me. The phone was ringing off the hook day and night. My wife was having too much fun with it ("Ooooooh you're THE Rich Schefren," she would coo with a wink and a smile). It was CRAZY!

But then, something amazing happened...

I launched a coaching program based on the teachings of the Manifesto, offering it to



approximately 50,000 opt-ins. And we did 3.5 million dollars. Really quickly. That's about \$106,000 profit per written page.

I don't say that to blow my own horn. I'm trying to make a very important point here: I came out of nowhere and established myself as an authority in this marketplace in a very short time. And it paid off for me handsomely. Still does.

There's no reason why you can't do the same. If you're passionate about something...if you have definite strengths...if you're willing to go the extra mile to make it happen...then you, too can be considered an authority figure in your niche within a year--possibly even within a month.

And when that happens, it's only a matter of time before the money train starts rolling in....

From Authority To Brand With Free Content



products.

Along the way, I've utilized other methods to help brand myself and Strategic Profits as a Maven in the marketing community. Among them...

--A 95-minute video on business building that resulted in over 100,000 Google Video views in about a year (beating such marketing and business luminaries as Robert Kiyosaki and many others).

It quickly became the #1 most watched Internet marketing video on Google Video and still remains there.

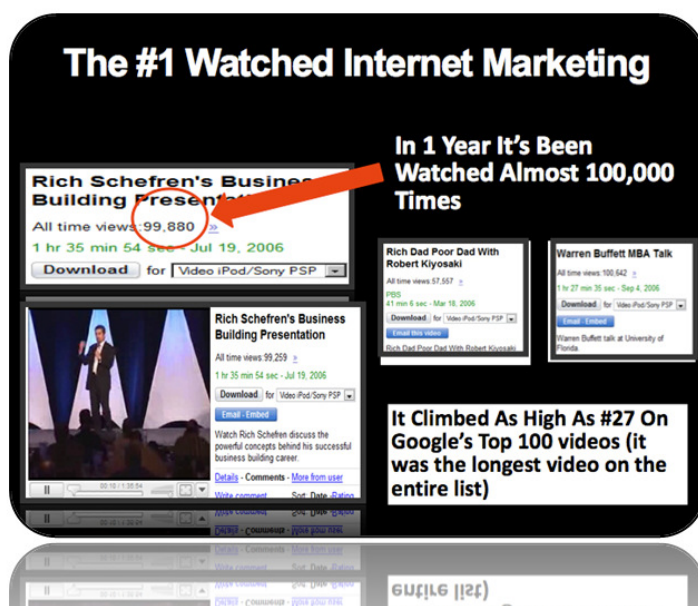
By: Rich Schefren

Amazingly enough, it didn't stop there.

I took the momentum that the *Internet Business Manifesto* provided and started my own company, Strategic Profits, with a staff of nearly a dozen people.

Then I released two more reports-- *The Missing Chapter* and *The Final Chapter*--which dove even further into some of the principles introduced in the Internet Business Manifesto and answered some nagging questions my readers had.

This resulted in *more* buzz, more accolades, *more* trust in the marketplace, and *more sales* of my





--A live online streaming seminar with more than 10,000 Internet marketers and small business owners worldwide, delivering valuable and actionable content and selling out our coaching program in only 3-1/2 minutes.

--A viral video campaign to help relaunch our Business Growth System. These 4 videos featured solid, tried and true business tips and were spread over the entire Web. The result? \$2.88 million in less than a week.

--The Attention Age Doctrine, which was the precursor to what you're reading now and sold out our \$3500-a-seat Business Acceleration seminar in only 5 days.

Plus, the buzz created by the doctrine was mouth-dropping—just take a look at Google results for the term “attention acceleration.” We dominate!

All of these marketing and promotional campaigns made a lot of money for Strategic Profits. But they also did something else...something that has even more long term significance.

They created a brand that's unequalled in



the marketplace today. A brand that's looked to as an industry leader. A brand that says “trust,” “authority,” “confidence,” and “assuredness.”

And it all came from 100% free content.

See what I'm getting at here?

You don't have to hammer your prospects over the head with email offers to gain trust and build rapport. That's the old way of marketing, and the old way is dying fast.

Just give them something of value for free that they can use right away, and do it often.

This one small move will establish you as an authority in their market...and someone they'll have no trouble spending money with, time and time again.

I think this recent post on the Warrior forum sums it up nicely...

But enough about me.

Let's think about how you can use my breakthrough to create a stampede of new prospects and customers – and millions of dollars in sales – starting right now; today ...



THE NEW PARADIGM: **Your Marketing Material Must Deliver Tremendous Value**

Everything in life is a transaction.

You vote for a particular candidate because you believe that person will do things in office that will make your life better.

Religion is a transaction, too: It says that if you believe a certain way and live a certain way, you'll get eternal rewards.

Back here on Earth, you make friends with people who bring value to your life – comradeship, fun, shared interests -- and who only ask the same of you.

Even our closest relationships are transaction-based: We fall in love and make long-term commitments to people who meet our needs for love, sex, security, fidelity and more.

And nowadays, if you want prospects to give you their attention, you're going to have to make a transaction with them. You're going to have to give them something of great value in return for their attention.

And by value, I mean something that produces real, practical, quantifiable benefits in their lives.

Do that, you get some valuable free bonuses that come along with their attention.

By: Rich Schefren

You're going to get their trust. You're going to get tons of free advertising – P2P advertising – as they tell others about you.

And you're going to get sales. Boy, oh-boy, are you ever going to get sales!

Ironically though, making the sale on your “first date” with a new prospect is *the last thing* you should worry about.

Instead, I want you to make sure that every prospect walks away feeling that he or she got truly amazing value just for looking at your marketing material.

If someone takes the time to read, watch, or listen to what you've produced – your free report or e-book, your free live event or video or podcast -- they are exactly the type of customer you want.

And the surest way for you to get them to purchase from you eventually is to keep the communication channels open.

... So, what's the single most crucial factor in determining whether or not your future messages will receive a prospect's attention?

Simple: It's the value they derive every time they hear from you.

And that, my friend, is the secret to exploding your online business in record time today.

Why Provide Extreme Value Up Front?

It has everything to do with building up credibility. Success stories and testimonials on some sites are purely fabricated and have no basis in fact. There just wasn't a real person on many sites who gave such a testimonial. It's illegal, it's a cryin' shame, but folks do it anyway.

Even some video testimonials are only friends helping out. Voice testimonials? There are slugs who have friends make false testimonials. It just sucks. Who do you trust anymore?

Well, the folks who really make things happen, who really do help many people, who really do have answers and paths and products that do what they're supposed to do, deliver what's supposed to be delivered.

But they're rare any more. So Rich Schefren and his “gang” (of the elite of the elite online) are now proving beyond any shadow of a doubt that they're to go-to guys (and gals) in their field.

“Hey, want to be successful in Internet Marketing?” There's a slew of top-grade free information coming - and those providers will be raking up like there's no tomorrow. Why? Hype doesn't cut it in hyper-competitive markets anymore. Almost everyone is sick of it.

“Hey, want to be a world class stock/forex/commodity/day trader?” There's a few free courses coming out that will practically blow away the crap too many people are paying for these days. And so on in other markets.

