

The No Bs Guide To Starting A Consulting Business Includes Templates Legal Agreements Proposals Sales Tools And More To Get You Started Fast

Often calculus and mechanics are taught as separate subjects. It shouldn't be like that. Learning calculus without mechanics is incredibly boring. Learning mechanics without calculus is missing the point. This textbook integrates both subjects and highlights the profound connections between them. This is the deal. Give me 350 pages of your attention, and I'll teach you everything you need to know about functions, limits, derivatives, integrals, vectors, forces, and accelerations. This book is the only math book you'll need for the first semester of undergraduate studies in science. With concise, jargon-free lessons on topics in math and physics, each section covers one concept at the level required for a first-year university course. Anyone can pick up this book and become proficient in calculus and mechanics, regardless of their mathematical background.

Let me guess... You're ready to start planning a wedding, but have no clue where to start? Well, that's where I come in! I am Brian Starkman, and I am a no 'B.S.' guy who has filmed over a thousand weddings and events. Beyond being a videographer, I also happen to have a true passion for weddings. From helping clients with their timeline to holding the bride's train on their big day (and everything in between), I love it all. Through these personal interactions on these very special days, I have seen into the minds of countless couples, and gained a wealth of knowledge covering the entire wedding process. Now it is time to share this priceless knowledge and help simplify the process for you!

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.

The business titans and #1 New York Times and Wall Street Journal bestselling authors of *Winning* return with a modern, essential guide for everyone in business today—and tomorrow—that explores the most pressing challenges related to creating winning strategies, leading and managing others, and building a thriving career. In the decade since their blockbuster international bestseller *Winning* was published, Jack and Suzy Welch have dug deeper into business, traveling the world consulting to organizations of every size and in every industry, speaking before hundreds of audiences, working closely with entrepreneurs from Mumbai to Silicon Valley, and, in 2010, starting their own fully accredited online MBA program, which now has approximately 1,000 students enrolled. Over the same time frame, Jack has advised more than seventy-five companies through private equity, and dozens more in a senior advisory role at IAC. Now, Jack and Suzy Welch draw on their experiences to address the biggest problems facing modern management—and offer pragmatic solutions to overcome them. Going beyond theories, concepts, and ideologies, they tackle the real stuff of work today. When you get down to it, they argue, winning in business is all about mastering the gritty, inescapable, make-or-break, real-life dilemmas that define the new economy, the old economy, and everything in between. Work is a grind. We just got whacked. My boss is driving me nuts. I'm stuck in career purgatory. My team has lost its mojo. IT is holding us hostage. Our strategy is outdated the day we launch it. We don't know what our Chinese partners are talking about. We're just not growing. These are some of the day-to-day issues the Welches take on. Coupled with Jack's years of iconic leadership and Suzy's insights as former editor of the *Harvard Business Review*, their new database of knowledge infuses *The Real Life MBA* with fresh, relevant stories and equally powerful solutions that every manager at any level can use right now.

What if everything you thought you knew about Black people generally, and educating Black children specifically, was based on BS (bad stats)? No BS uses robust analysis, meaningful anecdotes, and powerful commentary to dispel myths and challenge conventional beliefs about educating Black children.

Tackling relationships, career, and family issues, John Kim, LMFT, thinks of himself as a life-styledesigner, not a therapist. His radical new approach, that he sometimes calls "self-help in a shot glass" is easy, real, and to the point. He helps people make changes to their lives so that personal growth happens organically, just by living. Let's face it, therapy is a luxury. Few of us have the time or money to devote to going to an office every week. With anecdotes illustrating principles in action (in relatable and sometimes irreverent fashion) and stand-alone practices and exercises, Kim gives readers the tools and directions to focus on what's right with them instead of what's wrong. When John Kim was going through the end of a relationship, he began blogging as *The Angry Therapist*, documenting his personal journey post-divorce. Traditional therapists avoid transparency, but Kim preferred the language of "me too" as opposed to "you should." He blogged about his own shortcomings, revelations, views on relationships, and the world. He spoke a different therapeutic language—open, raw, and at times subversive—and people responded. *The Angry Therapist* blog, that inspired this book, has been featured in *The Atlantic Monthly* and on NPR.

