

# **The Outrageously Simple Way To Grow A Business, Become A Celebrity and Live A Darn **Great Life****



**by Paul Hartunian**

---

Copyright Paul Hartunian • [www.Hartunian.com](http://www.Hartunian.com) • 973-857-4142

## **Copyright Intelliprop, LLC**

All rights are reserved. No portion of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording or by any information storage and retrieval system without permission in writing from the Publisher.

Paul Hartunian  
Box 43596  
Upper Montclair, NJ 07043  
Phone: (973)857-4142  
Fax: (973)857-4140  
Email – [support@Hartunian.com](mailto:support@Hartunian.com)  
[www.Hartunian.com](http://www.Hartunian.com)

### **DISCLAIMER AND/OR LEGAL NOTICES**

While all attempts have been made to verify the information provided in this publication, neither the authors nor the publisher assume any responsibility for errors, inaccuracies or omissions. Any slights of people, groups or organizations are unintentional.

This publication is not intended for use as a source of legal or accounting information and should not be used as such. Rather, appropriate professionals should be consulted. All information in this publication is subject to all federal, state and/or local laws or regulations. All users of this information must be sure all appropriate laws or regulations are followed.

The authors and publisher assume no responsibility or liability whatsoever on behalf of any purchaser, reader or user of these materials.

# Extra Bonus!

Be sure you keep up-to-date with any changes to this system, get new tips and strategies and share your successes by signing up for Paul Hartunian's "Make Yourself A Celebrity Insider Updates".

It's absolutely FREE!

Just go to:

<http://www.Hartunian.com>

and sign up in the upper right corner of the page. While you're there, be sure to use all of the other resources available to you.

Have fun and profit from this information!

Live a great life. It's everyone's dream.

Own a beautiful home. Maybe a boat. Take exotic vacations. Work when you want. Play when you want.

A great life!

I said it in the title of this report – and I promise it can be yours.

But what this thing about “Become a Celebrity”? You don't think you can become a celebrity? You don't think you want to be a celebrity?

Let's talk about that right now. I guarantee I'll change your thinking.

Ever since the dawn of human civilization, we've lived in what's called a “credential society”. Here's what I mean:

Whenever someone wanted to do business with someone else, the first thing they would look at would be the person's credentials. How long have they been in business? Did they get special training for their business? Did they get any awards?

You get the idea.

For several years I had been looking at that whole “credential-based society” thing. I saw big changes coming. I just didn't know exactly when the changes were going to happen.

And then it happened...

On February 8, 2007 something happened that changed the way our entire society operates. This event was the third hottest news story of all the news stories around the world in all of February of that year.

This story was hotter than all of the medical advancements, all of the economic news, all of the political news.

It was hotter than all of the sports news, all of the great literature written and released that month.

Want to guess what that incredible event was?

You'll probably never guess, so I'll tell you. It was...

### **the death of Anna Nicole Smith**

Yes, you read that right. The death of Anna Nicole Smith was the third hottest news story, of all the news around the world, for the entire month of February.

I know, I know. It sounds ridiculous, but it's true.

So why is that so important? Why am I stressing it so much?

Earlier I mentioned that I had been tracking a change in our society. Here's what I was watching...

I knew that we had already been in a “credential-based society”. But I saw that we were switching to a “celebrity-obsessed society”. I also knew that there would be one event that would swing us over. I didn't know what that event was going to be, but I was watching for it.

When Smith died, I didn't think much of it. After all, what had this woman done in her life aside from have enormous breasts (for which I thank her)? What had she accomplished? In my mind, nothing. So I paid no attention to it.

Then, when I saw the staggering media coverage of the event, I started paying more attention. As the media frenzy increased, I got the felling that

this was the event I was watching out for.

When it was revealed that her death was the third hottest news story of the entire month of February, 2007, I was positive that was the society-changing event.

We were no longer in a credential-based society. As of February 8, 2007 we were now in a celebrity-obsessed society. In my opinion, we will be in a celebrity-obsessed society for a long, long time to come.

Want some more proof? OK...

Who would draw a bigger crowd:

1) all of the living Nobel Prize winners gathered together in one room...

or

2) Lindsay Lohan?

More proof? Sure.

