
Download Ebook No BS Marketing To The Affluent The Ultimate No Holds Barred Take No Prisoners Guide To Getting Really Rich

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SNQRTS - ALEXIS RISHI

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!

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.

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

Don't Count Time, Make Time Count! Tick ... tick ... tick ... can't find enough time? Find out how to use it far more wisely by the man who successfully run multiple business ventures simultaneously. Dan Kennedy has been called the "Professor of Harsh Reality" because he doesn't deal in glib, pabulum solutions and eye-rolling cliches you've heard incessantly on time management. He takes on the world of cell phones, PDAs, faxes, e-mails, and every other communication device that pervade our lives, suggesting when to tap it, and when to give it the heave-ho. This entrepreneur/consultant/author/speaker has a whirlwind business life, yet manages to fit everything in using a handful of home-brewed time management tools he swears by. He shows how to maximize your time with a fresh take on the mantra that "time is money." It's all about using disciplined productivity strategies Kennedy has devised over 30 years of managing highly-profitable businesses with only minimal help. Who is Dan Kennedy? His busi-

ness adventures have included ownership of six businesses. He appeared for nine consecutive years on THE #1 seminar tour in America sharing the platform with former U.S. President Reagan, Ford, and Bush, General Colin Powell, and business leaders such as Debbi Fields and Jim McCann. He was been in trenches and survived.

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 affluen-

t...from pizza shops and medical practices to retail stores and pet hotels

The founders of the Information Marketing Association and 30 ultra-successful information marketers reveal carefully guarded information on building a highly profitable information marketing business. The 2nd edition offers new cases and success stories, new chapters on social networking and over 40 new ways to make money with information products. The indisputable gurus of the information marketing world have broken ranks. Formerly relegated to the information marketing industry's typical fare of high-priced audio CDs, manuals and courses, once carefully guarded information on building a highly profitable information marketing business has been released to the general public in book form. Most info-marketers are lone wolf, small, quiet operators, many with home-based businesses, most with zero or just a few employees, most working only part-time hours, and most netting seven-figure profits. In other words, there is no reason any reader of this book can't do exactly the same thing in just a few short months. Readers create an entirely new business that gives them added income or replaces their current salary entirely. It just takes the information they already know and the simple nine-step formula in this unprecedented book. Time and again, this formula has been proven to work—to the point where most info-marketers have a million-dollar business in just a year.

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.

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

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

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

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.

In The New Economy, only a select few will gain and keep membership in the elite sales fraternity enjoying the top incomes, the

greatest security, the most independence and power, and the highest status. And, who better to show you how to get in than “Millionaire Maker” Dan Kennedy? Kennedy covers:

- Adapting to The New Economy Consumer
- How to STOP PROSPECTING Once And For All—and why you must
- Put the awesome power of TAKE-AWAY SELLING to work—in any environment
- If you’re in a commodity business, get out!—how to Re-Position, escape commoditization, and safeguard price and profits in the heightened competition of The New Economy
- The One Thing to do, to leverage The New Economy’s “Chaos of Choices” to your benefit
- How Dumb Salespeople Work 10X Harder Than Necessary, by under-utilizing this one tool
- The 6-Step No BS Sales Process: finally, a reliable system you can stick with!
- 6 Ways Sales Professionals Sabotage Themselves
- BS that Sales Managers shovel onto salespeople—beware!
- How to switch from One-to-One to One-to-Many with Technical Tools
- 8 Steps to getting past any “No”
- How to CREATE TRUST (FAST) in the trust-damaged, post-recession world

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 Per-

suasion 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. 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!

Filled with practical, no-nonsense ideas that help readers position their product, build buzz and make money, this updated edition includes expanded coverage on Internet marketing.

"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"--

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writ-

ing 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.

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

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.

A new twist on how to get the best out of your Marketing Automation platform Don't settle for the traditional business books that will send you to sleep, reap the benefits from Brian's journeys around the world and his decade's worth of Marketing Automation experience, all in one book. This isn't just another book about marketing automation, it's also how marketing and you can thrive in your organisation.

