

Jermaine Griggs'

"Hold You By The Hand"
4-Week Online Training Program

StickyMarketer.com
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Who I am...

My Story...

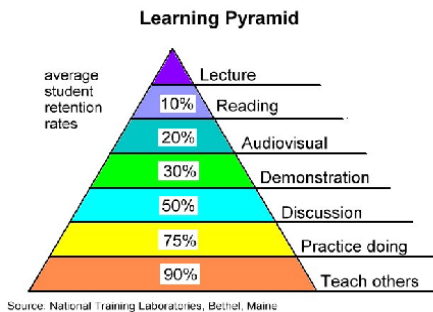
What I expect you to get out of this...

- Become highly educated about online communities / engagement marketing
- Gain an in-depth knowledge of web 2.0 and where the internet is going (has arrived)
- Know exactly what to do to get your community started and how to ensure its success

How to get the most out of this program...

- **Learning Pyramid** (National Training Laboratories, Bethel, Maine)
 - If you're lectured on a topic -- you'll remember 5%
 - If read something --- you'll remember 10%
 - If you hear and see something (audio visual) - 20%
 - If you're demonstrated something - 30%
 - If you discuss something in a group - 50%
 - If you do something (PRACTICE) - 75%
 - If you teach others - 90%


Learning Pyramid



Why Build A Community?

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Why Build a Community?



- Online community model is where the web is shifting towards (or has arrived)
 - Almost every major company moving towards this model (even Cisco bought social networking vendor, "Five Across")
- User-generated data eliminates/lessens the cost of good sold

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Why Build a Community?

- People have needs to join communities of like-minded individuals

Examples

- Churches
- Rotary clubs
- Parent Teachers association
- Sierra club
- Alumni organizations
- Fraternities / Sororities
- Cultural clubs
- Tupperware, Mary Kay



Why Build a Community?

- People have needs to communicate and express themselves with other individuals who share their interests, hobbies, thoughts, beliefs, skills, accomplishments, goals, etc...
 - These are needs general sites like myspace cannot satisfy.
- People don't come to "niche networks" just because their friends are there, they come because they're passionate about the subject and have a genuine interest.

Communities

- <http://www.cafemom.com/>
- <http://petster.com/>
- <http://www.clubpenguin.com/> (sold to Disney for \$350 million)
- <http://www.travbuddy.com/>



Why Build a Community?

There's **power** in being the facilitator of such interaction.

- Grow mailing list
- Offer related products and services
- Charge membership fees (not only for content but for the interaction you're providing).
- Donations / tip jars
- Sell affiliate offers / leads
- Offer ezine solo mailings at premium rates
- Offer stratified membership levels
 - Bronze member, silver member, gold member, platinum area
- Advertising
- Easy surveying/research (better than focus groups)
- Product ideation (from users)
- Acquisition / the big sale



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Niche / Target Market Determination

The rise of the "**niche network**" era (Myspace has the *broad* market covered... go deeper).

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Ways to Find Community-Compatible Market

Simple Rules

- Don't look for the ultimate product or service to market (or some "magic" idea)... or a trendy overnight gimmick and use the community model to sell it.
- Instead... **DO** look for an easily targeted, passionate niche market (and find out where they hang out).
- "Common Cure for the Cold" Analogy (where do you find this target market)?

From *Niche Conception* to Success

□ **Step 1: Find a large and easy-to-reach target market**

- "Wants" vs. Needs (Car vs. Mercedes)
- **Motivations:** *avoidance of pain vs. gaining of pleasure.*

From *Niche Conception* to Success

■ **Step 2: Connect them together through various web 2.0-related activities**

("interaction" & "collaboration" are the magic words)

From *Niche Conception* to Success

■ **Step 3: Push them through the engagement funnel, encouraging them to share, interact, and collaborate.**



(The very nature of your community will cause them to pass it on naturally)

From *Niche Conception* to Success

- **Step 4: Have way to monetize with great sales process (either through products, services, backend products, advertisements, exit-plan, acquisition, etc.**

No idea where to start?