Who would draw a bigger crowd...

1) all the Justices of the United States Supreme Court

or

2) Nicole Richie?

You know the answer to that one. Sad, but true.

So, what does this have to do with you living a great life?

Let me explain, Wheezer.

Like it or not, you've got to make yourself a celebrity. You can resist it all you want, but if you don't make yourself a celebrity, you'll lose out to your competitors who understand what's going on (or who follow my directions) and make themselves celebrities.

Celebrity status is powerful. Incredibly powerful!

People around the world are completely obsessed with celebrities. Look who's considered a celebrity:

Have you ever watched any of those home makeover shows? The people on those shows have become celebrities: carpenters, electricians, real estate agents, interior decorators.

People who are in infomercials are celebrities. Do you know who Tony Little is? He's that little guy with the pony tail who sells an exercise machine on TV. How about Richard Simmons, that fat little guy selling weight loss videos. How about Billy Mays? He sold detergent on TV and he was a celebrity. When he died, he became an even bigger celebrity. The media carried details of his death and funeral for days.

### **He sold detergent on TV!**

Are you getting the idea?

I'm not done yet.

Let's say you went to a little grocery store right near your house. You've been going to that store for years. The same grocer owned the store for years. Nothing special about him. He sells groceries. That's it.

But then one day you're watching TV and you see your grocer on the evening news. He's explaining how to buy the best fruit and turn it into a delicious summer fruit salad. He's on for a total of three minutes.

Now, is he still just the corner grocer?

Not on your life.

What do you say when you walk into his store next time? Do you say:  
“Hi Jerry, how's life going?”

No chance.

Instead, you see Jerry, you get a big smile on your ace and you say:  
“Hey Jerry, I saw you on TV last night. I didn't know you were a...

**celebrity!**

For God's sake, what are you talking about? He's a grocer. He sells  
peaches for 97 cents a pound, right?

Nope. Not any more. Jerry is never going to be just a grocer. Jerry is  
now the neighborhood celebrity grocer. And if Jerry is smart (or if he follows  
my directions) he can parlay that and become a national celebrity.

Nonsense, you say?

Remember what we just said about Billy Mays (he sold detergent) and  
Tony Little (he sells exercise machines). They knew what to do...and they  
took action. They reaped the enormous benefits...and they lived GREAT  
lives.

Have I convinced you? If not, put down this report and go back to  
watching the Simpsons. I can't help you any further.

My guess is that you're still reading...because I'm making sense.

Let me get right to the point...

Right now, today, you have the greatest opportunity of your life. You  
can quickly and easily turn yourself into a local celebrity. You can parlay that

into something as big as you'd like. And you can turn all of that into a great life.

Of course, all of this is just my opinion. But, by any standard, I have a great life. I live in a beautiful home on 25 acres with horse corrals, a natural pond with a boat, a 40,000 gallon in ground swimming pool, magnificent gardens, a private guest house, an orchard of fruit trees. I work when I want. I play when I want.

I've got the life!

One of my favorite quotes is:

**“Money can't buy everything, but money can buy you freedom... and freedom is everything.”**

I give away more money to charity each year than most people probably make.

I co-founded and run a non-profit dog rescue sanctuary – [www.AuntMarysDoghouse.com](http://www.AuntMarysDoghouse.com). We've saved the lives of a tremendous number of dogs who were doomed to die by lethal injection (or worse).

I'm not just talking, I'm walking the talk.

So do I have your attention? Good.

Let's get to work making you a celebrity and putting you on that path to a great life.

First principle:

**Whoever has the attention of the media WINS!**

I don't care how small your business is and how large your competitors are. If you know how to get the attention of the media and they don't, *YOU*

*WIN!*

And I don't care how big your company is and how small your competitors are. If they know how to get the attention of the media and you don't, *YOU LOSE!*

I detest Paris Hilton and everything she represents.

That was an emotional statement.

I also admire Paris Hilton, because she knows how to attract the attention of the media better than just about anyone else.

That was a factual statement.

And the fact is, because Paris Hilton knows how to attract the attention of the media better than anyone else, she earns...

**\$6.5 million dollars a year just showing up at night clubs, openings, parties, etc.**

You don't earn \$6.5 million a year...and you're intelligent!

