

Some of the things you should be using your **90 minutes** for...

1. Write emails
2. Write a 'stick' letter
3. Re-activate old customers
4. Auto-responder follow up campaign
5. One-off follow ups (especially if something is in the news)
6. Crafting your avatars
7. Planning how to build your list
8. Writing & scripting squeeze page 'hooks'
9. Planning & writing your free reports to give away
10. Segmenting your database
 - ... creating niches
 - ... enabling personalisation
11. Identifying who's got the best list for your niche
12. Facebook
13. Headline brainstorm
14. Headline tests (PPC is great for this!!)
15. Review PPC results
16. Facebook Ads
17. Planning and scripting sales webinars
18. Gathering testimonials
19. Planning sales and promotions
20. Crafting offers
21. Mapping out launch campaigns
22. Developing new products
23. Studying Google analytics
24. Reviewing and updating websites
25. Studying Google analytics
26. Write and design Ads
27. Write and design sales letters (for direct mail)