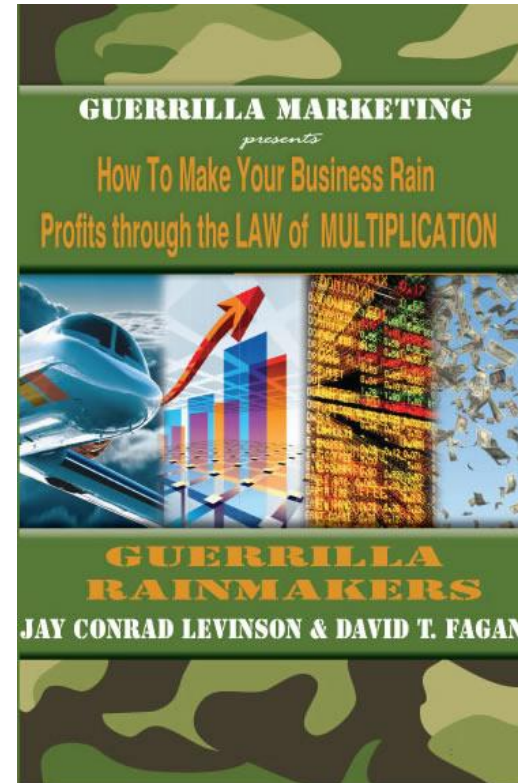




INFUSIONCON 2010



**CLONING YOUR MESSAGE BECAUSE
YOU CAN'T CLONE YOUR SELF**

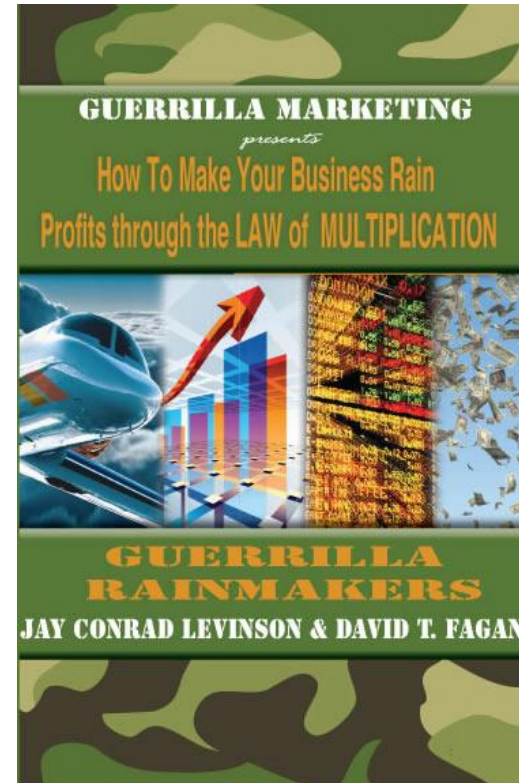
INFUSIONCON 2010



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INFUSIONCON 2010



**CLONING YOUR MESSAGE BECAUSE
YOU CAN'T CLONE YOUR SELF**

STORY OF SAM



JAY LEVINSON



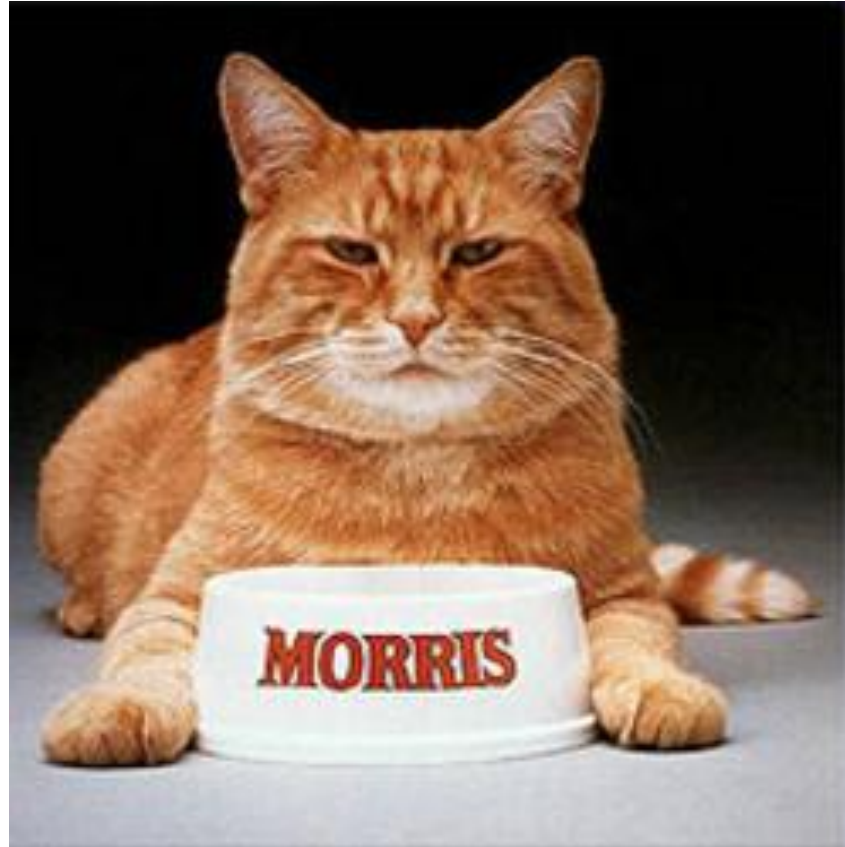
JAY LEVINSON



JAY LEVINSON



JAY LEVINSON



25 YEARS OF GUERRILLA MARKETING



62 LANGUAGES GUERRILLA MARKETING

Guerrilla masoko

guerilla bemarking

guerrilla turundus

sissien markkinointi

