

Daniel Hall Presents



Episode 138

**How to Write Your Book Using Facebook Live
With Clint Arthur**

Hello! Welcome to the RealFastResults.com podcast! Clint Arthur is today's special guest. What Clint has to say is vitally important to building your platform as an author, as a speaker, as a coach, as a trainer, and whatever it is that you do in business. Please welcome Clint to the show...

**Promise: How to Write Your Book with
Facebook Live**

This is going to be one of the most amazing breakthrough interviews that anybody is ever going to see because I did something, recently, that no one has ever done, to my knowledge. I've worked with over 1,000 authors, speakers, and coaches. I know what everyone is doing through Celebrity Launchpad, through events at Harvard, or Nasdaq. Nobody has ever done anything like this before!

If you listen to this interview, you're not only going to know how to write a book. Basically, you are going to generate the topic and the content of the book in a two-hour window. I was able to turn my book around and have it live, selling as a Kindle book on Amazon within 24 hours. Now, 25% of the sales of that book have already transformed into \$2,000 tickets for my live event at Carnegie Hall. That's a pretty good backend to a book that I created in one day, really, generating two hours' worth of content. This book is generating \$2,000 sales for me, and it was all within 24 hours. That's the promise, and you can do it too!

The Benefits of Using Facebook Live

First of all, you are generating promotion for the book while you are creating the book. Again, that's *while* you're doing it. One of the things I teach on [Celebrity Launchpad](#) is that there are different kinds of hooks. There are different things that people are interested in. They are interested in things that are happening now. **That's the Timing Hook.** They are interested in things that are happening to celebrities. **That's called the Celebrity hook.** They are interested in things that affect them every day. **That's the Everyday Item Hook.**

They are interested in things that involve technology. It seems like anything involving Facebook today, people are interested in. **This method generates your book with a Facebook live.** Look, you can record your book in any manner that you want. I have done many by just creating a recording on my phone. I've done it by recording phone calls in which people call into my office on a conference line.

But, hey, when I did it on Facebook Live, I had people on there, and I could even build stuff in. For example, there's one woman who popped into my Facebook Live, and I haven't been able to talk to her in months. She was blowing me off and avoiding me, and all of the sudden, I saw her pop onto the Facebook Live. As soon as I saw her pop in, I said some stuff directly to her. She didn't know that it was custom content for her, but I did generate custom content on the spot, just for her. I knew it would appeal to her, and you know what? She signed up for a \$2,999 ticket to my Living Legends of Entrepreneurial Marketing at Carnegie Hall event.

This was the result of her popping into my Facebook Live and getting the book. I saw her up at Harvard this past weekend, and she bought the \$2,999 ticket to the event. You know, I've generated a lot of money with this book already, and it has only been out, like, 10 days, total. A lot of it was because it was generated in everyone's favorite location, Facebook.

The title of my book is [Entrepreneurial Marketing](#). It's a double entendre because it's a book about entrepreneurial marketing, and the book itself is entrepreneurial marketing.

How Did You Get Your Start?

This is the most important thing, okay? **Now, I've written a lot of books.** In case you don't know my story, I graduated from the Wharton Business School, and when I did, I went home to get the "attaboys". I don't know about you, but when I was growing up, my parents were constantly arguing, and this is one of the reasons why I wanted to go to the Wharton Business School. I thought that if I could become someone special in the eyes of my parents, then maybe they would stop arguing, but I went home after graduating, and what happens? They get into the biggest argument of all time!

My dad stormed out of the apartment, slammed the door, and I'm sitting in the living room, on the couch where I had sat a million times as I was growing up. I turned to my mom and said, "You know, the way he had resented you all of these years, have you been cheating on Dad?" I remember sitting there, thinking, "Where did that question come from?" I had never had that idea before in my life, and then I thought, "What kind of a rude son-of-a-gun asks his mom a question like that?" But, then my next thought was, "Why isn't she answering the question?" That's when she said, "He's not your real father.

Your real father was a doctor at the fertility clinic we went to for six years when we were trying to have you, and you look just like that guy.”