The model is to prove you've got the goods by giving away extreme value up front. While that's actually only the beginning, there's a golden age of growth coming online. Those who know how to give away value to reap the rewards later will reap the sales and profits later. You reap what you sow, you know? (continues on to mention other marketers following my lead)

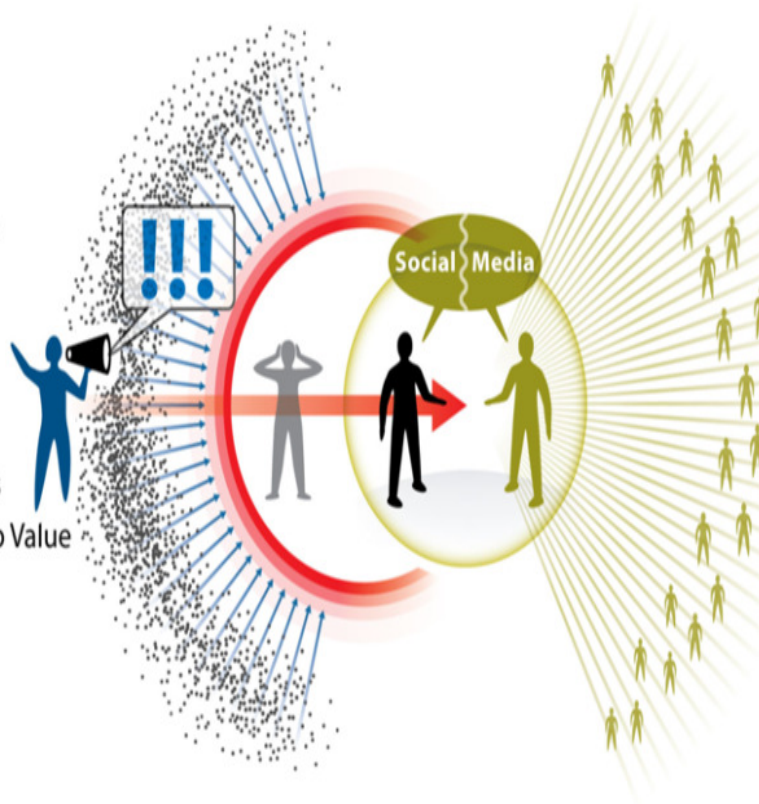
The reason for extreme value up front is the ultimate in building credibility and building rapport with people. Make people happy and they'll help make you happy. You know, the whole “do unto others” thing. **The Golden Internet Marketing Rule will create a truly golden age online.** And *Rich Schefren is the mastermind and master-doer behind it all.* I blame Rich Schefren. It's all his fault. :cool:

Be great and Enjoy Independence Day. :)

From Defunct Blog MarketingExpert.com June 29, 2007

Continued On The Following Page....

Sell the sizzle not the steak
Hype
Price gimmicks
False scarcity
Manipulation
Exploiting Dreams & Hopes
Titillate & Tease But Give No Value
Sell, Sell, Sell
Always Be Closing (ABC)



Commit to lifelong learning
Become an expert
Become an authority
Earn the attention of your market
Spread the word
Build your brand
Provide intrinsic value
Give away your best ideas

Always Be Closing (ABC)

2611, 2611, 2611

Titillate & Tease But Give No Value

Sell, Sell, Sell

Give away your best ideas

Provide intrinsic value

Mavenship: How To Become an Online Attention Magnet

Anyone can capture attention once – especially when you offer something of value for

free online -- but if you want to build a thriving business, you're going to have to get attention, keep attention, and have members of your market give you their attention consistently.

Of course, that's no small task. People aren't exactly lining up to give away one of their scarcest resources.

Even so, there are certain types of individuals that consistently get the attention of their marketplace.

These attention magnets (or “magnates,” if you prefer) go by many names: “Authority,” “Guru,” “Leader,” “Expert,” “Advocate,”

“Consumer Champion” “Coach,” “Teacher” and more.

I call them “Mavens” -- recognized experts (as in recognized by others not self-proclaimed) that others credit with a deep understanding of the overall market, the needs of its customers, and the key trends that will affect the overall market.

Usually, Mavens are referenced on many sites within their industry, and have lots of inbound links to their sites. They're the VIPs of their marketplace. Often they introduce the new “Big Ideas” that eventually get embraced by their marketplace.

Other fringe benefits of becoming a maven in your market include ...

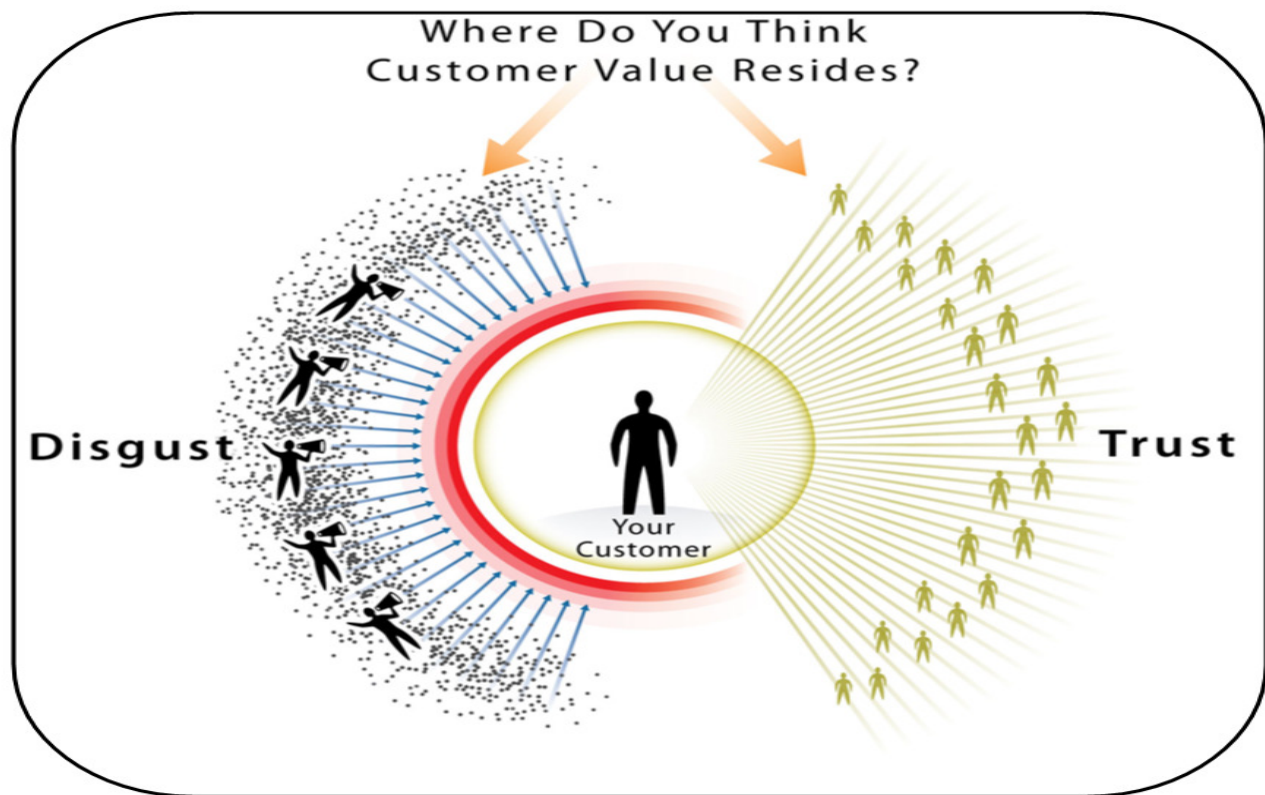
- ✓ **You're recognized as an expert in your niche...** so your products immediately have a higher perceived value than that of your competitors; you get more referral traffic, and prospects search you out online.
- ✓ **You enjoy greater reach in your market,** which means your readership, site visitors, and your overall audience grow geometrically because you are providing them with relevant information about their market, niche, and industry.
- ✓ **You acquire new clients more easily and cheaply** because prospects are presold by your authority and the recommendations of others.
- ✓ **You get more desirable clients** because the top tier clients in any market seek out the experts in their market to associate with and get advice from.