maketing geriya

партизански маркетинг

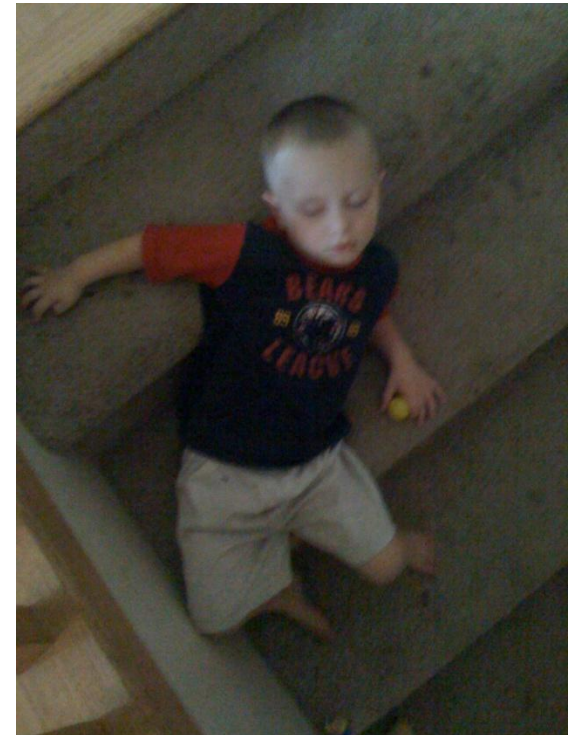
MY FAMILY



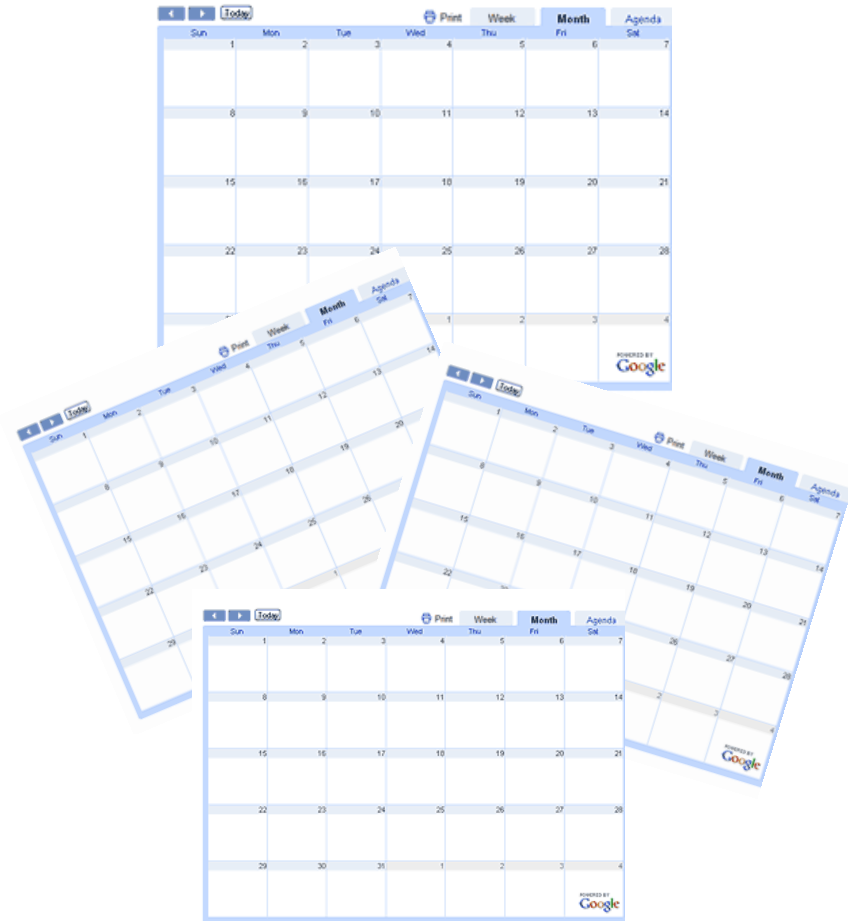
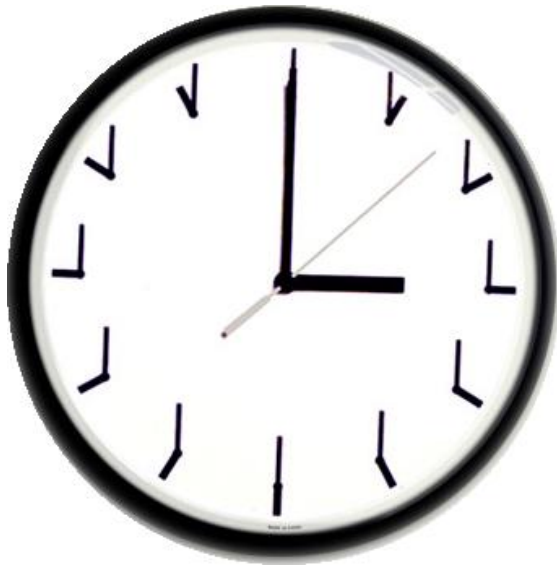
SPORTS



SMALL MOMENTS



ADD ONE HOUR A DAY



COLORED TIME

- **GREEN**
- **RED**
- **BLACK**
- **BLUE**

SOME PEOPLE JUST GET MORE DONE

Law of Multiplication – Marketing and Selling one message multiple ways, multiple times, to multiple people.

SOME PEOPLE JUST GET MORE DONE

Guerrilla Rainmaker – One who uses the Law of Multiplication to create profits through every situation and relationship.



