

# No B S Trust Based Marketing The Ultimate Guide To Creating Trust In An Understandably Un Trusting World

**Dan S. Kennedy, Jeff Slutsky**

No B.S. Trust-Based Marketing Dan S. Kennedy, Matt Zagula, 2012-07-10 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 positioning, 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. No B.S. Trust-Based Marketing 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

*No B.S. Trust Based Marketing* Dan S. Kennedy, Matt Zagula, 2012-07-12 " 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 positioning, 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

No B.S. Grassroots Marketing Dan S. Kennedy, Jeff Slutsky, 2012-02-01 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

Creating Trust Matt Zagula, Dan S. Kennedy, 2011-01-15 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.

No B.S. Guide to Maximum Referrals and Customer Retention Dan S. Kennedy, Shaun Buck, 2016-02-22 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.

No BS Marketing to Seniors and Leading Edge Boomers Dan S. Kennedy, Chip Kessler, 2012-10-08 Go Where the Money Is BOOMERS & SENIORS: Hold over 50% of the nation's wealth and more of its discretionary spending 46% have net worths exceeding \$2-million Hold \$1 out of every \$2 available to advertisers, marketers, merchants, and service providers This is not

a book about social good or business excellence or broad, big, sweeping ideas. It is a manual about getting money from those who have it and are, given reason and their interests met, very willing to spend it —on just about everything, and more of it, at higher average prices than any other consumers. Covers: What leading-edge boomers and seniors buy and why they buy it: the diversity and amount of their spending will surprise you Opportunities with The Affluent and The Still-Working: while 10,000 retire every day, 72% of boomers plan to keep working past age 65 The power of profiling: learn how to sub-divide this market, develop the profile of your ideal customer within this demographic, and use it profitably The New American Family: 2 and 3 generations under one roof: what does this mean to your business? The 10 best advantages of marketing to boomers and seniors and how to leverage them: Capitalize on conditioned behaviors and imbedded commands How to incorporate the power of...frame of reference, familiarity, classic credibility, fear and stress reduction, aspirations, and ambition in your advertising, marketing, and selling Lessons from and secrets of: AARP, Disney, Playboy, psychics and mentalists, 7-figure income financial advisors, dentists and lawyers, the mattress store with prices starting 6X the national price average, the J. Crew Co., Facebook, Coke vs. Pepsi, and others

**No B.S. Guide to Brand-Building by Direct Response** Dan S. Kennedy, 2014-03-17 Millionaire maker Dan S. Kennedy, joined by successful franchisors Forrest Walden and Jim Cavale, debunk the branding lies and myths shared by small business owners and entrepreneurs and deliver a heavy dose of reality. YOUR BRAND SHOULD BE A HAPPY, FREE BY-PRODUCT OF DIRECT MARKETING. NOT PURCHASED OUTRIGHT. Kennedy and his co-authors don't offer a strategy for creating a company logo, writing a slogan or issuing a press release. You won't learn how to follow in the footsteps of big brand advertisers (and thus, brand-build your business into bankruptcy). This book isn't about buying brand power. It's about getting a highly valuable brand, FREE. Led by Kennedy and contributors, learn the principles behind power-house brands that didn't pour oceans of money into the branding of their business. Then, master these truths for yourself, put them into practice, and gain your own brand and customers who believe in, promote and buy your brand.

The Official Get Rich Guide to Information Marketing on the Internet Bob Regnerus, Robert Skrob, 2008-08-05 The Inside Scoop to Selling Information on the Internet You won't learn the key to a four-minute workweek or how to get money to pour out of your computer's printer. And, you won't find over-promises, untested ideas, idle boasting, weird and impossible examples, or hype. This book is the real deal-practical, doable steps, real-life examples and proven strategies to help you harness the powers of the internet and make your information marketing business explode! Master the five steps to internet information marketing success: Salutation, Presentation, Consummation, Perseverance and Enticement Use the Power of ONE—a proven trick that gets visitors to stay and interact with your site Learn proven ways to capture more than 80 % of visitors' names and e-mail addresses Use three profit-proven models that inspire sales Learn the seven laws for effective order forms Discover how to drive customers instead of traffic Also, get the inside scoop from today's most successful, online

information marketers! Take your information marketing business to the next level-reach millions and make BIG money on the internet.

