

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

You sweat, burn, and fast until you're exhausted...only to fall into a tailspin of stress, overindulgence, and blame. If you're like most women, you've been through this vicious cycle more times than you can count. But what if fitness wasn't about fixing flaws and shrinking sizes? What if your workout could be uncomplicated, energizing, and even fun? Fitness coach Nia Shanks has helped countless clients reinvent their mindset around exercise, nutrition, and body image. Based on her wildly popular blog, *Lift Like a Girl* is so much more than a workout program. It's an empowering lifestyle built around discovering the strength you never knew you had. Along with her practical, step-by-step approach for getting proven results in the gym, Nia breaks through the weight-loss clichés that keep too many women dissatisfied, depressed, and constantly on a diet. Find out how good it feels to lift like a girl, and leave the gym feeling more awesome than ever.

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. 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**

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 x it. e 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!

*No B.S. Price Strategy: The Ultimate No Holds Barred, Kick Butt, Take No Prisoners Guide to Profits, Power, and Prosperity*

*How to Stand Out in a Crowded, Distracted World*

*Seven Core Strategies for Rapid-Fire Business Growth*

*The Ultimate Guide to Newsletters*

*The Ultimate No Holds Barred Plan to Creating and Profiting from a Powerful Brand Without Buying It*

*No B.S.Trust-Based Marketing*

*Lift Like a Girl: Be More, Not Less.*

**" My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no better source than Dan Kennedy on this topic. His book No B.S. Guide to Trust-Based marketing is rich with vital insights." -Harry S. Dent, Jr., author, The Great Crash Ahead Trust Between Consumers and Businesses is Gone Here's How to Fix It Internationally recognized "millionaire maker," Dan S. Kennedy, joined by entrepreneur and financial consultant, Matt Zagula, show you how to break down the barriers caused by the "trust no one" mantra invading every customer's mind today. They deliver an eye-opening look at the core of all business--trust, and teach you the secrets to gaining it, keeping it, and using it to build competitive differentiation, create price elasticity, attract more affluent clients, and inspire**

referrals. You'll get the essential strategies required to build trust in an understandably untrusting world, and in turn, attract both business and profits. Covers • 8 ways to demonstrate trustworthiness to prospective clients • The #1 secret desire of today's untrusting prospects—how to understand it, respond to it, and use it to transform marketing, prospecting, and presentations • How to avoid dumb mistakes that scream “salesman” to prospects • Why “Where can I find clients?” is the wrong question. The right question is: How can I construct a business persona and life so that clients seek me out, with trust in place in advance? • How to keep products, services and prospects away from the avalanche of competitive and confusing information online • The incorrect assumption that trust is built by imparting information and knowledge and a breakthrough technique to replace this mistake

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

**ATTENTION LAW FIRM OWNERS:** You have been lied to--for a very long time--by law school professors who told you that just being a great lawyer would be enough to attract plenty of great clients. Then, by marketing agencies, which have long viewed lawyers as “easy marks,” willing to write large checks for marketing services that offer little accountability and deliver little in the way of measurable results. “Rolling the dice” on marketing is no way to build a highly successful law firm! **MAGNETIC MARKETING FOR LAWYERS®** is the antidote. With it you can salvage some of the marketing investments you've already made, maximize your marketing dollars in the future, and--best of all--protect your valuable time from marketing “gimmicks” and “gambles” that just make no sense at all. Inside, marketing legend Dan S. Kennedy and small law firm management expert RJon Robins will take you, step by step, through the process of understanding, planning, and implementing **MAGNETIC MARKETING®** in your law firm. Stop wasting time and money by unlocking the key to real, predictable, sustainable growth and change the trajectory of your law firm--and your life--forever.

This new edition re-affirms the essential fundamentals originally revealed by Kennedy and adds vital updates and revisions, incorporating the newest media and marketing methods. Kennedy adds three new chapters expanding on key direct marketing strategies, and new case history examples and samples from new guest contributors--each with extraordinary, current success. 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.