#4 SOCIAL MEDIA SOCIAL BROADCASTING

More than just Social Media

Infusionsoft SM Sequences for Social Broadcasting

twitter



facebook



Linked in

Infusionsoft

plaxo

flickr



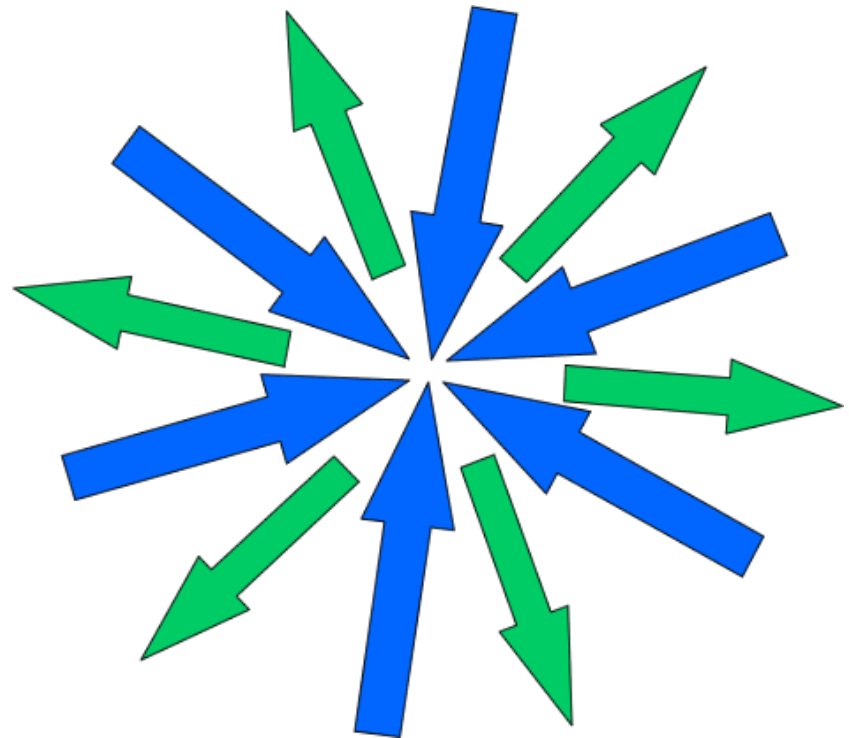
SALES FUNNEL VS. LEADS FUNNEL



#7 STRATEGIC PARTNERSHIPS

Networkers, Promoters, Affiliates, JV's

Who do you know?



Who do you know **who** knows who **you** want to know

MORE LEADS THAN YOU CAN EVER HANDLE!

Do you have a (fill in the blanks)?

How would you rate them on a scale of 1-10?

If you 7 or better can you use their name in contacting them?

If 6 or less they still need some one



MASTERMIND



TWC MASTERMIND

DISCOVERING MY CHANGES



Learning from others



VIP PASS TO OUR SUITE TONIGHT

#8 TESTIMONIALS & ENDORSEMENTS

New Rules

Results May Vary

Results Are Not Typical

Disclaimer for Typical Results



DISCLAIMER

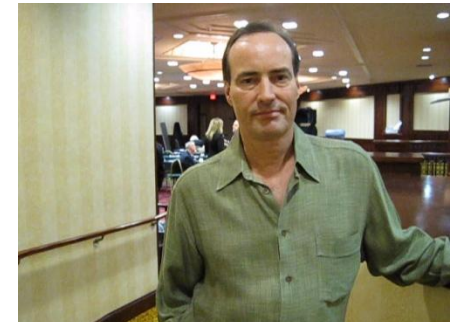
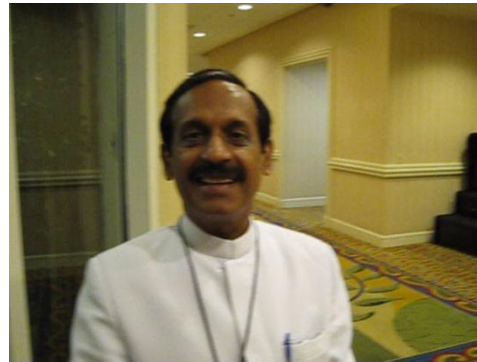
“I love David and his system. Thanks to him, my business is much more profitable.” ~ Lee Goff

DISCLAIMER:

After surveying our clients, of the 20% that responded, 90% used the product.

100% of those people experienced an increase in profits. If now is not a good time for you to grow your business and you won't even open the product, please do not purchase.

SURVEY



#8 TESTIMONIALS & ENDORSEMENTS

Women

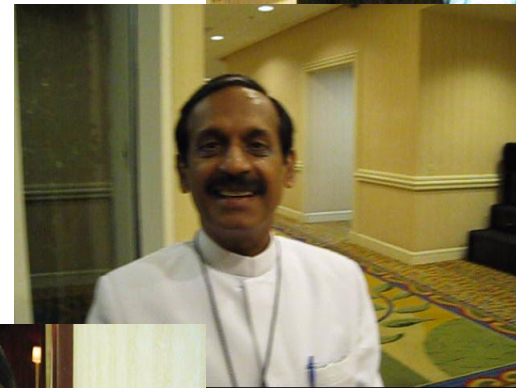
Accents

Women with Accents

Celebrity

Expert

Everyday People



CHANGE

Who – You sell to



What – You Sell



How – You Sell



WILL YOU CHANGE?