- ✓ **You get invitations to speak and give keynote presentations** because you're seen as someone who's important and has opinions that matter.
- ✓ **You get continual interview requests** from fellow influencers, media, and other members of your market, with each one reinforcing your position as the go-to-guy in your marketplace.
- ✓ **You get shorter sales cycles** because of the increase in trust removes the number one bottleneck to making the sale - credibility.
- ✓ **You get more links to your site** from relevant sites in your niche improving your search engine ranking, your targeted traffic and your overall influence in your market
- ✓ **You capitalize on more P2P word-of-mouth recommendations** because authorities dominate the playing field when it comes to beginners who need information about your topic.

And all of *that* means you get ...

- Higher conversion rates
- Easy access to important personalities
- A greater impact on the market you serve
- Free sample products to get your opinion
- More joint venture requests and more affiliates to market your products for you ...
- **MORE PROSPECTS ... MORE NEW CUSTOMERS ... MORE SALES TO EACH CUSTOMER ... MORE MONEY IN THE TILL!..**

Continued On The Following Page....



“OK, Rich, you’ve sold me! Now just tell me what I need to do to become a Maven in *MY* market!”

So what's the answer? Well, I wish it were as simple as 1-2-3 and presto you're a Maven. And while I have developed blueprints for mavenship - there's a deeper answer you must understand first.

Many Internet marketers are scared to reveal their “secrets” because they worry they’ll get ripped



The fact is being a maven isn't something you DO, being a maven is something you ARE. What I mean is what is often required first, before any action is taken is a fundamental shift in mindset.

Mavenship requires a spirit of *generosity* - generosity of one's time, intelligence, knowledge and ideas. It requires a trust that by being open with what you know -- and by sharing your knowledge and ideas -- the world will reward your efforts.

Heck, that's one of the reasons I am spilling my guts to you in this report. After all you can't have influence if you don't have a following. You won't have a following until your market trusts you.

Funny thing about trust: The more you're willing to trust your market, the more your market will trust you.

Remember: Trust is built on reputation and reputation is generally NOT built on advertising. Trust is built on what others say about you.

Become a maven in your field and it won't matter as much how big you are. Peers, prospects, and other industry leaders will look to you for insight and vision. Web-sites will link to you, your products will sell better, and you'll continually have the attention of your marketplace.



Four Steps To Becoming A Maven

How To Be A Maven

1. Pick an area you like so much....
2. You'd commit to lifelong learning...
3. Where you enjoy spreading the word...
4. With a message you strongly believe in (even if it contradicts accepted norms)
5. You'll speak and write for free to establish yourself.



The vital first step to being a Maven is choosing the right area in which to establish your expertise.

Here, too, there are some simple guidelines to follow ...

1. You must choose an area you're so passionate about, you feel compelled to spread the word.

I'm talking about an area you won't be bored of in a few months from now --because if you aren't passionate about your topic, it'll show in your messages.

Choosing an area or topic that you're not personally passionate about would be a huge mistake

because you're sentencing yourself to becoming an expert – and to devouring every book, magazine, Web-site, podcast, video and live event on that subject – every day for the rest of your working life!

And even then, your lack of passion would shine through in everything you do: You're almost guaranteed that you'll wind up being perceived as an “also-ran” compared to competitors who *really do* have a fire in their bellies about the topic at hand.

I often joke that I'd hate to try and compete with someone like me because I devour books, reports, Web-sites--anything and everything I come across that has to do with business building online.

The truth is, I'm so passionate about creating massive growth in business, I'd gladly study everything any expert has to say about it even if I *wasn't* in the business helping my clients explode their online businesses!

2. You must make a commitment to LIFELONG learning: No way are you going to stay at the forefront of your market if you're not willing to remain a student of the industry you are targeting.

Lifelong learning means you'll actually spend more time as a *student* of your industry than as an expert. Your expertise must keep growing through experience, research, deep thought, and yes, work.

I hope it's obvious to you by now, I love sharing with you my latest ideas, discoveries, distinctions, and tactics. It makes me feel good about myself when I think about the

contribution I am making to my readers, prospect, clients and the rest of my marketplace.

Before I reached my current level of success I used to look for opportunities to share my latest research, my newest ideas, and the tricks that I was currently using. Of course, people weren't as receptive back then as they are now... but it never stopped me and it shouldn't stop you.

3. You must be willing to be controversial – to say what you know is right even when the crowd disagrees with you: I can't tell you how many times I've had to ignore conventional wisdom and even violate age-old rules everyone else follows to find a better way.

Actually, I *can* tell you... and I've done it with every free report and every video series I've ever created.

Contrarian advice is always a great attention-getter (just make sure you really believe what you say -- the odds are, you'll have to defend your views!).

4. You must be willing to work – HARD – to create world-class content: As a maven,

your content – the information and advice in your reports, e-

books, podcasts, videos, e-zines or whatever else you offer your prospects -- is your "advertising."

If it fails to live up to its promise ... if it sounds like warmed-over "me-too" content ... if it's poorly organized and/or poorly written ... it will not create the P2P word-of-mouth advertising you're looking for. Even worse: Not only will you wind up with fewer opt-ins, each one of them will be far less enthusiastic about giving you their attention in the future.

5. Fill your toolbox with things that have the power to catapult you to the head of the pack: To do all this, you need to amass a set of tools that allow you to quickly and easily ...

a) FIND the information you need to fill your marketing and products with the information, insights, ideas and advice that will bring the most value to your prospects' lives ...

