

Jazzed With Pizzazz Review #2

1. Perry Marshall: “It’s literally an instant road map to everything you could possibly say in your marketing.”
___Good ___Bad Why?_____
2. Velocity Partners: “We come up with ideas for killer content, then write it, design it, produce it and buff it up with a soft, dry chamois.”
___Good ___Bad Why?_____
3. Articulate Marketing: “Sales is the pot of gold at the end of the rainbow. So, you need sales enablement.”
___Good ___Bad Why?_____
4. Trader Joe’s Reserve Sonoma Coast Pinot Noir: “Everyone loves the ocean. That includes grapes. In particular, Pinot Noir grapes love to live where the ocean breezes can reach them in the cool of the evening. Not only does it feel good on their little grape skins, but it also helps them develop that desirable crisp acidity.”
___Good ___Bad Why?_____
5. Brave Thinking Institute: “Imagine a world where negativity bounces off of you like teflon, and life becomes easier, more fulfilling and way more fun.”
___Good ___Bad Why?_____
6. Medium: “We believe in feeding minds, not mindless feeds.”
___Good ___Bad Why?_____
7. The Great Courses: “At the end of your second qigong lesson, you will feel both more relaxed and more energized—almost as if the air were breathing you.”
___Good ___Bad Why?_____
8. OK Cupid: “OkCupid is the only dating app with thousands of questions—on everything from climate change to cilantro—that match you on what matters.”
___Good ___Bad Why?_____
9. Andrea Conway: “It’s time to let go of the brain fog.”
___Good ___Bad Why?_____
10. Bob Bly: “America has gone ‘coaching crazy.’ Everyone wants to hire a coach.”
___Good ___Bad Why?_____