

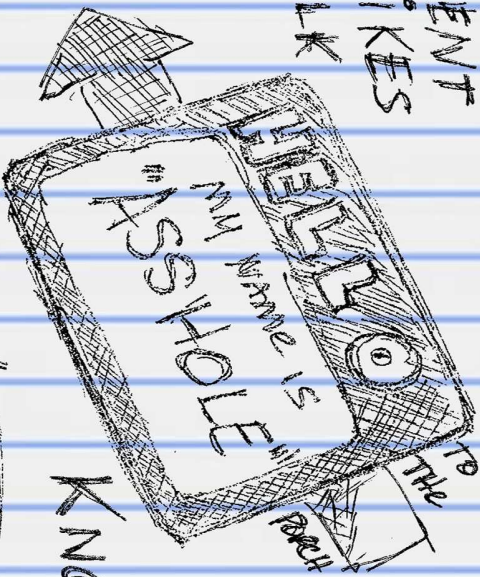
# 5 P R I N C I P L E S

1. **STUFF** Facebook

**YouTube** • COMPLIMENT  
• SHARE LIKES  
• EASY TALK

OPRAH CAN SELL  
FORDS™ OR FRITOS™

INVITE THEM  
HOME

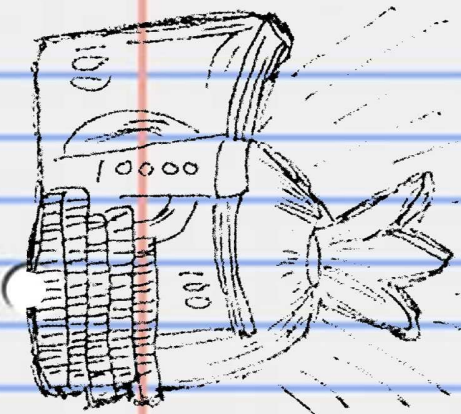


KNOW • LIKE • TRUST

2. **TV**



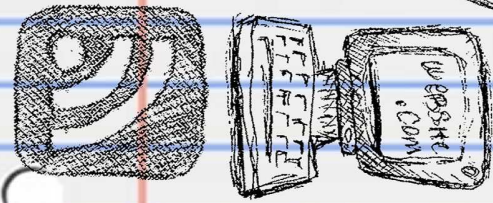
Big IDEA



CONTENT NOT PITCH!  
INVISIBLE SALES  
FREE TRIALS  
WEB & TELESEMINARS

REFERRALS

Big CASH!



3. "THE AVERAGE"  
TWITTER USER  
INFLUENCES  
**5000**  
PEOPLE EVERY  
DAY

