

No B S Marketing To The Affluent The Ultimate No Holds Barred Take No Prisoners Guide To Getting Really Rich

Marketing starts with putting together the best, most promotable message possible that truthfully represents the 'goods' you have, and that message has to highlight a 'USP'- a unique selling proposition. The Ultimate Marketing Plan will equip readers with the tools they need to find their own USP for all their products, services, or businesses and teach them which delivery methods are the best for their situation. The Ultimate Marketing Plan has been updated to include new marketing techniques, including voice mail services, the internet, e-mail and broadcast faxing. Through success stories, examples and hands-on 'Think Sheets' readers will learn how to: * Research the competition * Build customer interest * Create their own publicity department with little or no budget * And more!

FREE-Audio CD INSIDE Featuring Exclusive Interview with the Author-PLUS Voucher for FREE Webinars, Tele-Seminar and Newsletters Here it is: no warm 'n fuzzies, no academic theories-just hard-core strategies from real world trenches...the long-overdue management book no one but Dan Kennedy would dare to write. This is your permission slip to take back control of your business, enforce standards, manage for maximum profit and actually get performance from your people! Kennedy covers: The true nature of employer-employee relationships: friendly while you feed them (Why ownership mentality is a futile and dangerous goal) The two most crucial (and liberating) management decisions The worst number in business is...(fix this before it's too late!) Leadership is vastly overrated: a new, rational model for profitable productivity Why and how to make marketing the master-all others servants Mice at play, and how to get compliance when the cat's away Finding the magic "GE-Spot" for your particular business' greatest success with its customers Fairness be damned-to the winners the spoils (it's time to start paying for performance, not for showing up) Is a happy workplace a productive workplace? a serious look at the new, fun mandate-lies the management theorists sell Managing the sales process-the biggest instant improvement (more \$ now!)

Radical secrets of direct marketing players Go behind the scenes and cash in on the undisclosed, off-the-record strategies of today's top direct marketers. These high-profile techniques can be applied to your non-direct marketing business with amazing results and direct marketing guru Dan Kennedy can take you there. Dan and his elite team of consultants--all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in 'ordinary' businesses including retail stores, restaurants and sales--reveal their radically different, super-profitable methods and share actual advertising and marketing examples from their businesses! Also, sit in on a discussion of the hottest marketing techniques on the audio CD inside. Discover customer-getting, sales-boosting tactics you never knew existed! INSIDE! FREE--Email Course & Direct Marketing Tool Kit FREE--\$995.00-Value Seminar Tickets FREE--Tele-seminar Invitation FREE--Newsletters

You've come up with a brilliant idea for a brand-new product or service you know could make you rich. Or maybe you currently own a business that pays the bills, and your dream is to become fabulously successful and retire a millionaire. But how? How to Make Millions with Your Ideas has all the answers. This book is packed with the true stories and proven advice of ordinary people who began with just an idea, a simple product, or a fledgling business and wound up with millions. It examines the methods and principles of dozens of successful entrepreneurs, including author Dan Kennedy's surefire, easy-to-follow Millionaire Maker Strategies. It helps you determine which of three paths to success are best for you and guides you step-by-step down that path on your way to fortune. Discover: · The eight best ways to make a fortune from scratch · How to turn a hobby into a million-dollar enterprise · How to sell an existing business for millions · The power of electronic media to help make you rich · The "Million Dollar Rolodex" of contacts and information you can use to get on the road to wealth

FACT: NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER. Business owners agree. The referred customer is far superior to the one brought in by 'cold' advertising. Yet most business owners will invest more money to find new customers than getting referrals from current, happy customers. Millionaire maker Dan S. Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have. Kennedy and Buck present a systematic approach to help you keep, cultivate, and multiply customers so that your entire business grows more valuable and sustainable, and you replace income uncertainty with reliable income through retention and referrals. Learn how to: • Apply the #1 best retention strategy (hint: it's exclusive) • Catch customers before they leave you • Grow each customer's value (and have more power in the marketplace) • Implement the three-step customer retention formula • Use other people's events to get more referrals • Create your own Customer Multiplier System • Calculate the math and cost behind customer retention Discover the referral-getting, sales-increasing, battle-tested tactics designed to help you build a thriving business for the long-term.

