

Paid for Life 2009

Workshop Agenda

Rev 8/12/09

Time	Presenter	Topic
Friday August 14		
7:30 AM		Registration
8:30 AM	Mike Koenigs	<ul style="list-style-type: none">•Introduction, Welcome and Overview•Full-Contact Marketing: Social Media Marketing Campaigns•Speaking to your Audience, "Message to Market Match"•10x10x4 Review - Credibility in a Heartbeat
10:15 AM	Break	
10:30 AM	Mike Koenigs with Special Guests	Social Proof: How to Make a Perfect Video Testimonial
11:30 AM	Mike Koenigs	<ul style="list-style-type: none">•How to Create a "Perfect Offer"•Maximum Conversions: Lead Page Generator Secrets
12:30 PM	Lunch Break	
1:30 PM	Paul Colligan	"Screencasting" secrets: Creating content with and without a camera
2:00 PM	Jim Orr	Keyword Research
2:45 PM	Mike Koenigs / Jim Orr	Content Submission Secrets
3:15 PM	Break	
3:30 PM	Andrew Lock	How to Create and Profit from Your Own WebTV Show in Any Niche
4:15 PM	Mike Koenigs	Digital Cafe Animation Studios DEMO
4:30 PM	Frank Sousa	New features (articles, transcripts, blogs)
5:00 PM	Mike Koenigs / Frank Sousa / Jim Orr / Rocket Helstrom	Q & A Panel / Case studies
6:00 PM	Mike Koenigs	<ul style="list-style-type: none">•Offline Marketing Integration•Review and Traffic Geyser Mastermind
7:00 PM	End	
Saturday August 15		
7:30 AM		Registration
8:30 AM	Brendon Burchard	<ul style="list-style-type: none">•Welcome to Paid For Life and Introduce JLMC Video•Vivian Glyck welcomes audience and gives JLMC overview
8:50 AM	Mike Koenigs/ Brendon Burchard	<ul style="list-style-type: none">•What You are Going to Learn this Weekend•Introduce Theme: It's about psychology, not technology•Figure Out Who is in the Room•Review Weekend Roster
9:50 AM	John Assaraf	The Neuroscience of Success
11:10 AM	Break	
11:30 AM	Eben Pagan	<ul style="list-style-type: none">•Effective Market Research•Determine where there is a need•How to identify your own know how•Establish yourself as an expert•Turn your know how into something people want to buy

12:45 PM	Lunch Break	
2:00 PM	Brendon Burchard	<ul style="list-style-type: none"> •Mini Experts Academy •Expert vs Reporter •Coaching
3:15 PM	Break	
3:35 PM	Russell Brunson	<ul style="list-style-type: none"> •Creating a micro continuity program •Formula for successful product launches w/ continuity programs •Creating a business system that works
5:00 PM	Break	
5:20 PM	Mike Koenigs/ Paul Colligan	<ul style="list-style-type: none"> •Super fast product creation method •Create cool products to market and sell in 24 hours •How to create a continuity site
6:50 PM	Special Guest	<ul style="list-style-type: none"> •Secrets to Unbelievable Life Changing Stuff
7:20 PM	End	
8:30 PM	VIP Dinner	VIP Cocktail Reception and Dinner with Speakers and VIPs

Sunday August 16

8:00 AM		Registration
8:30 AM	Len Foley	<ul style="list-style-type: none"> •Member Site Empires: How to run YOUR OWN \$20-100,000 per month member cash machines
9:50 AM	Break	
10:10 AM	John Carlton	<ul style="list-style-type: none"> •Dangerously Effective Simple Writing System
11:25 AM	Break	
11:45 PM	Shawn Casey	<ul style="list-style-type: none"> •Teleseminars and webinars that sell •Formula for \$1.1M Seminars •Promoting Affiliates
1:00 PM	Lunch Break	
2:10 PM	Jorge Cruise	<ul style="list-style-type: none"> •Stretch It Out
2:30 AM	Jim Kwik	<ul style="list-style-type: none"> •Memorable Networking: How to remember names and faces
3:00 PM	James Malinchak	<ul style="list-style-type: none"> •Don't Just Sit There, Make BIG Money
3:30 PM	Break	
3:40 PM	Mike Koenigs/Paul Colligan/Special Guest	<ul style="list-style-type: none"> • Bringing Your Content Into the Living Room. Yes, You Can.
4:15 PM	Break	
4:35 PM	Mike Koenigs/ Brendon Burchard	<ul style="list-style-type: none"> • How to Take Action and Put It All Together
5:35 PM	Mike Koenigs/Brendon Burchard/Vivian Glyck	Wrap Up and Thank you for being a part of 2009 Paid For Life
6:15 PM	End	Final Photos and Sales
7:00 PM	VIP Cruise	San Diego Sunset Yacht Cruise with Speakers and VIPs