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 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 cus-

tomers, 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

Millionaire maker Dan S. Kennedy and pricing/marketing strategist Jason Marrs empower small business owners to take control of their profits by taking charge of the source: their price. Entrepreneurs are dared to re-examine their every belief about pricing and take a more creative, bold approach, using price to their extreme advantage and allowing them to be as profitable as possible. Liberating small business owners from all fear and timidity toward pricing, Kennedy and Marrs teach small business owners uncover how to avoid the 9 ultimate price and fee failures including excess concern about competitors’ lower prices, attracting customers who buy by price, and not offering premium pricing options. They also reveal how to discount without damage, the secret to price elasticity, how to break free from the price-product

link, and, most importantly, how to set prices for the greatest profits. • Kennedy and Marrs disclose little-known revelations about the power of pricing including: • 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 • Includes access to price strategy support tools at www.simplepricingsystem.com • Covers pricing strategies specific to recessions

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

How often have you spent your money on an ad only for it to fall

at, bringing only a fraction of the results that you dreamed? Unfortunately, this happens far too often. But what's to blame-company leadership, the format for the ad, the product itself? With *Why Advertising Fails*, renowned marketer Dan Kennedy answers these questions and more, so you can understand why your advertising dollars are being thrown into a bottomless pit-and what to do to fix it. The key is properly purposed advertising that follows a consistent, measurable plan. And here's the kicker: there's no need to reinvent the wheel. By deploying evergreen content, you can obtain consistent results without wasting energy on brand-new campaigns. Featuring guest chapters from some of the world's leading marketers, you'll learn what you're getting wrong with your copywriting and messaging, why your campaigns need a Big Idea, and how to build a list of raving fans to systematize your advertising. It's not too late to turn your advertising around and start generating revenue-your business depends on it!

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 from 12 of his best selling titles, showcases the top content from the legendary millionaire maker himself. Kennedy teaches business owners 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. Inside, you will learn: The most powerful marketing tactics no matter what business you're in How to get riches with niches and become a magnet to your customers The monetizing magic of craft-

ing effective communication The #1 way to prevent wasted marketing dollars 5 ways to grow your list for FREE (before spending a dime on advertising) How to turn passive content into an active conversion tool Create raving fans who introduce you to their networks Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy.

Become a money magnet Read this book and in just a few months make more money than you have in years. Sound unbelievable? That's Dan Kennedy's specialty. Dan "Millionaire Maker" Kennedy has helped many thousands of entrepreneurs create "the wealth surge experience." By making a few calculated changes, you'll attract more opportunity and money than you ever dreamed possible. That's right--attract--not create, not develop, not identify, but become an opportunity magnet. These eleven breakthrough strategies turn your business into a springboard to unimaginable riches. Eliminate ingrained "wealth-blocking" thinking with hard-nosed, practical tactics for organizing, marketing and managing a business for maximum profit. The powerful tips in this book (and in the Wealth Attraction seminar---worth \$2,000--on the CD) will change your life and put you on the fast track to magnetically attract much greater wealth. INSIDE! FREE--Wealth Email Course FREE--\$995.00-Value Seminar Tickets FREE--Tele-seminar Invitation FREE--Newsletters

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.

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.

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 Stop hiding from social media--or treating it as if it's a playground. Start using it strategically. Identify specific, actionable goals. Apply business discipline and proven best practices. Stop fearing risks. Start mitigating them. Measure performance. Get results. You can. This book shows you how. Jason Falls and Erik Deckers serve up practical social media techniques and metrics for building brands, strengthening awareness, improving service, optimizing R&D, driving better leads--and closing more sales. "Conversations" and "communities" are wonderful, but they're not enough. Get this book and get what you really want from so-

