

Terry Dean's Internet Lifestyle Retirement System

<http://www.mymarketingcoach.com/internet-lifestyle-system/>

Quick-Reference guide to help you find a topic in the teaching faster. Great tool to Refresh your memory.
 Not meant to take the place of any teaching material or handouts. Times are approximate.
 Special Thank You to David H. Reynolds for Compiling This Set of Quick Reference Guides.
 If You'd Like to Contact Him For Something Similar, He is At www.davidhreynolds.com

| Module 1 | | Addicted Buying Audiences |
|-----------------|---|---|
| | 1-01 Addicted Buying Audiences | Total time = 23:38 |
| Time | Main Point | Details |
| :10 | 2 reasons people buy | Move away from pain Move towards pleasure |
| 3:20 | What one advantage would you want for a fast food spot? | A hungry audience More than location, price, food, advertising |
| 3:30 | 3 Components to Success | Audience Offer Copy |
| 4:15 | Rule: Always look for a hungry audience | Right: I have a hungry audience, what do I sell them Wrong: I have a product, how do I sell it |
| 4:50 | What's the ultimate offer this group wants? | Start there and build funnel back |
| 5:30 | Why people buy? | To feel better about themselves They're buying the ability to make more money Buying extra time Saving money or time |