FirstWebFormula Copyright 2010 | SuperFastBusiness

- **WHY?**
  - Leverage
  - low cost
  - portable
  - opportunity
  - passive
  - outsource
  - digital
- **Mindset**
  - **Goals**
    - intention
    - desire (reason why)
    - know (what it looks like)
  - **Filters**
    - ask better questions
    - solve a problem
    - people already doing it
    - affinity
    - integrity
    - value
    - recurring
    - back end
    - legal
    - business mind
    - organizing
    - consumer
    - events
  - **Inbound Learning**
    - Attitude
      - be like water
    - Action
      - spend
      - right things 80/20
      - focus in more out
  - Friends...
  - Responsible
- **SYSTEMS**
  - **Support Desk**
    - support bliss
  - **Project Management**
    - basecamphq
    - 99designs
  - **Cart**
    - gaincart
    - **Upsells Downsells**
    - **Payment**
      - paypal
      - merchant
      - cards
    - **Affiliate**
      - pay affiliates
      - tracking
      - clients
      - another
  - **CRM System Autoresponder**
  - **Email Management**
    - gmail
  - **Financial Dashboard**
    - accounting
    - sales tab in gmail
    - cart export
  - **Office Equipment**
    - **Chair**
    - **Whiteboard**
    - **PC stand**
    - **Security**
    - **Flip HD**
    - **Tripod**
    - **Microphone**
      - podcaster
  - **Webinar Software**
    - GoToMeeting
  - **Survey System**
    - survey monkey
  - **Internet Connection**
    - fastest possible
  - Templates
    - canned messages
    - checklists
  - Timer
    - blogs
    - single tasking
  - **Computer**
    - **mac software**
      - **things** (dash storage)
      - **timeindmags** (pkming)
      - **firefox** (Speed Dial ...)
      - **1Password** (passwords)
      - **iSkySoft** (convert video)
      - **MarketSamurai** (keyword research)
      - **Kompozer** (edit sites)
      - **Skype** (communicate / conate)
      - **Audacity** (rerate MP3)
      - **pages** (ascrPDF's)
      - **Keynote** (presentations)
      - **Screenflow** (record screen)
      - iCal
    - **HP**
      - 1GB processor
    - **Backup hard drive**
      - (wire online)
    - **Planar**
      - **External screen**
        - 24 inch
- **Business Models**
  - domaining
  - blogging
    - expert
    - news reporter
    - underground auto
  - affiliate
    - poorbce
    - bonus
    - backend
    - direct
    - blogs
    - cpa
  - product sales
  - local business
  - membership sites
  - list building
  - workshops
  - speaking
  - consulting
  - jv
    - equity stake
    - royalties
    - profit percentage
  - lead generation
  - services
    - product launches
    - seo
    - setup
    - hosting
    - research
    - ppc
    - websites
    - marketing
    - coaching
    - testing
    - Design
    - programmer
    - Virtual assistant
    - surveys
    - workshops
  - broker
  - flipping
  - PLR / RESELLER???
  - webinars
  - licensing
- **Marketing**
  - **Brand / creative**
    - **Design**
    - **Image**
    - **SCAMPER**
      - substitute
      - combine
      - adapt
      - modify (desert ...)
      - put to other purpose
      - eliminate
      - reverse
  - **Supply Strategy**
    - **Outsource**
      - Innovate
      - PLR
      - JV
      - Buy existing
  - **Intel / Research**
    - **Keywords**
      - Market Samurai
      - Google Keyword Tool
      - forums
      - magazines
      - survey
      - wikipedia
      - wonderwhat
      - insights
      - keyword spy
      - keycompete
      - ajrfu
      - modifiers
        - broad
        - geo
        - how to
        - stop
        - indica
        - buy
        - prevent
        - phrab
        - basic
        - scope
        - coupon
        - team
        - tutorial
        - video
    - **sites**
      - seo reader
      - (same search
      - angelsnight.com
      - google
      - notify me
      - winner alert
    - **Competition**
      - compete.com
      - alexa.com
      - google
      - spyfoxcast.com
    - **Offers**
      - clickbank
      - marketplace
    - other problems
    - What is your message?
    - **Sales Message to Market**
      - **Who, What, Why, How Much, What should I Do Now?**
      - **Copywriting**
        - risk reversal
        - testimonials
        - headline
        - sup
        - call to action
        - wham why
        - easy magic proof
        - spin
        - bonus
        - guarantee
        - proof
        - bullets
        - so what
        - make conflict offer
        - mystery
        - scarcity
        - think like a fish
- **Content**
  - name products!
