

4 HOUR WORK WEEK – written notes while listening

parkinson's law

test sales and web pages/offers by at very end saying backordered

contract mfg's listed on his website

"Harder to create demand than it is to fill demand"

find niche with lots of demand then build a product for it

find niche and target that niche (yogaclimber.com story)

create the product category for your niche (neural enhancer for his karate vitamins)

brickworks/your man in India

Exclusivity vs. everyone entering market --- as more and more places get your product then then compete by lowering price and killing margin (golf shirt story of pro shops), may end up being best situation to keep exclusive for long time (MetRx)

Can't legally tell distributors what they can sell price at but can put lowest advertised price in terms and conditions.

Find a niche – then brainstorm products specifically for that niche

**Never ask a question – instead propose a recommendation (Where do you want to go for dinner)

expert credentials – get em easy

FAQs reduce calls and confusion

Response Magazine – (resource magazine) – DR ads examples

JR Whitney – DR Statistics

Hire or outsource for FMF return messages or fix autoresponder

Have a dedicated space for work – or you're always working