MAGNETIC MARKETING(R) is a radical, dramatically different sea-change in the way new customers, clients, patients or prospects are attracted and in the way products, services, businesses and practices are advertised. It is a "change movement" that has established itself in over 136 different niches, business categories, industries and professions, but is still also a "best kept secret"--its practitioners are in a "secret society." It--and only it--offers real protection from commoditization, Amazon-ization, price and profit destruction. It is soundly based on well-proven strategies dating from the turn of the century to the present. No academic theories, no vague "ideas," no fads. No BS! The makings of a system for your business's sustainability and growth you can rely on. It is introduced to you in this important and timely book. You have made a wise decision obtaining it. Bolt the door, put away the device and dig in! magneticmarketing.com Zelig Adebola remembers when the soil of Or sha hummed with magic. Burners ignited flames, Tiders beckoned waves, and Zelig's Reaper mother summoned forth souls. But everything changed the night magic disappeared. Under the

orders of a ruthless king, maji were killed, leaving Zelig without a mother and her people without hope.

Offers businessowners suggestions for building trust in customers and gaining the trust of potential clients, discussing risk, exclusivity, the influence of the media, and how to avoid coming off as a salesman.

Generate Quick, Sustainable Wealth Why do some business owners get rich while others struggle to get by? Because success is not a result of working harder than everyone else—it's about building a business that enables you to accumulate wealth. Step into the world of information marketing, where people package their passion and interests into a business, creating an extraordinary income and lifestyle! Personally coached by Robert Skrob, the president of the Information Marketing Association, uncover the secrets to create your own information marketing empire. Five ways to quickly launch a business that creates quick, sustainable wealth How to get paid to create your first information product and leverage it many times over How to build a million-dollar business without spending a penny in advertising The business plan to generate \$1 million on one weekend How to quadruple the price you can charge for your products How to use "sugar daddies" to deliver customers to your business The single most profitable marketing tool any business can use to make its marketing generate a profit How to sell paper printed from your computer for thousands of dollars How to follow in the footsteps of 12 successful info marketers—case studies inside Discover exactly what you need to do to launch your business, generate sales, and deposit money into your checking account before the end of TODAY.

The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! Detailed techniques for increasing sales, profits, market share, and efficiency. Specific solutions for brand-building, customer service, R & D, and reputation management. Facts, statistics, real-world case studies, and rock-solid metrics

THE SCARY TRUTH: The middle-class consumer population—and their buying power—is massively shrinking. Customers are buying less and in fewer categories. THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences. In this new edition of No B.S. Marketing to the Affluent, millionaire maker Dan S. Kennedy shows you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending as Kennedy shines the spotlight on the practical strategies used by The Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples. You'll also discover how to: Use 10 surprising emotional buy triggers the affluent find irresistible Stop selling products and services and learn how selling aspirations and emotional fulfillment is more profitable Use Kennedy's Million-Dollar Marketing System. A step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use Apply the magic language of "membership" to any business for the affluent... from pizza shops and medical practices to retail stores and pet hotels

To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing. Daring readers to stop accepting non-monetizable "likes" and "shares" for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are—another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums. Covers: •How to stop being a wimp and make the switch from a passive content presence into an active conversion tool •How to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service) •Creating raving fans that create introductions to their networks •How to move cold social media traffic into customers •The role of paid media and how to leverage social media advertising to drive sales

Millionaire maker Dan S. Kennedy and marketing strategist Jason Marris dare you to re-examine your every belief about pricing and empower you to take a more creative, more effective, bold approach to your price-and prosperity. Kennedy and Marris don't offer little tricks, like new ways to say 50% off, half off, or 2 for 1. They tell you the secret to setting prices for the greatest gain. Then they teach you how to avoid the ultimate price and fee failures-like attracting customers who buy by price. You'll discover how to compete with FREE, learn how to discount without damage, and uncover the key to price elasticity. Most importantly, you'll grasp how to use price to your extreme advantage and grant yourself the power to be as profitable as possible. Reveals: The 9 ultimate price and fee failures The trick behind discounting without devaluing The 5 price-related propositions to be concerned with The million-dollar secret behind "FREE" How to win price wars with competitors Why price cutting isn't the cure for the recession and what is Book jacket.