- Your passions
- Your hobbies
- Your skills
- Your interests
- What are you extremely good at?
- **Stages of Learning:**
 - Unconscious Incompetence
 - Conscious Incompetence
 - Conscious Competence
 - Unconscious Competence (*have you mastered something you can do in your sleep?*)

No idea where to start?

- Your frustrations?
- Anyone you know who's extremely good at something?
- Bookstores (Amazon.com)
- Magazine Racks
- "There's got to be a better way..."
- 43Things.com

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Niche / Keyword Research

- **Google trends:**
<http://www.google.com/trends>
- **Overture**
<http://inventory.overture.com>
- **Keyword Discovery**
<http://www.keyworddiscovery.com>
- **Google's Keyword Tool**
<https://adwords.google.com/select/KeywordToolExternal>

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Software to help you find your niche...


1. Ad Word Analyzer 2.0	13. Market Research Wizard 1.41
2. AdWordAccelerator	14. Niche Keyword Analyzer Pro
3. Click Ad Equalizer	15. NicheFinder
4. Instant Keyword Research	16. P.I.P.E. Product Idea a Profitability Evaluator 4.0
5. Keyword Bible, The	17. Pay Per Click Galaxy
6. Keyword Burner	18. PPC Toolkit
7. Keyword Country	19. RapidKeyword 2.0.6
8. Keyword Intelligence	20. Site Build It!
9. Keyword Locator	21. TheDowser Pro
10. Keyword Results Analyzer, Wordtracker Version	22. Top Keyword Lists
11. KeywordDiscovery	23. Web CEO
12. Keywords Analyzer ver 4.24 with Google Bids	24. Wordtracker Keywords

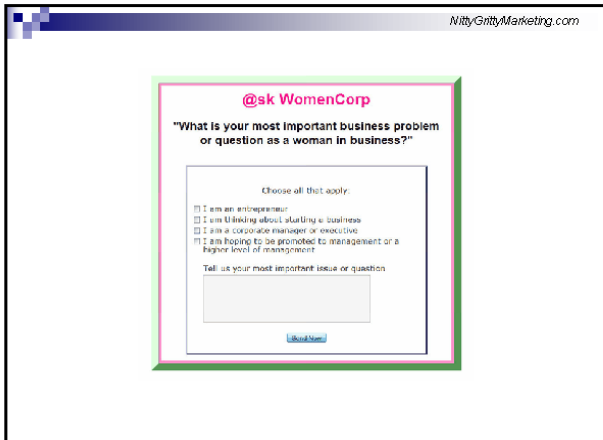
Source: WPizantPro.com

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"Flycatcher" Page Technique

- **Put up flycatcher page for the sole purpose of understanding the "why" behind the target audience**
- **Will help you further refine your niche**
 - Pianists, pianists by ear, gospel pianists by ear (can't go too far, though)





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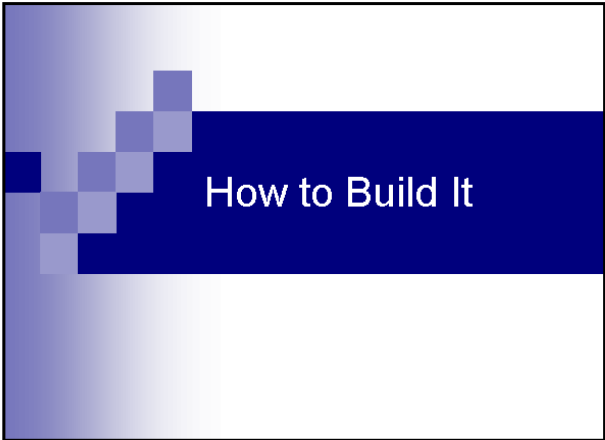
Example "Niche Networks"

