

Table of Contents:

About the Authorxxiii
Testimonials Capture Minds!.....xxvii
A Note To The Reader – Tim Basaxxxi
Free Resources xxxix

SECTION I: THE MIND CAPTURE MINDSETxlii

Chapter 1: Mind Capture In The A.D.D. World1
Chapter 2: Investigate, Cross Polinate, Then Detonate11
Chapter 3: Heaven Goes High Tech17
Chapter 4: Are You Relevant Or A Relic?25
Chapter 5: We’re All In Sales35

SECTION II: MIND CAPTURE STRATEGIES49

Chapter 6: Publicity Power51
Chapter 7: The Cause71
Chapter 8: Are You Google-licious?85
Chapter 9: Content Is King111
Chapter 10: Reach Out & Grab Someone — Part 2123
Chapter 11: Headline Magic137
Chapter 12: Copy Formulas That Sell153
Chapter 13: Connecting The Dots.....163
Chapter 14: Guarantee It Or You’re Gone.....181

BONUS:

Chapter 15: Multiple Access Points.....191