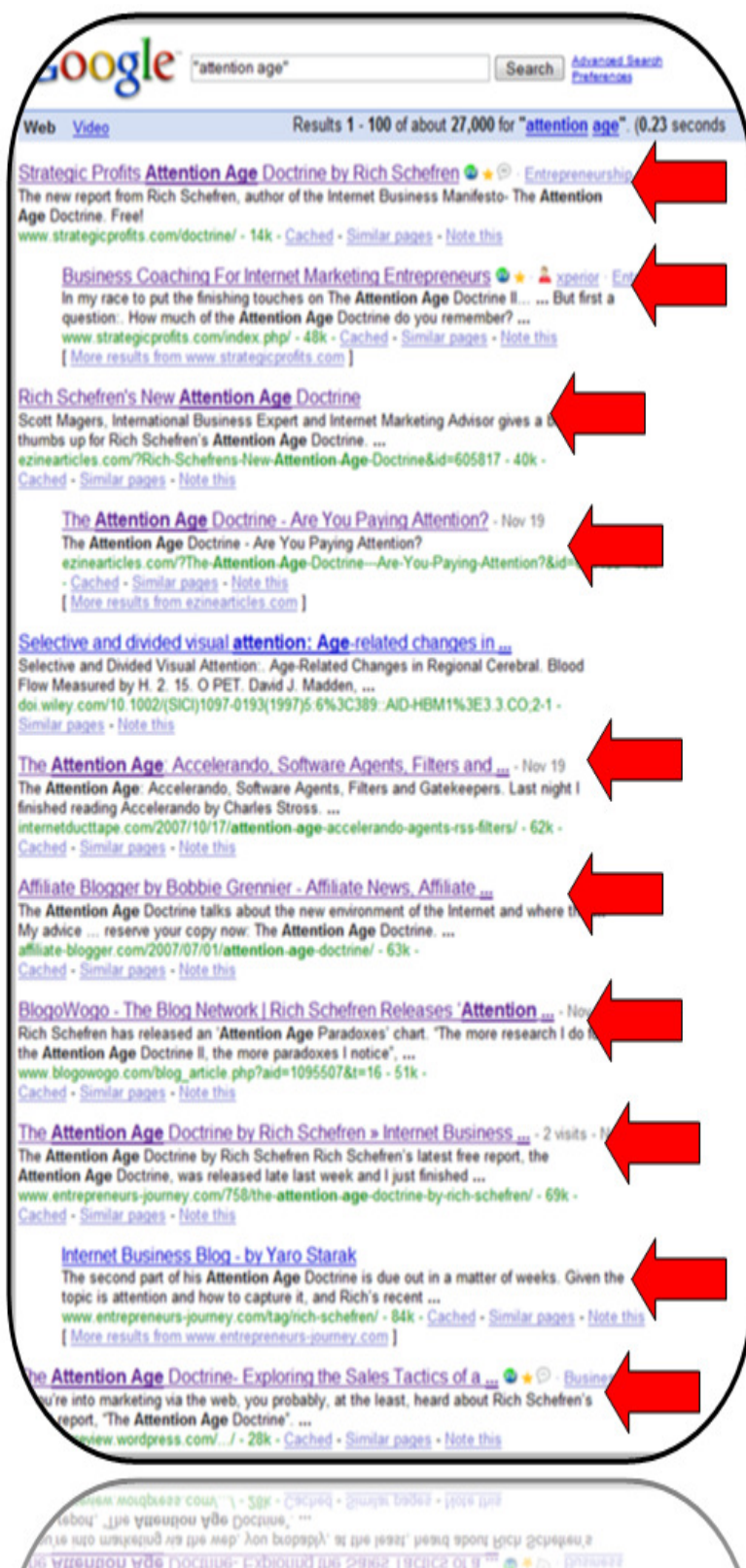
b) ABSORB that information faster than your competition ...



c) CATEGORIZE that information in ways that make it instantly accessible to you when you need it ...

... and much more.

These are the kinds of tools I use every day ... that have made me a thought leader – a Maven – in my marketplace. And I want to share every one of them with you (much more on this in the final chapter of this book).



Two Ways to Multiply the Power of Your Free Content

Once you've selected the area or range of topics in which you will establish yourself as a maven, it's time to think about creating your first free information product.

Here are two important ideas to keep in mind ...

FIRST -- Package your information in as many ways as possible:

Everyone has their own favorite way of receiving and processing information.

Some prefer the written word. Others swear by audios they can listen to while they relax, drive or exercise. Still others need plenty of visual stimulation and best absorb information presented in a video or Webinar.

Now, you may decide to begin by offering something that's cheap and easy to produce – a one-hour teleconference, for example. But whatever you do, do not stop there!

Accommodating all of your prospects by packaging and repackaging your information in reports and e-books ... podcasts and videos ... teleconferences, Webinars, and Webcasts ... and any other medium

you can imagine ... can bring you many times more new prospects and customers.

SECOND -- Stake your claim to a piece of your prospect's mind: In my own marketing, I always strive to do things a little bit differently than others – and my more unique approach can make quite a difference.

For example: Do you think I normally use words like manifesto, or doctrine, or even attention age for that matter?

Of course not! Yet in our surveys, most of the world's Internet marketers associate these words with me and my company. And that's powerful.

Why, you ask?

Because all memory works through association. And when you “own” a word in your prospect's mind, his memory serves you up whenever he sees or hears that word!

Here's another reason it's a really good idea to invent your own terminology. Take a look at the Google results on the left. Right now, as I write this, there are 27,000 pages in Google with the exact phrase "attention age."

Care to guess what more than 95% of those pages have in common? Right: 95% of those pages refer to me or my company!

And here's the interesting part....

We've been tracking it, and there are now people who are starting to use the phrase Attention Age, who have no idea that I started it. And that's great! It means more people will be searching for “Attention Age” online. And when they do, there's a 95% chance they'll find ME!

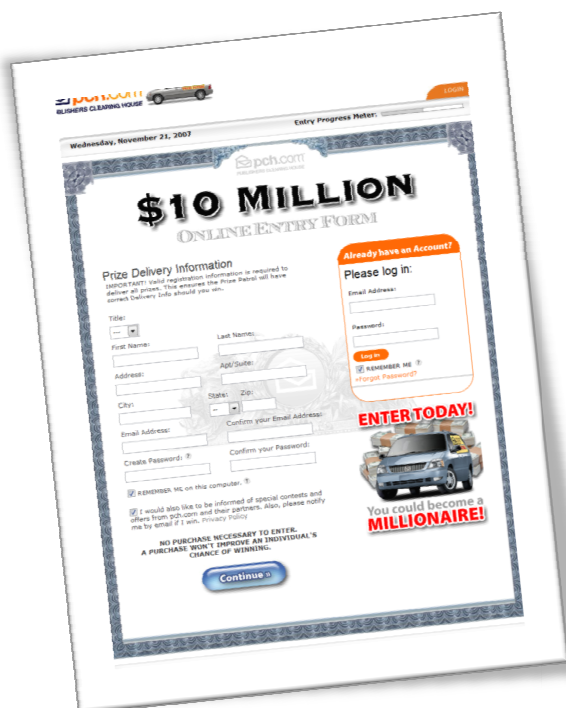
Sometimes Just Getting a Prospect's Attention Isn't Enough

I remember receiving the famous letter from Publishers Clearing House when I was a kid:

YOU MAY HAVE ALREADY WON 10 MILLION DOLLARS!!!!

I loved those promotions – but for the life of me, I never could understand why I had to move the sticker that said, "YES! I wish to receive the \$10 million if I win!" to the entry card.

I mean – WHO WOULDN'T want the \$10 million if they won??



It was only later -- as the years rolled on and I began to hone my direct marketing

By: Rich Schefren

Attention → Engagement

It is not enough to grab consumers' attention. In order to succeed, brands must engage their customers.

(Even When You Interrupt They Don't Give You Their Full Attention)

- Communicating with friends and family (phone, text, im'ing, etc....)
- Watching TV while surfing
- Tasking...cleaning, or work
- Listening to an audio program, or a home study program
- Checking email

- checking email
- listening to an audio program, or a home study program

chops – that I fully realized the genius in Publishers Clearing House approach.

The elite marketers at Publishers found that their conversion rates were higher when the recipient had to move the stickers. And the reason why it increased conversions is it forced the recipient to spend more time with their promotions and get fully engaged with the marketing message.

Fast forward to today – to The Attention Age ...

Today, our prospects use two common mechanisms to cope with overwhelming

demands on their attention: 1) Multitasking and 2) Continuous partial attention (paying only partial attention to any one thing).

