



Milgram's Law
People will blindly believe the words of an expert.

Zipf's Law
People will choose the industry leader every time.

How To Create A Content-Driven Idea Virus For Your Rapid Authoring & Business Acceleration.

Idea Virus Concepts

Idea Virus Concepts
Principles of a Rubric (Rating Scale)
The Awakened Case-Study Driven Video Testimonial System
Master pedagogy (advanced teaching/learning to cater to three learning styles—auditory, visual and kinesthetic learners)
Instant Access to a New York Publisher
Dimensionalized USP – Position / Proposition
Business Assessment Optimization System

Awakened Viral Ideation Process™
A Dynamic Integrated Internet/Offline Marketing System
<http://www.SellHighPricedPrograms.com>

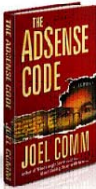
Idea Virus Concepts
Two little known laws to Leverage Milgram's Law and Zipf's Law
Move the Free Line
Create a new category with your own System
Programmable Assessment Instrument that leads to a customized Free Report
Front End CCP (Move the free line) and Back End CCP (drive them into your highest end programs and services)
Back End CCP—sell high end information-based programs (Clients such as Drew Miles, Michelle Yozzo Drake, Sherry Watson (sell programs that exceed \$50,000) or Joel Comm, Margaret Merrill, Ken McArthur (sell programs that run from \$5,000-\$10,000))

Awakened Unconscious Credibility Marketing System
Carry The Virus With Your UPP
<http://www.SellhighPricedPrograms.com>

Programmable Assessment Instrument
Expert Positioner Software—Bridge Gap Between Information Age And Recommendation Age
<http://www.BusinessMentoringScoreCard.com>

How To Carry Your Idea Virus Into The Market

The Importance Of Your UPP (Your Unique Personal Proposition Or Your Million Dollar Story)
—The Awakened Business Technology Of ASK™ & RaW Stems™ & Personal Self Reflection



"The effectiveness in terms of the revenue that my business is earning has increased exponentially. Having Glenn as my coach has changed things dramatically - I have a more effective and efficient business model. I can't recommend Glenn's coaching strongly enough."

--Joel Comm, joelcomm.com, NY Times Best Selling Author

Customized Free Report
Top Of Consciousness Through New Business Technology Of Self Reflection

The Overview Of The Content-Driven Idea Virus For Your Business

Front End CCP
Case-Study Driven/Move Free Line
<http://www.AwakenTheAuthorWithin.com>

Your Book
Instant Access To New York Publisher
Leverage Milgram's Law

Viral eBook
Carry The Virus With Your USP
Leverage Milgram's Law



Webinar or Teleseminar
Integrated UPP/USP

Back End CCP
Leverage Zipf's Law

Idea Virus Concepts
Turn idea into a strong thesis
Unconscious Credibility Marketing System—How To Build Instant Credibility with your UPP (Unique Personal Proposition)
Cutting-Edge Integration Marketing Strategies (Dual process of using the Internet (CPP) and offline marketing (your published book))

