



Welcome To The *Fast Lane* . . .

We're delighted you've decided to collaborate with us to help yourself and others **Produce Better Results In Less Time**, and share your personal *CircleNomics*[™] Story.

We're not very big on rules around here – so there really are none. However, we have crafted this list of things to know, a little more context on the *CircleNomics*[™] world view, and a nifty little template to support you in your efforts to make the best submission possible:

Things To Know

1. The first *CircleNomics*[™] book (Paperback & E-book) is scheduled for release **Fall 2009** – so if you want your story considered for publication, don't procrastinate – Get 'er Done.
2. **Less Is More.** 500 to 1,500 words is plenty. This book is for “real world” professionals . . . many of whom don't eat if they don't produce. They don't want a dissertation, they want practical information illustrated with vibrant examples – examples of strategies and tactics they can personally employ the next day. We strongly encourage you: ***Be Brief, Be Bright, Be Gone.***
3. There's no guarantee your submission will be included in the book. This is not necessarily a reflection of the quality of your story. A number of factors will influence our final selections, including how many submissions we receive, number of similar stories, etc. Of course, the less your success in the story relies on traditional “interruption marketing,” the more unique your approach, and the more impressive your results . . . the more likely your story will be accepted for publication. **Stories including 3rd party endorsement / documentation (like customer testimonials for example) will receive top preference.**
4. **All submissions will** be eligible for inclusion on the *High Velocity Blog*. For this reason, make sure you include any relevant links, and you might seriously consider supplementing your text submission with audio or video.
5. **There is no financial compensation for submitting your story or having it published.** We are **not** buying your story. You still own it, and may do whatever you wish with it. You are however, giving us permission to publish your story in any media at any time without compensation.
6. **Everyone** providing *CircleNomics*[™] submissions will receive **one complimentary copy** of the paperback book, and may purchase as many copies as they wish at **the same author discount price we get** for the first 90 Days after release. (*10 Copy Minimum for “Author Discount” Orders*)

Enjoy – And We'll See You In The ***Fast Lane*** . . .

Stone Payton / Todd Schnick / Lee Kantor

CircleNomics™

A Fast Overview . . .

(noun) - The set of disciplines and natural laws which govern one's capacity to draw quality relationships and profitable business into their "circle."

Faster Is Better

Top Performers in every arena consistently **Produce Better Results In Less Time** – exercise just a handful of key disciplines that give them that slight extra edge.

CircleNomics™ is an accelerator – a world view and thinking discipline enabling you to systematically increase the ratio of results to time invested.

Interruption Marketing

Is a dying model, continues to produce diminishing returns (especially in the professional services arena), and it's SLOW.

The Best Way To Market Your Service Is To Service Your Market

Do this consistently . . .

- Before they become a client . . . and your sales cycle will shrink dramatically
- While they're a client . . . and your revenue will skyrocket
- After they're a client . . . and you'll expand your business exponentially
- Even if they're never going to be a client . . . and you'll have more referrals than you can handle
- For your vendors . . . and you'll have "reach" that no budget, no process, no expertise could ever produce
- For your competitors . . . and you won't have any

Forget The Funnel

- It just doesn't jive with the buying process anymore (probably never did) -- requires linear movement in a non-linear environment
- It violates natural law – requires un-natural force in a world governed by natural law
- It Leaks (a lot) – requires binary response (Yes or No?, In or Out?) in a market full of choices
- It's not how Top Performers go to market, and not what they do when they get there
- There's a better way

Focus On The Pre-purchase And Post-Purchase Experience

- Make the experience of engaging with you and your organization what the gurus call "signature" . . . something your competitors can't replicate, something your market can't get somewhere else and they become less and less willing to do without.
- Don't wait till they buy, Don't stop after they buy.

Teach Me How To Buy From You

Aligning your sales process with the prospect's buying process is a credible idea – but far more applicable to hard goods, non-discretionary services, and commodity items – products and services for which most organizations have an established buying process. The more unique your service is (like specialized expertise, for example), the less likely your prospects have an established buying process that will properly facilitate your interests or theirs . . . and the more energy you need to invest in **teaching them how to buy from you**.

Solve My Problem

Help me get exactly what I need and want – whether you and your company provide it or not.



Applying *CircleNomics*[™] is important in my business because:

Summary statement describing why *CircleNomics*[™] is important to you and your market

One recent example is:

Specific “real world” example of you applying *CircleNomics*[™], the positive results you and your customer(s) realized -- and if available, related testimonial(s) / documentation

- Provide links where applicable. If your submission is selected for publication, these will be included in the E-book version, and may be included in the paperback.
- We recommend 500 to 1,500 words, however submissions of any length will be considered.
- If you choose to supplement your text submission with audio or video (highly recommended), please provide links to these files at the end of this section.

What I learned from this experience is:

Brief summary of ideas validated and lessons learned that continue to influence your approach, and you believe will help others meet their market more effectively

My advice to you is:

Final words of wisdom gleaned from this specific experience and your experience in general

About Me:

Brief BIO and contact information -- including links to your blog, website, LinkedIn profile, etc.

Your Photo