The Maverick Method is a powerful and unique selling method that provides the complete picture of how complex sales work. The Method has been researched, developed and practiced over a twenty-year period. We have studied and modeled over one hundred of the most successful salespeople. Unlike other selling methods the Maverick Method has been proven by salespeople on the front lines of the most difficult selling environments imaginable. The Mavericks that we have modeled have been able to create new markets, dominate their market segments and marginalize their competitors. What you will learn from the Maverick Selling Method: How a complex sale really works How to control the buying process How to customize your selling process for your unique product How to set and change the rules that will justify the buying decision How to marginalize any competitor How to close the deal in a predictable manner before your competitor even knows they have lost What Mavericks do differently How you can become a Maverick

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

Be a Small Business with BIG IMPACT Called the "professor of harsh reality," Dan S. Kennedy, joined by local-level marketing specialist Jeff Slutsky, delivers a hard-to-swallow truth to local small business owners like you: You Are in a Fight for Your Life. As a local small business you're vulnerable to distant online discounters, big box retailers, and other competition, you've got to do more than merely get customers—you have to keep them FOR LIFE. And, you have to win them over where your competition can't—at the street level. Kennedy and Slutsky present local business owners, retailers, service providers, restaurateurs, and professional practice owners with a tactical grassroots marketing plan to help increase customer retention, generate greater referrals, and build a thriving business for the long-term. Covers: 9 inconvenient truths of grassroots marketing Zero-Based Marketing—the solution when you figure out traditional and "non-traditional" marketing is failing you How to use the media as an extension of personality and of relationship—NOT a substitute for it Why most local marketing programs fail and what you need to do to succeed (a 7-Step Plan and tactics) On-site promotions—increase revenue without spending money, time or leaving your operation How to use—and how to waste dollars on—the Internet and other technology PLUS gain access to: FREE – Glazer-Kennedy University Webinar Series FREE – Elite Gold Insider's Circle Membership* FREE – Income Explosion Guide & CD FREE – Income Explosion FAST START Tele-Seminar

This new edition of No B.S. Direct Marketing re-affirms the essential fundamentals revealed by Dan S. Kennedy in the original edition and adds six new chapters full of vital updates, incorporating the newest media and marketing methods. Expanding on key direct marketing strategies, new case history examples and samples from new guest contributors--each with extraordinary, current success in this economy--in diverse fields, Kennedy delivers THE NO B.S. to direct marketing for non-direct marketers.

Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing master plan — from marketing master Kennedy—delivers a short list of radically different, little-known, profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants—all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in 'ordinary' businesses including retail stores, restaurants, and sales.

Can One Great Presentation Make You Rich? The answer is YES. Packed with battle-tested strategies and formulas to craft audience-retaining powerful presentations, this No B.S. guide is designed to turn any ordinary business into an extraordinary sell. Millionaire maker Dan S. Kennedy and public speaking expert Dustin Mathews teach you their blueprint for creating life-changing presentations and prove that your success is not just determined by what you're presenting—but also why you're presenting, how you're presenting it, and who you're presenting to. Kennedy and Mathews cover: The 12-Step Speaker's Formula A Blueprint for Creating Irresistible Offers The 4 Secrets of Mass Persuasion The 7-Minute Rule of Audience Engagement How to Automate Your Webinars and Your Profits How to Double Your Sales with a Multimedia Follow-up System Discover the battle-tested, carefully-crafted, revenue-generating tools to creating, delivering, and marketing presentations that can change everything.