“Really? Mom, seriously?” Yeah, it was true, and that changed my whole life. Not only did I not know who I was anymore, I sure as heck didn’t know who I wanted to be when I grew up anymore. What did I do? I got on the phone and called up the investment bank on the 87th floor of the One World Trade Center. Speaking of “Ground Zero,” I probably would have been sitting in the corner office 12 years later when that plane hit. Anyway, that day on the phone, I said to the Vice President, “Thank you, sir, but I have decided I don’t want to be an investment banker anymore. So, what did I do? Naturally, I moved out to Hollywood.

I started writing screenplays and going on auditions. I was trying to find myself. Most people go to Hollywood to lose themselves, but I went there to find myself. **In the process, I wrote 30 screenplays and 10 books.** On the New Year’s Eve of the Millennium, I was driving Yellow Cab #6087, and in the backseat of my cab were two guys who were NBA interns at Goldman Sachs. I’m listening in on their conversation while I’m driving them to a party, and one guy says, “Hey, did you hear about Mr. Guerra? They made him the last partner right before the IPO, and he cashed out a gazillion dollars!”

I was like, “Hey, are you guys talking about Chris Guerra?” He was a pledge at my fraternity! When I was a pledge master, I used to make those little punks dance around the living room of our house. Now, just a few years later, after graduating from Wharton, he’s making gazillions from the Golden IPO, and I’m driving Yellow Cab #6087. It’s my sixth year of being somebody special. Yeah, I became the Wharton taxi driver, and that’s how special I was. That night, when I got done driving people around, I went home to my little boat in Reno Del Rey and started counting my money. Five hundred and thirteen dollars. Where is Chris Guerra tonight? Probably partying in the Rainbow Room, and I’m busting my ass.

I was supposed to be somebody special! I swore that I was never going to write again, and I did not write another word until nine years later. That was when I was told by the shaman at a campfire, “You don’t know it yet, but you’re already dead!” “What do you mean I’m already dead? I’m the most successful guy on this team, and eight years ago, I was a taxi driver, but now I am a millionaire. I was living on a little boat, and now I live in a mansion,” I said. “You’re already dead, and you just don’t know it!” I didn’t know what he was talking about, but I couldn’t stop thinking about it.

I woke up on New Year’s Day that year, and I asked myself, “What if that guy is right? What if this is going to be the last year of my life? What would I want to accomplish this year?” The first thing that I wrote down on my list was that I had to write my book about what I learned at Wharton Business School that made me successful as a businessman when I stopped trying to become a movie star and a screenwriter. I stopped playing the “starving artist” in my life. I’ve written that book, and it was the first of many books that I have written.

[*What They Teach You at the Wharton Business School*](#), [*The Last Year of Your Life*](#), and [*The Greatest Book of All Time*](#), which inspired the title of my radio show. I am currently on WABC Radio in New York City. I just recorded two of my shows, *The Greatest Show of All Time*. You can listen in though WABC Radio in New York as well as on iTunes and through Google Play.

I've written lots and lots of books, and I'm telling you, when you are writing books, it's great to write, but then you have to sell. How do you sell? You've got to get the word out, and the beauty of what we are talking about today is that while you are creating the book, you're on Facebook promoting the book, and people are already engaging with you on your topic.

They are already getting pieces of your content, and they want to see how your book is going to turn out. Like, "Is this part going to be in the book, and what will it really be like?" So, they'll get the book, and they'll read it and check it out, and hopefully, they'll buy from you the way that they have been buying from me.

How Do You Pre-plan for This?

Having written 30 screenplays, and back when I was in Hollywood, I wrote 10 books, and then, I started writing again after a nine-year hiatus, I've written another 20-something books. **You have to know what you want to say.** Now, that doesn't mean that you have to know every word, but you have to know the topics. For example, I wrote one book called, *The Performance Secrets of Donald Trump*, which became, [*The 21 Performance Secrets of Donald Trump*](#). I took the words, performance, secrets, of, Donald, and Trump, and there are 21 letters there, and each one of those letters became a topic.

I didn't know what I was going to say, but I knew that I needed to finish out that acronym. So, I just wrote out all of the letters, and I came up with a topic for each letter. To me, it helps a lot if you have a topic that you are passionate about or knowledgeable about. That's duly important. **When you have something that you are intimately familiar with and that you are really passionate about, that's the best way to write your book.** Write about something that you really care about because when you know about something, it's easy to write a book about it. That's the key.

