



Tribal Seduction™ is the only course in the world that gives you a proven four-phase game plan for **successfully selling in today's over-stimulated marketplace.**

A formula that will equip you to **simply and successfully create crowds of raving fans** -- now and for as long as you own your business!

No tricks. No underhanded tactics. Just honest, mutually beneficial seduction of your Tribe.

Since it's likely you were referred to BLOG i360™ by a friend, we're sharing the course syllabus here on this page. We're doing this to give action-takers who are serious about building their business (and leading their niche) a **special one-time gift** offer.

Take a look at the Tribal Seduction™ course outline below and see if you agree that this is a 180-degree shift from any other sales and marketing education you've ever seen.

Then, if it's the right time for you, step up and take action...



In Module 1, it's all about you -- your strengths, your internal drivers, and your style of learning.

We guarantee you this course is unlike anything available -- in format or results -- even from Ivy League Colleges. And we prove that starting right here in Module 1.

There's no namby-pamby dancing around anywhere in this course. And that's especially true in Module 1. It's based on a series of scientific assessments designed for use in Fortune 500 companies and proven in use by over 15-million business achievers around the world.

After seven years of work with entrepreneurs, we've created a process that takes these powerful assessments and put them to immediate practical use for owners of any size business.

Module 1 is all about YOU! Building your marketing strategy from the inside out.



CLASS 1: Course Introduction & the Tribal Seduction™ Doctrine

We roll right into a complete course overview so you know exactly what your strategy should be while you're going through the Tribal Seduction™ course.

This class includes your introduction to:

- The *New Media Marketing Matrix*
- The *CHARM™ Formula*
- The *Power Triad™*
- And the “inside out” methodology necessary to win crowds of raving fans in today’s over-stimulated marketplace

You'll learn how you can start immediately applying each of these formulas **put more fun and profit into your business.**

We'll also be coaching you on some of the basics of New Media Marketing so you can be using the technology and tools as you go through the course.



CLASS 2: Unleashing the full power of your Communication Code™

Segment 2.1 - Assessment.

You'll be provided private personal access to a powerful scientific assessment tool that will clearly and specifically reveal your natural Communication Code™.

This simple online process only takes about 10-15 minutes to complete. But don't be fooled by how quickly it's completed. **The accuracy and insight on your behavioral strengths will amaze you.**

This tool has been proven in use with over 15-million business achievers, from sales professionals -to- Fortune 500 CEO's -to- small business owners.

Your assessment report will detail precisely:

- HOW you prefer to communicate
- HOW you're perceived by others when using your Natural Style
- WHAT you can do to **immediately optimize and leverage your strengths** in your marketing for more profits

Once your assessment is completed you'll receive your complete personal profile report via email (usually 22 to 24 pages) detailing every aspect of your Communication Code™ and action-taking strengths.

Segment 2.2 – Listen & learn.

Upon completion of your first assessment you'll have access to a special recording that will walk you through your entire report. This will bring the report to life and maximize its' impact on your performance.

Segment 2.3 – Profit Playbook.

You're also provided a Personal Resource Summary to complete after listening to your assessment overview session. You'll use this summary in Module 2 when we guide you through creating your Persuasive Selling Platform™.



CLASS 3: Understanding the Four Communication Styles in marketing

In this class we dive into an in-depth exploration of **how your Communication Code™ impacts others** (positively and negatively) in your sales and marketing.

This class includes a recorded Q&A session that answers common questions you may have about *adapting your Code for maximum effectiveness in your marketing*.

You'll walk away from this class with a base understanding of adaptations necessary to effectively connect with others and win their trust. And you'll see how you can best apply the CHARM™ Formula in all your communications for **more friends and more profit!**



CLASS 4: Harnessing the Power of Your Motivational Code™

Segment 4.1 – Assessment.

You'll be provided private personal access to a second scientific assessment tool that will reveal your internal Motivation Code™. This simple online process only takes about 10-15 minutes to complete. Once again, the simplicity and accuracy will amaze you.

This proven tool has been used by over 12-million business achievers in small businesses and large corporations around the world.

This class will show you precisely:

- WHY you do what you do (so you take control)
- And will reveal exactly **WHAT triggers you to jump out of bed in the morning revved up and ready to rock-n-roll**

Once your assessment is completed you'll receive your complete profile report via email (usually 16 to 18 pages) detailing every aspect of your Motivational Code™.