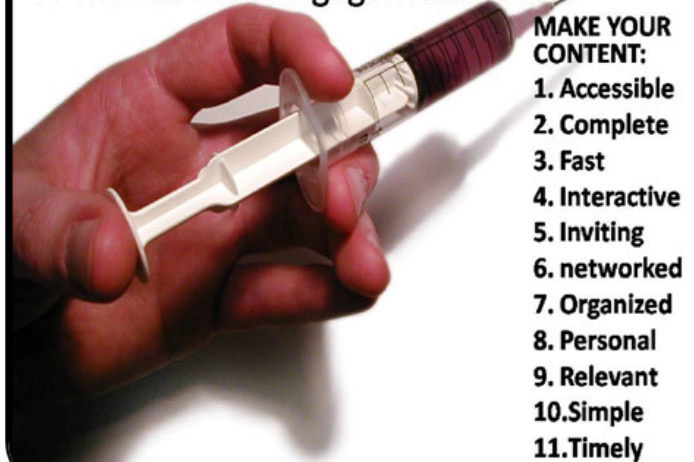
That's important: It means that even if you capture your prospects' attention, you most likely don't have their undivided attention. And it's really hard to register an impression -- let alone move a prospect to action -- when the person you're trying to engage in a conversation is paying attention to other things.

Engagement is still the best technique going for convincing your prospect to give you his or her FULL attention – the attention you need to produce the action you desire.

Plus, studies have proven that engagement devices in your content can enhance ...

- **Loyalty and Retention:** Highly engaged consumers are more loyal. Increasing the engagement of target customers increases the rate of customer retention.
- **Word of Mouth advertising and advocacy:** Highly engaged customers are more likely to engage in free (for the company), credible (for their audience) Word of Mouth advertising. This can drive new customer acquisition and can have viral effects.

11 Qualities To Inject Into Your Content To Increase It's Engagement-Factor



- MAKE YOUR CONTENT:**
1. Accessible
 2. Complete
 3. Fast
 4. Interactive
 5. Inviting
 6. networked
 7. Organized
 8. Personal
 9. Relevant
 10. Simple
 11. Timely

- **Complaint behavior:** Highly engaged customers are less likely to complain to other current or potential customers, but will address the company directly instead.
- **Marketing intelligence:** Highly engaged customers can give valuable recommendations for improving quality of offering.

But Not All Engagement Is The Same ...

There's a way of thinking about direct selling called the ABC's of selling.

The ABCs of selling stand for Always Be Closing. The concept behind the initials is to continuously move the prospect closer and closer to buying your product by stacking smaller commitments on top of one another until you've turned the prospect into a client.

AS you might guess, the process of getting greater engagement from your market works in a similar way.

You can probably understand that all engagement techniques are not created equal.

There's a big difference between bookmarking your site and starting a fan community around your site.

And just as you would NEVER go directly into your closing pitch immediately after meeting your prospect, it would be unwise to ask a first time visitor to your site to start a fan based community around your products, services or company.

So the best path to ever increasing levels of engagement is to get it incrementally –one small step at a time, stair-stepping it up whenever the opportunity avails itself.

The chart on this page should be very helpful for you in your quest to getting greater levels of engagement within your market. Consider it a ladder you need to get members of your market to climb.

Each short step you can get your prospect to take with you ultimately means a massive



leap for you ... into the next tax bracket. You will see your business and its profits grow with each increasing level of engagement.

**“OK, Rich –
I’ve got my kick-butt content done.
It delivers tremendous value.
It’s edgy. Controversial. Powerful. Compelling.
I’m ready to deliver thousands of copies instantly online.
Now, how do I rise above all the sound and fury on the Web
and get the world to beat a path to my door?”**

Entering The Crowded Room



Imagine entering a busy party, you are alone and trying to get attention. The noise is deafening. There are hundreds of people, but no one notices you. Instead everyone is already engaged in conversations.

This is not unlike the challenges we now face when trying to get attention for our messages.

Hmmmm.....

That's “The Big Question” in the Attention Age, isn't it?

In a world with millions of Web-sites, billions of Web pages and probably trillions of online ads, how are you going to break through all the clutter and stand out?

Believe me – I feel your pain: Just 18 months ago, I faced the same predicament. Almost nobody online had

ever heard of me before.

And then, suddenly – KABOOM! – I combined the power of Web 2.0 with what I call “Marketing 2.0” and went from anonymous to famous in little more than a few heartbeats:

Well, I didn't exactly come out of nowhere, but nonetheless I went from unknown to known faster than most. So, what do you think? Did my marketing methods grab the

was Rich Schefren, although I never heard him use the term (and he didn't need to - he led by example). By releasing the [Internet Business Manifesto](#) Rich stormed on to the Internet marketing scene out of nowhere. To me, he was a complete nobody before the Manifesto, now I class him right up there as one of the best Internet marketers because of how he launched himself online and what I've learnt from him since.

From Entrepreneurs-Journey.com

“Unless you move in elite circles, you've probably never heard of Rich Schefren and his blunt truths until a few days ago... To many, he appears to have come out of nowhere. The gurus he coaches have kept quiet about him. Rich is a visionary business strategist who sees Internet marketing with sharp clarity.”

- Alan Gardyne
AssociatePrograms.com

attention of the marketplace?

And while I can't promise you that you'll get the same results as I have - what I can promise you is that the strategies I'm about to give you have consistently blown the doors off of pretty much anything else either I or my clients have ever done ...

Welcome to Web Marketing 2.0

I call these strategies "Web Marketing 2.0" because they are expressly designed to harness the full power of Web 2.0 – the new Human Media – and the phenomenal growth of social networking.

And as I've said, these are the very same techniques that turbo-blasted my company, Strategic Profits, from zero to 7.5 million in our first 12 months of business.

They are:

- Viral Marketing
- Personal Branding Strategy
- Multi-Channel Marketing
- Leverage Social Media
- Optimized Buyers Path
- Influencer Network Marketing Must Deliver Value



Now, Call Me A Renegade ... Even A Heretic ... But Do You Notice What's Missing From This List?

I know this is going to be controversial, but I just wouldn't be able to live with myself if I didn't tell you the real score, here ...

I am about to let you in on a little secret that just might change the way you look at online marketing forever.

Ready?

What's missing from that list are all the techniques you're probably using now – and that I spent my first few years in Internet marketing mastering: Pay-per-click ... search engine optimization ... optimized press releases and all the rest.

Sure: My company, Strategic Profits, uses all these tactics today. We can afford to. We have hundreds of thousands of customers and prospects and the other strategies are bringing us thousands more.

But about two years ago, I realized that as long as I focused my energies on things that were bringing me a steady trickle of prospects each year, I would never find the time to implement the super-high leverage tactics that could explode my business, my revenues and my profits in record time.

Now don't get me wrong... I've got absolutely nothing against PPC, SEO or the rest. Like I said, we do them all now.

It's just that I've discovered that they should never have been my top priority. Not when the strategies above have the potential to bring you more new names in a few days than these mainstay tactics are bringing you in a whole year.

I know, I know: I'm going to take A LOT of flak for telling you this (I can just see the outraged postings this is going to generate in the forums and blogs all across the Web!).

But let's get real here: Have any of these orthodox strategies brought you hundreds of thousands of new prospects and customers in a matter of a few days?

No?

I thought not.

And if the strategies I'm about to show you could, wouldn't it just make sense to focus your energies on them first?

Yes?

Great. We agree!

So, with that out of the way... let's take a closer look at some of the marketing strategies and tactics that I've used – and that, in fact, I'm using right now – to light the fuse on truly phenomenal, explosive growth ...

Leveraging the Power of Online Community

As we've already seen, being part of group or something bigger than ourselves is an incredibly powerful thing. And as we've also seen, creating your own community with a blog is not only quick easy and cheap -- it allows your prospects and customers to begin talking back and forth to each other almost instantly.

In every launch, we engage the marketplace on our blog. Actually if you're planning to sell anything at all to the Internet marketing community, all you have to do is go through my older blog posts. Buried deep within, you'll find some of the best research you can get your hands on.