- Activism: [Care2](#), [TakingITGlobal](#)
- Art & Design: [AmateurIllustrator](#), [Stuart](#), [Teapotters](#)
- Auctions: [biddingBuddies](#)
- Books: [LibraryThing](#), [Shelfari](#), [Tagabook](#)
- Cars: [CarDomain](#), [CarSpace](#), [Carster](#), [Motortopia](#)
- Clubbing: [AfterTheClub](#), [DontStayIn](#)
- Comics: [ComicSpace](#), [Hypercomics](#)
- Cooking: [BakeSpace](#), [GroupRecipes](#), [Open Source Food](#)
- Cycling: [BikeSpace.net](#), [velospace](#)
- DIY: [Curbly](#)
- Ethnicity: [BlackPlanet](#), [Koolanoo](#), [Quespasa](#), [WorldLounge](#)
- Fashion: [ShareYourLook](#), [Shoutfit](#), [Trendmill](#)
- Fitness: [ontri](#), [PlayLocal](#), [Trainee](#), [We Endure](#)
- Film: [Flixster](#), [Yamii](#)
- Football: [Joga](#)
- Gambling: [Gaambol](#), [Gottabet](#)
- Health: [DailyStrength](#), [OrganizedWisdom](#), [RealMentalHealth](#)
- Hunting: [TheHuntZone.com](#)
- Intelligence: [intellectConnect](#)
- Motherhood: [ConnectingMoms](#), [MommyBuzz](#), [MothersClick](#)

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Example "Niche Networks"

- Music: [Hip-Hop.net](#), [LinkedMusicians](#), [MakeOutClub](#), [MusicHawk](#)
- Neighborhood (GeoSocial Networking): [\(echo\)MyPlace](#), [My Neighbourhoods](#)
- Outdoor activities: [MyOutdoors.net](#), [Outdoorzy.com](#), [thoos](#)
- Parenting: [GottKidsNetwork](#), [Mint](#)
- Pets: [AnimalBuds](#), [Catster](#), [Dogster](#), [Fuzzster](#), [HAMSTERster](#), [Petster](#)
- Photography: [The Black Stripe](#)
- Politics: [essembly](#), [HOTSOUF.com](#), [MyBarackObama.com](#)
- Religion: [MuslimSpace](#), [MyChurch](#), [OakTreeIdea](#), [ShoutLife](#), [Xianz](#)
- Rugby: [RuggerSpace.com](#)
- Smoking: [SmokingPassions](#)
- Sports: [FanPage](#), [FanNation](#), [FanSpot](#), [Takkle](#), [SportsMates](#), [Ultrafan](#)
- Trainers: [CriticalSole](#), [Sneakerplay](#)
- Travel: [TravBuddy](#), [Travellerspoint](#), [TripConnect](#), [TripUp](#), [WAYN](#)
- Video games: [Gamervision](#), [The Great Games Experiment](#)
- Wine: [Bottletalk](#), [Cork'd](#), [Vinatori](#)



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How to Build Community

Solutions to consider


- **White Label**
 - Hosted Apps
 - Installed Apps / Scripts
 - Off-the-Shelf "MySpace" / "YouTube" Clones
- **DIY (Do-It-Yourself)**
 - Open Source / CMS Systems "On Steroids"
- **Enterprise Solutions**

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Hosted Apps

- <http://www.onesite.com>
 - **Example:** <http://www.hearandplaypeople.com>
 - Free Version, Basic (50/50 ad split), Ad Control, Enterprise
- <http://www.ning.com>
 - **Example:** <http://playpiano.ning.com>
 - **Example:** <http://gospelcity.ning.com>
 - Has business option, currently does not let you host app.


Hosted Apps



- <http://www.kickapps.com>
 - [Arena Football League Network](#)
 - [Justin Timberlake Fan Site](#)

- <http://www.crowdvine.com>
 - Offers social networking consulting (Integratable with existing site, users)

Hosted Apps



- <http://www.Me.com>
 - **Customizability (Snapp Tool)**
 - **Snapp Free (ad supported), Snapp Pro (no ads), Snapp Network (custom APIs)**

- <http://www.Magnify.net>
 - <http://hearandplayvideos.magnify.net>
 - **Very easy to set up; can share ad revenue**

Hosted Apps




- <http://www.goingon.com>
 - <http://hearandplay.goingon.com/>
 - **Free Network**
 - **Pro Network (no ads)**
 - **Pro Network with Ad Revenue Share**
 - **Corporate Premium Network**