**The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits**

**No B.S. Direct Marketing**

**Occupational Outlook Handbook**

**The Ultimate Marketing Plan**

**The Ultimate No Holds Barred Anthology**

**How to Leverage 7 Pillars of Thought Leadership to Make Competition Irrelevant**

**No B. S. Guide to Direct Response Social Media**

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

**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](http://magneticmarketing.com)

Be a Small Business with BIG IMPACT Called the “professor of harsh reality,” Dan S. Kennedy, joined by local-level marketing specialist Jeff Slutsky, delivers a hard-to-swallow truth to local small business owners like you: You Are in a Fight for Your Life. As a local small business you're vulnerable to distant online discounters, big box retailers, and other competition, you've got to do more

than merely get customers—you have to keep them FOR LIFE. And, you have to win them over where your competition can't—at the street level. Kennedy and Slutsky present local business owners, retailers, service providers, restaurateurs, and professional practice owners with a tactical grassroots marketing plan to help increase customer retention, generate greater referrals, and build a thriving business for the long-term. Covers: 9 inconvenient truths of grassroots marketing Zero-Based Marketing—the solution when you figure out traditional and “non-traditional” marketing is failing you How to use the media as an extension of personality and of relationship—NOT a substitute for it Why most local marketing programs fail and what you need to do to succeed (a 7-Step Plan and tactics) On-site promotions—increase revenue without spending money, time or leaving your operation How to use—and how to waste dollars on—the Internet and other technology PLUS gain access to: FREE – Glazer-Kennedy University Webinar Series FREE – Elite Gold Insider's Circle Membership\* FREE – Income Explosion Guide & CD FREE – Income Explosion FAST START Tele-Seminar The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! Detailed techniques for increasing sales, profits, market share, and efficiency. Specific solutions for brand-building, customer service, R & D, and reputation management. Facts, statistics, real-world case studies, and rock-solid metrics

The Ultimate Guide to Creating Trust in an Understandably UN-Trusting World

The Ultimate Guide to Creating Trust in an Understandably Un-trusting World

How to Attract a Flood of New Clients That Pay, Stay, and Refer

No B.S. Grassroots Marketing: Ultimate No Holds Barred Take No Prisoners Guide to Growing Sales and Profits of Local Small Businesses

No B.s. Direct Marketing

No B.S. Wealth Attraction in the New Economy

Get Over Your Damn Self: The No-BS Blueprint to Building A Life-Changing Business

**"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"--**

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

**"Anthology of marketing expert Dan Kennedy's best writing from the No BS series. Focuses on the customer-getting, sales-boosting, classic marketing strategies that made him famous.**

**Shares marketing knowledge applicable to print, digital, sales, and events"--**

**FREE-Audio CD INSIDE PLUS Voucher for FREE Webinars, Tele-Seminar and Newsletters**

**“Follow the money!” Here it is: no warm 'n fuzzies-just hard-core strategies from real world trenches...for successfully repositioning your business, products, services and yourself to attract customers or clients for whom price is NOT a determining factor in their purchasing.**

**The TRUTH is it takes no more work to attract customers/clients from the explosively growing Mass-Affluent, Affluent and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service and experiences. This is the fastest and surest path to prosper in tough times (selling to those least affected by recession) and to get rich in good times! Understand the explosive growth of the affluent customer population-where there is LESS competition and much MORE profit Practical Strategies Revealed: Lamborghini, Disney, the famous J. Peterman catalogs, Wal-Mart, Starbucks, \$2,995 lobsters, Cold Stone Creamery, gourmet pizza, fashion-designer golf bags, and over 50 other fascinating and diverse true-life examples E-FACTORS: 10 surprising Emotional Buy Triggers the affluent find irresistible MILLION-DOLLAR MARKETING SYSTEM: Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use THE MAGIC LANGUAGE OF “MEMBERSHIP”: applied to any business for the affluent...from pizza shops and medical practices to retail stores and pet hotels**

**Outrageous Advertising That's Outrageously Successful**

**No B.S. Time Management for Entrepreneurs**

**No B.S. Business Success In The New Economy**

## **Attract New Customers. Boost Your Sales.**

### **No B.S. Grassroots Marketing No Bullshit Social Media**

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 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.

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 leadership 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!