If you don't know exactly what you want to talk about, then you have to be willing to open yourself up for the challenges. My favorite quote from General George S. Patton is, "Accept the challenges so that you can feel the exhilaration of victory." Now, I didn't know what I was going to say for [*The 21 Performance Secrets of Donald Trump*](#). I didn't know what all of the topics were going to be, but I knew that I had to write those topics, and it took me two days to write that book, and three weeks later I was on CNN for my first of six appearances, promoting that book.

I was on Fox Business channel two times because of that book. I wrote that book to generate media attention, to generate positioning as an expert, and you know what's really cool? I recently sent a copy of the book to Donald Trump, along with one of my favorite things, which is a "tie align," which is a piece of plastic that you place into a little loop on your tie, and you can button it into your shirt, which keeps your tie from flapping around in the breeze or getting out of alignment. I just got back from a trip, and in my mailbox was a "thank you" card from Donald and Melania Trump, in response to my thoughtful gift.

How do you know what you want to write? Man, that's the key to it all. **You've got to pick topics that you really care about.** Here's the really interesting thing. My latest book is called *Celebrity Entrepreneurship*. I'm very passionate about that.

I believe if you want to be successful as an entrepreneur, you should be a celebrity in the eyes of your customers and prospects. How do you do that? There are five basic ways.

1. Number one, by becoming a VIP speaker, which means speaking at very important places.
2. Two, going on TV. All celebrities are on TV. The difference between celebrities and influencers is that celebrities are on TV and influencers aren't.
3. The other difference is the third technique, which is celebrity attachment. That's where you have pictures of yourself with famous people. For instance, recently we had Suzanne Somers at the Harvard Club of Boston. She was our celebrity attachment person. At the Living Legends of Entrepreneurial Marketing Conference at Carnegie Hall, I'll have Martha Stewart, and Ice-T, and his wife Coco, and Jerry Greenfield (from Ben & Jerry's), and Dan Kennedy. Now, Dan Kennedy isn't really a celebrity. He's more of a celebrity entrepreneur, but to people who are into Dan Kennedy, he's somebody special. There will also be Michael Gerber, author of *The E-Myth*, and even Dylan Howard, the editor in chief of the *National Enquirer*. Howard would be a great guy to ask about coming up with stuff to write because who creates more content than the *National Enquirer* does? I mean, week after week, they are coming up with stuff.
4. The fourth way is having awards.
5. The fifth way is having bestselling books or products. Having a bestselling book today is more of a marketing technique than it is a money generator. It's about positioning and the marketing value of being a bestselling author.

When you know these things, it's a lot easier to generate content. When you know what you're talking about, and when you're passionate about what you're talking about, it's much better. Here's the key. I got to a point last summer where I had to decide what to write. There were two projects that were on my back burner, and I was getting ready to write in both cases. One of them was *Celebrity Entrepreneurship*. That's my newest book. The other one was about things that I've learned from men in my life.

These are both important books for me, but I believe I was put on this earth to write *Celebrity Entrepreneurship*. I think there are other men out there that could write important books about lessons they have learned from other men. They could probably make it as good as or even better than mine, but not everyone could create this entrepreneurial celebrity marketing book like I could. I've been dedicating my whole career to this for the last nine years. I have been learning about celebrity, and I'm really glad that I sat down and wrote that book.

When I say that I sat down and wrote it, I mean that I walked around the halls of the Royal Hawaiian Hotel for three or four days, and I dictated the book into this phone. Then, I had it transcribed and published it through Ingram Spark. It is a hardcover book. That book got me to a place that I've never been to before in my speaking or my writing. **It was in the storytelling. That's where I made a real breakthrough in my authorship, and I understood that people don't want to be lectured to.** People want to hear stories, and I try to do that.

What Was Your Process for *Celebrity Entrepreneurship*?

In this case, I knew who the speakers were. These were the same celebrities I listed earlier, as well as a few others, including myself. Since I knew that, I pretty much had an outline to go by. Now, what did I

do? You always want to tell your story. That's why I told you guys my story already. I told you about how I graduated from Wharton, I went home, and I found out about my father. I shared how that experience rocked my world, and it changed my path so that I became a taxi driver rather than an investment banker. But, I wasn't just a taxi driver because this was all part of the journey, in becoming a starving artist, a movie star wannabe and all of that. This went on and on until I had to stop writing for years and years.

