



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

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

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

**Idea Virus Concepts**

**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

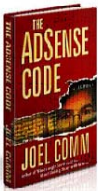
**Awakened Viral Ideation Process™**  
A Dynamic Integrated Internet/Offline Marketing System

**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-\$10,000))

**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 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

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

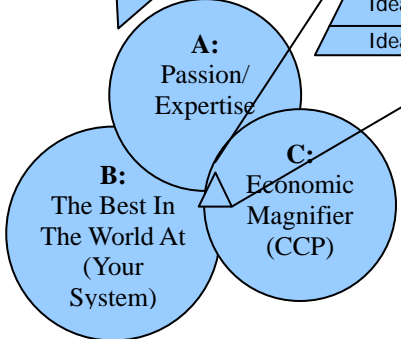
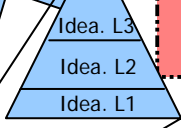
The Importance Of Your UPP (Your Unique Personal Proposition Or Your Million Dollar Story)  
—The Awakened Business Technology Of ASK™ & RaW Stems™ & Personal Self Reflection

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

**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

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



**Webinar or Teleseminar**  
Integrated UPP/USP

**Viral eBook**  
Carry The Virus With Your USP  
Leverage Milgram'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 (CCP) and offline marketing (your published book))

**Back End CCP**  
Leverage Zipf's Law