- <http://www.peopleaggregator.com>
 - **3 Versions**
 - **Traditional Social Network** (i.e. – myspace, facebook)
 - **Meta-Network** (controlled by you, hosted by them)
 - **Download Version** (source code available, open APIs)

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Hosted Apps


- <http://www.collectivex.com>
 - Offers “group sites,” company intranets, and social network solutions.
 - Premium & Enterprise editions available
 - <http://hearandplay.collectivex.com/main/summary>



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Installed Apps


- <http://www.BuildACommunity.com>
 - Provides several cgi scripts (from “BAC Friends” to “BAC Gallery” to “BAC Homepage”)
 - Examples:
 - HuntNFish.com
 - Praise.com
 - PlanetThrive.com



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Installed Apps

- My Programmer
 - Younus Awan, <http://www.brainsoftpk.com>
(younus.malik@gmail.com)
 - Examples:
 - HearandPlayZone.com
 - WePlayGuitar.com
 - DecorateTogether.com
 - Yardost.com



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Content Management Systems

- [Drupal](#)
- [Joomla](#)
- [Mambo](#)
- [PostNuke](#)
- [Pligg](#)
- [Dolphin](#)
- [Elgg](#)

Compare CMS at:
<http://www.cmsmatrix.org/matrix>

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Where to go?

- [Rentacoder.com](#)
- [Guru.com](#)
- [eLance.com](#)

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Enterprise Solutions

- <http://www.LeverageSoftware.com>
- <http://www.lventa.com>
- [Five Across' Connect Community Builder"](#)
- <http://www.IntroNetworks.com>
- <http://www.SocialPlatform.com>
- <http://www.CollectiveX.com>
- <http://www.AffinityCircles.com>



Do's and Don'ts of Launching A Community

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Do's Of Launching A Community

- Understand Robert Cialdini's "*Weapons of Influence*" (Arizona State University)
 - Reciprocity
 - Commitment & Consistency
 - Social Proof / Validation
 - Liking
 - Authority
 - Scarcity



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Influencing Users to Join, Participate, Share, and Spend

- **Reciprocity**
 - People feel the need to reciprocate (to give in exchange) when they are given something for free.
 - Since many of the features of your community are free, when the time comes to buy a paid membership or course, most people will feel as though they owe you.
 - Give with no strings attached; no gimmicks.

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Influencing Users to Join, Participate, and Share

- **Commitment & Consistency**
 - Once we make a decision and that decision is validated by public affirmation, we rarely change our opinion (or else that would make us seem inconsistent).
 - Through public profiles and asking various questions that are answered and shown on each user's profile, you can get a user to commit publicly to an action.
 - Profile Example: "My Goal is to _____"
 - Following up and inquiring if they've stayed "consistent" with that action leads to compliance.

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Influencing Users to Join, Participate, and Share

- **Social Proof / Validation**
 - We decide what is correct by noticing what other people think is correct.
 - Especially in ambiguous situations, people tend to look at the actions of others to determine the appropriate mode of behavior.
 - "If everyone else is doing it, it must be correct."
 - (Testimonials, product endorsements, featured members are all social proof helpers).
 - Once you've reached a few thousand active members, they will provide social proof for new members (it can be challenging in the beginning).

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Influencing Users to Join, Participate, and Share

- **Liking**
 - We often say yes to people we know and like.
 - Communities allow one to build personal relationships and become transparent to their users.
 - Constant communication produces stronger comfort levels, familiarity, and history.

Influencing Users to Join, Participate, and Share

■ Authority

- People obey authority figures because they think authorities know more than they do about certain things.
- If you are the “face” of the community, you are automatically looked up to... you are the “celebrity.” Anything you say --- GOES!
- We are trained to respect authority.
- The fact that “X” number of users have joined your community boosts your *authority*.

Influencing Users to Join, Participate, and Share

■ Scarcity

- People frequently assign a higher value to scarce items and companies that offer membership products on a limited-time basis know that scarcity commands a higher price.
- Ideas: First “X” members become platinum for free. Once community reaches “X” number of members, this special “rank/privilege” will no longer be available.
- Service only free for a little while (or during “beta” period)... then it will cost to join but free members will be grandfathered in.