Segment 4.2 – Download & Listen.

Upon completion of your second assessment you will receive access to a special recording where we walk you through your entire report. In this special recording we'll maximize your personal performance and marketing effectiveness by walking you through your entire Motivation Code™ report.

Segment 4.3 – Profit Playbook.

You will be provided a Personal Motivation Summary to **mine golden profit-producing nuggets from your report**. You'll be referring back to this summary in Module 2 when we guide you through creating your Persuasive Selling Platform™.



CLASS 5: Your Motivational Code™ in marketing

In this class you'll learn the impact that different Motivational Codes™ have in people's decision making. This includes an **important warning about your lowest ranked motivator** and how that can hurt your marketing if you're not aware of it.

This class includes a Q&A session to answer general questions about Motivation Codes™ in sales and marketing.

You'll walk away from this class with a thorough understanding of:

- What your motivational bias is (and how to make it work for you!)
- How to *appeal to and instantly connect with different motivational styles*
- How to harness the power of your Motivation Code™ and use it to **make your marketing come alive for your Tribe!**



CLASS 6: Assessment & Application of DAVEK™ Filters in marketing

In this class we dive deep into the little known and often ignored world of learning styles. It's a **hidden key to making deeper connections with people in your Tribe almost instantly.**

We provide a tool to assess your primary information filters and delve into the four filters of DAVEK™. Armed with this you'll gain maximum control when developing and taking action on your marketing strategies.

With this covert training you'll be able to *disarm the "filtering system" most people subconsciously call on* to reduce information-overload. It's a major key in connecting and getting your message heard.



In Module 2, we guide you step-by-step in creating a series of four fun and effective formulas. When complete, these formulas form your Persuasive Selling Platform™.

With your Persuasive Selling Platform™ as your foundation, you'll be prepared to take a leadership role in your niche. And it will cause your marketing, and all your communication, to magnetically draw crowds of raving fans who'll buy from you again and again.

All without underhanded tricks or shady tactics. Just you as your Tribe's hero.



CLASS 7: Discovering your Persona

Having a **powerful Persona that attracts your ideal prospects, customers, and clients** is essential in today's marketplace. Your Persona forms the basis for your Personal Brand Declaration which we get to in Class 8.

In this class we'll walk you through a process using the exclusive Persona Discovery Matrix™. With this fun and interactive matrix you'll quickly and accurately craft your Persona Title. This will give you the guardrails you need to keep you on track with your marketing actions, activities, and interactions.



CLASS 8: Crafting your Personal Brand Declaration

If you're going to stand out in today's commoditized marketplace, **YOU need to be unique!** Different in a way that magnifies your greatest strengths and magnetically attracts your ideal clients and prospects.

It doesn't matter if you're just starting out in business on your own or established with a small business team. Your Personal Brand Declaration is the first of four foundation cornerstones in your Persuasive Selling Platform™.

It's fast and fun! Using another exclusive single-sheet matrix, you'll leverage the data you gathered in Class 7 to craft a powerful Personal Brand Declaration before moving on to Class 9.



CLASS 9: Crafting your Loyals Profile™

Who is your ideal prospect? What type of person is most likely to be transformed into a "Loyal" ... a raving fan at the top of your Tribal hierarchy?

Having a well defined Loyals Profile™ will give you a clear picture of exactly who you are looking to connect with. This saves you time and equips you to choose the right strategies and channels to connect with your Tribe in a way that makes them feel like you're talking directly to them.

It's also what allows you to **achieve your marketing goals faster, and with fewer mistakes.**

With this class and supporting materials you'll have a very simple process that will make it easy to craft your Loyals Profile™. Your second Persuasive Selling Platform™ cornerstone done... quickly, simply, and accurately!



CLASS 10: Creating your Tribal Factor™

People don't bond emotionally to a product or service. To create a Tribe of raving fans, *you need to have something that your Tribe can gather around and bond with each other over.*

It's bigger than you or your product... and that is your Tribal Factor™.

In this class you'll learn what a Tribal Factor™ is, and how to create your own as the third cornerstone of your Persuasive Selling Platform™.