As the market place changes under the impact of the rapid transformation of information and the Internet, marketing plans are more important than ever. This title explains how to integrate social media, contacts and membership, and other tools into a complete plan that strengthens your customer base without breaking your budget.

What if you learned that to lead well, you'd need to live like a drug addict? During treatment for drug addiction, Michael Brody-Waite learned three principles that became the difference between life and death: Practice rigorous authenticity Surrender the outcome Do uncomfortable work Leaving rehab, Michael entered the workplace where he was shocked to see most business leaders doing what he had been taught would kill him. He began to see striking similarities between drug addiction and what he calls "mask addiction." Leaders everywhere were hiding their authentic selves in order to get what they wanted. They were doing things like: Saying yes when they could say no Hiding their weaknesses Avoiding difficult conversations Holding back their unique perspectives Instead of chasing drugs, leaders were chasing professional, financial, and social success from behind a mask—to the detriment of themselves and the people around them. Thanks to his recovery, Michael's three principles gave him an unlikely competitive advantage throughout his career, resulting in a level of success unexpected for a "drug addict." In Great Leaders Live Like Drug Addicts, Michael explains what drug addicts do to recover and provides a step-by-step program you can use to break free from your mask addiction to thrive in both work and life. He equips you with the tools you need to live and lead mask-free—tools to enable you to stop following others, lead yourself, and become one of the dynamic, growing, authentic leaders this world desperately needs.

DR. JOHN BRINKLEY was, at one time, the wealthiest doctor of his time, undeniably the most Barnum-esque promoter in medicine in his time, vilified and prosecuted as a quack, praised as saint by the amazing number of men who flocked to him for his 'fountain of youth'---and by their wives. This book delves deeply into his TWENTY-ONE MARKETING PRINCIPLES, to provide a blueprint for adventurous advertising, marketing, promotion and personal promotion that can install a 'fountain of profits' in just about any business! IF YOU'D LIKE TO---AND WOULD PROFIT FROM---making yourself or your business famous and magnetically attractive, locally or globally, this in-depth analysis of The Lost Secrets behind this amazing success story are for you! IN THIS BOOK---DISCOVER...Dynamic pathways to Maximum AUTHORITY---so that you are sought out and your 'prescriptions' accepted without question; two kinds of CLARITY essential for marketing success---missing from most businesses; THE question to ask yourself, that, when answered, dramatically multiplies the power of advertising and elevates you above all competition; the 3-Step Brinkley Blueprint for savvy use of media---the trap most businesspeople fall victim to; a most radical, revolutionary change to your entire approach to selling---why the sale delayed can be the sale more easily made; the Brinkley Prescription for virtually unlimited PRICE ELASTICITY & the all-time, best-ever answer to any and every price objection; and the Brinkley Secret to BEING ADMIRER---as means of attracting customers especially eager to do business with you. INCLUDED: TRANSCRIPT of a Brinkley Radio Broadcast ...ARCHIVE EXAMPLES of actual Dr. Brinkley sales literature and sales copy from his advertising. PLUS, MONEYMAKING SECRETS & LESSONS FROM Napoleon Hill (author, Think and Grow Rich), Donald Trump, Martha Stewart, Dr. Atkins, Zig Ziglar, Dave Thomas (Wendy's), and Avatar.

