

6:45	Laddering Technique	Ask 'What's the benefit of that?' after each answer...
9:00	Mass Market vs. Niche Audience	Who's your best customer, go after them
9:30	Embrace Competition	Shows money is available Potential JV's Learn from them
10:50	3 Major Questions (Ask these of any Market you want to enter)	1. Are People Buying? 2. Can you help a customer get real results? 3. Can you reach customers affordably?
12:30	Bonus Question	Can you generate repeat sales from same group of people?
13:50	Simple, Unexpected, Emotional Story with clear imagery that can be backed-up with proof.	Doesn't have to be Your story
16:50	Knowledge, Passion, Curiosity about a market	You just need to know more than 90% of others
17:30	Strange and Unusual Knowledge to share	
18:20	Amazon: Read top 5 best-selling books on that subject	Now you know more than 90% of others
19:00	Ask your family and friends what they feel your skills are	
20:30	What To Remember	Are people buying in this market? Chose a hungry market Create Million Dollar ideas. What's already working, copy and modify Compare the Competition. Are there Gaps, What's the Price to Enter Make the Copywriting Easy. Use what the market is saying
<b>End of Video 1</b>		