

Speed To Market

**Accelerated
Cash Flow
Authoring
And
Business
System**



Helping You Create Your Legacy

<http://www.awakentheauthorwithin.com>



Helping You Create Your Legacy

Publisher Data & Legal Information

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Every attempt has been made by the author to provide acknowledgement of the sources used for the material in this book.

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Biography – Glenn Dietzel, CEO of Awakened LLC

Imagine having a V.P. of a Fortune 100 company phone you on your home phone demanding to speak with you.

Not only did Adobe Corp phone Glenn Dietzel, but Book Surge (now owned by Amazon.com), consultants to two Vice Presidents of the U.S., and leaders in just about every niche market today seek out this former Vice Principal's coaching.

Glenn has been involved in JVs that have produced over 1.2 billion in revenue with their clients over the past 7 years. Top CEOs and entrepreneurs hire Glenn for personal mentoring with his focus on rapid authoring and business execution.

Glenn offers the first in the authoring and publishing field, instant access to a New York Publisher with his focus on entrepreneurial authoring, a system to help clients build the most expensive programs while they author their own books. Many of Glenn's clients have hit the best-seller lists, including Joel Comm who went to #5 as a NY Times Best Seller.

If you are ready to challenge your assumptions about success, and ready to experience the new science of influence and lead generation where you will discover a system to eliminate your competition in less than three minutes and ethically compel your ideal clients to choose your forever, you will be glad that you met Glenn Dietzel.



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How To Practically Guarantee Your Thoughts Will Make You Obscenely Wealthy

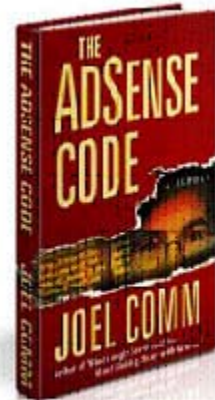
'Speed To Market' Accelerated Cash Flow Authoring And Business System

Objective: How To Transform An Idea Into A Recommendation Where Your Ideal Clients Choose You For Forever As The Thought Leader Of Your Niche!

One of our over 1,800 Case Studies...

"The effectiveness in terms of the revenue that my business is earning has increased exponentially. **Having Glenn as my coach has changed things dramatically** - I have a more effective and efficient business model. I can't recommend Glenn's coaching strongly enough."

—Joel Comm, NY Times Best Selling Author



NOTE: This is NOT another writing course. This is a rapid authoring program focused on creating integrated online and offline systems to dominate your niche with the subtext—how to create an entrepreneurially sound book. (Refer To The Appendix.)

The Focus For Tonight's Call

1. Discover the new science of lead generation and influence.



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2. How to use the Expert Positioner Software to reframe what you do as you create your own entrepreneurially sound book and at the same time build a business within your book to do one of the following:

1. _____.
2. _____.
3. _____.

Before I Tell You What To Do, You Must See What This Looks Like.

**→Speed To Market Principle←
'You Only _____ What You _____.'**

Examine the following website <http://AuthorAndGrowRich.com> as an example of the only system today that integrates the online and offline worlds and leverages Milgram's Law and Zipf's Law.

NOTE: This system integrates your viral eBook, physical book case-study driven curriculum continuity program using the power of customized free reports. Our clients are guaranteed instant access to a New York Publisher. Refer to the Appendix for an overview of this system.



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What Does An NDA Consultation Look Like?



Here's The Problem

Over _____ of business owners fail to make a _____. And the new business reality in the Recommendation Age requires this to be so!

Let's Reframe The Problem

Not only do people NOT _____, but they do NOT _____!

Here's The Solution

Research shows that the best lead generator is a _____ connected to a _____ using the _____ of _____.

Definition Of The Information Age

The Information Age is characterized by these two basic feelings or attitudes as characterized on the following page:



Definition Of The Recommendation Age

Two Fundamental Laws Of The Recommendation Age

1. Milgram's Law:

2. Zipf's Law:



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Key Definitions For The Recommendation Age

- Knowledge = _____ + _____
- Wisdom = _____ + _____

Only Three Things That Can Be Learned Or Taught In The Recommendation Age (Just ASK™)...

_____ / _____ / _____

How To Create Your System To Solve A Specific Problem In The Market Place

→Speed To Market Principle←
'To Control Markets You Must Create Your Own _____
With Your Own Unique _____.'

Even though we live in a jaded, cynical and overwhelmed society, your market place wants this more than ever from you: a _____, _____ authenticated _____ / _____ to believe in.

Another way of saying this is this: in The Recommendation Age your target market wants your _____ and your ability to _____.

This presupposes that you have a well developed system.

A good system will allow you to incorporate these two principles:

1. _____
2. _____

When considering how to build your own system, take note of what Thomas Edison said about the difficulty of creating a unique idea and what to do about it...