**No B.S. Marketing to the Affluent** Dan S. Kennedy,2019-06-18 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

**No B.s. Time Management for Entrepreneurs** Dan S. Kennedy,1996 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 infectiously 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

**Strategic Storytelling** Dave McKinsey,2014-11-08 Strategic Storytelling is a complete guide to creating persuasive business presentations.Based on intensive study of presentations developed by leading management consulting firms, this step-by-step playbook shows you how to craft stories using proven narrative frameworks, design data-driven slides, and master your verbal and non-verbal delivery.

**The Ownership Quotient** James L. Heskett,W. Earl Sasser,Joe Wheeler,2008-12-09 Hundreds of large organizations worldwide have used the groundbreaking Service Profit Chain to improve business performance. Now The Ownership Quotient reveals the next generation of the chain: customer and employee owners of your business. Employee-owners exhibit such enthusiasm for their organization that they infect countless customers with similar satisfaction, loyalty, and dedication. Customer-owners are in turn so satisfied with their experience that they relate their stories to others, persuade them to try

your product, and provide constructive criticism and new product ideas. As a new generation of managers has been changing the way that products and services are designed and delivered, authors Heskett, Sasser, and Wheeler have followed the evolution of this new ownership model. Case studies from companies as diverse as Harrah's Entertainment, ING Direct, Build-a-Bear Workshop, and Wegmans Food Markets bring home the central principle of engagement - and showcase ways to raise the ownership quotient among both your employees and your customers. With the authors' decades of consulting and research paving the way, you'll learn to identify your customer-owners; consistently exceed their expectations in ways they truly appreciate; and foster, measure, and grow the Ownership Quotient throughout your company. An organization that learns how to cultivate an ownership attitude creates a self-reinforcing relationship between customers and front-line employees. The lifetime value of a customer-owner can be equivalent to that of more than a hundred typical customers. And that makes the lifetime value of an employee who can promote customer ownership priceless. This powerful and practical book shows you how to add that value to your company and delight your employees, customers, and investors. Is your organization ready to make the transition to an ownership state of mind?

*No B.S. Wealth Attraction In The New Economy* Dan S. Kennedy, 2010-06-01 The old economy is shattered, and GONE FOREVER. It's never coming back as it was, and in its place a generally tougher, more demanding marketplace is emerging. HOWEVER, when it comes to wealth, one instrumental reality is unchanged: No matter the economic conditions—booms or recessions, including the fast-emerging New Economy—there is wealth. And who better to show you how to lure, bait, attract, and become a magnet for it than “Millionaire Maker” Dan S. Kennedy? Kennedy covers: • How to experience The Phenomenon --- attract more wealth in the next 12 months than in the previous 12 years! • Wealth Inhibition—do you suffer from it? • Why Positive Thinking alone is worthless • Your #1 Entrepreneurial Responsibility • Is there a ‘dirty little secret’ behind many wealthy entrepreneurs? • The worst of all wealth-defeating habits • Are you an ‘opportunity thinker’ --- or are you guilty of ‘outcome thinking’? • “ Do what you love and the money will follow” B.S. that’s hazardous to your wealth • How to Stop playing Blind Archery • 12 Ways To Increase Your ‘Personal Value’ • Why you must STOP thinking about Income! • The 90 Day Experiment that may change your life forever

Death of the Traditional Real Estate Agent Craig Proctor, Todd Walters, 2015-03-20 We've all heard the stats and stories about how tough it is to make a profitable living in real estate without high (and often devastating) lifestyle costs, but what do you know about the super successful agents, those netting \$500,000, \$1 million, \$3 million, or more a year selling real estate? What do you really know about how they think, what they do, and how they approach the business, most often rejecting the industry norms that enslave the average agent? The fact of the matter is, if your real estate business depends on you, you don't really have a business? you have a job. In stark contrast, these mega agents have true businesses built on turnkey systems and well-organized teams. There is no stopping this trend. More and more teams will come, garner more

market share, and get paid premium fees at the same time working less and playing more than the typical agent. Inside these pages, we'll introduce you to sixteen of these super successful, highly profitable real estate team leaders who share the secrets of their rise to the top 1 percent of the entire industry, how they did it, and how you can copy your way to your own megasuccessful real estate business.

