



By Mark Lyford - 27th November 2009

Hi

Thank you for buying this special report !

I was lucky enough to go to to Boise, Idaho in September 2007 to one of Russell Brunson's Invite only Workshops.

I was invited after buying an expensive piece of software and this Workshop was part of the deal.

I sat reviewing all my notes from the workshop this week and thought how great all my notes were that I took over the weekend I was there.

I think others should know about these note so I thought I would release them in this report. Although this workshop was over 2 years ago all the information is relevant to todays Internet Marketing world. In fact some of it is even more relevant than ever.

This is a simple set of notes that I have just made easier to understand. I don't have the time to go through them and make them into an all singing all dancing ebook, hence the reason I have shot a video to go with this product to describe the notes in more details. I have also included the audio of the video too so you can listen at your leisure.

I hope you enjoy the notes, and enjoy all your feedback.

Best Regards

Mark Lyford

BOISE – RUSSELL BRUNSON WORKSHOP NOTES – 6th SEPT 2007

Day 1

Speaker : Russell Brunson

Create systems and then find someone for the system.

Reference: Liz Roberts has a team of 10 outsourcers, last month she made 63k USD

Its All About Continuity Program

His print magazine covers all fixed costs

Russell Is a member of Dan Kennedy's Platinum Program

His Sales Funnel / Process:

- Give away Free DVD
- Then promote magazine (free month)
- Free website (given)
- Then they go to call centre
- On and on coaching
- Promote Workshop next
- Then home study course

Check out his new company – Body Illusion Reference: John Alderness (dating Guy)

Whats my attractive Character ?

- Dave Thomas
- Howard Stern
- Donald Trump
- Rich Jerk

Send your List to yourBlog

Short Emails

Three important things to build continuity :

- Community
- Commitment
- Content

Archive all emails to blog

There should be a seminar on product development?

Find Project management software

Speaker : Dave Lakhani

His website : Boldapproach.com

Packaging + Positioning = desire

A desire is a buyer

70% of the news you read is placed news

Only polarized people buy things Editors and writers need:

Stories Sources Case studies Fresh opinions

Survey monkey Third party endorsement

Transfer of power Believability Credibility

Buy his book on persuasion – the art of getting what you want

Stories happen because you make them

A persons perception of you is their reality

When the legend becomes fact Print the legend

Create intense curiosity

Enter their awareness and position yourself and your message

Check out : www.howtopersuade.com

Give the media the info in the format they want to receive it. Give it in a media release

You have to be **seen** to **sell** Content

American Business Awards:

amaericanbusienssawards.com

Maybe I could do : www.Ukbusinessawards.com ????

Advertising media kits editorial calendar

Speaker : Mike Filsaime

He purchased Instant buzz code source, he bought The ultimate sales machine . thats how he got his start.

Read the Chet Holmes (BOOK)

Read his blog post

Give them the info, give them to toolbox

Integration marketing Best way to special on JV

Thank you page JV deals

Vtiger CRM software

Musthavemarketing.com

Get viral marketing slide

Can I get the 7 figure case study slides ?

Ctribes Opt in page on all non-developed domains

The 7figurecode.com/ thejvblog / blog Blog posts for free entry

Speaker: Rich Schefren

AIDA – Attention, Interest, Desire, Action.

The more you give away the more people will want to buy

Be focused on what you do

Give away your first product free

New titles for products

Business launches Book – made to stick – to read Free ideas

My resources Free level on selectpass.com ?

DAY TWO

Speaker: Russell Brunson

Speak to Dave Lakhani re renting list

CPA spreadsheet, can we get a copy?

Pay per email?

Affiliate manager

Send a cellphone to potential JV partners

Get one site where as many pages are created as possible

Keywords in blog titles

Change blog report for 7fc

Get article writer Get his free dvd (Brunson's)

He has linking people in Philippines Forums, blogs etc

Agents of value

Each new articles submitted to articles manager

Re write articles

Marketingbestpractices.com / Pressreleaseequiizer.com

Freeweblayouts.net

Myspace profiles for sale on sitepoint.com

Natural ads they don't want you to know about it

Prevent baldness on squidoo

Build a Joomla website Domains the same exact as keywords

Sanga.com Last word of keyword should be last in article

Andrew Locke – eBay course

Add the * to ebay names

Don't look to make money from auction. Advertise your business and product instead

Go to about me page and give away for free Classified ads

Speaker: Ross Brunson

I know about this stuff -could I use it myself ? Could I help others do this stuff?