You'll find several hundred entrepreneurs telling me why they couldn't apply the

principles I taught in the manifesto. You'll also find more than 500 comments about the personal challenges many online entrepreneurs face in trying to get their business off the ground.

Those posts are the remnants of our previous launches where we had effectively entered into a conversation with our marketplace and in the process, built up a strong sense of community.

Also remember this: Community is important because when people feel like they're a part of something, it's very hard for them to ever leave.

The Amazing Power of Viral Marketing

Mike Filsaime – the famous expert on viral marketing -- has been a client, a friend and a mentor of mine for a long time, now. And viral marketing is becoming more important with each passing day. So I feel lucky to have Mike as a close friend.



As you probably know, the term “viral marketing” refers to any communication – any e-mail, report, audio video or anything else – that contains so much valuable content (content with practical or even entertainment value) that recipients feel compelled to pass on to their friends and associates.

It's also used to describe anything you might do directly – like a “Tell a Friend” campaign -- to cause your prospects and customers to invite their friends to visit your site, subscribe to your e-zine or purchase your product.

Remember that old TV commercial that went something like “... she told two friends, and they told two friends ... and they told two friends ...”? That's what viral marketing does. It multiplies the distribution of your material exponentially across the Web.

But viral marketing is much more than just a cheap way to reach people. It's also one of the most powerful ways to spread your message: A technique that causes “the most trusted person on the ‘Net” (peers, friends “people like ourselves”) to spread your message for you.

But despite its low cost and amazing power – and the fact that just about everybody talks a good talk about viral marketing, “walking the walk” is still relatively rare today. Viral marketing is still one of the most underused forms of traffic generation and the

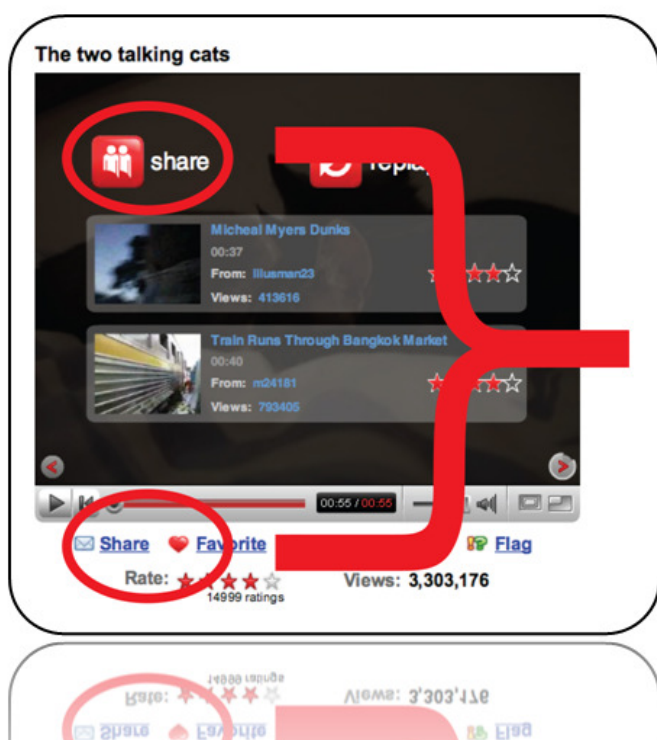
most underestimated form of traffic generation I know of.

Consider this: When Strategic Profits began using a Viral Friend Generator (a “tell-a-friend” script), we immediately got more than a 20% bump in our traffic!

Think about that - one 15 minute step inserted into a campaign that took us months to plan and orchestrate improved the financial performance of the entire campaign by 20%.

So while you’re thinking about how to put the power of viral marketing to work for you, consider how you could ...

1. **Make it easy, fun, and logical for others to spread your message for you.**
2. **Offer a reward -- something of value -- for passing your message along.**



To illustrate the importance of point #1 - Have you ever wondered why Google needed to buy YouTube when they already had Google Video?

Well, it was because tiny upstart YouTube had done a much better job stimulating viral dissemination of its content than Google – and as a result, had traffic numbers that made Google green with envy.

Or better yet, how did YouTube get so far in front of the invincible Google?

In this “David vs. Goliath” battle, David kicked Goliath’s butt all over the parking lot. And in the end, it was superior viral marketing that put a staggering \$1.65 billion dollars into the pockets of the two young geniuses who founded YouTube!

Now, I don’t know about you – but to me, that sounds like one-point-six-five BILLION reasons why you should begin doing your best to leverage viral marketing in every campaign you ever run!

Ask prospects to recommend your squeeze page to their friends immediately after they opt-in to your e-zine or request your free content. Ask again after every landing page or thank-you page they see. If you aren't testing all the different places you might be able to bump up your traffic, you are definitely leaving money – tons of it – on the table.

Jeff Walker’s Product Launch Formula:

Like a Fortune in Gold Buried Just Beneath Your Feet

If you haven't already bought and memorized Jeff's course on how to turn your promotions into massive online events, I strongly suggest you do. (Or better yet, keep reading and in a moment I'll show you how to get many of Jeff's best ideas – with the Master's full permission, of course – for free.)

In the meantime, let's think about why Jeff's strategy works so well in the Attention Age...

Right off the bat, it's clear that Jeff's Product Launch Formula does two powerful things: 1) It grabs the attention of the entire marketplace and then 2) enters in to a conversation with prospects in the most compelling ways imaginable.

Let's take a look at how launches command attention first: Because of the support from affiliates and joint venture partners – combined with killer content -- you can instantly reach millions of prospects. And not only that: You do it through e-zines and e-mails they receive from Mavens that they already trust: People they look forward to hearing from and whose advice they welcome.

You may not know it; but you've seen Jeff's Product Launch Formula in action countless times on the Web. That's because campaigns based on this ingenious strategy are so incredibly effective at capturing attention. It simply cuts through all the clutter, grabs prospects by the throat and makes it impossible for them to ignore your message.

Also remember: When you're creating content for your launch, be sure to inject some controversy in it. I learned this technique from John Reese when he launched *Traffic Secrets*, and from Mike Filsaime when he launched his *Butterfly Marketing* course. Controversy adds to the buzz – gets people talking about you and creates viral impact -- in a very big way.

If you give someone great content, he'll feel satiated and grateful. But when you also add a heaping helping of controversy, you give Mr. Prospect something to talk about. And talk he shall - and you'll reap the rewards of all those conversations going on in the marketplace.

Simply stated - controversy commands attention!

Another extremely effective technique that captures prospects' attention: Turn your entire launch into a story. Intrigue, curiosity, tension and anticipation literally compel the market to pay attention – and to continue paying attention until the story is fully told and the product is officially for sale.

And there's something even more powerful than merely grabbing attention that goes on when you do product launches Jeff's way -- and few Internet marketers even notice.

The most effective type of selling has always been one-to-one -- a live, personal conversation between salesperson and prospect. Until the Internet came along, it was pretty much the ONLY way for the salesman to monitor the prospect's reaction to each

sales point ... expose and resolve any objections ... and ask for the sale at precisely the most opportune moment.

Direct mailers lost that personal two-way conversation, but they were OK with that because what they lost in terms of conversation, they more than gained in scalability. They could present their product and its benefits and their offer to millions of people at a time.

What Jeff figured out was that on the Web, you could have your cake and eat it too: The best of both worlds – two-way conversation with prospects AND tremendous scalability.

That means, instead of exposing and resolving a single prospect's objections, you could have a conversation with the entire market. Which you could leverage, to reveal and resolve the entire market's objections!

