

{ **STEP 1:** }



**"PAIN IN THE NECK"  
SUBSCRIBER MAGNETS**

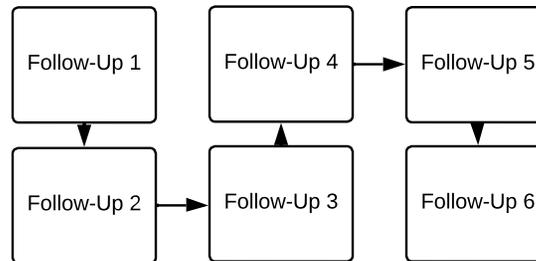
A growing collection of complimentary, information-based solutions that completely remove or relieve a very specific problem your prospect has and wants resolved.

{ **STEP 2:** }



**LAWS OF THE LAND  
FOLLOW-UP**

A series of strategic follow-up messages that communicates your role as a trusted advisor, that sets you apart from every other option your prospect has, that clearly defines "how things are done" in your universe. The series is designed to build attraction and pull your prospect towards you.

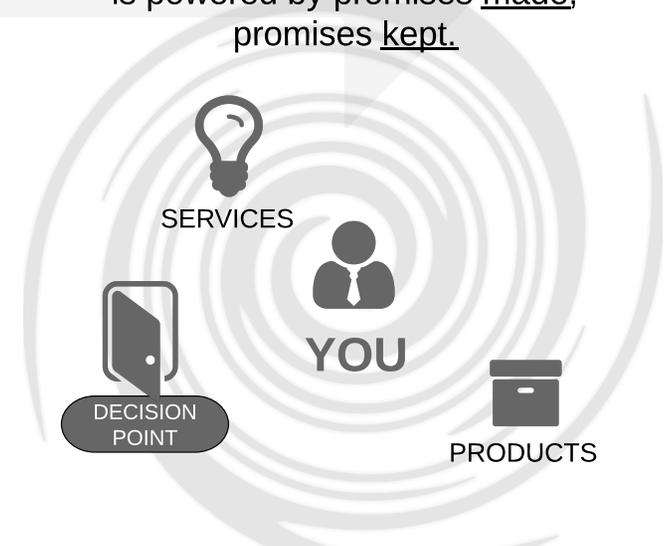


{ **STEP 3:** }



**MEDIA PLATFORM**

**The 4 Pillar Media Platform:**  
A targeted, unique, consistent and valuable publication delivered as promised. The Platform is powered by promises made, promises kept.



**BUILDING INSTRUCTIONS:**

- 1. BUILD THE PLATFORM FIRST:** THIS IS THE EASIEST STEP AND THE ONE THAT PULLS THE MOST WEIGHT OVER TIME.
- 2. BUILD THE "LAWS OF THE LAND" SEQUENCE:** THIS WILL MAXIMIZE THE ROI ON THE INVESTMENT YOU MAKE TO FEED YOUR PLATFORM SPIRAL BUSINESS GROWTH SYSTEM WITH LEADS.
- 3. WARNING:** SUBSCRIBER MAGNETS ARE THE MOST DIFFICULT AND MOST NECESSARY PART OF THE SYSTEM. THIS STEP SEPARATES AMATEURS FROM PROS.

**DECISION POINTS:**  
"OPEN DOORS" OFFERED THROUGH THE PLATFORM THAT NATURALLY ATTRACT PROSPECTS CLOSER TO YOUR PRODUCTS & SERVICES