

TERRY WATSON'S HANDOUTS 201'

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List of Manufacturers:

The NeoReader mobile application operates on a number of popular handsets including Apple, Blackberry, Motorola, Nokia, Samsung and Sony Ericsson devices. Please click here for the list of manufacturers to see the models that are supported by the NeoReader.

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Zabasearch.com	Expensify.com (app)
GoogleAlerts.com	CNET.com
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SOURCES

- KimCommando.com – great source for viral/trending videos or video of the day
- Mashable.com
- CNET.com
- MACRumors.com
- SocialIdentities.com

DOWNLOADS

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2011/#more-9197>

SOUND BITES

CREATING AN ENGAGING WEB SITE

- Add more value
- SocialIdentities.com

CREATING AN ENGAGING FACEBOOK FORMULA

- Secret Handshake Formula
- Viral videos

CREATING AN ENGAGING VIDEO FORMULA

Viral videos

BOOKS

- Born to Run by Christopher McDougall (ISBN: 0307279189)
- Inside Steve's Brain by Leander Kahney (ISBN: 1591841984)
- The Constant Contact to E-Marketing by Eric Groves (ISBN: 04700503416)
- Unmarketing: Stop Marketing. Start Engaging. by Scott Stratten (ISBN: 047061787X)
- EntreLeadership by Dave Ramsey (ISBN: 1451617852)
- How to List by Barb Schwarz (ISBN: 978-0133965162)
- Why We Get Fat and What to Do About It by Gary Taubes (ISBN: 978-0307474254)
- Feel Good Look Younger: Reversing Tiredness Through Hormonal Balance by Edwin Lee, MD (ISBN: 978-0982919309)
- How Toyota Became Number One by David Magee (ISBN: 1591841798)
- HBR - Top 10 Must-Read's by Harvard Business Review (ISBN: 1422157997)
- Socialnomics by Eric Qualman (ISBN: 0470638842)
- Total Money Makeover by Dave Ramsey (ISBN: 159555078X)
- The 4-Hour Work Week by Tim Ferris (ISBN: 978-0307465351)
- Your Hidden Food Allergies are Making You Fat by Roger Deustch and Rudy Rivera, MD (ISBN: 978-0761537601)
- Wheat Belly: Lose the Wheat, Lose the Weight, and Find Your Patch Back to Health by William Davis (ISBN: 3520700000720)
- Your Best Investment: Secrets to a Healthy Body and Mind by Edwin Lee, MD (ISBN: 978-0982919323)

PEOPLE TO "FOLLOW"

Mari Smith
Gary Vaynerchuk
Brian Solis
Kim Garst
Hugh Briss @ Social Identities
Social Media Examiner
Tim Ferris
Chris Brogan
Larry Winget
Joe Calloway

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QUESTIONS TO ASK YOURSELF

1. How can I make this (_____)?
2. How can I reduce the (_____) of steps?
3. What (_____) can I eliminate?
4. If I want to increase my income, I need to increase my (_____)?
5. Definition of Kaizen & Muda:

Notes:

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