



# BACK TO BASICS LINK LOG

	RESOURCES
<b>Chapter One</b>	<a href="#">Websites People Read</a> <a href="#">Betty Crocker Cookbook for Boys and Girls</a> <a href="#">Lego</a>
<b>Chapter Two</b>	<a href="#">Good to Great: Why Some Companies Make the Leap and Others Don't</a> <a href="#">Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy</a>
<b>Chapter Three</b>	<a href="#">Vista Print</a>
<b>Tip One</b>	<a href="#">5 easy steps to creating a marketing plan.</a> <a href="#">Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide.</a> <a href="#">Guerilla Marketing</a>
<b>Tip Two</b>	<a href="#">Create a marketing calendar</a> <a href="#">Websites People Read.</a>
<b>Tip Three</b>	<a href="#">Measure the effectiveness.</a> <a href="#">ROI marketing calculator</a>
<b>Tip Four</b>	<a href="#">Branding with Color</a>
<b>Tip Five</b>	<a href="#">Keep it to One Point</a>
<b>Tip Six</b>	<a href="#">Tips for testing an email campaign.</a> <a href="#">test the Subject line for my mailing</a>

<b>Chapter Four</b>	<a href="#">John Jantsch</a> <a href="#">Duct Tape Marketing</a> <a href="#">Guy Kawasaki</a> <a href="#">How to Change the World</a> <a href="#">Seth Godin</a> <a href="#">Agent of Change</a> <a href="#">Chris Brown</a> <a href="#">Branding and Marketing</a> <a href="#">Brian Clark</a> <a href="#">Copyblogger</a> <a href="#">Joan Stewart</a> <a href="#">Publicity Hound</a> <a href="#">Alan Weiss</a> <a href="#">Million Dollar Consultant</a> <a href="#">Jay Conrad Levinson</a> <a href="#">Guerilla Marketing</a> <a href="#">Power 150 Marketing Blogs</a>
<b>Tip Seven</b>	<a href="#">The Learned Owl</a> <a href="#">Megatrends 2010: The Rise of Conscious Capitalism</a> <a href="#">Life is Good</a> <a href="#">HomeAid</a> <a href="#">Biz Informer:</a> <a href="#">New Rules of PR</a>
<b>Tip Eight</b>	<a href="#">Buzz marketing efforts</a> <a href="#">Buzzoodle</a> <a href="#">Make a Name for Yourself</a> <a href="#">Moo.com</a>
<b>Tip Nine</b>	<a href="#">Five tips for repeat business.</a>
<b>Tip Ten</b>	<a href="#">WOMMA (Word of Mouth Marketing Association) case studies file</a>
<b>Tip Eleven</b>	<a href="#">Jay Conrad Levinson</a> <a href="#">AM Institute</a>
<b>Tip Twelve</b>	<a href="#">Everyone loves a party</a> <i><a href="#">It's a Party, Planning a Successful Retail Sales Event</a></i>

<b>Tip Thirteen</b>	<a href="#"><u>1,001 Ways to Keep Customers Coming Back</u></a> <a href="#"><u>There's a Customer Born Every Minute</u></a>
<b>Tip Fourteen</b>	<a href="#"><u>Publicity Hound</u></a> <a href="#"><u>New Rules of PR</u></a> <a href="#"><u>Free download of a press release template</u></a>
<b>Tip Fifteen</b>	<a href="#"><u>Regional pizza chain that created unbelievable buzz all based around a negative experience</u></a> <a href="#"><u>Google Alerts</u></a>
<b>Tip Sixteen</b>	<a href="#"><u>Chick-Fil-a first one hundred people</u></a>
<b>Tip Seventeen</b>	<a href="#"><u>Carnac the Magnificent</u></a> <a href="#"><u>Craig's List</u></a> <a href="#"><u>Yahoo</u></a> <a href="#"><u>DMOZ</u></a> <a href="#"><u>Feed burner</u></a> <a href="#"><u>Google</u></a> <a href="#"><u>Insider Pages</u></a> <a href="#"><u>Judy's Book</u></a> <a href="#"><u>Info USA</u></a> <a href="#"><u>Local Yahoo</u></a> <a href="#"><u>Local</u></a> <a href="#"><u>Localeze</u></a> <a href="#"><u>Locally Type</u></a> <a href="#"><u>Ohio Biz</u></a> <a href="#"><u>I Begin Source</u></a> <a href="#"><u>We Love Local</u></a> <a href="#"><u>Yellow Pages</u></a> <a href="#"><u>Zoom Info</u></a>

	<a href="#"><u>John Jantsch on more directories to consider</u></a>
<b>Tip Eighteen</b>	<a href="#"><u>You Tube</u></a> <a href="#"><u>Video for Business</u></a> <a href="#"><u>The Landscape Man</u></a> <a href="#"><u>Spin a pencil</u></a>
<b>Tip Nineteen</b>	<a href="#"><u>Twitter</u></a> <a href="#"><u>Tiny URL</u></a> <a href="#"><u>Tweet Deck</u></a> <a href="#"><u>Effectively use Twitter for your business.</u></a> <a href="#"><u>Facebook</u></a> <a href="#"><u>How to use Facebook Pages to promote your business</u></a> <a href="#"><u>Linked In</u></a> <a href="#"><u>100 Ways to Use Linked In</u></a> <a href="#"><u>Squidoo</u></a> <a href="#"><u>Retail party workbook</u></a> <a href="#"><u>Squidoo Lens can increase your website traffic</u></a>

<b>Tip Twenty</b>	<a href="#">Word Tracker</a> <a href="#">Search engine spiders</a>
<b>Tip Twenty One</b>	<a href="#">Making pay-per click work for you in five easy steps.</a>
<b>Tip Twenty Two</b>	<a href="#">Blogger</a> <a href="#">Typepad</a> <a href="#">Wordpress</a> <a href="#">Copyblogger</a> <a href="#">Google blog search</a>
<b>Tip Twenty Three</b>	<a href="#">Definition of "assume"</a> <a href="#">Dave Barry</a> <a href="#">Duct Tape Marketing</a> <a href="#">Goggle Alerts</a>
<b>Tip Twenty Four</b>	<a href="#">Amazon</a>
<b>Tip Twenty Five</b>	<a href="#">E-Zine Articles.</a> <a href="#">Articles-Base</a> <a href="#">Article Trader</a> <a href="#">Submit Your Articles</a> <a href="#">Work</a> <a href="#">About</a> <a href="#">Duct Tape Marketing article directory</a>
<b>Tip Twenty Six</b>	<a href="#">Idiots guide series for speakers</a> <a href="#">Getting a Standing Ovation</a>

<b>Tip Twenty Seven</b>	<u>Be viewed as a RESOURCE not a vendor.</u>  <u>Small Business Trends</u>  <u>50 Questions to Evaluate your Website.</u>
<b>Tip Twenty Eight</b>	<u>What is podcasting?</u>  <u>PodCamp</u>  <u>Audacity</u>  <u>Audacity step by step instructions.</u>  <u>Blip.TV</u>  <u>Talk Shoe</u>  <u>Blog Talk Radio</u>  <u>Podcast Alley</u>  <u>School of Podcasting</u>
<b>Tip Twenty Nine</b>	<u>Learning for Profit</u>  <u>Small Business Savvy</u>  <u>30-second commercial</u>
<b>Tip Thirty</b>	<u>Insanity: doing the same thing over and over again and expecting different results.</u>  <u>Narrowly Fending off a recession</u>