"Trust No One" is the new mantra. Seniors, affluent individuals, business leaders and investors have seen virtually every institution and corporate leader and even the premise of 'homeland security' and government response to emergency prove themselves spectacularly untrustworthy, and are given sensationalized reasons daily by every media to distrust banks, insurers and others on Wall Street, so it is perfectly understandable that they are NOT prepared to trust you, NOT one word you say, NOT any promise you make, NOT any organization or product you represent. The dirty little secret of widespread bank insolvency and thin trading volume is that over a trillion dollars of private "mom 'n pop" capital has been withdrawn from commercial investment and is now mattress-savings...literally, flooding into gold, with the affluent—art and classic cars, with seniors—cash and U.S. Treasuries; and otherwise, parked in places thought safest, without regard to yield. To some extent, this has benefited the annuity and insurance industry. However, any professional advisor or agent seeking to establish new relationships and secure new clients in this environment finds himself severely handicapped, with his chief obstacle - fully understood or not - exceptionally high, exceptionally firm and stubborn distrust. This is reflected in shrinking seminar attendance and rising costs of buying such attendance, declining response to advertising, longer sales cycles, even heightened reluctance by clients to refer, as well as lower initial transactions. THERE ARE EFFECTIVE RESPONSES and strategies, but they are not the same ones that worked nicely, pre-2008. And even before tackling the subject of more appropriate and effective strategies for this time, a new understanding of where the prospective client is at, psychologically and emotionally when you first 'arrive' is essential-and that is where this timely, groundbreaking and frank book, TRUST, begins.

Millionaire maker Dan S. Kennedy and local-level marketing specialist Jeff Slutsky empower small business owners to take on big box companies and distant discounters using their best asset—their ability to bond directly with their consumers. Small business entrepreneurs are armed to go "grassroots" given winning strategies to take their marketing to the street level resulting in higher

customer retention, greater referrals, and a thriving business for the long-term. About the Book Kennedy and Slutsky dare small business owners to break free of the ingrained tendencies to “advertise when you need more customers” and to copycat what they see big, national companies doing. Local business owners are urged to add some politicking to their business presence, focusing their marketing on directly connecting with their customers, integrating them into their community and even, their daily activities. Kennedy and Slutsky deliver creative, high impact alternatives and supplements to disappointing traditional advertising and new media including strategies for gaining free advertising from local news media, creating events that multiply customers, and effectively using direct mail. Small business owners also uncover surefire tactics that capitalize on their neighborhoods, the four walls of their business, and the internet, reaching their local customers and creating a sense of a personal relationship. Throughout their lesson in going grassroots, Kennedy and Slutsky also reveal the nine inconvenient truths of grassroots marketing, keeping small business owners on track and on their way local business stardom. Features • Presents a marketing approach specifically engineered for small (local) businesses • Reveals 9 No B.S. inconvenient truths and how to implement them • Illustrates concepts with examples from practicing business owners • From Dan Kennedy, author of the popular No B.S. books including No B.S. series, which shipped more than 250,000 copies • Identifies what’s wrong with traditional and new media advertising • Offers methodology to break free from ingrained tendencies and copycat marketing

