

Banking \$500 - \$1,000 a day from Social Media...

(and a LOT more)

As with each and every module presented any of them can revolutionize **everything** in your company, dramatically rocket your income and change your *life* - regardless of your situation right now - if you don't **take action**, don't give yourself credit for the reasons... fix them!

Take part in the **community** - don't be passive, get yourself out there, make friends, share, partner, ask questions, support - follow through on the promises that you made to be here.

I really mean that, I appreciate all the great feedback and I know everybody's has committed to keep up with your payments - which I appreciate (Thank You) - but **please** don't think that's all that is expected of you; there is a community relying on YOU for input.

Help... and be helped.

End of lecture.

Let's get started.

Rundown - in one sentence here's what we'll be covering:

Making \$500 - \$1,000 a day (and a lot more) using free traffic and social media sites... without doing the stuff yourself - you're going to get EVERYTHING with a few conference calls a week.

Details:

First of all \$500 - \$1,000 is a LIE -

Totally unrealistic, right?

When you see how far we take this... those numbers are so downplayed...

... this is the ONLY place in the world we're sharing this FOR **YOU** - we're combining it all

REMEMBER - this is all based on everything else we train with -

When somebody is building their company the way we train, it is obvious - so DO IT!

It is just a matter of willpower - not WALLETPOWER

You're either trained and you know what you're doing - or you're just guessing

When you're done here -

You won't do any .html, coding, or messing around with Twitter

You don't have to know anything other than the Policizing, RAD and other items

You'll know exactly how to start hiring people to do **everything** - that's almost always best

If there were ever a time where the strong/weak disparity is apparent in discipline - this is it

How to get boatloads of traffic, qualified and unqualified starting today

By now you should understand

The RAD basics and have Policizing down

Your Team should be started and growing

Remember transactions key - volume or size - it is THAT simple

All online activity - traffic or converting

Positioned Access interviews should be in place

Big Secret: The internet hasn't changed anything (okay it has...) it is just faster - there is no such thing as "internet marketing" just marketing on the internet.

Historical proof is everywhere.

Skill set of the individual - your skill is the determining factor.

Building a business (or better yet an Empire) that makes money on the internet is totally different than making money in the internet. websites.

Allocation versus doing - pulling money out

ROI

Facebook? Run ads or build a company

Do you really want to do it - passion?

If you're in love become the Terminator - if not, build Skynet

Policizing is VITAL - your 10-30k

If you're doing something you don't love, fix that in the next 30 days or sooner

Once you put this stuff in place with your passion -

Everything changes

Social Media is a Madhouse

Almost nobody gets "it"

Almost all success is accidental

Two extremes: Passion and Profit

Profit: "IM" they're almost all broke

Passion: Soulja Boy (look him up, he's awesome!)

Ideally you'd want to find both, if you have to have one I suggest passion

I won't be talking about that right now though - this is about both or just profit

Initial Process

Interview social media "experts"

Get the secrets

Policize them

Train your Team to perform

Monitor

Just a TASTE:

ArticleUndeground.com	Twitter	Wordpress blog
Google Maps	YouTube	SM
Clickbooth.com	Tube Mogul	Blogger
Linkshare	Blogtalkradio	MYBLOGLOG
ShareASale	Blogger	Technorati
Blogs	Wordpress	Tumblr
Videos	Typepad	Buzzle
Articles	squidoo	Isnare articlecity
Backlinks	posterus	Spotback
News stories	article-database	Stumbleupon
Google Profiles	ezinearticles	Articlecity
article-database	StumbleUpon	Digg
Facebook	Spurl	PRWEB
LinkedIn	FOIkd	Ereleases.com
Connectedy	animoto	OPENPR
Spurl	Articlez.com	PRLEAP

Not-so-good news: This isn't even a fraction of everything that needs to get done

Good news: It is simple and with the proper Policies it'll be easy
Answer to everything social media related: Yes!

Quick Process

Articles/Blog

Audio

Video

Your audios are taken

Transcribed/broken, summarized and turned into articles

Blasted everywhere - **EVERYWHERE** - with a link to your site

Your blog, Facebook, etc.

Audios on iTunes, torrent sites, Amazon, etc.

You can also break up the audios with a powerpoint for video

Videos are voiceover or Animoto-style video

Like articles - audios/videos blasted everywhere

Make friends, interview them and have process repeated.

