



# **Trust Funnel: Leverage Today's Online Currency to Grab Attention, Drive and Convert Traffic, and Live a Fabulous Wealthy Life**

*Brian G. Johnson*

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How does a dyslexic college dropout become an Internet marketing guru, living a life of wealth and freedom many people only dream of? Answer: by seeing a need and filling it.

When his dad purchased a shiny new Apple 2E in 1983, it didn't take long for Brian G. Johnson to discover video games. He was hooked. However, what really blew him away was what he discovered several years later-the Internet. Brian knew it would completely change *how* and *where* people spent their money. Most of all, it would *level the playing field for average folks*, allowing them to cash in as it reached the masses.

*Trust Funnel*

is one part memoir, three parts "how-to" manual for anyone seeking the freedom to work when and where they want as they build an Internet marketing business on a shoestring budget.

Inspired by Zig Ziglar, it examines how the Web and online success revolve around trust and the acts of:

listening

liking

trusting

buying

Trust can be found in many places online. It can be found among site visitors who decide to "like" a page or post. It can be found in another selfie that appears on someone's Facebook newsfeed. And it can be found in the complex algorithms that power Google rankings, Facebook, and the various other social sites.

Gone are the days of links, Google page rankings, and Facebook's EdgeRank. Today's online currency that powers the Web and online success is trust. With *Trust Funnel*, Brian provides detailed formulas and rituals that enable anyone to leverage the exact same strategies, tactics, and philosophies that have allowed him to drive traffic, build trust, and earn a very comfortable living.

*Trust Funnel*

tells the story of his mind-boggling success and can be the springboard to yours.

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#### **Jamie Gregory:**

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