So, the first thing you have to do is get the attention of the media.

Now don't get nervous. Don't give me any of this: "I knew there was a catch to all of this."

Getting the attention of the media can be very easy.

Media people – and that includes newspaper reporters, talk show hosts, editors, producers and many others – are always looking for a good story. You have plenty of good stories. I guarantee it. You just don't know how to spot them.

Let me give you some examples.

A landscaper who can talk to the media about how to get rid of moles in gardens will get the attention of the media.

A carpet cleaner who can tell reporters how to get Thanksgiving dinner stains out of carpets will get the attention of the media.

A dentist who can tell reporters whether those \$20 teeth whitening kits you get at the drug store are worth the money and effort will get the attention of the media.

A woman who can tell reporters how to save 40% at the supermarket without compromising her family's health and nutrition will get the attention of the media.

Did you notice something about all of these examples? None of them were unique, dazzling, sexy stories. They were all about everyday life.

**You don't need unique, dazzling sexy stories to  
get the attention of the media.**

**You just need information about everyday life.**

You may say: “But Paul, I don't fit any of those categories you just mentioned.”

Fear not.

**I absolutely, rock-solid guarantee you have information that the  
media people would like to talk to you about.**

It may be about model trains, gardening, yoga, vitamin supplements, chiropractic, renovating a home, buying a car, tax returns, investing,

repairing a bicycle, home schooling, acne treatment...whatever. You have information reporters want to know about.

If you and I had 60 seconds to talk, I could probably come up with a list of good story ideas for you. But we're not talking. I'm typing and you're reading. So you have to trust me on this. You have plenty of information reporters want to know about.

Have I ever lied to you before? No, so why should I start now?

So how do you get the attention of the media? With a press release.

Once again, don't flip out on me. You've been led to believe a lot of nonsense about press releases. For example...

You've been led to believe that you have to have special talents to write a good press release. You need a journalism background. You have to be a creative writer.

Total crapola. You have every skill you need to write a great press release. The secret is to follow templates that have already been tested and proven to work.

Let me give you some tips:

First, you've got to write a captivating headline.

cheb

**“Hey wait just a dang minute, Paul. You just said I don't need any great writing ability. Now you tell me I have to write a killer headline. What gives?”**

Calm down, Spanky. I don't want you wasting one minute trying to come up with great headlines. I want you to take the shortcut. I want you to use headline generating software. In less than 10 seconds, this software will

pop out over 150 headline ready for you to use. All you have to do is type in the type of business or product or service you're writing the press release about, press one button and the headlines are cranked out for you.

All the information you need about this software is at:

**[www.InstantHeadlineGenerator.com](http://www.InstantHeadlineGenerator.com)**

Pretty amazing stuff.

OK, the most important part of your press release is done – and in about 10 seconds.

We have a lot to cover, so I can't go into intimate detail about how to write a powerful press release, but I can give you some very solid tips. Then I'll point you in the direction of all the information you'll need about press releases, getting them to reporters, etc.

Tip #1 – the press release is NEVER about you. The worst way to start a press release is with your name or the name of your business. Such as:

**James Harrison is pleased to announce...**

or

**Brookfield Dental, the town's largest dental practice,  
is proud to announce the opening of a second office.**

Who the heck gives a rat's rear end about James Harrison or Brookfield Dental? Absolutely nobody.

But, if James Harrison, the plumber, wrote a press release about how to fix a broken pipe at 2 AM on Christmas morning, saving the home owner triple-time emergency charges, now the media people will be interested.

And if Brookfield Dental told people why drinking diet soda is worse

for their teeth than regular soda, the media people will be interested.

Tip #2 – Never, never, n-e-v-e-r make your press release more than one page. It will be immediately tossed out by reporters because you broke one of the cardinal rules of publicity. Never make your press release more than one page.

Tip #3 – Use both online and offline press releases. Let me explain this a little more.

The purpose of offline press releases (sent by fax or regular postal service mail) is to get interviews with reporters, talk show hosts, etc.

The purpose of online press releases is to get search engine listings, backlinks, traffic to a website, etc.

So, you can see why it's important to use both online and offline press releases.

