Attention Age Doctrine Rich Schefren

- 1 concepts/ setting the stage
  - Attention is a scarce resource
  - wired world is not fair
  - traditional media is changing
  - trust is vital
  - piggy backing
    - use successful people to launch yourself
  - who do you trust
    - Your Peers
  - your no longer in control
- 2 How to transform your Marketing Efforts pg 37
  - Map your market
  - Monitor Your market
    - take the daily pulse
  - Join your market
    - Get the rhythm right
  - Build your market
    - more educated
    - be accurate
  - Lead your market
    - take them into your own community
  - Sell Your Market
    - ask them what they want
    - own event
      - podcast, webinar , seminar
      - tremendous value to clients
- 3 NEW RULES
  - # 1 YOUR MARKETING CANNOT DEFEAT A COMMUNITY pg 43
    - Kryptonite Lock
    - AOL DIsconnect disaster
  - #2 YOU CANT TRICK PEOPLE
    - Dell Hell
  - #3 NEW RULE 3 THERE'S NOWHERE TO HIDE
    - Fake Blogging
  - #4 YOUR SECRETS AREN'T SAFE
    - There are no secrets
      - Digg Revealed all
- 4 New Paradigm
  - Marketing Material must deliver Value
  - Marketer to Maven
    - 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
  - What's a maven
    - recognised expert
    - Others credit with
      - full grasp of the market
      - keen insight into customers
      - recognises trends early
    - referenced on many sites
    - many inbound links
    - introduces new ideas
  - 4 Steps to Mavenship
    - pick an area you're passionate about
    - commit to lifelong learning
    - willing to be controversial
      - Enjoy spreading the word about your topic
      - message you believe in
    - Create world Class content
      - you'll speak and write for free
      - Package information in as many ways as possible
        - Be different and stand out
        - e.g. manifesto doctrine
        - engage prospects as much as possible
  - Maven Tools
    - webinars
    - webcasts
    - seminars
    - workshops
    - articles
    - e-books
    - coaching
    - info-products
    - blog newsletters
    - public speaking
    - published books
    - podcasts
    - media interviews
    - tele-seminars
    - white papers
    - strategic partnerships
    - research reports
    - white papers
    - blogs
    - e-mail
    - online newsletters
- 5 Web Marketing 2.0
  - marketing deliver value
  - get them engaged
  - viral marketing
    - Mike Filsaime Viral Friend Generator
  - blogging
  - personal branding strategy
  - multi channel marketing
  - leverage social media
  - optimised buying path
  - influencer network
  - product launches
    - Jeff Walker Product Launch Formula
    - monitor the market

OUTSOURCE SUCCESS

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