REMEMBER: content Tip from Rich Schefren

Butterfly MLM sites

FREE Day in the life of series

Speaker: David Frey

Can we get his slide show CSN stores

Continuity program

Community is king

My own coaching program MLM !

Glazer Kennedy inner circle Gil ortege.net

Forced continuity

Testimonials are social proof

Vincent james Dating product?

Vincent james, how I made 77 mill

Find the 500 greatest ads book

Ryan Lee fitness guru

supplement company can we get the slides from him ?

Alex release estate program

Art Jonak mlm guru

Frank Kern Under achiever method

Tellman Knudson model

Bruce Beman, I got there you can to branding site

"You can tell the wealth of someone at there funeral , and its not by the money they died with. Its by how many people are at the funeral, that's real wealth."

Its all about:

Freedom, time, opportunity to help less fortunate.

Speaker: Affiliate inferno.com

Affiliates are sales people

What needed for presenting myself:

- Mac
- Projector
- Bluetooth clicker
- Wireless mic

Video all the seminars and make product out of it

Backend cash manuscript

Jeff walker Idea : the power of your mind.com

Aweber Spam score

Help your affiliate make the first sale

Give commission on backend sales

Generatorsoftware.com/affiliateblog Teleseminarsecrets.com/affilaitetools

Affiliates Do the thinking for them

Start paying them on backend sales

Look to seek opportunities to support them

Be creative with the promotions / contests

Create long term plan Top 5 successful tips for building a team

Create products worth talking about

Deliver a simple message – what problem does it solve?

Train your sales team (AKA your affs)

Communication with them often, whats coming up / promo Provide useful sales tools Provide bullet points

How to hire a world class affiliate manager. The qualities needed :

They need to love working with people

They love sales and marketing

Tech competent

Have good training skills

Good communication skills

Demonstrate an ability to think creatively

What you need to do to get stated How are you going to pay them?

Divide commission. 75 % Pay as much as you can

Decide who is going to manage it One central location

Minimum to give affiliates:

2 email templates
1 blog review
1 articles samples PPC ads
video audio

If you don't they wont

Signup to his program for an examples

Training schedule com with affiliates twice per month

12 months promo calendar

What promo am I going to for Jan, Feb etc promo ideas, celebrations / holidays etc jan – new years etc etc

myideaguy.com aff 2.0 dedicated sales funnels separate squeeze page for each affiliate .

Automated marketingsolutins.com pitch to aff page all backend

affiliatecenter.com

Speaker: Call Center crusade

1 week \$30 from this Who I am College kids, home This should happen after sales funnel Always add a 30 min consultation

\$5 on , he gives \$2 com

Surveys before call dotcomdomination.com strategies

Setter to close The scripts He runs Brunson's call centre Jarred Seered. Find call centre script for info products 30-minute consultation is the key

Check out: Callcentercrusade.com

Don't do a centre yourself

DAY 3

Speaker: Russell Brunson

He has three departments:

- Lead Generation
- Development
- HR

10% net profits go to employee pool - All equal share

Make your dreams come true The book, he gives to everyone,

Have Vision – what I am working for

Spin off your staff to guru status

Wow program Staff ,

\$100 cash to create there own space.

Employee mastermind - For employees

Personal development program

GET BOOK: Good to be Great

Book club Marketing Library Seminar / Courses

David Frey

Corey Rudle – one mistake they all made , hire and assistant earlier

Do interview with marketers

Get into live events

Get testimonials

Instant Referral Systems

Focus on one thing at a time

If he was starting today he would do 60 minute audio cds

Speaking courses

Must have a line of products

Refferalmaster.com

Interview experts:

Seo optimization

Google marketing ideas

Seminar network

idea Outsource

Lead generation

Member gate

Brand site / free membership site

Joel Peterson out sources to India

-- Always put family first – no success can ever compensate for failure in the home

Internet entrepreneur Video for training

Leverage your time, efforts, finance

sendoutcards.com

Coaches and consultants bootcamp you help other people ,

The money will come

Pressreleassequilizer.com

Speaker: Matt Bacak

His website: Powerfulpromoter.com

Business is a game, money just keeps the score.