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How To Focus Your Thinking For The Recommendation Age

_____ → _____ → _____ → _____

10 Speed To Market Principles For The Recommendation Age.

1. Speed To Market principles are fundamentally about turning an _____ into dividend _____.
2. Greater _____ will NOT get you better results.
3. Writing is the _____ part of _____.
4. A person's quick perception of you is their _____.
5. You look within for _____; you look without for _____.
6. Cash flow is dependent on _____ your business funnel. It's much easier to sell a \$5000 or \$10,000 program than it is a \$500 program.
7. He/she who _____ the greatest controls _____ today.
8. It's not the _____ that is crucial, but the _____ of the idea that is critical.



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9. As important as _____ is in the Recommendation Age,
_____ is not king; _____ is everything
10. Your success as an infopreneur is not based on the deliverance of
_____ but on the transference of _____.
-

One of our over 1,800 Case Studies...

“Glenn Dietzel coached me before a live global audience to help me fast write my book. Not only did my book get picked up by a New York Publisher but most importantly he helped me create the business systems to sell the most expensive programs in my niche and I just sold 15 of them in less than one week between \$2,000 and \$5,000 for each.”

—Ken McArthur, Best Selling Author, *The Impact Factor*



Eliminate Your Competition In Less Than Three Months And Cause Your Ideal Clients To Choose You...Forever!

→Speed To Market Principle← 'Think 'Speed To Market' Business Plan'

Here are the most empirically sound questions and in what order to ask them to bring your laser focused clarity for your business.

A system to integrate your _____ and _____ with the voracious wants of a hungry market, but positioned around their _____ of what your competitors are NOT doing.



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16 questions to reframe what you are doing to fast create a business plan that truly reflects a perfect _____ to message _____:

These questions represent the correct combination of _____ and _____ questions.

→Speed To Market Principle←
‘You look within for _____; you look without for _____.’

One of our over 1,800 Case Studies...

“Glenn Dietzel helped me to reposition my manuscript into an entrepreneurially sound one and get this published with a New York Publisher. Today I use my book to consult clients into high ticket programs—the most expensive ones in my niche.”

—Drew Miles, Zero To Success, Sabastian, Florida



The Power Of The Expert Positioner Software

→Speed To Market Principle←
‘She/He Who _____ One’s Market Place The Most Profoundly Controls Market Share _____.’

Use the Expert Positioner Software to naturally reframe what you do.

Three critical principles to understand about how to deliver emotion in the Recommendation Age:



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1.

2.

3.

Google the number of free reports in the market today. Use the terms 'free report' and 'free reports'. How many do you notice?

Now Google the terms, 'customized education' or 'customized free reports'. What do you notice?



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**→Speed To Market Principle←
'The Science of Reframing begins by controlling the
questions that your target market asks.'**

**Here is what you must know about the Science of Reframing
And What The Expert Positioner Software Will Do For You
And Your Business**

**Use The Expert Positioner Software System To Instantly
Reframe What You Do That Perfectly Matches What Your
Ideal Clients Want:**

1. Remember _____ Law.
2. This is the foundation for the Entrepreneurial Authoring and a full fledged _____ marketing system.
3. Develop _____ thinking on the fly—You must be _____.
4. Ensure you have a perfect _____ to _____ match.
5. Reframe what you do in light of your target market's _____
_____.
6. Engage your target market by reframing what you do from an
_____ stand point. 'Your first job is to _____ the
_____ of your target market.'—GK Chesterton.

**→Speed To Market Principle←
'Back End Control Of A Market Is Complete When You
Integrate Your System And Your Unique Languageing.'**



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What the Expert Positioner Software Will Do:

1. Provide your target market _____ that you want your target market to ask your _____. Remember, you control markets by controlling the questions that they ask. In fact, you become the _____ of your _____.

2. Automate your _____ and _____ and turns warm _____ into hot _____.

3. Create a _____ (free reports or free report Google—4 million today). Be the first in your industry to do this. Remember Zipf's Law.

4. Reframe what you do by not only teaching your target market the _____ they should be asking of you _____, but tailoring what you do from your target market's negative perception.

5. Build your _____ automatically—The Expert Positioner Software is tied directly to Aweber.

6. Convert you ideal clients into your highest end _____ and _____ immediately. The software will redirect automatically your target market after they request their customized free report and submit their _____.

7. Drive them into your next _____. The software is focused on high end conversions of greater than 30% into high end programs and services including \$5K, \$10K and higher. Remember, cash flow is critical to your business.

8. Integrate your _____ and your own unique _____ to control your target market on the back end.



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9. Repurpose the _____ from your customized free report into a _____, a Video Case Study Driven _____ Program, and a _____ book where we give you instant access to a New York Publisher.

