

# Marketing For Smarties 101 - Intro



Hello and welcome to the first course in Write Like A Madman University.

We think the optimum way of going through each course is to do the components in the order listed on your initial read, watch, or listen. After that, go wherever your needs and interests take you.

An additional bit of advice comes from current members. It is this. “On the first go-through, forego taking notes, don’t stop the videos, just let it all seep in. This will give you some familiarity with the topics and terms used.” Then, on subsequent visits, bring your note pad, worksheets, and even take screen shots.

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As you progress through the five courses, you will hear some repetition. This is not a mistake. We want you to read and hear important concepts in slightly different ways. You know, when you start your serious marketing, you'll hopefully follow our advice, "Craft a unique, powerful message, and repeat it often."

Here's something else to keep in mind. As a fully subscribed member of Write Like A Madman University (WLAM U), you can ask unlimited number of questions via email for one full year. That means, if you get stuck on something - you can ask...well...me, the author.

Please make the questions general in nature, and not specifically about your business, website or advertising.

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But remember, you also get two full Marketing evaluations for your home page, landing page, sales page, ads, emails...whatever you need some help with. These first two evaluations are free - included with your subscription...so don't forget them.

OK. I think I've gabbed enough for one course. Since this is the first course, I wanted to cover the necessities. In the future, these intros will be a lot shorter.

Anyway, welcome to our family. Our job is to help you succeed, succeed, and succeed. Enjoy the experience; I'll be expecting to hear from you.

Learn and Prosper,

A handwritten signature in blue ink that reads "Alan".