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 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.

If you are looking to Build an Educated Vocabulary and speak English more pleasant to the ears without getting overwhelmed by the process and wasting your time, Then Keep Reading... Here's the deal. You have tried vocabulary videos and lists online, you have tried memorizing words without a system in place, you have also wasted your time randomly trying to figure out spellings, but, you still see no difference in your practical everyday vocabulary. You still can't figure out spellings and pronounce words the right way. No matter how hard you try, you always seem to find a roadblock. You just can't figure out a laid-out path to all of this. Sounds familiar? If it does, then the protocol inside this book is your answer. Because this is not some theoretical guide filled up with fluff, which leaves you frustrated and takes you nowhere. This is scientifically constructed, yet easy to follow protocol designed for long term vocabulary gains. In this guide, you will discover: The #1 Problem English Speakers have with Building Vocabulary and How to Overcome it. The Golden Blueprint to Effectively Building a Lasting Vocabulary. Why you Shouldn't Try to Memorize Too Many Words in a Day Without Having a System in Place, like the one given inside. The Hidden Benefits behind a Strong Vocabulary You Didn't Know About. Simple Hacks to Getting your Pronunciation on Point and Speaking English More Pleasant to the Ears. 4 Simple Rules to Nail Spellings Almost Always. How to Practically get the Benefits of all of the above skills in your day to day life. The Proper Mindset required to get you through this Journey. Even if you have failed at every other vocabulary building program in your life, this book has a Step-by-Step Plan written in Plain Simple English that even Beginners can follow and implement to see results for themselves. If you want to learn more about Building Vocabulary Effectively and Getting Better at English Overall, without having to spend hours only to forget it all at the end, then simply Click the Buy Now button on this page to get started. ?? BUY THE PAPERBACK NOW TO GET THE KINDLE VERSION ABSOLUTELY FREE ??

In this no-nonsense guide for men, psychologist Jonas Horwitz presents evidence-based, straightforward, and jargon-free strategies for men struggling with severe depression. Grounded in proven-effective cognitive-behavioral therapy (CBT), the skills in this book will help readers find actionable solutions for identifying, naming, and overcoming the depression that is standing in the way of living the life they want.

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!)

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 affluent's "sales wall" • Million-Dollar Marketing System: Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use

A humorous but helpful handbook offers survival strategies for women who are getting over Mr. Wrong and struggling to rebuild their lives, covering everything from ending a relationship permanently to finding a brighter romantic future.

Wanna learn how to write a book that doesn't suck...and will actually make you moolah? Well, in "How to Write a Book That Doesn't Suck" you'll discover the secrets to turning your insight, expertise (and crazy rants) into actual income.

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.

David Marion has been addicted to everything from Rice Krispie bars to Heroin, hookers to slot machines. He made tens of millions of dollars and gambled it all away. He lost his only wife to divorce, his two daughters for a time, and his extremely successful brokerage firm to bankruptcy. And eventually, he lost his freedom, too, when he was indicted and sentenced to five years in federal prison for mail fraud and money laundering, all because of his addictions. Through these experiences, David has become an expert in addiction and recovery and now spends his time as a Recovery Coach, Professional Interventionist, and Public Speaker. He now brings that expertise to a wider audience with his first book, Addiction Rescue; The NO-BS Guide to Recovery. Addiction or Substance Use Disorder (SUD) is a disease of the