That's pretty much it.

If you're really in love

You'll make it "work"

Even if it doesn't, what do you care?

You get to talk (all day if you want) about your passion

May not get many people, but you'll love them and vice versa

You'll get "out there"

Niche?

Sales letter?

Opt in page?

Market research?

Forget about it all. (iPods, Model-T, Soulja Boy, Harry Potter, Nintendo)

Biggest secret to RAD: Passion

Do whatever the hell you want

Alright, with that said - here's how to strategically do it for money

Keyword research

Market/search data

Niche market defined

Google Gravity

LSI index

Multiple uploads

CPA, affiliate programs, your own, etc.

I only recommend this when you're dealing with the ARTIST

If you're not in love with weight loss, MLM, dog training, etc. then find artist

This model has been made cheesy with knucklehead "internet marketers"

You should actually try and help people, it is easy to make money doing this so please push yourself to do something better

The artist will make everything smoother because they can work the list

Incredibly numbers when you work with companies offline (we'll get to that later)

Traffic to site: sells something, builds list or both

Somewhat harder to track

You are going to interview social media "expert"

Just like anybody else

You're going to get their Policies, sites, advice, suggestions

Have it summarized and Policized

Added to your arsenal

Then your Tots will perform

BREAK

Policies for maximum influence growth

Build your sphere of influence

Secret: go after five people 1,000 times instead 1,000 people five times

Investors, computers, rappers - focus on the 5%

Step One: Research

Who are the players

Guru, RAC, Odesk, Elance

You want experts

You want a book report on all networking sites, social sites, etc. based on your interview

The better you Policize this, the faster they'll do it

Three main types of sites

Big sites - Facebook, YouTube, LinkedIn, Twitter, etc.

Smaller business sites - zerodegrees Plaxo, pulse, Ryze, ZoomInfo,

Real specific sites for plumbers, musicians, etc. ConnectionTree

Now you want the 5%

Who are the most active

Most followers

Most listened to, revered and "respected"

What you have

A list of the top gathering locations for (BLANK)

A list of the most specific sites

A list of the top targets that can explode your business/following

This can be done in hours, less than that even.

Step Two

Target 1-3, 3-5, 5-10 maybe more, but less if you're new

Criteria: they say "yes" and it'll change your company today

Whose compliance would make you more exponentially more money?

Real estate investors - largest real estate lists

Financial guys - largest stock traders, etc.

Consulting - largest consulting, business education, etc.

Seems simple, right? **Almost NOBODY does it, totally reactive**

Step Three - Attention for compliance

This is where Policies will determine how far you go

Call

If you get a gatekeeper ask for PBC - as much as possible about surroundings

If message refer to email

Put on AR

AR and VB

Have 5-10 emails written specifically for your target based on PBC or research

Record 3-5 30-60 VMs that will be delivered at a predetermined interval

Voicemail can be specific but doesn't have to be

Playing music and using profanity can help

If you read a script, interrupt yourself

This may take time, but it is Subtractive and trainable

Keep goal in mind: Their fanbase is to become your fanbase

Wait 'til you see the examples, just one YES can change everything for your company - so stay on top of them

Badass hunting

This is from the "Get To Anybody" section

You'll almost always never have to do more than email-VM-email

But...

First - a word about harassing, kissing a or stalking**

People only complain when it happens to others

Most people are flattered with a stalker

We're all suckers for flattery

What's in their best interest?

Think of a tornado killing your family

Is it in their best interest? Are you crazy or know somebody who is? You better...

Later we'll go over how to get this all done with you paying for it -

1 - Private Detective

Interest of target and loved ones (soccer, ballet, poker, clubs, etc.)

What is most important to them and/or loved ones

Send a FedEx letter mentioning interests and your VMs/emails

2 - Send a gift

Make the gift for loved one (keyboard, soccer ball, etc.)

Coupon at restaurant

Thank you card for spouse

3 - Send the spouse, children, mistress, etc. gift directly

Guaranteed to get them talking

Send Thank You card from spouse directly to spouse

Send gift for target to loved one

4 - Signs

Write letter on them - reuse

Send in mail rolled up

Or have it put in yard

5 - Go through gatekeeper

Send them gifts directly

Send gifts to give target and target's loved ones

This creates "nagging factor"

Sequential mailings through FedEx.

Gift sites

Wal-Mart, Target, etc.