One important point about online press releases – you MUST get your online press release onto the front page of Google News, otherwise your press releases loses a tremendous amount of power and opportunity. There's a specific system for getting on the front page of Google News every time. You can get information about it at:

**<http://www.GetOnTheFirstPage.com>**

Just follow the simple system exactly as it's laid out. It's worked over and over and over again for people around the world.

OK, we've got to move on. You can get all the information you need about how to write powerful, winning press releases, how to get them to reporters, what to say and do when reporters call you, how to distribute your press releases off- and online, etc. at **[www.MillionDollarPublicity.com](http://www.MillionDollarPublicity.com)**

But always remember – the reason you're sending out press releases is

to get the attention of the media.

**When you get stories about you in newspaper, magazines, on radio and TV, you *INSTANTLY* get celebrity status (remember the grocer we spoke about earlier?).**

Press releases can be incredibly powerful. They've made an enormous difference in my life and the lives of many of my publicity students.

But I want you to get even more power.

I want you to combine press releases and free publicity with some of the other tools and opportunities available to you.

Probably the most important of these is a blog. If you don't already have a blog you *MUST* start one. Again, don't get nervous about this. Setting up a blog is a snap. Here are a few tips:

TIP #1 – Only use WordPress software for your blog.

TIP #2 (very closely related to TIP #1) – only install the WordPress software on *YOUR* server. Most good hosting companies already have WordPress software available for you for free. They have also made installation of the software as easy as possible.

If you already know how to install the software, get to it! If you don't either call your hosting company and ask for help or hire someone to install and set it up for you. I can *HIGHLY* recommend my webmaster, Steve MacLellan. He's been my one and only webmaster since the first day I got onto the Internet. You can reach Steve at [Steve@WebMasterSteve.com](mailto:Steve@WebMasterSteve.com) He's good, fair and very reasonable.

If you need good, reliable hosting for your blog, go to: <http://www.tinyurl.com/63hzy7> This is where I've had my hosting for a long time. I LOVE them! The service is great, the price is low. Can't beat that.

Take a look at my blog to get an idea of what to write about. It's at [www.PaulsPublicityBlog.com](http://www.PaulsPublicityBlog.com)

Since my business focuses on teaching people how to get free publicity for their businesses, most of the postings are about publicity. But I also post a lot of “human interest” stories. I write about my dogs, the crush I have on my GPS, I rant on various topics of interest to me (and hopefully to my readers), etc.

Don't write only about your business. It makes you look one-dimensional. Write things that will show you're a well-rounded, nice, interesting person.

Why am I so firm on you having a blog? Because that's where you're going to be driving traffic. In your press releases you're going to put a link to your blog. You're also going to use the other tools I'm going to describe to drive traffic to your blog.

While we're talking about driving traffic to your blog, let's talk about the next tool I want you to use.

That's Twitter.

When I first heard about Twitter I thought it was the most ridiculous thing. All I saw was page after page of people yammering on about: “I just made a peanut butter and jelly sandwich”, “I'm going to walk my dogs”, “I'm bored”.

We're right back to not giving a rat's rear end about all of this.

So, I ignored Twitter for two years.

Big mistake!

Twitter has very quickly become one of the best ways to drive traffic to my websites.

A friend of mine explained what Twitter was and the right way to use it to build my business. My mouth hung open during her entire discussion. I had no idea!

If you don't have a Twitter account, right now go to [www.Twitter.com](http://www.Twitter.com) and open one. It's free.

Let me give you a few Twitter tips:

TIP #1 – Don't always post business messages to your Twitter page. Once again, take a look at my Twitter page at [www.Twitter.com/PaulHartunian](http://www.Twitter.com/PaulHartunian) Use my postings as a models for your postings. Just as with my blog, you'll see that I don't always talk about business in my Twitter posts. I put little quotes up. I talk about my dogs (get the idea I like dogs?), I post some funny things. They all make me look like a real human being interested in more than just getting my readers to give me money for my products.

TIP #2 – Get a professional design for your Twitter page. DO NOT simply use the free designs Twitter gives you. You want something personal, something that stands out, something that people will remember. Professional designs are cheap. You can get your own, individual design for anywhere for \$20 - \$100.