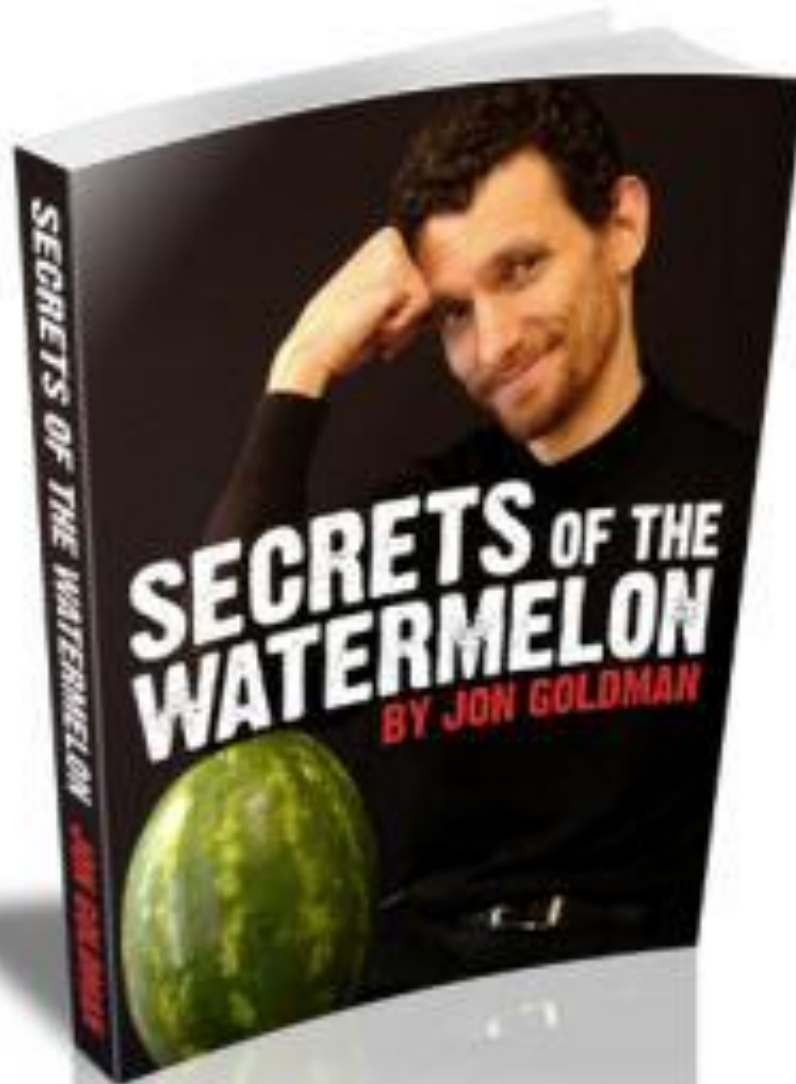




THE HOLY GRAIL OF GUERRILLA RAINMAKERS IS..



