

# "All Selling Aside" Podcast: Editorial Calendar 2018

## Episode Titles

1. Confessions Of A "Serial Entrepreneur"
2. Why "Seeding" Is The New Selling
3. Three Reasons Why People Will Buy
4. Three Reasons Why People Won't Buy
5. Galileo's Famous 3.4-Sec Sales Pitch
6. How To Spot Jackass Decision-Makers
7. The Power Of The "Rockefeller Effect"
8. Five Famous "Dropout" Influencers
9. Sam's Dirty Little Secret To Billions
10. The Power Of Ruthless Compassion
11. Experience Is NOT The Best Teacher
12. The 3 WHYs of "Ethical" Influence
13. How To Transform Ice Into Steam
14. Discover The "ALL IN" Principle
15. The Public Speaker's Magic Formula
16. Four Learning Styles Not To Overlook
17. Why Socrates Avoided Sales Rejection
18. How To "Sell Less" & "NET More!"
19. Four Ways To Play The Game Of Life
20. What Makes Me Weep In Business
21. FACT: The "Sale" Is Always Made
22. Three Keys To Identify Your "Avatar"
23. The Anatomy Of The Perfect Workday

## Opening Story

Feeding Pigeons Story  
Smuggling Donkeys Story  
David Perdue Sales Story  
PBI Failing Launch Story  
Pisa Canon Ball Drop Story  
Aesop's Apple/Pear Story  
Central Park NYC Story  
Billionaire Dropouts Story  
Competitor Flyover Story  
Laser Coachings Story  
Samurai & Monk Story  
Selling GBO From Stage Story  
Bookend Cold-Warm-Hot Story  
Pupil Under Water Story  
Dale Carnegie Speaking Story  
Web Communication Secrets Story  
80/20 Prequalify/Promote Story  
Conversion Secrets Story  
Dave Buck Coaching Story  
Max DePree Leadership Story  
Jeffrey Gitomer Story  
Saddleback Church Story  
Ringing To Setting Alarm Story

## Call-To-Action

**Alexisms Book**  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
**Influencer Directory**  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
**Influencer Quiz**  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
**Conversion Secrets**  
Review/Rate iTunes  
Review/Rate iTunes  
Review/Rate iTunes  
**Avatar Examples**  
Review/Rate iTunes

24. How To Influence Others Like Gandhi	Child Who Ate Sweets Story	Review/Rate iTunes
25. Simplicity On Far Side Of Complexity	Oliver W. Holmes Story	Review/Rate iTunes
26. What Is "Self-Serving" Benevolence?	Karmic Marketing Story	<a href="#">Karming Marketing</a>
27. How Influencers "Lead-From-Behind"	Ropes Course Wall Story	Review/Rate iTunes
28. The Power Of "Delayed Gratification"	Eating Marshmallow Story	Review/Rate iTunes
29. Bucky Fuller's 3 Unifying Principles	Einstein At Princeton Story	Review/Rate iTunes
30. Discover And Live Into Your "Verb"	Bucky Fuller Suicide Story	<a href="#">Discover Verb Video</a>
31. The Invisible Power Of "Precession"	Henry Ford Chicago Story	Review/Rate iTunes
32. Why Priority Is The New Productivity	Big Rocks In Jar Story	Review/Rate iTunes
33. How Harvey Built A \$600M Company	Follow Delivery Truck Story	Review/Rate iTunes
34. The Cost Of Arrogance In Business	Professor & Boatman Story	Review/Rate iTunes
35. Why The Environment Always Wins	Selling High End Soap Story	<a href="#">9 Environments</a>
36. Jab, Jab Punch: "The Power of 3"	The Google.com Story	Review/Rate iTunes
37. Why "Trial Closes" Prevent Rejection	Ted Thomas Story	<a href="#">23 Trial Closes</a>
38. The 2nd Best-Selling Food In America	The Potato Chip Story	Review/Rate iTunes
39. How Henry's 5 Ideas Made Billions	Henry Kaiser Story	Review/Rate iTunes
40. The "2nd Mouse" Gets The Cheese	Ray Kroc McDonald's Story	Review/Rate iTunes
41. Why Flexibility Is Key To Prosperity	Tony Robbins Event Story	<a href="#">Cartesian Quadrants</a>
42. Reminiscing About The Future ...	Samuel Morse Story	Review/Rate iTunes
43. Earl's Billion Dollar Brand In 1903	Band Aid Story	Review/Rate iTunes
44. The Man Who Had "Cold Feet"	L.L. Bean Story	Review/Rate iTunes
45. First "WHO?" ... Then "WHAT?"	Jim Collins Bus Story	Review/Rate iTunes
46. The Silent Assassin In Business	Aesop Ant & Grasshopper Story	Review/Rate iTunes
47. Sloppy Success Is Better Than...	UIBC 1 (Long Beach) Story	Review/Rate iTunes
48. First "SOUTH" ... Then "NORTH"	Empire State Building Story	<a href="#">Binary Assessment</a>
49. How To Avoid "Bad Karma" In Biz	Village Wine Story	Review/Rate iTunes
50. Your Legacy Is In Your Own Hands	White Dove Story	Review/Rate iTunes

51. Always Forgive, But Never Forget
52. Never Forget The "Little Guy & Gal"
53. The World's Most Lucrative Skill
54. Why Every Biz Is A "J-Hook" Biz
55. Get Rich With The "Platinum Rule"
56. Always Assist, Never Help Others
57. Two Silent Assassins of Influence
58. Five Stages of Sales Conversion
59. The IPS Manifestation Formula
60. High Intention, Low Attachment
61. It's The Most Wonderful Lie
62. The World's Most Lucrative Skill

- Aesop Man & Serpant Story  
Aesop Lion & Mouse Story  
Max Sackheim Story  
Steve Jobs' iPod Story  
Interested In Others Story  
Breanna Bathtub Story  
Binary Assessment Story  
MacArthur Park Pigeon Story  
Massage Therapist Story  
W. Clement Stone Story  
Experience Only Teacher Story  
Mikhail Gorbachev Story

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Alex Speaker Reel