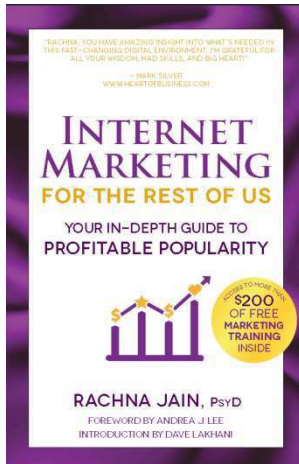


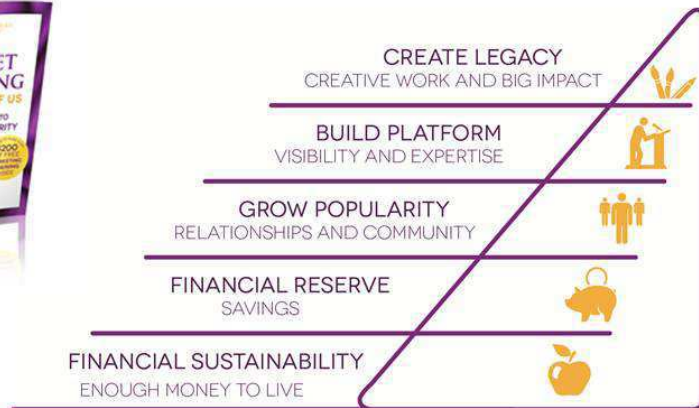
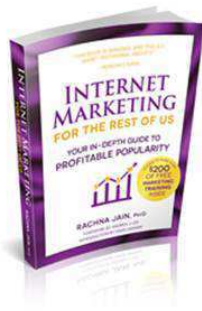
Rachna Jain

Book: Internet Marketing for the Rest of Us: Your In-Depth Guide to Profitable Popularity



Discussion Questions:

- 1) How did you become interested in the area of online marketing?
- 2) What do you see as broken in internet marketing today?
- 3) Please discuss what you mean by profitability vs. popularity or both?
- 4) Is there still any value in amassing large followings online?
- 5) You write about the concept of true fans- can you tell us more about that?
- 6) What are the steps of moving people from becoming followers to true fans?
- 7) You write about the idea of concentric circles of relationship building, can you tell us more about that?
- 8) You have a very intriguing hierarchy of business needs in chapter 17. Can you explain that to us?



JAIN'S HIERARCHY OF BUSINESS NEEDS

Excerpted from:

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<http://ProfitablePopularity.com/Book>

9) You write often about the concept of clarity- can you tell us more about that?

10) How do you know when you've reached profitable popularity?