PUBLISHED & PROFITABLE NOTES AND RESOURCES

Marketing with Multiple Modalities

1 Consider New Communication Channels	2 Identify Your Core Curriculum	3 Promote Relentlessly & Shamelessly

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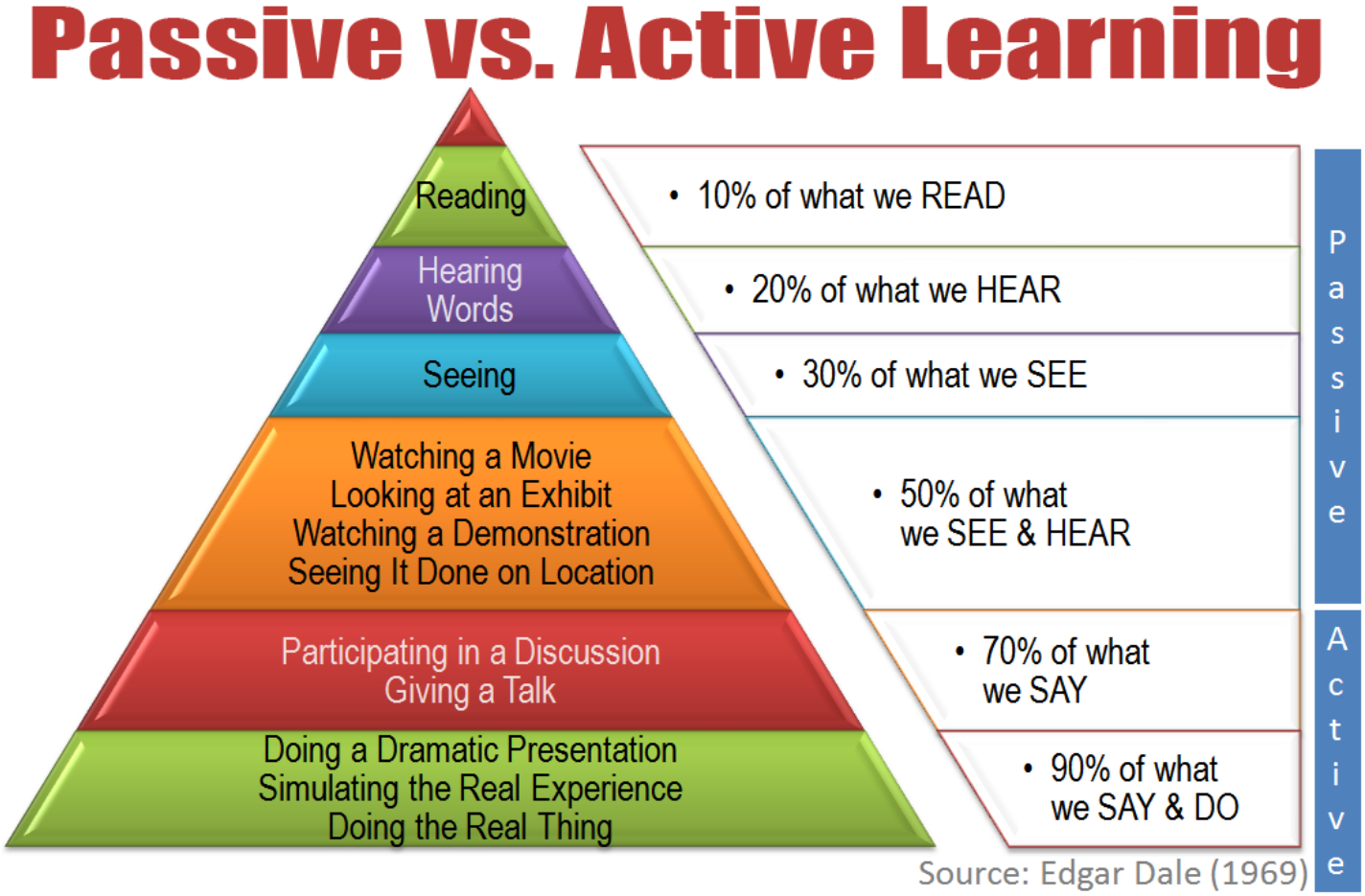
Marketing with Multiple Modalities

Attention is a process of resource allocation; those resources may be shifted among different modalities and information processing tasks.

The purpose of today's call is to highlight the significance of MRT in advertising messages, and how engaging multiple resources (brain activity) can increase retention.



** graphic courtesy sparkinsight.com*

Attention Theory & Information Processing:

- Attention Theory has been around for decades
- Focuses on the process of resource allocation
- Resources may be shifted for processing information

What Marketers Should Know:

- Understand how the mind processes information
- Create content that engages multiple resources
- Leverage this knowledge for greater success

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Why Should You Care?

- Better retention of information
- Builds trust and rapport
- Moves them forward in the sales funnel

Leveraging MRT in Marketing

The ability to position content for consumption in multiple modalities has never been easier. We simply need to change our way of thinking – each content vehicle that we create can be multi-purposed and expanded to create new content.

Locate	Expand	Distribute	Promote
Blog Posts Articles Ebook Excerpts Presentations Short reports White Papers Tip Lists Worksheets	Free PDF Downloads Autoresponder Content Branded Viral Reports Powerpoint Presentations Series of Tweets Audio Posts or Podcasts Video Posts or Viral Videos Compilations for Sale	Scribd & Article Directory SlideShare & Prezi YouTube, Vimeo, Viddler Your Own Autoresponder OneTrue Media & Animoto iTunes & CinchCast Lulu, Zazzle & CafePress Kunaki & CreateSpace	Blog Posts & Carnivals Press Releases Ping.fm & OnlyWire Pluggio LaterBro TubeMogul Social Bookmarking Allow Syndication
All written content can be adapted for another medium.	File expanded media together for easy access.	Distribute to both free and paid venues for best results.	Build trust, rapport and reputation with free content.

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On My Hard Drive:

Quick Start Resources

Audio & Video:

Blog Talk Radio – http://blogtalkradio.com
CinchCast – http://cinchcast.com
Audacity - http://audacity.sourceforge.net/
Free-Codecs - http://www.free-codecs.com/
Jing – http://techsmith.com
JayCut Video Editor - http://jaycut.com/
VideoPad Video Editor - http://www.nchsoftware.com/videopad/index.html
MotionBox Editor - http://www.motionbox.com/
Prism Video Converter - http://www.nchsoftware.com/prism/index.html
ZS4 Video Editor - http://www.zs4.net/
Stupeflix Video Creator - http://www.stupeflix.com/
Animoto Video Creator – http://animoto.com
One True Media Video Creator – http://onetruemedia.com
Apple iMovie - http://www.apple.com/ilife/imovie/

Print:

PrimoPDF Maker - http://www.primopdf.com/index.aspx
CutePDF - http://www.cutepdf.com/
PDFCreator - http://sourceforge.net/projects/pdfcreator/

Powerpoint Alternative:

Ajax Presents - http://us.ajax13.com/en/ajaxpresents/index.jsp
BrinkPad - http://www.brinkpad.com/
Google Documents - http://docs.google.com/
PreZentit - http://prezentit.com/
ThinkFree - http://www.thinkfree.com/common/main.tfo
ThumbStacks - http://www.thumbstacks.com/

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