

Jeff Paul & Jim Fleck – Millionaire of the Month #14 Outline

Ken is a truly amazing man, and listening to him explain how he has gotten to where he has, how he so successfully used the genius of Walt Disney, and how any business can take advantage of these world class successes for themselves, no matter what kind of business you have or what you do!

- The Walt Disney formula for wildly spectacular success!
- What the number one money machine always has been, and always will be!
- What it takes to create the greatest advertising!
- What small companies do that giant companies do, that practically assures failure!
- How the EPCOT Center was conceived, and what marketing problem it solved for Disney!
- What a USP and a VSP are, and how knowing how to create them will make you rich!
- What marketing secrets and keys Walt Disney knew that 99% of people never figure out!
- How the “Pirates of The Caribbean” lesson taught by Walt Disney can make you as rich as him!
- What the first thing a small business should work on if they want to have a prayer of succeeding!
- What the “close your eyes test” for advertising is, and how you can use it to make a fortune!
- The truth about what you’re really fighting for when you advertise...and no, it’s not what you think!
- How to get through people’s natural distaste for advertising, and make a connection every time!
- The real business lesson that the “New Coke” experiment taught Coke, and what it can teach you!
- What you’re really facing when you go out and try to create awareness about your products or services!
- The two assets small businesses all have...and how to best utilize both of them!

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- The hidden flaw in corporate style marketing, and how to avoid this deadly trap!
And much more!

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