

THE DURABLE BUSINESS

by André Chaperon & Shawn Twing

AWARENESS

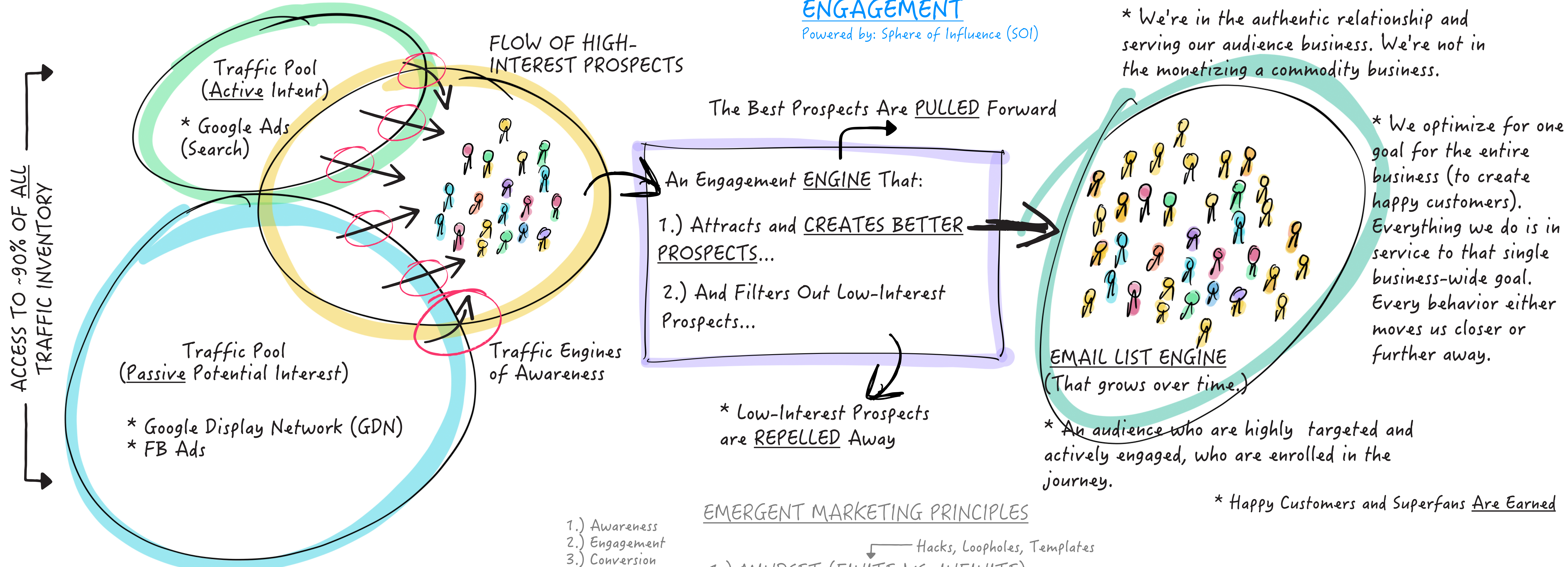
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CONVERSION

Powered by: AutoResponder Madness (ARM)

ENGAGEMENT

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EMERGENT MARKETING PRINCIPLES

- 1.) Awareness
- 2.) Engagement
- 3.) Conversion

- 1.) MINDSET (FINITE VS. INFINITE) ← Hacks, Loopholes, Templates
- 2.) BUSINESS IS A SYSTEM ← Learn Skills, Principles, Frameworks
- 3.) LEAD WITH EMPATHY & VALUE → Create Customers Before Money Changes Hands
- 4.) THINK IN PROBABILITIES, NOT ABSOLUTES
- 5.) ENGINEER MOMENTUM

* Emergence is the essence of a system. Business is a system of parts that interact together to produce an emergent effect.