You already know so much about my story, and I tell those stories every time. That's always got to be in your book, your story. You might think that everyone knows your story because you have told it so many times, but I know enough to know that no one does. **Even the people who have heard it before are happy to hear it again because 1) you tell it different every single time. You can't help that, and 2) it evolves and matures. It gets better as you continue telling it and retelling it.** Also, people don't remember. They don't remember everything about you; they are too busy thinking about themselves.

You think you know my story, but you don't know it. If you were to hear it again a year from now, or five years from now, or whatever the case may be, it will be slightly different, and you'll still want to hear it because it's kind of like the greatest hits of your favorite band. That's what Dan Kennedy says, and I've studied everything from Dan Kennedy. I've seen him speak everywhere, and I've heard him tell the same stories over and over. I interviewed him for my radio show, and he'll be appearing on *The Greatest Show of All Time*, which you can listen to at WABCradio.com.

When you listen to the interview, you'll hear me asking him to share some stories. That's what great speakers do; they tell stories. I honestly and sincerely believe that's what great writers do as well. All they do is tell stories, and that's all anyone wants. The reason why you didn't like studying from textbooks when you were in high school and college was because there were no stories. It was all teaching. Nobody wants to be taught; they just want to learn from stories, if at all.

So, I go on Facebook Live and share my personal story, and then I go on talking about who each of the individuals I am discussing is to me. I tell why I hired them and am paying them a lot of money. In the case of Dan Kennedy, not only am I paying him a lot of money, I'm also paying for the jet fuel that goes into his private jet to bring him to the studio. That's the only way that he travels, by private jet. God forbid Dan Kennedy should have to drive from Cleveland to New York City or fly commercially from one place to another. He's got to fly on a private jet, and I'm happy to pay for that too because I understand who he is and what he represents. Now, that's not just who he represents to the world, but what he represents to me too.

Dan Kennedy is my greatest mentor. I met him at a seminar years and years ago. James Malinchak was the one who introduced me to Dan Kennedy. I've been to James Malinchak's seminars many times, but then I started going to Dan Kennedy's seminars because he was the real power behind Malinchak as well as many other hot and prominent gurus in the industry. Experts in the industry I'm in are basically just regurgitating things that they think they heard from Dan Kennedy. They are just trying to profit from his concepts, techniques, and ideas. So, I've studied him for many, many years, and I've chased him all around the country.

I was talking with Dan's assistant of 29 years. Her name is Vicky, and she is from Phoenix. I was talking with her, and she was like, "Clint, you follow Dan around like Velcro. You really stuck to that guy." I have. I've been watching him speak all over the place. I think he's a living legend, and I wanted to bring

him to Carnegie Hall. Then, once I had that idea of doing a seminar where Dan Kennedy was honored as a living legend, I thought about who else I considered a living legend. Michael Gerber? I met Michael Gerber for the first time, and I asked him about his hat. You know how he always wears that hat? Do you know why? I do.

I made a whole video about Michael Gerber and asked about his hat. What he did for 10 minutes during that video? He just told a story about why he wears the hat. It actually came out of a road rage incident of prejudice against him because he's an Orthodox Jew. They saw that he was wearing a Jewish skullcap, a Yakama. So, now, instead of wearing a Yakama and attracting religious hatred, and hate speech, and road rage, he just wears the hat. That's the short version of that story. The video I created is a YouTube video, so it's out there.

I told stories about Michael Gerber, and I told stories about Martha Stewart. I told stories about Ice-T and Coco. I talked about how I met Ice-T and Coco on Instagram. I started seeing posts by Coco, I subscribed to her feed, and every time a post would come up, I'd show it to my wife, and my wife would get all excited. You know, my wife wants to be friends with Coco, and I sent them an inquiry on Instagram as a direct message, asking, "Hey, would you be interested in speaking at the Living Legends at Carnegie Hall?"

She put me in touch with her person, and I started a dialogue with him. I had a negotiation with him, and ultimately, that's how I hired Ice-T and Coco to be speakers at the Living Legends event at Carnegie Hall. This was though Instagram, you know? It's amazing, isn't it? That's how did this whole book. I just told the stories of what each of these speakers meant to me. That was my outline for the book, and once I told all of the stories of the speakers, that was the book.

Why Do You Use Stories?

