



## I. 2. Elements of the Trajectory Formula

$$S = (T + CM + AM + EV) \times TS$$



## **A. Required Variables**

**1. Trajectory**

**2. Critical Mass**

**3. Amorphous Marketing**

**4. Escape Velocity**

**5. Trajectory Sales**

## **B. Web Presences**

**1. Website**

**a. What Does Your Website Say About**

**b. Enabling the Social Media Web Presence**

**c. Tutorial One: Wordpress**

**2. Twitter Page**

**a. Building the Twitter Page**

**b. Using Gimp**

**3. Facebook**

**4. LinkedIn**

**5. Google Plus**

**6. Building PeerIndex**

## **C. Influence**

### **1. Klout**

### **2. PeerIndex**

## **D. Multitasking**

## **E. Basic Six**

## **F. Financial Results**

### **1. ROI**

#### **a. Demonstrable Value**

#### **b. Aggregate Positive Exposure**

### **2. Productivity Ratio**

## **G. Objectives**

## **H. Preliminary Questions**

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## **II. 1. The E13 Social Media Strategy**

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### **A. 1. Economics**

### **B. 2. Exponentiation**

**C. 3. Empathy**

**D. 4. Expertise**

**E. 5. Exclusivity**

**F. 6. Empowerment**

**G. 7. Evaluation**

**H. 8. Execution**

**I. 9. Engagement**

**J. 10. Effectiveness**

**K. 11. Efficiency**

**L. 12. Emotion**

**M. 13. Enthusiasm**

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### **III. 3. Success Funnel**

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**A. Strategy**

**1. Finding Opportunities**

**a. Economy**

**b. Motivation Model**

**c. Rising Above Circumstances**

**2. Twitter**

**a. Serious Business**

**b. Overweight Doctor Dilemma**

**c. Becoming a Social Media Power User**

**d. Twitter Rules**

**e. When to Tweet**

**3. Technology Denial**

**4. Market Choices**

**a. Brainmapping**

**b. Women Entrepreneurs**

**(1) Race to Prominence**

**(2) Soft Power**

**5. Vision**

**a. Steve Jobs**

**6. Real Solutions to Real Problems**

**7. Adaptation is Not a Luxury**

**8. Fundamental Elements**

**a. Steps Not to Ignore**

**9. SWOT, RCA, & the Panic Button**

**B. Management**

**1. Leadership**

**2. Dancing Poodles**

**3. Never Give Up**

**4. Capital Requirements**

**5. Optimism**

**6. Corporate Hierarchy**

**7. How to Solve Big Problems**

**C. Execution**

**1. How to Identify, Locate & Capture Your Audience**

**2. Where to Find Your Twitter Followers**

**3. Third Party Websites & Software**

**a. Engaging Efficiently with Buffer**

**b. Tweepi Is The Answer**

**4. Motivating Followers**

**5. The Daily Execution Regimen**

**6. How to Successfully Accumulate Followers**

**7. How to Engage Followers**

**D. Sales**

**1. How to Compete**

**2. How to Devour the Competition**

**3. Demonstrated Value vs. Artificial Price**

**4. Selling is About Relationships**

**5. Give Them What They Want & Need**

**6. Transforming Followers into Customers**

**E. Keys to Success**

**1. Irrevocable Commitment**

**2. Consistency**

**3. Hidden Keys to Success**