

UNDERGROUND®
ONLINE
SEMINAR

OOT



PROFITS
GALORE

With Agents...
Yanik Silver
& Derek Gehl

**How To Take “Regular”
Customers Turn Them Into
Zealous Super Fans!**





“Us” Vs. Them



VS.



VS.



VS.



Underdog



Identity & Unique Language



Dead Heads

Trekkies

TEDsters

Parrot Heads

Vaynaics

TED

Ideas worth
spreading



FISKARS®

fisk-a-teers

CRAFTING AMBASSADORS

“Persons who go through a great deal of trouble or pain to attain something tend to value it more highly than persons who attain the same thing with a minimum of effort.”

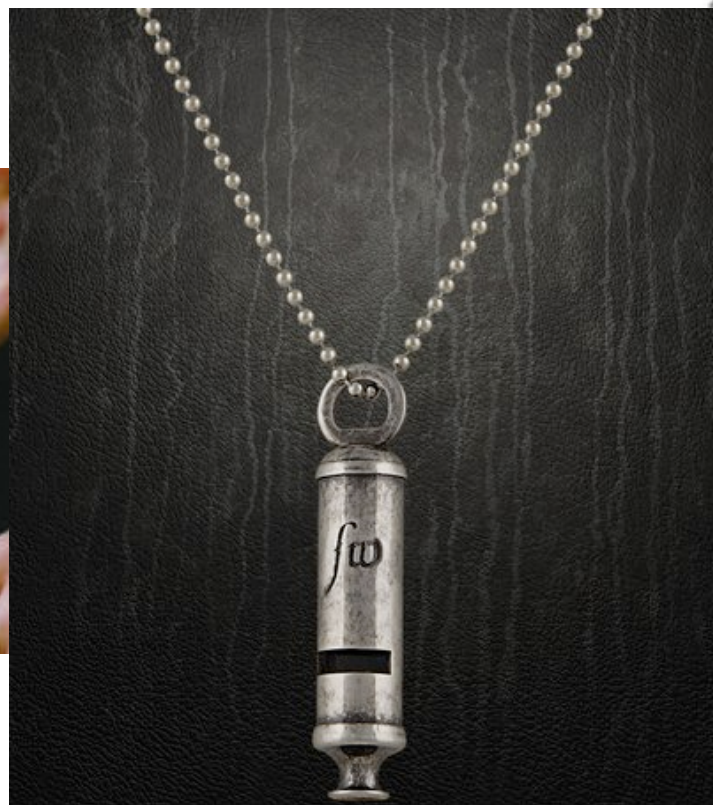
– Dr. Robert Cialdini

a fisk-a-what?

Visit
the
Blog

how to join

'Identity Artifacts'



**One Bag
=
Feeding a child
for a YEAR**





TOMS

With every pair you purchase,
TOMS will give a pair of new shoes
to a child in need. **One for One.**™



Be an "Insider"...

Creation Story

CLIF BAR

FOOD

PRODUCTS
PICK & CHOOSE EM
FOOD PHILOSOPHY

PLAY

MARATHON PACE TEAM
TEAM CLIF BAR
EVENT CALENDAR

SOUL

WHO WE ARE
WHAT WE'RE DOING
GET INVOLVED

SEARCH OUR PRODUCTS:

60

Buy Now

STORE LOCATOR

WHO WE ARE

CLIF BAR AND COMPANY STARTED ON A BIKE RIDE. OUR FOUNDER, GARY, TOOK A BITE OF ANOTHER ENERGY BAR AND THOUGHT TO HIMSELF: "I COULD MAKE A BETTER BAR THAN THIS."

TODAY, WE STILL WANT TO MAKE THINGS BETTER. OUR FOOD. OUR COMPANY. EVEN OUR PLANET.

WE'LL KEEP WORKING ON IT.

MORE VIDS

TEAM CLIF BAR GETS DOWN

TCB wishes every meeting could end like this.

THE STORY OF CLIF

BY Gary

CLIF BAR IS NAMED AFTER MY FATHER, CLIFFORD, MY CHILDHOOD HERO AND COMPANION THROUGHOUT THE SIERRA NEVADA MOUNTAINS.