The only way you should deliver non-fiction content, today, is through storytelling. Nobody wants anything else. That's why I have been trying to tell stories this entire time. That's all anybody wants to watch, and along the way, you should be learning the lessons from the stories.

What if I'm Not Good at Telling Stories?

When I was a student in high school, I went to Stuyvesant High School, right here in New York City. Everyone's favorite teacher at that school was this guy named Frank McCourt. Yeah. That was my creative writing teacher for two years in high school. You want to learn how to write stories? Read [Angela's Ashes](#). This is the most beautiful piece of prose in the English language. When I was driving a taxi for six years, do you know what kept me going? I would come home to my little boat at night, I would turn on my Jewel CD, and I would open up a Frank McCourt's book, [Angela's Ashes](#).

I would flip through to any random page and just start reading. That's what kept me going. It was what kept me believing that it was possible to make it as a writer and as an artist. That powered me through many years of chasing the Hollywood dream. Was it all for nothing? You know, I didn't make any

movies, and I didn't sell any screenplays for big amounts of money, but I did learn how to write, and I wrote a lot of stuff. I did get life experience, and pain, and suffering, and blood, and sweat, and tears. And, along the way, I read a lot of *Angela's Ashes*, over and over and over.

I even tried to contact Frank McCourt, one time. I called up his brother, who lived in New York City at the time. Let me give you some insight about this. When I was a student at the high school, why did everyone love Frank so much? It was because instead of coming in and teaching you about *The Scarlet Letter*, or *Moby Dick*, most of the time he would just come in and tell you stories about his impoverished childhood in Ireland. Those were the stories that he and his brother, Malachy, would tell and retell in their Off-Broadway show. His brother was an actor on *All My Children* for decades, and soap operas on TV. So, he was pretty good.

When they were working out the material that ultimately became *Angela's Ashes*, and they did this for decades, on Off-Broadway stages. So, when I was pursuing my dreams, and I told you, I wrote 10 books, also, while I was pursuing that, I called up Malachy McCourt. Frank was already famous by that time. So, I called up Malachy, and I told him that I was trying to get in touch with Frank. I let him know that I was a former student of Frank's, that I had just published a book, and I was just hoping he might read it and say something nice about it in a blurb. He told me to fax what I had in, and he would be glad to pass it on to Frank.

I said, "Oh, that's very nice of you," and he goes, "Well, it's the least I can do and the most I could do." [Laughs] Oh, those Irish guys... They have the gift of storytelling. They have the gift of lyrical speech, but it's not a gift. It's a craft that they bust their butts developing. **Frank McCourt developed those stories over decades of retelling them on Off-Broadway stages.** How do you learn to be a great storyteller? **You've got to, first of all, read, read, read great stories.** If Frank McCourt's book isn't your cup of tea... I don't know what your problem is because it should be your cup of tea. But, if it's not, read Stephen King, read Asimov, read *The Lord of the Rings*. You have to read great stories to learn how to tell great stories.

Reading is great, but then, after that you need to take the next step, which is telling great stories. You need to learn how to speak great stories. I'm a writer; I'm not a speaker. **I'm a writer who speaks, not the other way around.** Some people are speakers who write because they feel like they need to write in order to have a book. I'm a writer who speaks because I need to speak in order to sell books and sell enrollment in my classes, seminars, and events. That's why I became a speaker, but as a writer, I have found that it's much faster to speak a story out than it is to write it. And, the things that I've learned about speaking, in the process of becoming a speaker, have greatly facilitated my ability to produce books.

I crank books out in just a couple of days by creating an outline in which I list the topics that I want to cover, and then I just talk about those topics as much as I can. Of course, I record all of this, and then I transcribe it, edit it, and then create a couple more drafts in this way. When it's all finished, I have a book.

Would You Like to Add Anything Further?

How do you find your purpose in life? That's really what it comes down to. "Who am I, and what's it all about?" I believe that is going to be determined by three main things. Who you are, what you are remembered for, and what your ultimate purpose on this earth is going to be determined by the important places that you speak, the famous people that you take pictures with, and the bestselling books that you publish. **That's what your legacy is going to be, and your legacy is who you are.**

Those places that you speak are going to generate videos, and content, and photos of you. They are going to create connections for you. People that see you speak there and people that you share the stage with are going to bring about content, and that's going to shape who you are. I really believe that the main question of all art... Every movie and every book... Every painting... The main question is, "Who am I?" That's what the artist is exploring in every work of art that they create. Who am I, and what does it really mean to me? The only way to get to the answer to that question is to do the work.