Bottom Line: You can get to anybody

Once you get to them what do you say?

Five Compliance Moves

CM One: Review/Success story

Gurus, authors, groups, organizations, etc.

Quick video about how great they are, put on YT

Or go to VideoHive.net and have trailer made

Gather current success stories and make cool movie

Get pretty template with their picture and write Thank You (or collection)

Harris got 100 investors with our stuff, I sent an email to his video. He took testimonials from RE sites and did the same thing - 3,000 investors in a few weeks moved first deal gross was 5k

CM Two: Offer discount, special, preferred treatment for appropriate and/or give target cut of sales.

(Azam, use Terrance's example) PMC FL COD fan

Got headphone contact

Used forums and YouTube contacts to endorse gear - 1-2k/month

Policized to target only the highest and best, build his LIST

7-10k/month selling gaming gear

CM Three: Interview target for education series

Give a cool name for higher compliance

American Success Stories: Life Lessons from (Blank)

Very easy and target can send audience to listen to

Stephanie and Randall did this with film production

Interview how low budget films, record - target sent to their list/s

Got bigger and bigger - Tarantino's production company got involved

Tarantino and co. were so impressed they arranged a two-day sit down

CM Four: Answer questions

So simple and easy it is sickening

Ask target for top questions/challenges their people are having

Works better when you mention you are about to (or have) interviews - cops, AG, etc.

Twitter Search, Google Alert also will tell you when topic comes up

401k investing: "look like your people have a lot of questions about 401k investing, I just interviewed the 401k agent for all of Microsoft and explained the biggest mistakes he saw people making... if you'd like..."

OVERDRIVE: All sites and forums with similar questions post 10 different versions of: Look, I had the same question and I did an audio with the FBI about stock scams, if you'd like you can hear it free the password is..."

Don't have the answer?

"Hey I don't know the answer to that, but Friday when I interview Bob Smith who is a NASA expert on the issue, I'll make sure to ask him, if you want you can go here and I'll let you know when I have your answer, hope that helps..."

Azam use Shannon's example you said NOT to use Sunny's
Trainer wants to body build - of his 50 clients only 5-10 want to
Targets 20 sites and 10 gatekeepers
Searched for common questions about dieting, food, etc. for comps
With a list of questions approach all 10 gatekeepers
Only did three interviews and let the other seven know about the three
Everybody complied and alerted, emailed, posted, etc.
Four days from starting list went from 50 to 4,000 in less than two weeks (all BB)

Interviews other seven, gives three interviews away for free - charged for other seven
Posted in all forums about 20 biggest questions answered, biggest mistakes, etc.
4,000 - 15,000 - 5-10k/month in less than 30 days

CM Five: Give something helpful - education or access

What do their people need and maybe not know it?
What do they want to know more about
What Proximity Transactions should they be tracking
Or how can you provide an audience - Jay Leno, Oprah, Larry King

This is why your organization is so important - REIA, etc.

Azam - use Dash's example here NOT Max or Steph's
Cage fighter wanted to promote but was against "big boys"
Instead of competing with money or size he used education
Spent 30 minutes online and got 10-15 gym owners, managers, moderators, etc.

Tells them about his idea
Average fighter gets one fight every six months and needs 10-15 to make money
Instead of taking years fight more often for less money to get to bigger money
2-3 days had over 100 fighters

"League" created with education
A few weeks he had over 500 fighters
Policize - all fighters must heavily promote - MySpace, Facebook, etc.
Goal was for 100 to bring 20 - 2k people

Registration built his list - 3k in 30 days, 5k after that - steady 7-10k

Access

(gay and black) Randall and Stephanie went after independent music producers
small group but started growing

In less than 60 days he was one-on-one with Eminem

Why? Access.

What's with the numbers

Recap -

Follow passion

Get everything out there

Constant repetition

Hard to track

Oceans of traffic

What's with the numbers?

Bottom line Policies:

You don't want to do this

This is going to force you to work smarter and build better

We haven't even scratched the surface with the numbers

Start Policizing TODAY:

Your organization (we already covered that)

Flow chart of what is done with audios

Cut up, transcribed, articles, videos posts

Top site Policies

Top 10-30 target Policies

Engagement Policies

Author Policies (anybody who has written a book on social media or otherwise)

You can do this all in a few TB and in ONE day

Make your first hire in the next 24 hours and do the call with them as their training.