10. Automatically drive them into a _____ program if not ready—and a _____ follow up system that runs 24/7 without any action on your part.

And most importantly...the Expert Positioner Software does this: it communicates a powerful emotional component to your marketing. The Expert Positioner Software provides a _____ that allows your target to feel it's _____ more profoundly than any system created on the market today.

Three Minute Writing Exercise

- How will having an entrepreneurially sound book help you both personally and professionally?
- Use the following words...
 - Credibility, Value, Recognition

Now gain laser focused clarity for your thinking by turning the question into a RAW Stem™. The RaW Stem™ looks like this: _____

How To Use The Genealogy Trees (Refer To The Appendix.)

→Your Homework Immediately After This Call←

1. Review your notes immediately after the call and commit to re-listening to the audio of the call within 24 hours.



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2. Go to <http://AuthorAndGrowRich.com> and witness for yourself how to put an integrated marketing system in place using a viral eBook and a physical book. And...Discover how to eliminate your competition in less than three minutes and cause your ideal clients to choose you—forever! The Expert Positioner Software System is the only software system designed for you to become the advocate for your niche.

3. Within 24 hours commit to booking a business acceleration call to help you personalize the material. Do NOT miss the opportunity to ensure that your book is not only entrepreneurially sound, but you are positioned correctly in the Recommendation Age.

Call Our International Office in Canada at 519.542.3043. Use The Code Word "DavidEPS" and the \$500 fee will be waived for the first 10 people.

Jump Onto The Following URL and Be Involved In The Same Program As Coach Carter starring Samuel L. Jackson from the movie Coach Carter and others Who Have Demanded That Glenn Teach Them This System...

<http://www.selfgrowth.com/glenn>

What The Experts Say...

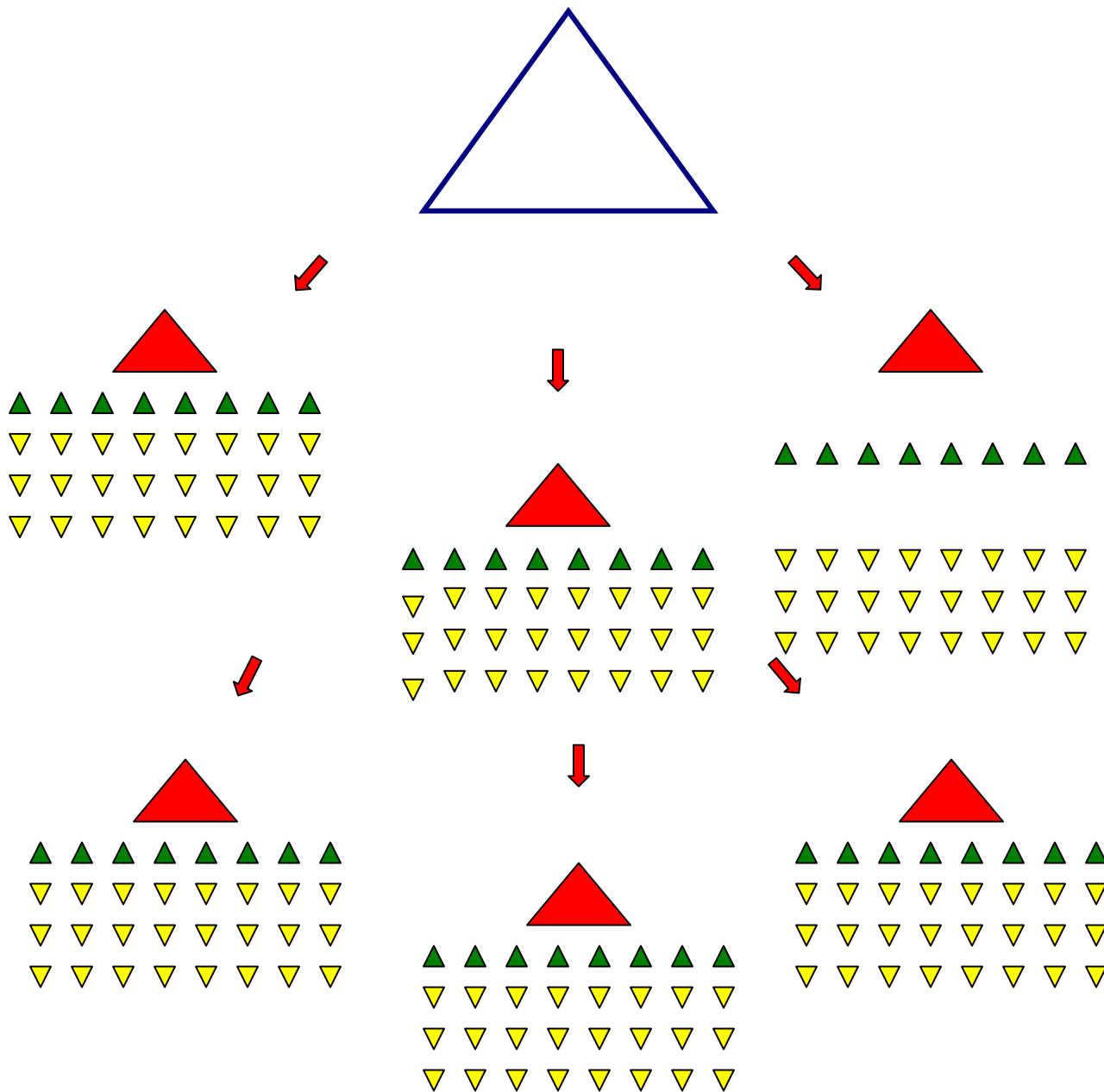
"No One Has More Social Proof And In The Form Of Case Studies Than Glenn Dietzel...In Fact No One Comes Even Close!