The only way to generate that meaning for yourself, I really believe, is to create that meaning for yourself. That's what I try to do in all the works that I do, many of which are exploratory. For example, the Donald Trump book was exploratory. Going into the *Celebrity Entrepreneurship* book, I knew my five topics, but I didn't know what it was going to be like. I especially didn't know that I was going to discover that Arnold Kopelson had been the inspiration for it all. Who is Arnold Kopelson? Do you know who he is? You may have seen his movies. *Porky's* is one of them.

If you did, don't be ashamed. It was the fifth highest-grossing movie of 1982. That set him up to go onto his next movie, which was *Platoon*. Did you see that movie? He won an Academy Award for Best Picture. That is what created his "celebrity entrepreneurship" status. Why is that? He received an award, and awards are important, and he gave a speech in an important place, which was at the Academy Awards. He was on TV when he gave that speech, and he did it with famous people. He did it with very important people at this very important place.

At his home, I saw the picture of him receiving the Academy Award from Dustin Hoffman, and there were many other photos of him with famous people. Then, in his case, he had bestselling products, which were his movies. After *Platoon*, he did *Falling Down*, with Michael Douglas, *The Fugitive*, with Harrison Ford, and *The Devil's Advocate*, with Al Pacino and Keanu Reeves. There was also *Murder at 1600*, with Wesley Snipe. This all cumulated into a true dominance of Hollywood. He became the "King of Hollywood" when he produced *Eraser* for Warner Bros, which starred Arnold Schwarzenegger and was a \$100 million film.

When you are producing a \$100 million movie for a major studio, with the biggest movie star in Hollywood, that makes you the "King of Hollywood," and this is all based upon his celebrity entrepreneur status. This was instantly generated through the Academy Award of *Platoon*. I didn't realize, when I wrote that book, Arnold Kopelson was going to die in October. I didn't realize that I was going to go to his funeral and end up reexamining my whole life and my interaction with this man, whom I was going to mourn at his funeral in California.

And, when I was writing all of this up, I just wrote my story about how he welcomed me to Hollywood when I was 19 years old. His son was my roommate in college, at the fraternity where Chris Guerra was a pledge. His son had invited me out to Beverly Hills for the summer. I went out there, and we partied all night long, smoking "the kind buds" until we passed out. I woke up on the couch the next morning, and my friend was sleeping in his bed, and I went downstairs, out to the back yard, and saw Arnold

Kopelson skimming the pool. He was lost in thought, and he didn't even see me, until finally, I said, "Morning."

Arnold said, "Oh, good morning." And, I said, "This is my first day in California." "You have never been to California before," Arnold asked, followed by, "Welcome to Paradise! Sure, you gotta go to New York three or four times a year to go shopping, and you gotta go to Europe or London, but if you want to live someplace, there's no place in the world better than right here in California." From that moment on, I was a dead man. I was hooked into the California Dream and the Hollywood Dream. That's how it really all began, and that, ultimately...

That interaction with that man, who almost became my father in law when I started dating Ev's sister. I fell in love with her, but it didn't work out. That interaction with that man shaped my whole career as an entrepreneur, and I didn't even realize it until I looked at my life from the vantage point of writing my book, *Celebrity Entrepreneurship*. **That's the beauty of being a writer, discovering, "Who am I, and what's it really all about?"**

How Can I Connect with Clint?

Hey, get hold of that book, [Entrepreneurial Marketing](#). There's a coupon code in there for a discount off of the Living Legends event. That's the best way to connect with me. Come see me, and Martha Stewart, and Ice-T, and Coco, and Dan Kennedy, and Michael Gerber... **You can connect with all of us at Carnegie Hall in New York City, on September 26, 27, and 28, 2019.** Beyond that, if you missed it for whatever reason, go to [ClintArthur.TV](#). Clint, like Clint Eastwood, Arthur, like the king, because all celebrities need to be on television!

Resources

[Entrepreneurial Marketing](#)

[ClintArthur.TV](#)

[What They Teach You at the Wharton Business School](#)

[The Last Year of Your Life](#)

[The Greatest Book of All Time](#)

[The 21 Performance Secrets of Donald Trump](#)

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