IN 1990, I LIVED IN A GARAGE, WITH MY DOG, SKIS, CLIMBING GEAR, BICYCLE AND TWO TRUMPETS.

THE INSPIRATION TO CREATE AN ENERGY BAR OCCURRED DURING A DAY-LONG, 175-MILE BIKE RIDE WITH MY BUDDY JAY. WE'D BEEN GNAWING ON SOME "OTHER" ENERGY BARS ALL DAY.

TWO YEARS LATER, AFTER COUNTLESS HOURS IN MOM'S KITCHEN, THE CLIF BAR BECAME A REALITY. AND THE MISSION TO CREATE A BETTER-TASTING ENERGY BAR WAS ACCOMPLISHED. THANKS, MOM!

SUDDENLY, DESPITE MY HUNGER, I COULDN'T TAKE ANOTHER BITE. I THOUGHT, "I COULD MAKE A BETTER BAR THAN THIS!" THAT'S THE MOMENT I NOW CALL "THE EPIPHANY."

5 ASPIRATIONS

- Sustaining our Planet
- Sustaining our Community
- Sustaining our People
- Sustaining our Business
- Sustaining our Brands

Be an "Insider"...



Prepare to Be Infuriated.

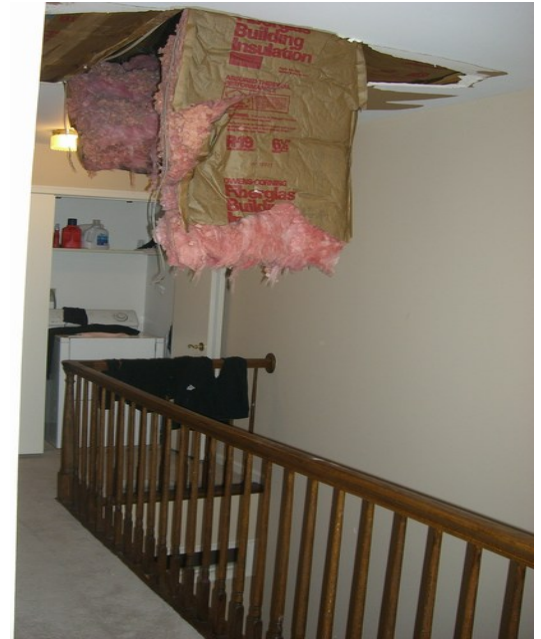
LACKOUT

ICING • ALL LITHOGRAPHS \$9.95 • ALL DESKTOPPERS \$12.95 • ALL MUGS DISCOUNTED
WORTH LITHO WITH ANY LITHO ORDER • SPEND OVER \$20, GET A FREE PESSIMIST'S MUG.

www.despair.com

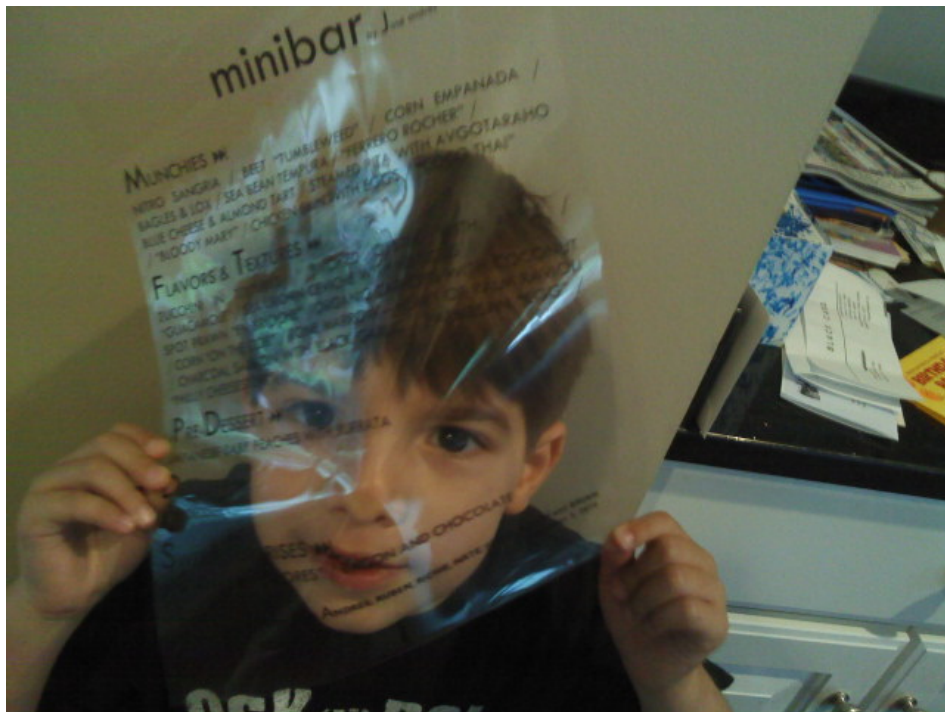
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Be an "Insider"...