The New York Times bestselling author of *The Millionaire Next Door* shares proven strategies and expert advice on successfully entering the affluent market. No one knows the rich like the author and business theorist Thomas Stanley. In this book, Stanley explains what it takes to reach, persuade, and market to this highly targeted audience. Stanley discusses the unique perspectives of wealthy individuals, revealing the needs and desires any marketing campaign needs to address in order to be successful with them. Stanley then outlines several highly effective ways to meet those needs, including how to attract wealthy customers through word-of-mouth recommendations from their friends, family, and business associates. *Marketing to the Affluent* covers: Myths and realities about the affluent Understanding what the affluent want Finding “overlooked” millionaires Positioning yourself as an expert “No one better illuminates the who, where, and how of the affluent market than Tom Stanley.”—J. Arthur Urcioli, Director of Marketing, Merrill Lynch **CHANGE YOUR MATH CHANGE YOUR BUSINESS CHANGE YOUR LIFE** Almost Alchemy challenges your existing beliefs and self-imposed limitations--forcing you to re-imagine, reinvent, and reorganize your business to achieve and exceed goals in a systematic and sustainable way. In this radical new book, Dan Kennedy destroys the myth that "Knowledge is Power" by exposing 20 different proven strategies to ensure business sustainability and maximize wealth extraction. It is thought-provoking, cage-rattling and mind blowing all in one. Alchemy isn't writing slightly better copy or tweaking your marketing to take advantage of some new media or some other hot trend. Instead, it's about reinventing the way you think about your business, recognizing the "brutal realities" that few dare to embrace or refuse to even recognize... and turning information into ACTION and PROFIT. In its mythical context, Alchemy was about one thing and one thing only: transforming ordinary metals into gold. And like thousands of others, you may start this book thinking you're in an ordinary business and finish realizing you instead have a different, bigger, better, more valuable one. Presents a guide for small business owners on successfully managing social media activity to convert traffic into sales, including tips on creating fans, turning passive content into an active conversion tool, and creating niche markets. Internationally recognized “millionaire-maker” Dan Kennedy leads business professionals into the post-recession economy and introduces them to the new rules, new restrictions, new obstacles, and new opportunities that lie ahead. Entrepreneurs are mentored on which current business truths and principles are still relevant, but more importantly, Kennedy offers completely new strategies, tactics, and applications to help them succeed in The New Economy. Following Kennedy’s advice, entrepreneurs can go forward into The New Economy more astutely, efficiently, productively, and confidently—earning themselves more money than they ever imagined possible! Kennedy covers: • The key decision required for success by The New Economy • The #1 Demand of New Economy Customers and how to meet it • Four power-positioning strategies for extreme marketplace advantage • Six mandatory entrepreneurial competencies for The New Economy • What The New Economy punishes most viciously and rewards most generously • How to avoid destruction by and instead profit from the “No Boundaries” New Economy • And More In this timely business guide, Kennedy reveals essential strategies, tactics, and business principles that every business owner will need to succeed in the tougher, more demanding New Economy.

Romi shares exactly how she talked her way into a Seven-Figure network marketing business and how you can too. You'll learn: The Posture to confidently connect with anyone about your business and your products. The Possibilities for a lucrative, efficient and enormously fun turn-key business The Power that's already within you to build the life you really want if you dare. Romi Neustadt is a former corporate chick (lawyer, PR executive) who traded in the billable hour for time and money freedom. She's built a 7-figure business that allows her and her husband John and two kids to LiveFullOut. And she's devoted to helping others design the lives they really want too!

FREE-Audio CD INSIDE PLUS Voucher for FREE Webinars, Tele-Seminar and Newsletters “Follow the money!” Here it is: no warm 'n fuzzies-just hard-core strategies from real world trenches...for successfully repositioning your business, products, services and yourself to attract customers or clients for whom price is NOT a determining factor in their purchasing. The TRUTH is it takes no more work to attract customers/clients from the explosively growing Mass-Affluent, Affluent and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service and experiences. This is the fastest and surest path to prosper in tough times (selling to those least affected by recession) and to get rich in good times! Understand the explosive growth of the affluent customer population-where there is LESS competition and much MORE profit Practical Strategies Revealed: Lamborghini, Disney, the famous J. Peterman catalogs, Wal-Mart, Starbucks, \$2,995 lobsters, Cold Stone Creamery, gourmet pizza, fashion-designer golf bags, and over 50 other fascinating and diverse true-life examples E-FACTORS: 10 surprising Emotional Buy Triggers the affluent find irresistible MILLION-DOLLAR MARKETING SYSTEM: Step-by-step blueprint comparable to those developed for six-

figure clients, ready for do-it-yourself use THE MAGIC LANGUAGE OF "MEMBERSHIP": applied to any business for the affluent...from pizza shops and medical practices to retail stores and pet hotels

"Millionaire maker Dan S. Kennedy and co-founders of Iron Tribe Fitness, Forest Walden and Jim Cavale, debunk branding lies and myths and reveal the truth behind the power, value, creation, and care and feeding of brand identity for products, services, small businesses, and entrepreneurs"--

Updated to fit today's social media landscape with IGTV, Facebook Lives, YouTube Premium, and more, this new edition applies Dan Kennedy's No-B.S. principles to Kim Walsh Phillips' social media expertise in a no-holds-barred guide that prompts readers to invest only in the efforts that drive results and demand a measurable, proven, profitable, direct response.