CHANGE HOW YOU SELL



3/16/2010

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SELF MAILING TRASH CAN

★ **50%** ★
response rate



ICONBUILDER@DAVIDTFAGAN.COM



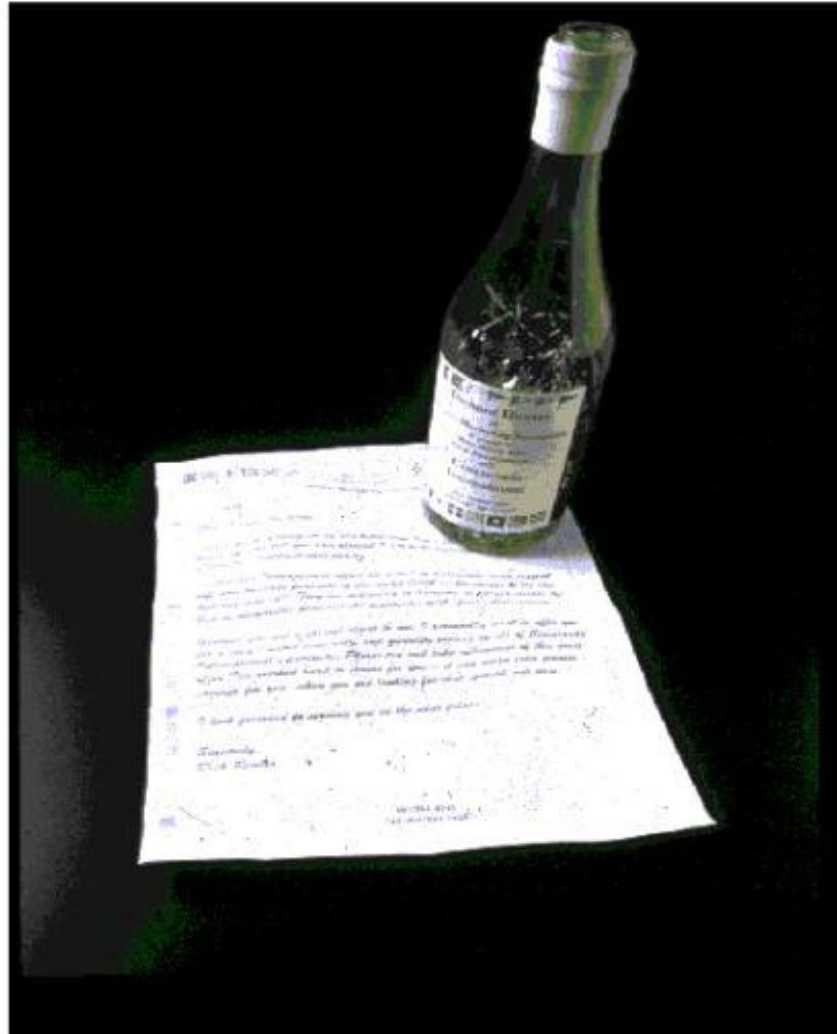
BANK DEPOSIT BAG

50% response rate



SELF MAILING COCONUT

ICONBUILDER@DAVIDTFAGAN.COM



MESSAGE IN BOTTLE

DRIVE TRAFFIC ONLINE TO OFFLINE





BLACK & DECKER
EVERYONE IS A WINNER!
You could be a ...
Grand Prize Winner
www.blackanddecker.com/win

HOW TO PLAY: April 1st - April 30th, 2010
www.blackanddecker.com/win
and hold the #WebDecker™
up to 1000 computer screens
to reveal your prize!

For purchase necessary to win. For rules & regulations visit www.blackanddecker.com/terms or call 1-800-4-A-DRILL. Sweepstakes ends 4/30/10. ©2010 Black & Decker. All rights reserved. Black & Decker is a registered trademark of the Black & Decker Corporation. All other trademarks are the property of their respective owners.