  - **Book**
  - **BLOG**
  - **Free Video lessons**
  - premium video content
    - flip
    - iphone
    - stock
    - camtasia
    - screenflow
    - powerpoint keynote
    - ezs3
  - **Webinar**
    - gotowebinar
  - **Teleseminar**
  - **Images**
    - original
    - stock
    - panoramic
  - **Sounds**
    - garageband for skype
    - call recorder
    - iphone
    - podcaster
  - **Articles**
    - outsourcing
  - **Software**
    - gip
    - Programmer
  - **Press Releases**
  - **Mindmaps**
    - mindmaps
    - biologic
    - mac
  - **PDF Reports**
    - open office
    - word
    - Whitepaper!
  - **Recurring Membership**
    - **High End mentoring**
    - **Tools**
    - **Coaching Community**
    - **Mastermind Group**
  - **TV**
  - **Radio**
  - postcards
  - **Product Launch Team**
    - **Home Study**
    - **Workshops**
    - **Online Course**
      - **Niche 1**
      - **Niche 2**
      - **Niche 3**
      - **Niche 4**
      - **Niche 5**
  - Services
    - paypal
    - stripe
  - Intern
- **Traffic**
  - **Email list**
    - FREE >> Squeeze >> Relationship >> Sales >> Resell
    - lightbox
    - exit grab
    - bottom slider
    - plain v. html
    - close to blog
    - conversational
    - two step
    - automation
    - split test
    - check unsubs
    - formatting wrap
    - in line form
    - return emails / support
    - tracker
  - **Joint Ventures**
    - **JV Managers**
    - **Design**
    - **List Swap**
    - **Thank you page swap**
      - sell theirs first
  - **Speaking**
    - **Speakers**
    - **Promoters**
  - **Press Release**
    - prweb
    - prleap
    - newswire99
  - **Affiliate Manager**
    - **Affiliates**
      - manager
  - **PPC**
    - Adwords
    - Yahoo
    - Bing
    - Matchbox
    - Adbrite
    - 7Search
    - Bannerx
    - Search
    - Negative List
  - **SEO**
    - directories
      - boots
      - jwest
      - Yahoo
    - search engines
    - articles
    - blog comments
    - forums
    - rss submission
    - Pinging
      - feedage
      - feedburner
    - on page
      - content
      - description
      - title
      - tags
      - head
      - link text
    - blogs
      - article underground
      - jonas viscera
    - TubeMogul
  - **Video Marketing**
    - **YouTube**
    - **Viddler**
    - **Traffic Geyser**
    - hypepeed
  - **Social Media Team**
    - bookmarking
      - socialmarker
      - contentagent
      - onlywire
      - digg
      - propeller
      - stumbled
      - bookmarkindexer
      - furl
      - mixx
      - delicious
    - **Friendfeed**
    - **Twitter**
    - **Facebook**
    - **Linkedin**
    - **Social Media**
      - hubpages
      - squidoo
      - zumbo
      - wordpress
      - webnote
      - weebly
      - hubfy
      - wikidot
      - quezilla
      - linkedin
      - tinyurls
  - **Articles**
    - submityourarticle
    - SFarticleunderground
  - **Paid Traffic Team**
    - **CPA**
    - **PPC**
    - USWeb Ads
    - Classifieds
      - Craigslist
      - Podcastfeed
    - Audio
- **Web Team**
  - **Web Designer**
    - **Wordpress**
      - theme
        - Twitteolicio / twoi
        - free
        - developer
      - plugins
        - akismet
        - external links
        - tail changes
        - podcasting tag
        - no follow
        - seo friendly images
        - easy bookmarks
        - subscribe to comments
        - thesis open book
        - hp simulator
        - ref another related posts
        - fb widen
        - no ref page
        - finalbar
        - database backup
        - wordpress.org/extend/plugins/
      - permalinks
        - ping fm
        - feedburner
      - step out
        - post
        - pages
        - attachments
        - links
        - pages
        - categories
        - media posts
        - recent comments
        - categories
        - headline
        - tags
        - posts
        - podcast
        - images
        - video
      - widgets
      - comment
      - advanced
        - agent capture
        - no fund upload
        - setup dates
        - no submit
        - template hacks
        - analytics
        - datafeed
        - twitter automation
        - autolink affiliate
        - external links
        - better conversions
        - confirm spoofs
        - cjb integration
        - no follow changer
        - edit post
    - **Backup**
      - spare harddrive
      - external site DVD
    - **Maintain**
      - Domain renewal
      - backup
    - **Hosting / Domain**
      - greenfeet
      - dedicated
      - Amazon S3
      - SEO hosting
      - index file protection
      - php or cgi-bin
      - C Panel
    - **Tech Support**
      - **Split testing**
        - optimizer
      - **Video**
      - **Analytics**
        - cfbf3 /cgi
        - click tale
        - Google
        - Webalizer
        - exit gambler
      - **Programming**
    - theme creator
      - hemer
      - lightbox
      - slider
      - squared!