Also, don't use the free designs offered my many websites. They all use templates that many people will also use. You want to stand out, not blend in.

TIP #2a – This goes along with Tip 2, but it's so good I wanted it to stand on its own. You can get a nice Twitter background done for \$5 at [www.Fiverr.com](http://www.Fiverr.com) Fiverr is a website where people list things they'll do for \$5 US. I've hired dozens of people there to do a whole variety of things for me. This will probably be one of the hottest, most valuable tips you'll ever get.

TIP #3 – About every fourth or fifth post, put a link to one of your blog

posts. This now ties your Twitter posts, your press releases and your blog together. If you post links too often, you'll come across as little more than a pitchman. But if you sprinkle other solid information and personal information throughout your links, you'll be just fine.

Next, go to [www.BestTwitterVideos.com](http://www.BestTwitterVideos.com) and learn how to maximize the opportunities Twitter has for you.

Let's go on to the final part of your transformation. We're going to take your press release, your blog and your Twitter page and add one more component – we're going to add articles.

By now, you know not to make a fuss about having to write articles. I have a simple solution.

If you've followed my tips and the information in the resources I've given you, you now know how to write a great press release. In about three minutes you'll be able to convert that press release into a quality article.

If you've used the template headlines I told you about ([www.InstantHeadlineGenerator.com](http://www.InstantHeadlineGenerator.com)) you came up with a headline that can be used for both your press release and your article. Even the body of the press release will need just a little adjustment to flow like an article.

The main difference between a press release and an article is that the press release teases just a little more than an article. When people read an article they expect to get solid content. So fill in any information gaps you may have in your press release with solid information.

The most powerful part of your article, as far as you're concerned, is the part known as the resource box. This is your “commercial”. This is your opportunity to make a soft sales pitch for anything you'd like. In our case, you want to direct people to your blog.

Notice I said that you have an opportunity to make a soft sales pitch for whatever you'd like. If you follow my system, you're going to write a great

press release. You'll then turn that great press release into a great article. Don't blow it by making a hard sales pitch at the end of your article. You'll instantly shift yourself from being a source of great information in the eyes of the readers to little more than another pitchman.

You always want to be seen as a source of great information because people will trust you. They'll believe you. They'll want to do business with you.

If you always appear to be trying to grab their ankles, turning them upside down and shaking them until their credit cards fall out, people will avoid you in droves.

How do you do a “soft sales pitch”. It's easy.

The way I like to use most is a gentle transition from the article to the pitch. So, if my article talks about various ways to avoid foreclosure, I'll end the article with “If you need help deciding which of these seven ways of avoiding foreclosure is best for you, go to <http://www.TheBestForeclosureSolution.com>. The advice is free and totally unbiased.”

Soft, easy, trustworthy.

Finally, submit your articles to the various distribution services so that you get the greatest coverage around the world. You can do this yourself, but I find it time consuming. I'll always hire people to do the things that take me time and that I don't enjoy. I know that I can earn more per hour than I'm paying people to do various jobs.

I outsource almost everything related to my business. My time is best spent doing what I do best – consulting, speaking, coming up with product ideas. That's how I earn the greatest amount of money per hour. All the rest takes up valuable time I should be spending doing the other things.

I use to use eLance.com to find freelancers to outsource my work to.

They were reliable for quite a while. But recently I've had problems with people I hire on eLance.com. So I've switched to [www.GetAFreelancer.com](http://www.GetAFreelancer.com) and have had almost no problems.

So there you have it. Let me give you a little summary of my system:

First, your blog is the focal point of everything. Your Twitter posts, your press releases, your articles all direct people to your various blog posts. You want people to be constantly going to your blog because when they read one article and enjoy it, they'll see that there's plenty more where that came from.

Second, your blog posts can direct people to your various offers. Those offers can be web-based sales pages, free reports, consultations, webinars – whatever. If you try to direct people to your sales page from a Twitter post, you'll have a much more difficult time making the sale than if you establish a relationship with people through your blog.

Third, whenever you appear in the media – on radio and TV talk shows, in newspaper and magazine articles – you get instant celebrity status. People LOVE being around celebrities, doing business with celebrities, saying that they know celebrities. Use this to your maximum advantage.