DRIVE TRAFFIC ONLINE TO OFFLINE



WEAPONS



WEAPONS



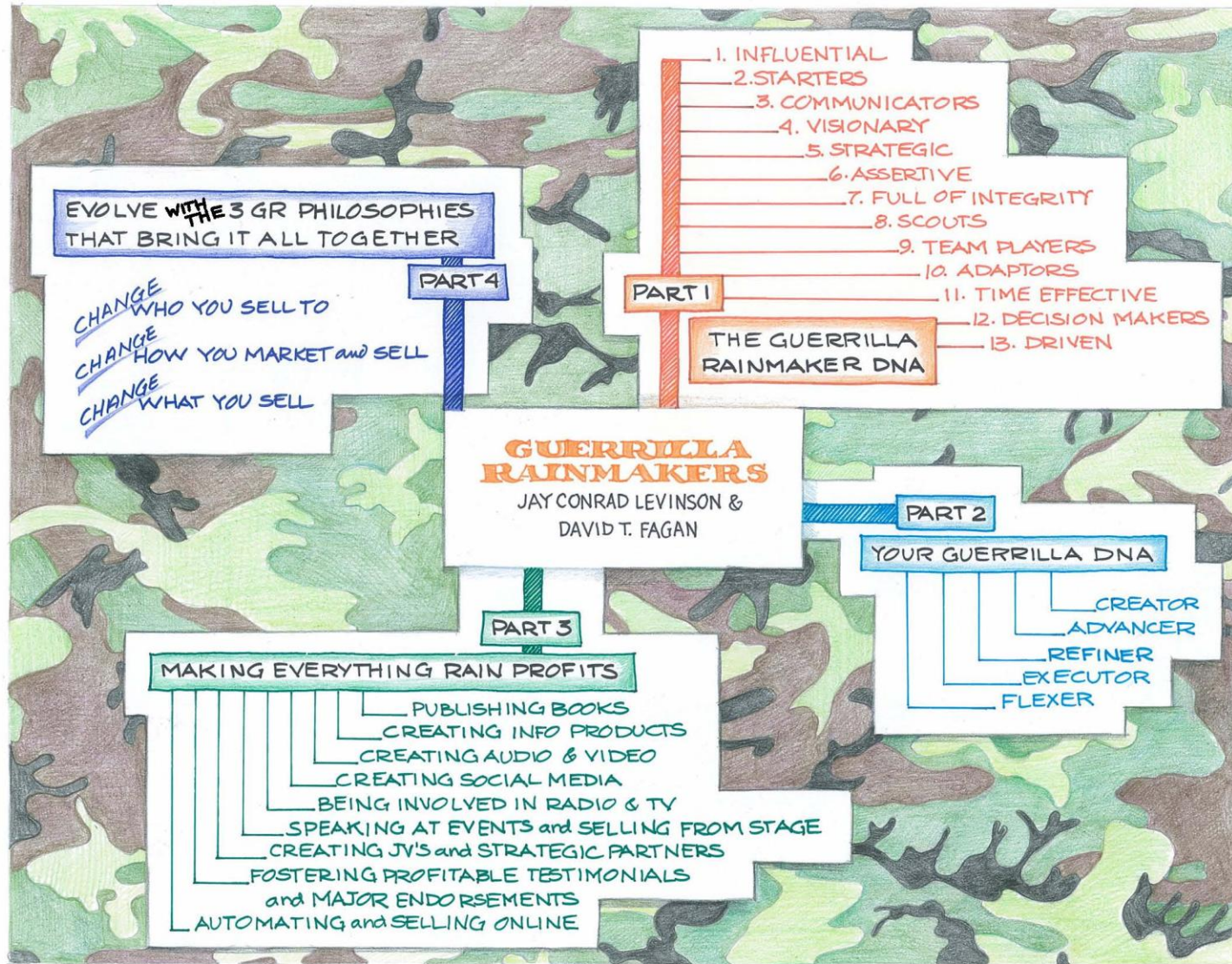
WEAPONS



GUERRILLA RAINMAKER COURSE

- **HOW TO GET A BOOK GOING**
- **THE 2 FUNDAMENTAL KEYS TO MAKING YOUR BOOK WORTH SOMETHING AND STANDOUT**
- **BEST 100 BUSINESS BOOKS OF ALL TIME**
- **6 REASONS GR'S PUBLISH**
- **4 BEST TOOLS TO GETTING PUBLISHED PROFITABILITY**
- **4 COMPONENTS OF SUCCESSFUL WORKBOOKS**
- **4 COMPONENTS OF EFFECTIVE FORMS**
- **4 COMPONENTS OF GREAT FORMULAS**
- **4 COMPONENTS OF AMAZING DIAGRAMS**
- **2 TYPES OF PRODUCTS THAT YOU NEVER WOULD HAVE THOUGHT TO BE INFO PRODUCTS THAT MAKE MILLIONS AND I GUARANTEE OUR IN YOUR HOUSE RIGHT NOW**
- **6 COMPONENTS OF AUDIO AND VIDEO**
- **TOP 34 SITES TO POST VIDEO ON**
- **TOP 5 PROS AND CONS OF SOCIAL MEDIA**
- **5 WAYS GR'S USE SOCIAL MEDIA**
- **TOP 3 SOCIAL MEDIA SITES**
- **47 OTHER SOCIAL MEDIA SITES AND WHY YOU WOULD USE THEM**
- **3 MAIN WAYS TO GET INVOLVED WITH RADIO AND TV**
- **BIGGEST MISTAKES MADE IN RADIO AND TV**