" My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no better source than Dan Kennedy on this topic. His book No B.S. Guide to Trust-Based marketing is rich with vital insights." -Harry S. Dent, Jr., author, The Great Crash Ahead Trust Between Consumers and Businesses is Gone Here's How to Fix It Internationally recognized "millionaire maker," Dan S. Kennedy, joined by entrepreneur and financial consultant, Matt Zagula, show you how to break down the barriers caused by the "trust no one" mantra invading every customer's mind today. They deliver an eye-opening look at the core of all business—trust, and teach you the secrets to gaining it, keeping it, and using it to build competitive differentiation, create price elasticity, attract more affluent clients, and inspire referrals. You'll get the essential strategies required to build trust in an understandably untrusting world, and in turn, attract both business and profits. Covers • 8 ways to demonstrate trustworthiness to prospective clients • The #1 secret desire of today's untrusting prospects—how to understand it, respond to it, and use it to transform marketing, prospecting, and presentations • How to avoid dumb mistakes that scream "salesman" to prospects • Why "Where can I find clients?" is the wrong question. The right question is: How can I construct a business persona and life so that clients seek me out, with trust in place in advance? • How to keep products, services and prospects away from the avalanche of competitive and confusing information online • The incorrect assumption that trust is built by imparting information and knowledge and a breakthrough technique to replace this mistake

SELL TO THOSE WHO SPEND: Market to the Affluent THE SCARY TRUTH: The middle-class consumer population—and their buying power—is massively shrinking. Customers are buying less and in fewer categories. THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences. Millionaire maker Dan S. Kennedy, joined by branding experts Nick Nanton, J.W. Dicks and team, show you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending. • Practical Strategies Revealed: Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples • E-Factors: 10 surprising Emotional Buy Triggers the affluent find irresistible • Stop Selling Products and Services: Learn how selling aspirations and emotional fulfillment is more profitable • StorySelling™: Learn how to scale the affluents' "sales wall" • Million-Dollar Marketing System: Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use

The Ultimate Dan Kennedy Collection Millionaire-maker Dan S. Kennedy has told it like it is for over 30 years: If you're not focusing on converting social media traffic into sales, you might as well set your money on fire. Now, this ultimate collection of Kennedy's best sales and marketing wisdom showcases the best content from the legendary millionaire maker himself. Kennedy teaches you the customer-getting, sales-boosting, classic marketing strategies you need so you can stop accepting non-monetizable "likes" and "shares" and start making the marketing moves that really count. You'll learn: Marketing principles that must be applied no matter what business you're in The most powerful marketing tactics How to get riches with niches and become a magnet to your customers The monetizing magic of crafting effective communication The #1 way to prevent wasted marketing dollars 5 ways to grow your list for FREE (before spending a dime on advertising) Turn passive content into an active conversion tool Create raving fans who introduce you to their networks Turn niches into riches, laser in on your perfect prospects and ignore the "tire kickers" Harness the biggest secrets in marketing Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy.

No B.S. Marketing to the AffluentNo Holds Barred, Take No Prisoners, Guide to Getting Really RichEntrepreneur Press

A successful entrepreneur who has influenced one million business owners as an advisor and business coach provides new tactics and strategies to help business owners attract opportunity, increase personal value, and change their lives. Original. For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their attitudes, interests, spending patterns, buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive. There is no product, service, industry or profession category unaffected by this demographic sea-change. The leading-edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability, so this is the roadmap to the money.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

"Never take incoming calls!" and "Use, don't be abused by, technology!" are just two of the dozens of timesaving tips from the Professor of Harsh Reality. In this book, business-success expert Dan Kennedy delivers vital time-management techniques for the super-busy entrepreneur. In his infectious energetic style, Kennedy, noted author, speaker, and consultant, offers up page after page of time-saving advice -- sometimes tough, sometimes surprising, but always practical. He shows how to: -- Handle the information avalanche -- Turn time into wealth -- Gain the personal discipline that will make you successful

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