

*James Schramko here with some news about my upcoming FastWebFormula 4 live event.*

### FastWebFormula 4 Is Finally Here!

Block out the dates June the 13th and 14th because that's the dates that I'm hoping you would come to Sydney and enjoy 2 days with me in a live workshop environment. I expect there'll be around about a 120 people at this event and here's what's going to happen. We're going to have a full 2 days of me sharing my absolute best stuff – frameworks, some of my journey, the mistakes that I've made, the wins that I've had (importantly) to show you why I think I've got different results than many others. I'm also going to feed you lunch on both days and we're going to have a full sit down meal with drinks so really, really connect with all the other people at that live event. Now, I'm going to put out a separate video about the event.



### FastWebFormula 4 Is Here!

If you're wondering how much it'll be, don't worry. It will be under a thousand dollars. And if you haven't been to Australia before and you're watching this from outside, it's absolutely a great chance for you to come and get right near that Sydney Harbor Bridge and The Opera House. So June the 13th and 14th 2013, I hope I can see you at my live event, FastWebFormula 4.

## **Join Us And We'll Help You Succeed**

Now, FastWebFormula “the community” is up to about 607 members. It is absolutely going off. I mean we are talking about all sorts of things from high quality audio-video production, reselling services to local businesses, affiliate marketing, software to use and all sorts of other things. Now, this is where I put my premium content, my best courses go into [FastWebFormula](#). It's a low recurring monthly fee and it's still currently under a hundred dollars per month. I'm in there every day answering questions. I've got all my 6,000 posts and hopefully I can see you in there and answer your questions as well. It's not just me though, other members are super powerful and getting results. For example, John today was saying he felt like he'd been walking around the outside of Mt. Everest 5 times and it's so much easier to go straight up to the top of Everest after been walking around and round and round the foot of it for so long. Once he was lost and now he's found. He's really got the thing nailed and he's getting kickass results. He's been applying OwnTheRacecourse and getting up to a hundred visits a day now from nothing and he's just going to continue that trajectory.

## **OwnTheRacecourse Is Now FREE!**

Now, of course, me giving away [OwnTheRacecourse for FREE on SuperFastBusiness.com](#) means that I'll be putting new courses inside FastWebFormula. There's always a little bit of a advantage to be a member because [FastWebFormula members](#) are getting the best content first and they are able to discuss it with me at the time of it coming out. Then eventually, they'll end up on SuperFastBusiness but not straight away. It's certainly the advantage of being inside FastWebFormula is you get to really compress that learning and get results from it in a focused environment.

## **Learn How To Be Yourself Online**

The main topic today is about being visible online and being transparent and a great case study into this was when I put out my video last week in my red T-shirt that appeared to have a stain on it but it was actually a print. Now granted the print was brown and it might have looked like a stain of some unsavory manner, however it wasn't peanut butter or it wasn't something else, it was just a print. But I did get some comments, I had a comment about it and then I put that out to the audience – “Do I have to shave when I make these videos, Do I have to wear a nice shirt?”, and the reaction was unbelievable. I had over 50 comments on the post, I had more than 200 and something people shared or liked the post which is a lot for a post on SuperFastBusiness.com and I really got to connect with you, my audience, and thank you for commenting on that, thank you for posting. And what it really showed me is that people are watching and they are paying attention.

So what am I going to do about it? I'm going to make sure that I continue to devote myself to having the best possible content. I'm going to continue to work on making sure that I'm at least presentable so maybe a little less scruffy, perhaps a nicer shirt and I'll shave a little more often. I don't mind making these changes if it helps me attract new customers. But the people who've been onboard for a while, they want me as I am and that is really, really warming to know. But the main thing that causes this is putting yourself out there. Just be yourself. I use my real name. I am present on [Facebook](#) posting as myself. There's no assistant. I answer my own email. I'm not so precious. So, here's my tip, use your own name online, use your own accounts and be real. People will appreciate you for who you are. You can't appeal to everyone I don't think you should contort and manipulate yourself just to pretend to be something you're not. Be yourself online and be real because it's much harder to come up with pen names and pseudonyms and have leverages assistance answering on your behalf. Get real, get to the core, that's my message this week.

I look forward to chatting with you in FastWebFormula, I'm James Schramko.

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