- **5 THINGS TO DO TO REALLY CAPITALIZE ON RADIO AND TV**
- **10 POINTS FOR THE PERFECT CLOSE FROM STAGE**
- **8 ITEMS TO HAVE ON THE PERFECT ORDER FORM**
- **4 WAYS TO USE "PEOPLE POWER" AND BUILD AN "ARMY OF ALLIES" (AFFILIATES)**
- **4 WAYS A GR USES TESTIMONIALS AND ENDORSEMENTS**
- **10 MAJOR SETUPS FOR OBTAINING PROFITABLE TESTIMONIALS AND MAJOR ENDORSEMENTS (T&E)**
- **14 POWERFUL T&E'S THAT ARE UNDERRATED OR FORGOTTEN**
- **5 THINGS TO TRY TO GET BETTER RESULTS FROM YOUR T&E**
- **5 WAYS TO BUILD THE 24/7 WEB EMPLOYEE AND WHY EVERY GR HAS TO**
- **3 TOP TECHNOLOGIES USED FOR AUTOMATION**
- **3 BIGGEST PITFALLS OF AUTOMATING AND HOW TO AVOID THEM**
- **7 SPECIFIC THINGS TO AUTOMATE 3 THINGS AND WAYS YOU SHOULD BE CONSTANTLY CHANGING YOUR BUSINESS**
- **6 COMPONENTS TO SUCCESSFUL RADIO & TV**

GR MIND MAP



FIND ME AT...

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ICONBUILDER@DAVIDTFAGAN.COM



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