

Terry Watson's Handouts - 2012

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Visit Terry's YouTube Channel at YouTube.com/GetTerry for amazing LOL, informative and jaw dropping videos.

There are three easy ways to get to Terry's FaceBook page:

- 1.) Scan the QR Code (QR stands for Quick Response)
- 2.) Go to www.TerryWatson.com and click the FaceBook button in the upper right corner
- 3.) Go to www.facebook.com/TheTerryWatson

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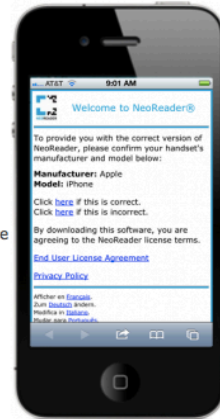
Go to get.neoreader.com on your mobile phone's web browser and follow the easy instructions. And you're ready to scan!

[Get.neoreader.com](http://get.neoreader.com) will ensure you download the most updated version of NeoReader onto your device.

List of Manufacturers

The NeoReader mobile application operates on a number of popular handsets including Apple, Blackberry, Motorola, Nokia, Samsung and Sony Ericsson devices. Please [click here for the list of manufacturers](#) to see the models that are supported by the NeoReader.

Note: The handset list is updated frequently, so be sure to check back regularly!



You can quickly find NeoReader in any of the following app stores. Simply open your preferred app store, search for NeoReader, and download today!



NeoReader – QR reader, barcode scanner, & more

NeoMedia Technologies, Inc.

Category: Utilities

Updated: Jan 10, 2012

★★★★☆ 5039 Ratings

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Kaywa.com	ScansnapCommunity.com	Keurig.com
Mephisto.com	Mint.com	Statistics.AllFaceBook.Leaderboard.com'
LinkedIn.com	OnlyMyEmail.com	ZenniOptical.com
SocialMediaToday.com	NameChk.com	WarbyParker.com
SocialMention.com	XCuts.com – Apple widget from Apple Store	Zabasearch.com
GoogleAlerts.com	Klout.com	Pipl.com
FootOdor.net – On Your Toes (product)	PeerIndex.com	Yelp.com
DogAnxietyBlog.com	Houselogic.com	RingCentral.com
KimTag.com	WineLibrary.TV	Success.com
Readability.com	ISkin.com	HBR.org
Online.WSJ.com	Dropbox.com	Evernote.com
ThunderShirt.com	NeoReader.com	Socialnomics.com
YouMail.com	MacRumors.com	KimCommando.com
Blog.Food.UCate.com	Vibram.com	AZChia.com
Hair Max Laser Comb at HairMax.com	Expensify.com (app)	CNET.com
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about.me/directory	swivl.com	

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Sources

- KimCommando.com – great source for viral/trending videos or video of the day
- Mashable.com
- CNET.com
- MACRumors.com
- SocialIdentities.com

Downloads

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2011/#more-9197>

Sound Bites

Creating an Engaging Web Site

- Add more value
- SocialIdentities.com

Creating an Engaging FaceBook Formula

- Secret Handshake Formula
- Viral videos

Creating an Engaging Video Formula

Viral videos

Books

- Don't Make Me Think by Steve Krug (ISBN: 0321344758)
- Rocket Surgery Made Easy by Steve Krug (ISBN: 0321657292)
- Born to Run by Christopher McDougall (ISBN: 0307279189)
- HBR – Top 10 Must-Reads by Harvard Business Review (ISBN: 1422157997)
- Inside Steve's Brain by Leander Kahney (ISBN: 1591841984)
- Steve Jobs by Walter Isaacson (ISBN: 9781451648539)
- The Constant Contact Guide to E-Marketing by: Eric Groves (ISBN: 04700503416)
- Socialnomics by Eric Qualman (ISBN: 0470638842)
- Unmarketing: Stop Marketing. Start Engaging. by Scott Stratten (ISBN: 047061787X)
- How Toyota Became Number One by David Magee (ISBN: 1591841798)
- Total Money Makeover by Dave Ramsey (ISBN: 159555078X)
- EntreLeadership by Dave Ramsey (ISBN: 1451617852)
- Fat, Sick, and Nearly Dead by Joe Cross (ISBN: 1450764789)
- How to List Barb Schwarz (ISBN: 978-0133965162)
- The 4-Hour Work Week by Tim Ferris (ISBN: 978-0307465351)

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Questions to Ask Yourself

1. How can I make this (easier)?
2. How can I reduce the (number) of steps?
3. What (steps) can I eliminate?
4. If I want to increase my income, I need to increase my (value)?
5. Definition of Kaizen & Muda:

Notes:

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What Your Klout Score Really Means

BY SETH STEVENSON  04.24.12 7:32 PM

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Last spring Sam Fiorella was recruited for a VP position at a large Toronto marketing agency. With 15 years of experience consulting for major brands like AOL, Ford, and Kraft, Fiorella felt confident in his qualifications. But midway through the interview, he was caught off guard when his interviewer asked him for his Klout score. Fiorella hesitated awkwardly before confessing that he had no idea what a Klout score was.



The interviewer pulled up the web page for Klout.com—a service that purports to measure users' online influence on a scale from 1 to 100—and angled the monitor so that Fiorella could see the humbling result for himself: His score was 34. "He cut the interview short pretty soon after that," Fiorella says. Later he learned that he'd been eliminated as a candidate specifically because his Klout score was too low. "They hired a guy whose score was 67."

Partly intrigued, partly scared, Fiorella spent the next six months working feverishly to boost his Klout score, eventually hitting 72. As his score rose, so did the number of job offers and speaking invitations he received. "Fifteen years of accomplishments weren't as important as that score," he says.

Click this link below to read the entire article...

http://www.wired.com/business/2012/04/ff_klout/