body mind and spirit and Addiction Rescue is the one, all-inclusive book with the how-to's to restore all three areas of life. As the chapters progress, the reader sees how addiction plays out from start, to destruction, to recovery and through David's 5-Action process, walks the reader through attaining and maintaining recovery, covering absolutely everything needed to do so. In Addiction Rescue; The NO-BS Guide to Recovery, there is a perfect blend of David's authentic and raw story, enlightening facts and wisdom, along with advice and tools for anyone suffering from an addiction of any kind or anyone affected by someone else's addiction. This book shows what to look for and what to avoid in getting out of addictive behavior and into recovery. There are rules that addiction and recovery require and they are laid out in list form for an easy to understand, comprehensive guide. There are Tear-Out Sheets at the end of the book so the reader can easily refer to these rules on a regular basis. And, there are also tear-out sheets sighting the excuses addicts use to stay stuck, the warning signs to relapse, and how to disrupt obsessive thinking. These are essential tools to stay on track and keep in check. With the opioid epidemic that faces our country, taking 198 lives a day, 210 million people suffering from internet and social media addiction, 6-8% of the population addicted to sex, 2.6% of the population suffering from gambling addiction, and the plethora of other addictive distractions out there, there's never been a more pertinent time in history for this book. Substance use disorder doesn't discriminate, it affects people of all ages and walks of life and Addiction Rescue; The NO-BS Guide to Recovery is an absolute must for an addicted nation.

Even though women-owned businesses in the United States have grown by 114% in the past 20 years, they still only account for 4.2% of total U.S. business revenue. Best-selling author Jaclyn DiGregorio knows what it's like to work long hours on your business and be disappointed time and time again. After struggling for three years to build a sustainable business, she made a powerful decision to change her mindset. In Stop Getting In Your Own Way, Ms. DiGregorio details the many ways that ambitious women can shorten the time it takes to build a successful business, increase their income and expand their impact. Explore business growth strategies, mindset development and goal-setting as Jaclyn dives into the secrets of stepping into the business (and life) of your dreams. You already have everything inside of you to build your dream business. It's time to let go of the fears, limiting beliefs and bad habits that have been holding you back. You were destined for so much more than to stand in your own way.

Here's how the marketing experts want me to describe my book: The No Bullsh*t Guide to Living Your Best Life is a straightforward, no nonsense blueprint to personal growth and self-improvement. Using personal anecdotes, timeless quotes and a little self-deprecating humor, Myndee cuts straight through the fluff to give you the tools you need to live a better life. Despite the title, this book isn't filled with curse words, aside from the deliberate overuse of the word bullshit. Here's what I really want to tell you: This book isn't the only self-help book you'll ever need. It probably won't radically change your life. That's not how this works. That's not how any of this works. After carving a path out of the forest of self-loathing and into self-acceptance, I've wanted to do nothing more than help others forge their own way. I'm not going to try to impress you with all my accolades (and frankly, I don't have that many); I want you to trust me because I'm just like you. I read personal growth books. I still need self-help. But I've been through it all now, and I'm on the other side. Take my hand. Let me walk you out of this pain. I know the way because I've been here. I spent my life in these dark, dense woods. Writing this book was part of my journey out. You may not get out of your forest with this book, but reading it will lead you closer to the peace that lies ahead. I will only be one leg on your journey, and I'm honored to be here with you. I hope my words help ease the burden you carry.

Funny, insightful, and relentlessly honest, this book is the manual for living with depression that everyone should have been given. It's packed with bite-sized chapters covering big-picture concepts, 60+ research-backed tools, and a friendly, no-nonsense style. This guide will get you through visits from depression and into a value-filled life.

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.

Serve your country, and become financially free in the process! If you're considering joining the military, or already serve, and want to make the most out of your career while building passive income after your service ends, this book is a must-read. With nearly X-pages of in-depth advice, The No Bullshit Guide to Military Life is the book I wish existed when I joined the military. The tools and tactics in this book can literally earn you millions of dollars, and help you build enough passive income to retire, without ever having to work again! David Pere?active duty Marine, real estate investor, and host of the Military Millionaire Podcast ?has one goal in mind: to help you create a successful career in the military while building the life of your dreams for after service. Service members and veterans alike will learn how to achieve financial freedom, have a successful career, maximize veteran benefits, use their VA loan, invest to build wealth, transition out of the military, and become a Military Millionaire. Inside, you'll discover: How to get rich in the military with simple, automated strategies The biggest mistakes people make with their Thrift Savings Plan, and how to avoid them How to get promoted quickly, attend the best schools, and tackle the best billets throughout your career The right way to buy a car while in the military: "Not another Mustang" How to leverage your VA loan (properly) to live for free, and build wealth How to buy rental properties that will generate passive income for you while you sleep How I was able to replace my income while in the military, and how you can too The best practices for transitioning out of the military and landing on your feet You've fought for our freedom-now it is time to achieve financial freedom