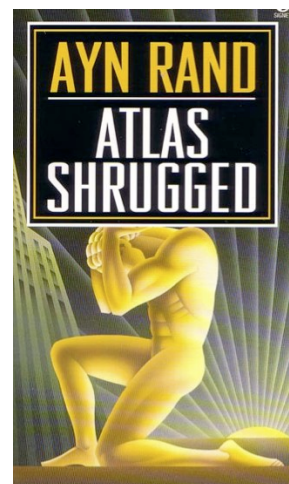




Reason to TALK about you...



"Love Gifts"





Authentic

KillerShade.com Hiring Recruitment Video



LOOKING FOR A KILLER CAREER?

We are here for you. Fair warning- although we recognize we are a group of mentally challenged, we are still waaaaay to picky about the people we work with. When you get right down to it, you probably don't even qualify. Most don't.

Nevertheless, once in a great while we do run across someone that lives and breathes our core values and 'gets' what it means to be Killer. If you are such an anomaly and have a marketable skill...read on...you could be Killer material.

WHO WE ARE

We design, manufacture and install stupendously cool commercial shading products. We have entirely too much fun doing it, and we are quite possibly the most fun (and attractive) people you may deal with in a given day.

WHAT WE BELIEVE - **Be Real-Be Passionate-Have Fun-Make Money-Help Out.** Simple as

“FUN” and Cool



WALK IN. ROCK OUT.



WALK IN. ROCK OUT.



WALK IN. ROCK OUT.

Free Beer with Hair Cut

Social Tools

NOW!

Yanik Silver, Mike Filsaime, and 22 others like this. · Unlike



Logged in as Yanik Silver

Add a comment...

☒ Post comment to my Facebook profile

Post



John Cochran Aug 12

Planning our next family vacation

Message · Report



Iwan Hariyanto Aug 9

the best

Message · Report



Brett Fogle Aug 8

Who is going so far?

Message · Report



Dennis Porter Aug 4

Yanik, Im trying to get this into my schedule. One thing im wondering about is my type of business a good fit for the group? Ive got a direct sales team of about 12,000 and looking for ways for this event to grow my business. Ill try to figure it out. Thanks

All the
secre



Amy McCloskey Tobin Your book is an endless source of inspiration even if I do hate the Jets. Go Pats!

40 minutes ago

“Us” Vs. Them

SOCIAL MEDIA SHOWDOWN II
NUGGETS vs. KNICKS
SUNDAY, DECEMBER 12TH @ 12PM EST AT MADISON SQUARE GARDEN



**IT'S ON.
AGAIN.**

**NUGGETS NATION TOOK ROUND 1.
WHICH TEAM'S FAN BASE WILL WIN THIS TIME AROUND?**

WHILE THE KNICKS AND NUGGETS BATTLE IT OUT ON THE COURT,
THE FANS WILL HAVE A CHANCE TO DO BATTLE RIGHT HERE.

**THE FAN BASE WITH THE MOST 'LIKES'
BY THE FINAL BUZZER WINS!**

MEANWHILE, YOU CAN STREAM ALL YOUR BEST TRASH TALKING
BY USING THE #KNICKS & #NUGGETS HASHTAGS ON TWITTER.
BUT PLEASE, KEEP IT CLEAN.

**JOIN THE CONVERSATION
#NUGGETS**

**JOIN THE CONVERSATION
#KNICKS**

Brains on Fire

Primal Branding

True Believer