Don'ts Of Launching A Community

■ “Build it and expect everyone to come”

- There is an extremely powerful viral effect once you've built up a good couple of thousand active users. Getting this first generation of users is the main goal.
- They don't come on their own.

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Don'ts Of Launching A Community

- ***“Expecting everyone to be active on their own”***
 - There's an educational aspect required in the beginning (then social proof and user interaction kicks in).
 - Users must be educated on how they should interact. Don't assume they know what to do.
 - Show how to do key things using online training videos (camtasia) or little “help” pop-ups
 - Use Snag-It to demonstrate various areas of the site as screen shots with illustrative directions (basecampHQ does this).

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Don'ts Of Launching A Community

- ***“Expecting everyone to be active on their own”***
 - Be active yourself or hire someone to keep things moving in the beginning
 - Hot forum discussions (even controversial)
 - Encourage user interaction
 - Encourage user ownership (get them to commit by creating profile, posting blog notes, or creating groups).
 - Promote some type of contest and/or points/rewards system

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Don'ts Of Launching A Community

- ***“Controlling it to death”***
 - Web 2.0 = user control
 - Participation = sense of ownership / users embrace what they help create
 - Balance order but allow users to be free
 - Rule of thumb: Greater good for the greatest amount of users
 - Create environment where people feel comfortable participating
 - Controversy draws; don't be afraid to let some things go.

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Don'ts Of Launching A Community

- ***"Making it too complicated"***
 - I'm guilty of this sometimes
 - Too many features too fast vs. time-releasing
 - Too many choices / options

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Don'ts Of Launching A Community

- ***"Taking things personally"***
 - Don't take things personally
 - Users will talk
 - Don't feel offended by every little thing they say
 - Because of your authority, likeability, and rapport, other committed users will often come to the "rescue" to defend you, if necessary.



Technical Aspects of Running A Community

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Common Tasks

- Content Approval
- Forum Moderatorship
- Spam Removal
- User Engagement / Participation
- User Modification / Customer Support

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Servers / Hosting

- Dedicated Hosting Preferred

Availability/Reliability

- 99.9% (Three 9's) vs. 99.9999% (Six 9's)
 - 90% uptime = down 36.5 days / year
 - 95% uptime = down 18.25 days / year
 - 99% uptime = down 3.65 days / year
 - 99.9% (3 9's) uptime = down 8.76 hours / year
 - 99.99% (4 9's) uptime = down 52.56 minutes / year
 - 99.999% (5 9's) = down 5.256 minutes / year
 - 99.9999% = down 31.5 seconds / year

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Servers / Hosting (Examples)

- Rackspace: 99.9999%
- HostGator: 99.9%
- Godaddy.com: 99.9%
- Powweb: 99.9%

- Add servers as site grows

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Servers / Hosting

- Shared Servers
 - Not really recommended unless budget does not allow for dedicated servers in the beginning.
 - Can get you started but you'll definitely need to upgrade as you *push the envelope*.
 - With hosted apps, you don't have to worry about scalability (... what happens next).

User Engagement

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“Engagement”

Engagement marketing (a.k.a. -"participation marketing") is a marketing strategy that invites and encourages consumers to participate in the evolution of a brand. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs.

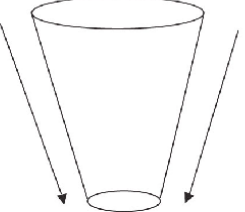
- Attempts to connect with users more strongly by engaging them in a dialogue, and two-way, cooperative interaction.
- Believes that people have an innate need to communicate and interact.
- Believes that people embrace what *they create*.
- Is centered around *transparency, interactivity, immediacy, facilitation, co-creation, collaboration (thus the "WEB 2.0 phenomena")*

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Engagement Funnel

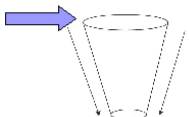
- Community membership is not an event, it's a process.

- Membership stages
 - Stranger
 - Passer-by
 - Lurker
 - Participant
 - Regular
 - Site Evangelist



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Engagement Funnel

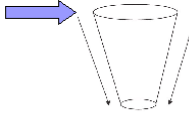


- From Stranger to Passer-by

- **Goal:** To make potential members aware of your community.
- **Definitions**
 - *Stranger* = person who has no knowledge of your community and the benefits it offers.
 - *Passer-by* = person who has received first exposure to your community, which sparks their interest, but doesn't join.

