

# Ray of Lightning Hits EMP and Sets it on Fire!

## Simple and Consistent

- Ray's blog gave everyone a headache ... except his bank manager. Don't be all style and no substance.
- Do what you do consistently. It's a marathon, not a sprint.

## False Economies

- "Free is the most expensive way you can go. You can 'free' yourself into the freaking poor house!"
- Value time more than (lack of) money. Value your time enough to outsource things that are not your core skills.
- Give things away that others would charge for.
- Make each video better than the previous one.

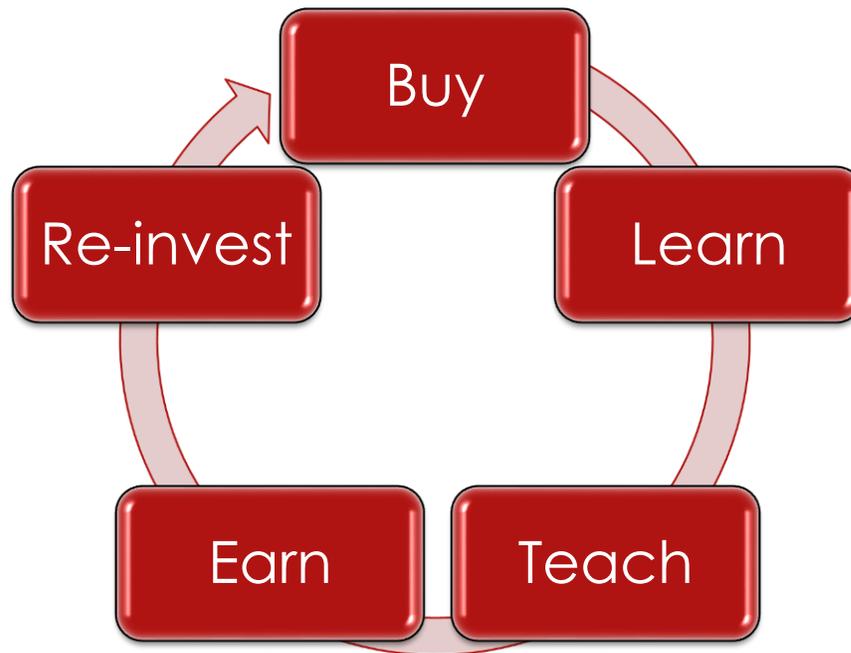
## Be the Designer of Your Destiny\*

\*Totally just popped into my head, but I like it. 😊

- Instead of looking for what works, look for what you want.
- Design your perfect lifestyle, and work with those who create integrity with that vision.
- You can always change your target market.

## Blogging Strategies

- Come up with a concept, then the keywords.
- Don't just be a student. Think like a marketer.



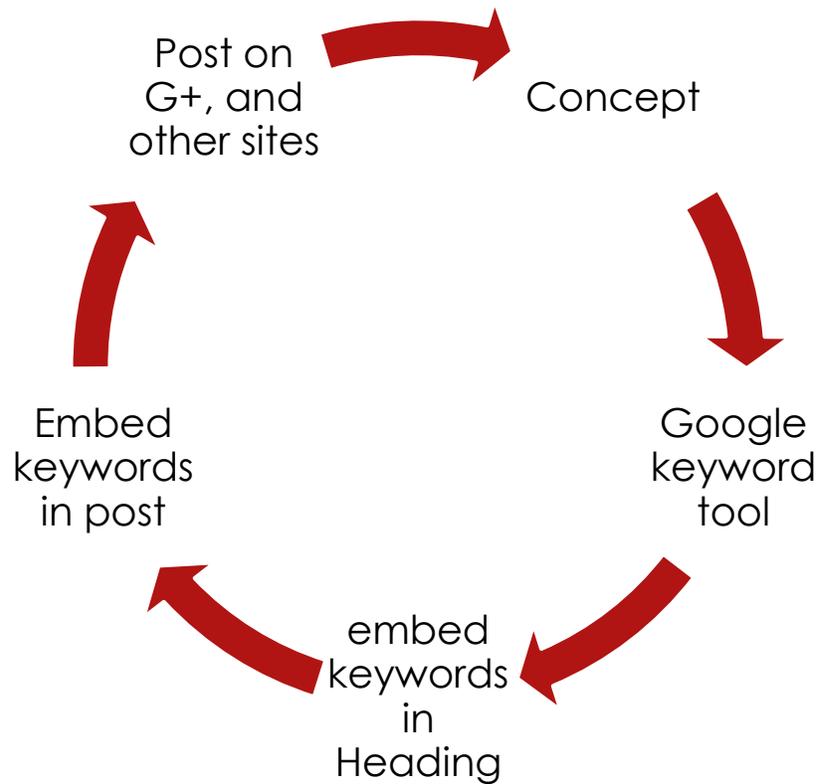
- Set your own agenda for the day in terms of necessary actions for your business, and the rest of the day fits around it. Don't let things slide. Create personal non-negotiable daily actions.
- 12 months from now, you'll wish you started today.
- Topic-wise, start with branches, then go more granular.
- Don't worry about repetition.
- "Put out blockbusters" ~ Brendon Burchard.

## Core Values

- Be a problem solver, not a spammer.
- Don't let anything be your crutch.
- Rely on you. You be the deliverer.
- Elite Marketing Pro doesn't teach 'get rich quick'. It teaches people how to make money forever.

Be a conduit of value and you will never go broke.

- You need to be real.



## Handle Your List with Respect

- Don't give the impression you are just going to sell to them.
- Use links that talk in terms of concepts rather than brand names by using subdomains or shortened links.
- Gotrythis.com is helpful.

## Blog Topics and Final Tips

- Use the ideas of others WITH ATTRIBUTION. It may even lead to interviews or JV partnerships.
- Find out the questions people are asking and make videos that answer those questions.
- Review books from Amazon, using affiliate links. You can pick up sales when they buy other things. Handy to do in November.
- Do the “long term ... this makes sense” stuff, not the black hat stuff.
- 400-700 word blog posts with videos do well.
- 500 word YouTube descriptions do well.

Thanks guys!

Rebecca Woodhead

[Google.com/+RebeccaWoodhead](https://www.google.com/+RebeccaWoodhead)