Fourth, ANYONE in ANY BUSINESS can make themselves a celebrity. We're in a celebrity-obsessed society and will be probably for as long as any of us live.

**Society is telling us that they are very willing to make anyone a celebrity if we just give them the slightest opportunity.**

The way you give them the opportunity is to appear in the media. It's that simple.

Finally, in the title of this report I promised to show you how to grow your business, become a celebrity and live a great life. I accomplished the first two. The third one is up to you. It's up to you to take the opportunities

that are right in front of you, put them into action and turn it all into a great life.

I've done it. I want you to do it too.

To give you a final push on the way to a great life, here are some resources that will help you take the actions I described in this report, make life easier and more enjoyable for you.

If you have any comments, you can contact me at [Paul@Hartunian.com](mailto:Paul@Hartunian.com) or you can call my office at (908)362-7130.

Good luck and good life!

\*\*\*\*\*

## **Paul Hartunian's "Make Yourself a Celebrity and Live a Great Life" Resource Directory**

The following resources can help you grow your business, attract more customers, clients or patients and increase your profits. Keep in mind that contact information changes constantly. If there's any incorrect or outdated information in this directory, please let me know by contacting me at [Paul@Hartunian.com](mailto:Paul@Hartunian.com) or by calling my office at (908)362-7130.

### **Publicity**

[www.Hartunian.com](http://www.Hartunian.com)- This is my main website. This will give you access to articles I've written, replays of some of my major publicity successes, information about my publicity ezine and a whole lot more. There are several hundred pages at this website alone.

**[www.MillionDollarPublicity.com](http://www.MillionDollarPublicity.com)**- Information about my complete Million Dollar Publicity Kit

**[www.PaulsPublicityBlog.com](http://www.PaulsPublicityBlog.com)** - This is my blog, free for you to read. It's loaded with specific strategies you can use to get publicity for your business. It's constantly updated and always timely.

**[www.NichePublicityManuals.com](http://www.NichePublicityManuals.com)**- This is a series of manuals specifically written for one business, trade or profession. Each manual has specific, word-for-word press releases, story ideas, headlines, opening paragraphs, etc. that a person in that business, trade or profession can copy and use in their own publicity campaigns. There are currently 41 manuals in the series. New manuals are being added at the rate of one approximately every 2 weeks. Go to the site and see if your business is listed.

**[www.InstantHeadlineGenerator.com](http://www.InstantHeadlineGenerator.com)** - Need help coming up with powerful headlines for your press releases, sales letters, postcards or titles for your books, reports, etc.? This PC software will generate over 150 headlines and titles for you in under 10 seconds.

**[www.101WaysToGetPublicity.com](http://www.101WaysToGetPublicity.com)**- Are you frustrated and burned out with your efforts to get free publicity? With "101 Ways To Get Publicity" you'll see how to turn any business into hot media stories that reporters want to cover. In this manual you'll learn 101 ways you can get publicity for your business, regardless of what business you're in.

**[www.PublicityDVD.com](http://www.PublicityDVD.com)**- Information about how you can get the free, no-strings-attached resale rights for my 90-minute DVD titled "How to Get \$1 Million Worth of Publicity...FREE!"

**[www.CashingInOnMediaRelations.com](http://www.CashingInOnMediaRelations.com)**- This manual gives you specific, step-by-step instructions on how to develop profitable

relationships with media people that will benefit both you and the reporter. It's not enough to simply send out press releases. You want to develop as many strong relationships with reporters as possible, making your life and your marketing much easier. The majority of people attempting to get publicity miss the value of developing press relationships the right way. Don't you get caught in this trap.

**[www.GetOnTheFirstPage.com](http://www.GetOnTheFirstPage.com)** - When you send out your press releases online, it's critical that you get the release onto the front page of Google News. In this report you'll learn a simple, step-by-step strategy you can put into action immediately to get your press release to the front page of Google within 60 minutes or less.

**[www.FreePublicityTips.com](http://www.FreePublicityTips.com)** - Over 100 specific tips you can use to get publicity for any product, service, cause or issue. It's free to use.

**[www.IBoughtTheBrooklynBridge.com](http://www.IBoughtTheBrooklynBridge.com)** - My first major publicity hit – and the way I made a huge name in the publicity world – was to sell pieces of the Brooklyn Bridge, one square inch at a time. You can read the story here.