Put simply, Jeff's Product Launch Formula lets you sell to everyone in your market almost as effectively as if you sold them one-by-one!

That's why, when my team and I are in the middle of the launch, we monitor the entire marketplace – and every conversation about us on every relevant blog and forum -- as intensely as is humanly possible.

We even use RSS feeds that alert us every time my name, our company name and the product name are mentioned in online conversations. And every one of those conversations tells us what benefits of our product are most compelling to our prospects – as well as the objections we need to do a better job of addressing both indirectly in our marketing materials and directly on the blogs and forums where are prospects are talking about us.

When we're in the midst of our prelaunch or launch, we're communicating with our market constantly.

Continued On The Following Page....



Social Media
Web 2.0
Piggyback Marketing
Maven Marketing
Viral Marketing
Product Launches
Multi-channel Marketing
Better Products
Marketing Stories

- Attention is scarce
- Desire to shield oneself from marketing and advertising
- Multi-tasking and continuous partial attention
- New technology tools to bypass your message
- Overall disgust with being pitched and marketed to
- Total distrust of marketing messages, marketers and companies
- Instead people are talking to each other

The Bad News:

Traditional marketing is losing it's effectiveness
Gaming the systems will increasingly get you caught

The Good News:

Success = delivering real value.
The good guys win.

Gaming the systems will increasingly get you caught
Traditional marketing is losing it's effectiveness

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The good guys win.
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The Good News:

- Instead people are talking to each other
- Total distrust of marketing messages, marketers and companies
- Overall disgust with being pitched and marketed to
- New technology tools to bypass your message
- Multi-tasking and continuous partial attention
- Desire to shield oneself from marketing and advertising

CHAPTER 4

My Secret Weapon

The moment I released *The Internet Business Manifesto* back in June, 2006, I've been considered a maven on growing businesses in record time.

At the time, I had no earthly idea how the simple act of publishing that one, simple report would rock my world ...

- How it would bring me reams of e-mail addresses from thousands of eager prospects ...
- How it would turn armies of prospects into friends and cause them to depend on me, my site and my events for business-building strategies ...
- How it would cause them to talk endlessly about me and about my little report – and ultimately, the products I offered for sale -- on every social networking site online.
- How it would compel them to tell their friends about me and urge everyone they knew to download the Manifesto, creating a massive viral tidal wave that swept across the entire globe ...
- And how it would shower me with millions and millions of dollars in sales without spending a cent on paid media.

The truth is though, canny old King Solomon was right: There's nothing new under the sun.

Every insight, idea and recommendation in The Manifesto was either handed to me or triggered a breakthrough idea for me because of a unique set of tools I've created to help me find, absorb, store and access information at rates that most people think is almost super-human.

Trust me: I am no Superman. I don't claim to be smarter than the average bear and, Lord knows, I do my level best NOT to work harder than the average guy.

But I do have a secret. A whole toolbox full of secrets, in fact, that give me command of a vast amount of information that 99.9% of all marketers – including my biggest competitors would never see.

As I said at the beginning of this e-book, I never shared these tools with anyone outside my exclusive list of personal consulting and coaching clients.

And in every case, my clients and I have gone on to use these tools to become information leaders – mavens -- in our niches ... and to turn the trust and respect we earn for sharing our ideas with others into cold hard cash.

How much cash? More than \$340 million in additional sales in just 24 months – and we're only just getting started.

In the last few pages, I've tried hard to share some of the revolutionary ideas these tools are bringing me right now, today.

I've shown you ...

- Why attention is fast-becoming the single most valuable commodity online and why convincing prospects and customers to give you their attention is your #1 challenge as a marketer today ...
- Who's getting the least attention today and who's getting the most ...
- How you can get all the attention your product deserves – and deserve far more attention than you're getting now ...
- How Web 2.0 is quickly turning your prospects and customers into the best salespeople any company could ever wish for – salespeople with far greater credibility than you have; each one possessing the power to influence tens ... hundreds ... thousands ... even millions of his or her peers through the new two-way Web ...
- How combining Web 2.0 with Web Marketing 2.0 creates an explosive mix with the power to bring you more prospects and more customers faster than you ever thought possible ...
- The amazing sales miracles that begin when you STOP thinking of yourself as a marketer and begin thinking of yourself as your prospect's champion ... advocate ... and trusted advisor ...
- How abandoning hype and using your marketing pieces to bring tremendous value to your prospects' lives can generate an avalanche of cash for you – even if you're struggling now ...
- And I've given you literally scores of tools for fully leveraging the awesome power of Web Marketing 2.0 to create your own, private business explosion.
- Most of all, I've shown you how becoming a thought leader – a MAVEN -- in your industry is the surest way I've found to turn your company and your products into powerful Attention magnets ... customer magnets ... and money magnets.

Put simply, in today's online world, Mavenship equals trust, respect, success and wealth.

But becoming a Maven – is MUCH easier said than done ...

CHOICE #1: You can simply stop doing all the other things you do each day to grow your business and even sacrifice time with your family to spend 12 even 18 hours a day scouring the Web and reading every book, magazine and newspaper in your niche – and still not scratch the surface.

CHOICE #2: You can shell out big bucks to hire a team of people to do the research for you – and still wind up with material that's little more than warmed-over, "me-too" stuff that will inevitably fail to blow your competitors and your market away. (Trust me: I've tried it and so have most of my clients!)

CHOICE #3: Or, you can grab a few simple tools that allow you to quickly find, absorb, store and access fresh, cutting-edge, practical, actionable information that not only establishes you as the "go-to" guy in your industry but also lifts you head and shoulders above the competition.

For me it's no contest. Choice #1 is just too costly. I have a business to run. Life and family are just too precious to spend entirely online. Choice #2 makes you trust others to know which information and ideas are fresh, powerful, proven and which would have the greatest value to your prospects' lives.

It was at the moment that when I decided to go with Choice #3 – to develop unique, proprietary tools to help me tear through the hottest information I could lay my hands on in record time -- that everything changed for me – and I guarantee that the same will be true for you.

Jay Abraham Strikes Again ...

As I told you at the beginning of this book, it was Jay Abraham – the legendary marketing maven – who convinced me to open up my Business Acceleration Summit to non-clients for the very first time.

And at that four-day event, I gave away every personal strategy and every proprietary tool I've used to bring you the cutting—edge, business-exploding information and advice you've just read in this book.

Specifically, I revealed how you can ...

- Blitz through 5 books a week in just an hour or two a day (and recall everything you read instantly, whenever you need it.)
- Breeze through 12 hours of video in less than 4 hours (so you can spend your extra time on the golf course.)
- Go through audio programs 400% faster so a six-hour program can be covered in 90 minutes - and remember more than ever before.
- Master secret computer shortcuts that add hours of productivity to each and every day.

- Easily prioritize everything on your plate so what must get done gets done. It's the only way to make certain you maximize your earning potential.
- And so much more...

Plus, participants discovered firsthand how to:

- Leverage overlooked viral marketing strategies inside every tactic you're using to attract prospects and customers today ...
- Exploit the power of Jeff Walker's legendary Product Launch Formula to grow your business in record time ...
- Construct a business around your unique strengths, giving you an incredible competitive advantage over any and all competitors in your market ...
- Create and trigger an uber-powerful multi-channel marketing strategy to make sure you're everywhere members of your market turn ...
- Build your products guaranteed to grab maximum attention while turning your customers into evangelists for your company
- And that's just for starters.

Frankly, the program was amazing. Participants were blown away, and more than 90% reported it was the single most transformational business experience of their lives.