cial media: profits. Think social media's a passing fad? Too risky? Just a toy? Too soft and fuzzy? Not for your business? Wake up! It's where your customers are. And it ain't going away. Does that suck? No. It doesn't. Do social media right, and all those great business buzzwords come true. Actionable. Measurable. And...wait for it...here comes the big one. Profitable. Damn profitable. Want to know how to do it right? We'll show you. And, yeah, we know how because we've done it. This is the bullshit-free, lie-free, fluff-free, blessedly non-New-Age real deal. You're going to learn how to use social media to deliver absolutely killer customer service. How to R&D stuff people actually want. Develop scads of seriously qualified leads. You'll figure out what you want. You know, the little things like profits, market share, loyalty, and brand power. You'll figure out how to measure it. And then you'll go get it. One more thing. We know what scares you about social media. Screwing up (a.k.a., your mug on the front page of The Wall Street Journal). So we'll tell you what to do so that won't happen. Ever. No B.S. in this book. Just facts. Metrics. Best practices. Stuff to warm the hearts of your CFO, CEO, all your C-whatevers. And, yeah, you. So get your head out from under the pillow. Get your butt in gear. Let's go make some money. **TURN TIME INTO WEALTH WARNING:** This book is not for the faint of heart, fawningly polite, or desperate to be liked. This book is expressively for entrepreneurs and business owners who wear many hats—those who can't resist piling more responsibility onto his own shoulders, who has more great ideas than time and resources to take advantage of them, who runs (not walks) through each day. Your time is incredibly valuable to you, and you are constantly "running out of it." Serial entrepreneur Dan S. Kennedy de-

livers a fresh take on the mantra "time is money" as he shows you how to drastically re-engineer your entire relationship with time and, if applied faithfully, achieve peak personal productivity and make lots and lots of money. Learn how to: **ACCURATELY CALCULATE THE VALUE OF YOUR TIME**—and put a meter on those consuming it **SLAY TIME VAMPIRES**—like Mr. Have-You--Got-A-Minute, Mr. Meeting, and all the other bloodsuckers **STOP 'PRODUCTIVUS INTERRUPTUS'**—master the 5 time-defense tactics **ACHIEVE MAXIMUM PRODUCTIVITY** with Psycho-Cybernetics **THE 8 NO B.S. TIME TRUTHS** never to violate despite the conspiracy against them **Become successful beyond your wildest dreams**—**APPLY THE #1 MOST POWERFUL PERSONAL DISCIPLINE** **THE 10 TIME MANAGEMENT TECHNIQUES** worth using. Only 10! **FIRE YOURSELF!** Replace yourself. Make **MORE** money from **LESS** time, and have **MORE** freedom to do **BIG** things!

A guide for small business owners who are dissatisfied with the results they get from their current advertising.

The success of the modern B2B marketing team will be evaluated by the revenue impact it delivers to the company and Yaag has laid out a crisp and compelling model on how to transform marketing into a revenue-generating team. - Jeff Davis, Founder and Principal, JD2 Consulting and award-winning author of Create Togetherness "A must-read operating manual for marketers who want to deliver exponential revenue." - Sangram Vajre, Author, Co-founder at Terminus and the host of #FlipMyFunnel, a top-50 business podcast in the world "All your marketing channels, properties and activities are a waste of time unless they contribute to revenue. Yaag's book gives you an approach to make your mar-

keting count.” - Vinod Muthukrishnan, Chief Growth Officer at Cisco It doesn't matter how sophisticated your martech stack is, what your marketing budget is or how many people you have in your marketing organization. You must know what is contributing to revenue (directly or indirectly), what is working and what needs to be done away with. The Revenue Marketing Book provides you with ideas, direction and a framework to map your marketing activities and channels to a revenue outcome. Make an impact. Build a predictable recurring revenue engine.

Learn how to use Authority Marketing(R) to build thought leadership and dominate your competition by playing a game no one else knows is being played with this ground-breaking book! Are you the Authority in your field? Are you recognized as a stand-out thought leader, a published author, a keynote speaker, or a media personality? Are you viewed as a commodity? A hard-working expert who is a commodity and has to compete on every level, including price? One thing is for certain: Authority doesn't just happen; Authority is built through a systematic process called the Authority Marketing System. But how can you make this shift in an environment that is noisier and more crowded than ever before? If you are an entrepreneur, CEO, or professional who is frustrated with the traditional approach to marketing and wants to grow your business and make a bigger impact, this book will show you how to use the Authority Marketing System to create a clear and trackable blueprint to shift yourself from a commoditized expert to a highly visible Authority. In this book you will learn: - What Authority Marketing is and how to use it to grow your business - The 7 Pillars of Authority Marketing - How others have used Authority Marketing to create unimaginable success - Why thought leader-

ship is your most important secret weapon Authority Marketing isn't about ego or attention--it's about accelerating the speed of trust so you are viewed not as an expert with something to sell, but as a thought leader with important insight to teach. Start growing your Authority today!

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

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.

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!)