## **Professional Speaking**

**[www.GrowYourSpeakingBusiness.com](http://www.GrowYourSpeakingBusiness.com)**- There are many resources at this site that can help you quickly grow or start your professional speaking business. This site will be constantly expanding with additional resources added. This site is intended to be a major resource center for people who are in the speaking business or who want to be in the business.

**[www.SpeakingForProfit.com](http://www.SpeakingForProfit.com)**- An excellent manual packed from cover to cover with tremendous profit-producing strategies you can

immediately put to use to start or grow your speaking business. You can't reach your full potential in the speaking business without this book.

[www.KennedyDVD.com](http://www.KennedyDVD.com)- This 90-minute Dan Kennedy video, **How To Make Your Fortune With Information Products**, gives you a solid education in the information business and how to easily create products you can make available when you speak, how to pick the right topics for your products, how to market your products, etc. In addition, this video is a superb example of how to put together a compelling, money-making talk.

[www.BestSpeakerTraining.com](http://www.BestSpeakerTraining.com)- This is my complete speaker training system. This complete system walks you through every step of the speaking business. It trains you in every aspect of the business and gives you a huge leg up in the business.

## **Marketing**

[www.MakeMoneyOnAmazon.com](http://www.MakeMoneyOnAmazon.com)- If you sell any type of information products – CDs, cassettes, manuals, books, videos, DVDs, etc. and you aren't selling them on Amazon.com, you are missing out on a golden opportunity. Learn exactly how to quickly and easily get your products listed on Amazon.com and have the power of Amazon behind you.

[www.30DayDVD.com](http://www.30DayDVD.com) - This is the clearest, most information packed strategy for getting a business up and running in as little time and cost possible. This is a two hour video of a panel of experts explaining exactly how to get a business online with dozens of insider tips you'll probably never find anywhere else.

[www.OnlineProfits.com](http://www.OnlineProfits.com)- Bob Serling produces some of the most valuable, information-packed products I've ever come across. This

is his latest work and, like all his other work, it's jammed packed with information about how to quickly boost your online profits. I wouldn't be without this manual (or any of Bob's other products for that matter).

[www.SimpleOnlineBusinessCourse.com](http://www.SimpleOnlineBusinessCourse.com)- A solid course on getting an online business up, running and profitable. Written by Paul Myers, another one of my favorite marketers.

[www.Hartunian.com/campbell](http://www.Hartunian.com/campbell)- Here's some of the best information I've come across on how to put on profitable teleseminars. I'm a huge fan of teleseminars. I've run many successful seminars myself, following the information I got here.

[www.Hartunian.com/postcards](http://www.Hartunian.com/postcards)- One of the cheapest, most powerfully effective ways to market your business is by using inexpensive postcards. At this site you can get the best information on postcard marketing available.

[www.PeterSunManual.com](http://www.PeterSunManual.com)- Very simply, one of the best marketing manuals available today. Lots of templates, examples, etc. that you can use as models for your marketing. It's one of my favorites and has been for years.

[\*\*www.DoingBusinessOnTwitter.com\*\*](http://www.DoingBusinessOnTwitter.com) - Twitter is one of my most powerful marketing tool. But, like any other powerful strategy, you have to know how to use it the right way. These Twitter videos will do exactly that for you.

[\*\*www.WebsiteAnalysis.info\*\*](http://www.WebsiteAnalysis.info) - this free website will give you a tremendous amount of very important information about your website – or your competitor's website!

**Websites and Domain Names**

From time to time I put some of websites and domain names up for sale. You can see the current opportunities at:

[www.Hartunian.com/websites](http://www.Hartunian.com/websites)

### **Just For Fun**

Here's a bunch of sites I put up for you to just have some fun. No cost, just fun:

[www.21000quotes.com](http://www.21000quotes.com)

[www.AmazingMindReading.com](http://www.AmazingMindReading.com)

[www.BestReminderService.com](http://www.BestReminderService.com)

[www.BestWebsiteMonitor.com](http://www.BestWebsiteMonitor.com)

[www.TranslateWizard.com](http://www.TranslateWizard.com)