

OUR PHILOSOPHY: THE CONNECTION SYSTEM

Create Content People Care About

You are a subject matter expert. Now it's time to overcome the curse of knowledge and create the content to help other people understand what you know, and understand why they should care.

Add Value and Crush Obscurity

Every marketing endeavor has to accomplish 3 things. Get people to 1. **Know you**, 2. **Like You** and 3. **Trust You** enough to buy your product. Create value, be relentlessly helpful, share widely and freely -- **and CRUSH obscurity** by getting in front of the right people.

Build Your Following

In the world of ideas, your network is your highest value asset. Building an engaged following with a permission based asset makes all the difference for launching your book or product.

Activate Your Tribe

You've built a following, honed your message, overcome obscurity and engaged with your readers. Now your book is done and it's time to sell. You have a group of fans that have opted in to what you have to say, and are ready and willing to buy your book.