A fun and sassy no-nonsense invitation to the practice of astrology with easy-to-understand tools for self-development and conscious living Astrology books are typically either overly simplistic sun-sign books or overly complicated chart calculations filled with astro jargon. Astrology for Real Life goes beyond simple sun-sign interpretation and at the same time cuts through the complications of horoscope analysis to make understanding your chart in depth, simple and easy. The goal is to make astrology accessible to total newbies and provide a working reference guide for intermediates. The book is presented in workbook format exploring each part of chart interpretation—signs, planets, houses, aspects—with exercises following each chapter and fill-in-the-blank lessons that take the reader through all the just-learned steps. The tone is warm, fun, and personal, and the exercises give the reader experiential hands-on practice. The end result: once you learn the basics in Astrology for Real Life, you can easily navigate the cosmos by making them work for you. It's kind of like a roadmap where we begin by understanding the terrain and the tools available. From there, the planets will guide you in making brave, excellent choices in love, work, and life. It's profound, fun, and practical. You'll learn how to interpret your chart with confidence and use astrology in a practical, proactive way, with no astro excuses (blaming the stars for your issues).

It's 2020, and the acting business has changed dramatically. There are over 538 scripted shows on television. Amazon, Hulu and Netflix have changed the game for television, giving actors more opportunities than ever before. There are over 60 shows currently casting or filming out of New York, many more in Los Angeles, as well as in other emerging markets. Casting directors are hiring actors from self-tapes more than ever before, and actors need to be ready to turn around an amazing audition on a dime. It's ultra-competitive, and actors need to stay on their toes and keep up to date on current trends and expectations in an ever-changing world. The No. B.S. Guide to the Acting Biz is an insider's

look into the business of acting, with a humorous, refreshingly candid, shoot from the hip approach by one of our top industry experts. Matt Newton, a professional actor and acclaimed acting coach, gives clear-cut, unfailingly honest lessons from what he's learned through his decades in the business. With relevant, provocative and often hilarious stories he guides the reader to a greater awareness of how the modern industry works and what that means for an actor. With an inspiring foreword from the successful actor Michael Urie ("Ugly Betty," "Younger," "Partners"), The No. B.S. Guide to the Acting Biz presents current, first-hand experience and professional insight into the actual business of acting today.

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.

This textbook covers the material for an undergraduate linear algebra course: vectors, matrices, linear transformations, computational techniques, geometric constructions, and theoretical foundations. The explanations are given in an informal conversational tone. The book also contains 100+ problems and exercises with answers and solutions. A special feature of this textbook is the prerequisites chapter that covers topics from high school math, which are necessary for learning linear algebra. The presence of this chapter makes the book suitable for beginners and the general audience—readers need not be math experts to read this book. Another unique aspect of the book are the applications chapters (Ch 7, 8, and 9) that discuss applications of linear algebra to engineering, computer science, economics, chemistry, machine learning, and even quantum mechanics.

Discusses how to address unsatisfactory aspects of life by recognizing opportunities for fulfillment, becoming independent, and overcoming innate psychological obstacles to healthy change.

In 2004, Kennedy took on the world of cell phones, PDAs, faxes, emails and every other communication device that pervade the lives of entrepreneurs and suggested when to tap it, and when to give it the heave-ho. He delivered a fresh take on the mantra "time is money" and showed entrepreneurs how to maximize their time to better manage their business. However, times have changed and so has the technology. In this latest edition, Kennedy tackles the technology of today and delivers new insights and tools for boosting personal productivity in keeping with his "less is more" approach. New material includes how to outsource, buying experts, expertise and time. Kennedy covers virtual assistants, errand-running services, and the far-reaching scope of activities and tasks people are paying others to do for them. Kennedy also adds two new chapters discussing how to get more accomplished by leveraging cooperative relationships, why goal setting (and New Year's Resolutions) fails and how he manages achievement.