—[Alex Mandossian, Virtual Book Tour Secrets](#)



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Entrepreneurial Authoring Genealogy Tree™





Milgram's Law
People will blindly believe the words of an expert.

Zipf's Law
People will choose the industry leader every time.

Idea Virus Concepts

How To Create A 'Speed To Market' Idea Virus For Your Rapid Authoring & Business Acceleration.

Idea Virus Concepts
Principles of a Rubric (Rating Scale)
The Awakened Case-Study Driven Video Testimonial System
Master pedagogy (advanced teaching/learning to cater to three learning styles—auditory, visual and kinesthetic learners)
Instant Access to a New York Publisher
Dimensionalized USP – Position / Proposition
Business Assessment Optimization System

Awakened Viral Ideation Process™
A Dynamic Integrated Internet/Offline Marketing System

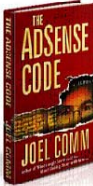
Idea Virus Concepts
Two little known laws to Leverage Milgram's Law and Zipf's Law
Move the Free Line
Create a new category with your own System
Programmable Assessment Instrument that leads to a customized Free Report
Front End CCP (Move the free line) and Back End CCP (drive them into your highest end programs and services)
Back End CCP—sell high end information-based programs (Clients such as Drew Miles, Michelle Yozzo Drake, Sherry Watson (sell programs that exceed \$50,000) or Joel Comm, Margaret Merrill, Ken McArthur (sell programs that run from \$5,000-

Awakened Unconscious Credibility Marketing System
Carry The Virus With Your UPP

Programmable Assessment Instrument
Expert Positioner Software—Bridge Gap Between Information Age And Recommendation Age
<http://www.BusinessMentoringScoreCard.com>

How To Carry Your Idea Virus Into The Market

The Importance Of Your UPP (Your Unique Personal Proposition Or Your Million Dollar Story)
—The Awakened Business Technology Of ASK™ & RaW Stems™ & Personal Self Reflection



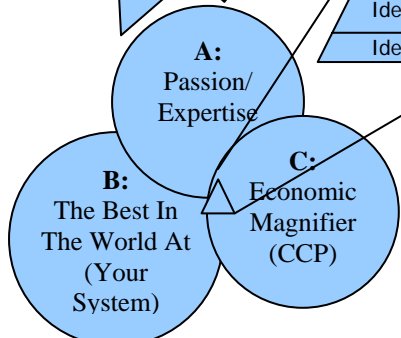
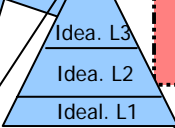
"The effectiveness in terms of the revenue that my business is earning has increased exponentially. Having Glenn as my coach has changed things dramatically - I have a more effective and efficient business model. I can't recommend Glenn's coaching strongly enough."

--Joel Comm, joelcomm.com, NY Times Best Selling Author

The Overview Of The Content-Driven Idea Virus For Your Business

Customized Free Report
Top Of Consciousness Through New Business Technology Of Self Reflection

How To Build Laser Focus Clarity For Your Content-Driven Idea Virus



Front End CCP
Case-Study Driven/Move Free Line
<http://www.AwakenTheAuthorWithin.com>

Your Book
Instant Access To New York Publisher
Leverage Milgram's Law

Viral eBook
Carry The Virus With Your USP
Leverage Milgram's Law

Webinar or Teleseminar
Integrated UPP/USP

Back End CCP
Leverage Zipf's Law

Idea Virus Concepts
Turn idea into a strong thesis
Unconscious Credibility Marketing System—How To Build Instant Credibility with your UPP (Unique Personal Proposition)
Cutting-Edge Integration Marketing Strategies (Dual process of using the Internet (CPP) and offline marketing (your published book)