

Smart Marketing Stories

"A Collection of Little-Known Smart Marketing Stories and Examples"

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7. Summary

1. An Introduction

I absolutely love listening to other people and their experiences, whether it's about online marketing, or another subject entirely. It's a great way to learn and has saved me a great many mistakes in the past, and no doubt will do so again in the future.

This is why we've put this manual together. It's a compilation of some of the most valuable lessons we've learned about online marketing through over a decade of experience between us. It's an interesting way to learn, and hey, if it's going to solve a bunch of problems before you even come up against them, it shouldn't be missed.

The power of hindsight is a powerful ally to have at your disposal.

2. Goals Of This Section.

- To share with you some of the previous experiences and the main mistakes I and others around me have made, providing inspiration and solving problems you are likely to experience before they even happen.
- To show you how me and a good friend of mine quickly deduced and recognized two things that the successful are doing that the unsuccessful are not.
- To demonstrate how to control time constraints and turn them to your advantage and achieve progress where others are standing stone cold still.
- To show you how your all important learning process and your experience can grow quickly if you want it to, further reducing the time it's going to take you to make a success of your business.
- To give real life examples of both of these methods allowing you to recognize when they begin to occur and show you how to cut straight through them so that they cannot hinder you on your road to a profitable business venture.
- To enhance your knowledge of moving your products forwards, therefore moving your business forwards, and to provide proof through several well-known businesses that this is extremely effective.
- To get you watching and learning something new every day that's going to improve your chances of success and the rate at which you make it happen.

3. First Hand Experience Part 1

Greetings, and welcome part one. I thought we'd take some time out and I'd tell you a few stories about my experiences over the years with online marketing that I believe will be the most valuable to know. There is a point to this however, and even though the stories themselves are all totally unrelated, they do give out an important message and lessons to be learned also, everything from joint ventures to my first taste of networking, progression at different stages down the line, and more.

There are the things that had I known, and had I learned about, it wouldn't have taken me six or seven years to get to where I am now, I'm confident that it would have taken me less than a year.

If you're reading along, and want to skip to specific story from past experience, I'll give you the titles of them now. Read them, take them to heart, and you may well find yourself with the solution to a problem you have right now, that final piece of the puzzle that you need to move your business forward, or even a little bit of hindsight allowing you to instantly know the solutions to particular problems, how to approach particular situations, and of course, how to make a whole bundle of cash in the process.

The stories I'm going to be sharing with you in this section are as follows. Firstly, I'm going to tell you about a conversation I had with a friend of mine just yesterday, that made me realize the small percentage of success coming from my first year contacts (I don't teach