This deluxe eBook edition features eight exclusive videos from author and self-love instructor Melissa Ambrosini, in which she leads readers through guided meditations and practices in positive affirmations. Ready to activate your dream life? You know that sneaky voice inside your head telling you that you're not good enough, smart enough, skinny enough, whatever enough? That's your Mean Girl. And she's doing her best to keep you stuck in Fear Town, too scared to go after the life you always imagined. But enough's enough! Melissa Ambrosini has made a life beyond her wildest dreams, all by mastering her Mean Girl, busting through limiting beliefs and karate-chopping through the fears that held her hostage for years. And now she wants to help you remember not only what you are capable of, but how amazing you truly are! In this inspiring, upbeat guide, Melissa provides a practical plan for creating your own version of a kick-ass life — one that's wildly wealthy, fabulously healthy and bursting with love. Designed to propel you out of stuck-ness and into action, this is a must read if you're ready to let go of your Mean Girl and start living the life of your dreams.

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.

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.

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.

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

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.

The founders of the Jack Welch Management Institute, a fully accredited online MBA program, present a guide to overcoming modern business challenges, with recommendations for creating effective strategies, leading others, and building a thriving career.

This hands-on guide from Mel Robbins, one of America's top relationship experts and radio/tv personalities, addresses why over 100 million Americans secretly feel frustrated and bored with their lives and reveals what you can do about it. Mel Robbins has spent her career teaching people how to push past their self-imposed limits to get what they truly desire. She has an in-depth understanding of the psychological and social factors that repeatedly hold you back, and more important, a unique set of tools for getting you where you want to be. In *Stop Saying You're Fine*, she draws on neuroscientific research, interviews with countless everyday people, and ideas she's tested in her own life to show what works and what doesn't. The key, she explains, is understanding how your own brain works against you. Because evolution has biased your mental gears against taking action, what you need are techniques to outsmart yourself. That may sound impossible, but Mel has created a remarkably effective method to help you do just that--and some of her discoveries will astonish you. By ignoring how you feel and seizing small moments of rich possibility--a process she calls "leaning in"--you can make tiny course directions add up to huge change. Among this book's other topics: how everything can depend on not hitting the "snooze" button; the science of connecting with other people, what children can teach us about getting things done; and why five seconds is the maximum time you should wait before acting on a great idea. Blending warmth, humor and unflinching honesty with up-to-the-minute science and hard-earned wisdom, *Stop Saying You're Fine* moves beyond the platitudes and easy fixes offered in many self-help books. Mel's insights will actually help vault you to a better life, ensuring that the next time someone asks how you're doing, you can truthfully answer, "Absolutely great."

No B. S. Guide to Direct Response Social MediaThe Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media MarketingNo B.S.

"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"--

One of Book Authority's Best Self-Esteem eBooks of All Time Ready to live your dream life? You know that sneaky voice inside your head telling you that you're not good enough, smart enough, pretty enough, whatever enough? That's your Mean Girl. And she's doing her best to keep you stuck in Fear Town, too scared to go after the life you always imagined. But enough's enough! Melissa Ambrosini has made a life beyond her wildest dreams, all by mastering her Mean Girl, busting through limiting beliefs and karate-chopping through the fears that held her hostage for years. And now she wants to help you remember not only what you are capable of, but how amazing you truly are! In this inspiring, upbeat guide, Melissa provides a practical plan for creating your own version of a kick-ass life -- one that's wildly wealthy, fabulously healthy and bursting with love. Designed to propel you out of stuck-ness and into action, this is a must read if you're ready to let go of your Mean Girl and start living the life of your dreams.

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