CLASS 11: Your Primal Key™

How would you like to have a simple two-to-five word statement that acts as a filter for each and every marketing action you take?

Your Primal Key™ is exactly that tool.

During this class you'll learn how to develop your Primal Key™ and how to use it to **quickly and simply qualify every marketing strategy, decision, and action you take.**

Nothing will help you stay on track, connect with your Tribe, and move toward your goal more quickly than the final cornerstone of your Persuasive Selling Platform™ -- your Primal Key™.



In Module 3, we broaden your focus and introduce you to the **guiding principles and strategies key to your marketing success.** These are the strategies that are critical for you to effectively attract, connect, and convert your own Tribe of raving fans.



CLASS 12: Chain Factors for Maximum Cash Flow

Connecting with people and quickly building trust is great. But in business, the end goal is to make conversions. Agree?

Well that's what makes a Conversion Chain so important. In its' simplest form, a Conversion Chain looks something like this:

- First you convert visitors into friends
- Then friends into Tribe members
- And finally – normal Tribe members into Loyals

In this class you'll learn how Chain Factors make completing this Conversion Chain in your business a simple step-by-step process.

You'll learn the *profit-producing power* of creating your own Consumption Pyramid™.

And you'll also **learn the one key factor you must always strive to incorporate into your marketing** -- both online and off-line – for ongoing streams of cash flow.



CLASS 13: Killer Keyword Selection

No matter what other marketing actions you take online, knowing the right keywords for your online marketing is critical for getting targeted traffic. **It's what gets you noticed...** by both Search Engines and people.

In this class you'll learn tools and strategies for building a *Killer Keyword list* that will help to bring you **streams of targeted traffic from search engines**, Google Ad Words, and all New Media Channels.

We keep things *simple yet effective to benefit both new and experienced online marketers*. Special emphasis is given to keyword use in New Media channels.



CLASS 14: Your Profit Compass™

Everyone knows that having a map will allow you to reach your destination most efficiently. It reduces the unknown and makes the journey more fun too!

But a map is useless if you don't know where you're at. That's why *a compass is actually more important than a map*.

In this class you'll learn the importance of creating your own marketing map. But more importantly – you'll create your own Profit Compass™.

It's a single page resource that will allow you to summarize all the critical Tribal Seduction™ components you've gathered up to this point in the course.

It's a *simple plug-n-play process* that will guide all your marketing actions – for both short-term and long-term gains.

And it's crucial for getting the most personal benefit from Module 4 when we dive into the communication channels you have to put to work for you in your marketing.

MODULE 4 NEW MEDIA MARKETPLACE MASTERY

In Module 4 you'll get grounded in the communication and connection channels every small business owner should be aware of.

With the solid foundation we've helped you create in Modules 1 through 3, what you'll learn in this module will equip you to choose the ones that will be the best match for you, your Persuasive Selling Platform™ and your maximum profitability.



CLASSES 15 – 20: The Five Core Channels of New Media

Now that you've laid the foundation, developed your Persuasive Selling Platform™, and have your Profit Compass™ in hand -- it's time for us to dive into the New Media Marketplace.

New Media is an ever-expanding labyrinth of choices and opportunities. It can be overwhelming for many.

But you'll have the advantage of knowing that all that goes on in New Media can be boiled down to *Five Core Channels*. Once you understand this -- and the unique advantages of each channel -- **New Media Mastery becomes much more fun and profitable!**

In this module we dive into all five New Media channels to reveal the magnetic power and profit producing potential of each.

Here's how your classes flow to cover the Five Core New Media Channels...

- CLASS 13: **Unleashing the power of Blogs & RSS**
- CLASS 14: **Profiting from Podcasts**
- CLASS 15: **Creating instant rapport and raving fans with Online Video**
- CLASS 16: **Social Networking mastery**
- CLASS 17: **Free traffic and followers with Social Filters**

In each class of Module 4 we will cover:

- A basic introduction to the channel
- Real-world examples of **how others are using the channel to reap BIG rewards**

- Tips on *how to tell if the channel is the right match* for your Persuasive Selling Platform™ and Profit Compass™
- **Tools and strategies for leveraging the channel in your marketing**

You'll be stimulated in each class of this module with new and exciting ideas.

And you'll walk away from each class with **actionable strategies** you can take out and **immediately apply** in your business.