I codified everything I ever taught them to vault them into the 7 figure earners they are today. And it was all put into that program.

Many of these tactics, techniques, and strategies have never been revealed anywhere. Not in any product or program I've ever come across or heard about.

And then, for the following month and a half after the event, my office received a minimum of one "Thank-You" gift (fruit baskets, remote control helicopters, homemade brownies, rare books, etc...) a day, every day from attendees expressing their heartfelt appreciation!

And get this ...

**My Entire Team And I Have Spent The Last Six Months
Dissecting And Reassembling The Entire Event
As A Home Study Program – And It's Ready To Begin
Rocketing Your Business NOW!**

And not only do you get every secret ... every insight ... every little trick of the trade ... You'll ALSO get process maps for everything from viral marketing, product launch strategies, developing products your market craves. These are your step-by-step roadmaps to super-fast execution.

I walk you – step through careful step -- through the process of researching and writing reports just like this one: Everything from where I go to figure out the topic, to doing the research and compiling the information.

I've got a lot more to tell you about the Business Acceleration Program. Like the personally designed software we included and so much more.

But for now, this is all you need to know...

"Business Acceleration" Home Study Course Release Date Is December 18, 2007

On December 18th, 2007, I will release a product that even my inner-perfectionist feels extremely proud of.

Look, there are plenty of people out there teaching search engine optimization strategies, pay-per-click techniques, article marketing, etc... I'll leave that stuff to them.

I'm going to teach you something that nobody else can: Methods so powerful they can double, triple, or even grow your business profits 100 times over, practically overnight.

Of course, this program isn't for everyone - it's intense and it won't be sold at bargain basement prices either.

Over the next two weeks I'll be releasing more details about the Business Acceleration Program. I'll also provide you some incredible content from the course – “free samples” -- to help you even if you never have the chance to get your hands on this program.

I'll be sharing some of the very same strategies used by my clients to get to Guru status in their markets in record time.

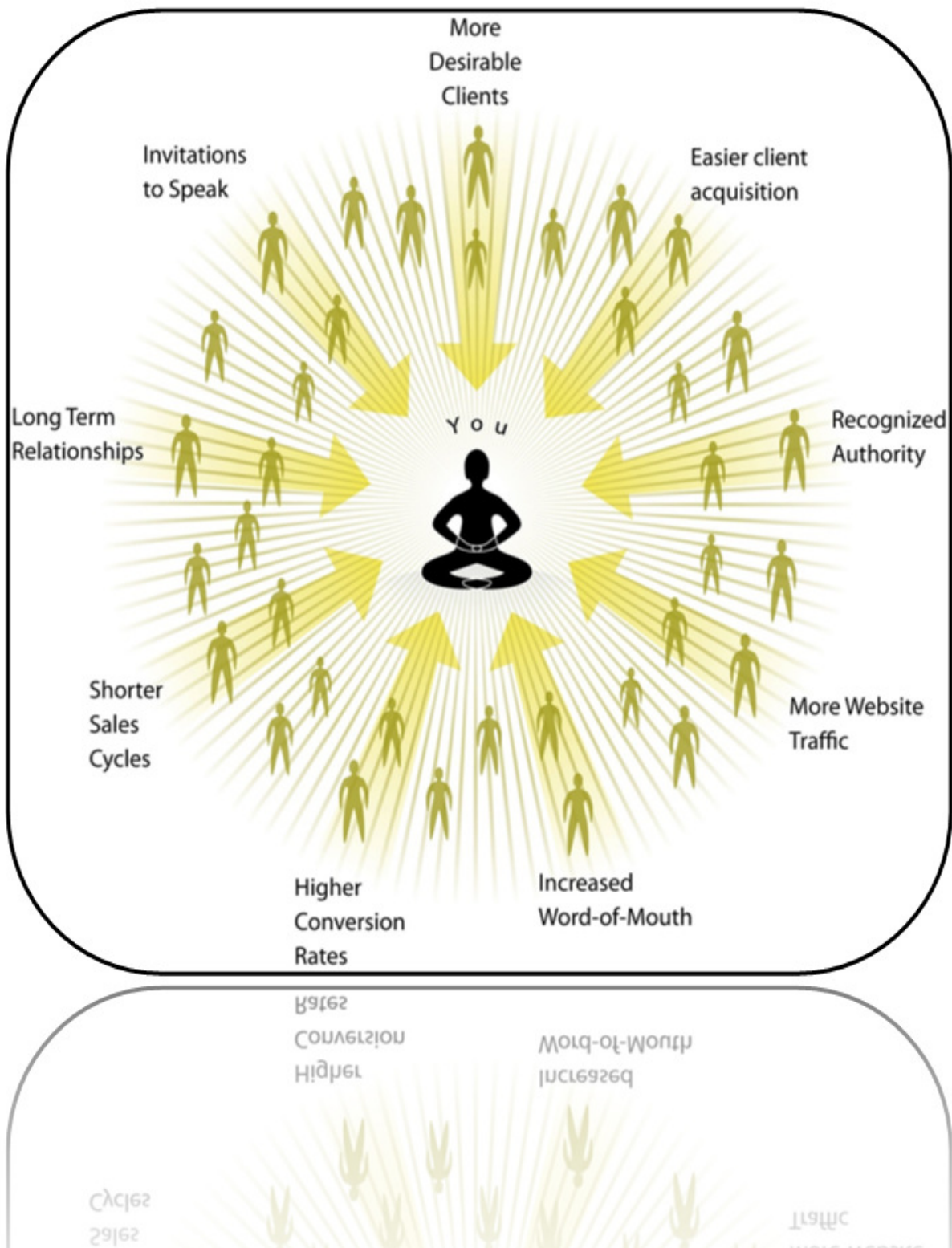
I can promise you these are not concepts you've heard before and they are so powerful, they'll grow your business faster than anything you've ever tried.

Of course, these strategies and tactics are just the tip of the iceberg. The most explosive techniques are included in the Business Acceleration Program.

Keep an eye on your email box because an email from me will grow your business. You're only weeks away from a business explosion.

On December 18th the doors to the most potent Strategic Profits strategies will crack open wide enough to allow a select few to claim this program as their own.

If you're lucky enough to be one of them, will be one of the defining moments of your life.



Time to join the conversation!

... So tell me, what do you think of The Attention Age Doctrine Part 2?

I hope you'll agree it was worth the read - and that you got great value out of it. If so, you can help me and I would really appreciate it.

One of the big reasons I take the time to write documents like this is to provide what I like to call "Social Currency" -- something that you can tell others that will make you a trusted resource for your friends and acquaintances.

The simple fact is, every time I write a manifesto or doctrine, readers just like you introduce me to thousands of new friends by telling others about it.

So, if you like what you've read, I have two requests (both of which I would really appreciate and reward you for...)



I have a tell a friend script to make it really easy for you to help me spread the word and at the same time help your friends – please go there right now <http://strategicprofits.com/doctrinenew/thanks.php/>. If you do, you'll automatically be enrolled in a daily drawing for a free copy of the Business Acceleration Program.



Go to my blog and post your comments - tell me and the rest of the world what you think of the Doctrine plus share with me what else you'd like me to share with you over the next two weeks to help you grow your business in record time. You can do that by going to <http://www.strategicprofits.com/blog/attention-age-doctrine-part-2-released> if you do you'll receive a special mystery gift from me.

Would you do that for me right now? Thanks!

And be sure to keep your eyes peeled for any communication from me over the next few weeks because the strategies I'll share will be very valuable to growing your business!

Sincerely,

Rich Schefren