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Engagement Funnel

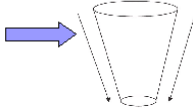


- From Stranger to Passer-by

- Focus on building content (or having it created for you) that will attract members and publicize that content (articles databases, press releases, social news sites, contributor to wikis, become editor at sites like about.com, etc.)
- New community: Write a regular newsletter highlighting your site and community.
- House already-written content in the public area of community so after prospective members read content, they can explore further features of site.
- Pose questions that require readers to visit forum to answer.

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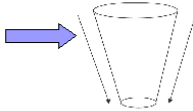
Engagement Funnel

➔ 

- From Passer-by to Lurker
 - **Goal:** Move the passer-by into the community areas of your site.
 - **Definitions:**
 - *Passer-by* = person who has received first exposure to your community, which sparks their interest, but doesn't join.
 - *Lurker* = users who've joined or entered community areas but merely read or observe ongoing discussions and activity without participating.

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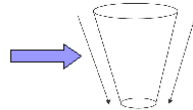
Engagement Funnel

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- From Passer-by to Lurker
 - Make sign up process very easy
 - Provide some type of online "premium" (prize/gift) that's only available to members.
 - Use in conjunction with scarcity principle.
 - First "X" members receive "XYZ"
 - Create "small steps" for encouraging participation
 - Post survey for them to fill out in community
 - Invite them to take part in forum discussions
 - Point people to your community through follow-up / autoresponder efforts.

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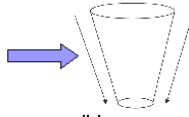
Engagement Funnel

➔ 

- From Lurker to Participant
 - **Goal:** Transform a passive reader/observer into a participant
 - **Definitions:**
 - *Lurker* = users who've joined or entered community areas but merely read or observe ongoing discussion and activity without participating.
 - *Participant* = someone who takes any action (examples: posts in forum, creates user profile, comments on another user's profile, participates in polls, etc.).

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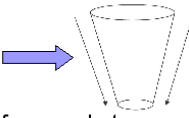
Engagement Funnel

■ From Lurker to Participant 

- Community should be as welcoming as possible.
- Send an e-mail to new members within 24 hours (welcome them, give them pointers on getting started, send them tips, suggest places they may participate, show videos on how to do various things, etc.).
- Make discussions as welcoming/accessible as possible. Have moderators that invite others' opinions so people feel like they can get in on the discussions. It shouldn't be "too" technical, "cliquish," or make people feel like they have to be a certain type of user to contribute.

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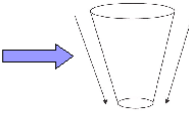
Engagement Funnel

■ From Lurker to Participant 

- Allow openings in discussions for people to add their thoughts / open-ended questions / what else do people think / if discussions seem dominated by "big shot" members, add something like "...ok enough of the philosophical stuff... any down-to-earth additions to this discussion ☺?"
- Encourage newcomers to experiment with their profiles... or engage them by sending a comment (reciprocity principle often causes them to send one back).

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Engagement Funnel

■ From Lurker to Participant 

- Encourage other community members to greet new members.
- Encourage sense of ownership by using words like "your profile," "your space," "your blog," "your home," etc.

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Engagement Funnel

- From Participant to Regular 


□ **Goal:** Encourage non-regular participants to become active "regulars" (with weekly/daily log-ins and constant interaction).

□ **Definitions:**

- *Participant* = someone who takes any action (examples: posts in forum, creates user profile, comments on another user's profile, participates in polls, etc.).
- *Regular* = someone who participates regularly, logs-in multiple times a week (if not daily), and interacts with a measurable amount of users (provides constant value for community).

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Engagement Funnel


- From Participant to Regular 

□ **Encourage user ownership**

- Heavily promote reasons for creating profile ("making it their own")
- Encourage/promote blogging (point out noteworthy user blog posts)
- Promote *groups* area ... encourage members to create their OWN group and the benefits behind doing so.
- All About Them... relinquish control!
- W.I.I.F.M. (*A user is always thinking "what's in it for me?"*).