His 7 rules

1. it's a game
2. Have a system
3. No numbers mean no business
4. Be an aggressive marketer
5. Leads, leads generate, profits
6. Obtain customers online take em offline quickly
7. Have to make a decision

4 Missing Golden Keys

1. Become a master platform speaker
2. Sell to the masses, build lists, do tele seminars
3. Sell seminars
4. Sell one on one, build sales team or do it yourself

Number 1 Rule Follow the piles of cash

3 websites you need for your system

Sales Page
Squeeze Page
Brand Site

Things to use:

1. free CD sales letter
2. Strategy Session Form
3. The telephone
4. Ask them what website they have, how much they have to invest in business

Domain Hosting – unix, unique IP Auto responder, auto response plus Setup squeeze page Traffic

Driving traffic OC

Myspace

Ebay
Squidoo
Amazon

Articles – basic of Affiliates Ppc google, yahoo, msn

Branding site
Video
Audio
Email – list Ebay – free cd
Blogs
Squeeze page
Thank you page
Press releases , two a day

Message boards

Other web 2.0 Directories, free , paid

Three steps to millions

Every product has

- Sales page
- Squeeze page
- When something works, you do it again,

Example 34 emails sent 1362 people went to page, (19.89%)

271 cd sold 1094, profit on cd 271 people – 161 appoints made, 17 sales
93,500, 5,500 profit
then a postcard step 4 postcard Number sent 271 Cost. Could mail free via jv
and offer, 50% on all backend millionaire blueprint magazine The one minute
millionaire, program

Speaker: Dr Mike

Watch me get out of \$400,000 debt and become a millionaire again here at
www.millionairechallenge.com



Guru.com elance.com Marketersonamission.com

Idea, can't do outsourcing, product, prospect, product outsourcing, A complete offer could lead to more work in the future Product outsourcing Digital, cd / dvd, book , video,

Copy scape, Copy sentinel software,

Free place, for tele seminars Basementventures.com

Use kunaki.com craigslist Newsletters Printers

Bulk copies Diskburn.com Disc2day.com

Books profit publishing.com
Lulu.com

Copywriters-club.com
Prospect outsourcing \$200 per month
CS traffic ppc, traffic natural
ThemarketingMD.com outsource help John fifer, ppcforsmallbiz.com

Tell him Dr mike sent him

Articlepostrobot.com

Watch me get out of \$400,000 debt and become a millionaire again here at
www.millionairechallenge.com

Mark Lyfords Notes from Russell Brunson's Workshop Event 2007

Theweb2submitter.com
Squidootraffic.com
Agentofvalue.com
Trafficguiser.com

Adwords Adsourc

Liz Roberts Press releases

Prweb.com Pressequilizer.com

Get a great project manager

Help me / be me
Basecamp software - web based

Joomla Mitro system

Compelling story, sub list, free high value gifts 106 days left till end of year
personalstrategicplan.com one click ordering was manual

The four things that will always sell:

Sex
God
Gambling
Money

Speaker: Germain Griggs

Look at his business and niche

NITTY GRITTY MARKETING

www.hearandplay.com

Always start on lead – not the first time sale
Start my story at this event View his squeeze page

He gives free lesson after opt in
Guitar video teaching idea
He sets a cookie on the opt in page

Flash video for personalisation start by talking at others seminars
Use you tube for video hosting promo scripts

instantteleseminar.com

googlebase.com everyone.net free email

1 shoppingcart.com he was rss for order info hourly stats to cellphone.. email him

Jason Brooke

jbrooke@sublimenet.com

webbuildpages.com

Names he mentioned: MRomeo, Thadroe, Iggy, Affventure

Istock photo
Myinternetbizcoach.com/course
Mybummarketing.com
Wealthyaffiliate.com
Seobook.com

Aaron Wall

Jason seo web 2 notes



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