*How to Write a Good Advertisement* Victor O. Schwab,2015-10-28 In *How to Write a Good Advertisement*, advertising expert Victor O. Schwab shares his proven techniques for crafting effective and persuasive advertisements. Drawing from his extensive experience in the industry, Schwab provides practical insights and strategies for capturing the attention of potential customers and compelling them to take action. Whether you're a seasoned marketer or just starting out, this book offers valuable guidance on how to create advertisements that deliver results.

**No B.S. Direct Marketing** Dan S. Kennedy,2013-04-01 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.

*Smart Retirement* Matt Zagula,2017-04-14 Author Matt Zagula is best known for helping hard-working people and business owners reach their lowest legal tax rate and deploying those tax savings into SMART tax-exempt assets for their future. In this book, he does not discuss the same old recycled financial planning ideas. Instead, he teaches you strategies similar to those being used by top executives and the wealthy elite so that more Americans can benefit from the same SMART retirement planning techniques. The tax code is clear: you are legally obligated to pay tax only once on the dollars you have. This book will make you and your money SMART so you can spend less on taxes, and have more for you!

*No B.S. Price Strategy: The Ultimate No Holds Barred, Kick Butt, Take No Prisoners Guide to Profits, Power, and Prosperity* Dan S. Kennedy,Jason Marrs,2011-04-18 Millionaire maker Dan S. Kennedy and marketing strategist Jason Marrs 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 Marrs 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 100-Page Book Mike Capuzzi,2020-07-16 UPDATED AND REVISED FOR 2022! Writing and Self-Publishing a Book to Attract Ideal Customers (Clients, Patients, Students, Members) Isn't Difficult. All You Need is an Experienced Guide to Show You Exactly What to Do! But first a warning, this book is not for everyone. This book is not focused on convincing you to write a book or showing you how to make money selling books. Instead, this is all about how to create a strategic sales tool for your business, in the form of a book. The 100-Page Book is all about saving time and creating profitable results. If you are reading these words right now, there's a good chance you are searching for help writing a book-one that will differentiate your business and position you as an authority. There is no shortage of how to author a book books or books on how to self-publish a book, however what I share in The 100-Page Book is different for many reasons, including: A 100-page book is faster to write and publish-big benefits for you! A 100-page book is faster and easier to read-big benefits for your readers! Short, helpful books, around 100-pages, are ideal for today's busy consumers. My specific, direct-response marketing recipe for writing a customer attraction book. The 100-Page Book is about writing a book to attract your ideal customer and getting them to take the specific action shared in your book. Not only that, this book (which should take you only about an hour to read), shares these gems of wisdom: The #1 reality of what your book really is (page 19). Forget these two things and your book is diluted (page 21). The critical first step before writing a single word (page 23). The critical second step before writing a single word (page 29). A Capuzzi-mantra to always remember (page 36). The critical third step before writing a single word (page 51). The 100-Page Book is short on purpose and you will be able to quickly read it and start on your own 100-page book. The first part focuses on who I wrote this book for and what my ideal reader will get out of it (including some special gifts). The second part focuses on my 100-Page Book Blueprint and shares the exact recipe I use for my own books and my clients' books. I also share my best strategies, examples and resources for creating your own short, helpful book. The last part shares an effective path forward for you to create your own 100-page book! Plus, I am including several bonus gifts I created exclusively for readers of The 100-Page Book. Pick up your copy today by clicking the Buy Now button at the top of this page!

**No B.S. Guide to Powerful Presentations** Dan S. Kennedy,Dustin Mathews,2017-06-13 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



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