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Engagement Funnel


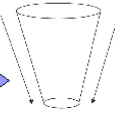
- From Participant to Regular 

□ **Solicit Help**

- Being over-efficient, at some point, will work against your community.
- Find things you DON'T do well, and let your members know that you need help in those areas.
- Give control of various areas to users who are interested. Expand these inefficiencies so members can step in and help (there is balance needed, however).

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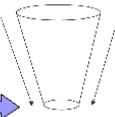
Engagement Funnel

- From Participant to Regular  

- Encourage users to write articles... their own column... their own newsletter (give moderatorship abilities to certain users).
- Connect people together by pointing out their similarities (either by some automated area on main page or by hand).

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Engagement Funnel

- From Regular to Site Evangelist  

- **Goal:** Encourage regular, active members to become site evangelists, sharing the site with others (as though it's their own).
- **Definitions:**
 - *Regular* = someone who participates regularly, logs-in multiple times a week (if not daily), and interacts with a measurable amount of users (provides constant value for community).
 - *Site Evangelist* = highest level of user ownership; is a regular who shares site with others; refers to community as a "family"

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Engagement Funnel

- From Regular to Site Evangelist  

- Make it easy for members to pass on site (address book importing, "pass it on" links by video, audio, written content).
- Give users links and banners to promote their "PROFILE" --- "Visit my other profile at HearandPlayZone.com"
- Give them their own website:
 - Url: www.YourSite.com/pages/Username



Why Some Communities Fail

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Why Some Communities Fail

- **Wrong Niche**
 - For example, hard to get people together to throw a "pity party" (divorcees, people who have been discriminated against, etc) unless the key focus is empowerment. Otherwise, it's a post-your-complaint site.
 - Niche involves sensitive information?
 - Private condition / negative stigmatization
 - Overcrowded? Already too many communities in the niche?

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Why Some Communities Fail

- **Wrong Approach**
 - Getting entrepreneurs to share their top strategies vs. getting entrepreneurs to share lifestyles, dreams, goals, like-mindedness.

Why Some Communities Fail

■ No Initial Momentum

- No strong efforts to attract first couple of thousand "ACTIVE MEMBERS"
- "If you build it, they will come" myth

Why Some Communities Fail

■ "Seeding" Problems

- **Seeding** = The initial drop of information/content that will attract people.
 - Just enough information to attract people to the site and allow them to build on whatever you have.
 - **Not enough seeding?** People will initially come but see there is nothing and quickly leave.
 - **Overseeding?** People will initially come but quickly get overwhelmed with the amount of content there, and feel that they cannot contribute as a result, and leave.
 - Social proof works similarly

Why Some Communities Fail

■ Failure To Push A Certain Amount Of Members to "Evangelist" Stage

- **Pareto Principle** ("The Law of the Vital Few")
 - 20% of users will be responsible for 80% of activity
 - Probably more like 10% / 90%
 - Will vary but the distribution will be strikingly close.

Why Some Communities Fail

■ Missing Personality

- While a particular “personality” is not required, it certainly helps in the beginning stages.
 - More personable
 - Users feel like they can contact you personally
 - *Personalities* can persuade action by simply “asking”
 - Authority Principle (Cialdini)

Next Week

- **How to integrate the community model** with current internet marketing strategies (newsletters, autoresponders, testimonial-generation, teleseminars, salespages).
- **A behind-the-scenes look** at the evolution of my community (month-by-month).
- **How to plan a pre-launch and sign up tons** of users in your first 7 days level
- **How to use the community model to grow** your membership subscriptions.
- **How I got over 70,000 members** (*and growing*) in 15 months without spending more than \$500 on advertising.

Questions & Comments

- Click on this week’s teleseminar link and type your questions and comments in the form at the bottom of the page.
- Visit testimonial page to leave your written, audio testimonial, and photo if you’ve already gotten some great ideas, breakthroughs, or helpful insights from this week’s video training (I’ll publish your comments on NittyGrittyMarketing.com site, coming soon).