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

The Ultimate Sales Letter

Find Your Most Promotable Competitive Edge, Turn it Into a Powerful Marketing Message, and Deliver it to the Right Prospects

Created for the 99% of Small Business Owners Who Are Dissatisfied with the Results They Get from their Current Advertising

No B.S. Marketing to the Affluent

How to Attract a Flood of New Patients That Pay, Stay, and Refer  
Magnetic Marketing

No B.S. Guide to Maximum Referrals and Customer Retention

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! 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

When a sprinkler malfunctioned at a Baltimore menswear store, three inches of water sat on the floor and much of the merchandise was wet. The owner, the author of this book, could have done the normal thing and sell the wet merchandise to a Jobber--a business that buys damaged goods in bulk for cheap. Instead, he did the OUTRAGEOUS thing--he advertised in a very OUTRAGEOUS way which resulted in receiving much more than he would have received from the Jobber. It was easy. Here is an OUTRAGEOUS idea--it's easy to make a lot of money from advertising. That's right, easy money! This book, OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY SUCCESSFUL, explains in certain terms how to advertise and make money. Rich with examples and stories showing exactly how to implement a successful OUTRAGEOUS program, this book cracks the code on getting a return on your advertising dollars--an OUTRAGEOUS return!

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.

No B.S. Trust Based Marketing

Why Advertising Fails And How To Make Yours Succeed

Brand Now

Magnetic Marketing for Lawyers

The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing

No BS Marketing to Seniors and Leading Edge Boomers

The All-business, No-hype Guide to Social Media Marketing

**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 business 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.**

**No B.S. Marketing to the Affluent No Holds Barred, Take No Prisoners, Guide to Getting Really Rich Entrepreneur Press 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 business without a newsletter is like a sports car without wheels. It's nice to sit in and cool to look at, but for that car to have value, it must move forward. Similarly, a business without newsletters is just rusting in the garage. So if you want to continue using marketing tools that can't effectively drive growth, this book isn't for you. But if you want to know the TRUTH about newsletters - a marketing strategy that delivers consistent results, increases client retention, warms up cold leads, and brings in hundreds of new clients and referrals, then The Ultimate Guide to Newsletters is your solution! Forget all those marketing theories that haven't worked and hypotheticals that "don't apply to you." The Ultimate Guide to Newsletters takes you through the benefits of a custom newsletter campaign and how you can ... Increase retention and stay top of mind with clients and prospects. Use custom content and an original design for maximum impact. Build personal, powerful, and professional relationships with clients and prospects that are invaluable to your growth and success. Brought to you by the master of newsletter marketing, The Newsletter Pro himself, Shaun Buck, this book will show you how to get your custom print newsletter off the ground AND use it to maximize referrals and retention. Fresh off the success of the "No BS Guide to Maximum Referrals and Customer Retention," with marketing guru Dan S. Kennedy, Buck brings his 15 years of entrepreneurship to your business. Buck is the founder and CEO of The Newsletter**

**Pro, a company that mails over 4 million newsletters annually. Now, with this book, he's sharing his secrets to direct mail success and accelerated business growth.**

**How to Attract a Flood of New Customers That Pay, Stay, and Refer**

**Your Secret Weapon for Doubling Referrals and Tripling Retention**

**Official Get Rich Guide to Information Marketing: Build a Million Dollar Business Within 12 Months**

**The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses**

**An Entrepreneur's Guide**

**No B.S. Marketing to the Affluent: The No Holds Barred, Kick Butt, Take No Prisoners Guide to Getting Really Rich**

**No Holds Barred, Take No Prisoners, Guide to Getting Really Rich**

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.

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.

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.

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!

The Best of No BS

The Ultimate No Holds Barred Plan to Sell Anything with Webinars, Online Media, Speeches, and Seminars

No B.S. Guide to Brand-Building by Direct Response

The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-direct Marketing Businesses

No B.S. Guide to Direct Response Social Media Marketing

Target Your Audience! Get Out Your Message! Build Your Brand!

No B.S. Guide to Powerful Presentations

**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.

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.

**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

**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.

**Magnetic Marketing for Dentists**

**How to Make Millions with Your Ideas**

**Authority Marketing**

**The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich**

**The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses**

Capture their attention-and keep it! With the rise of digital media, you'd think it would be easier than ever to be heard. Yet, most messages fail to cut through the clutter.

Consumers are overwhelmed. Ads alone aren't effective. And you can't just churn out content and connect on every social network. To stand out today, you need to start with your brand. Brand Now uncovers the new rules of branding in our complex and chaotic world. Written by the author of Get Scrappy, the digital marketing bible for business, this latest book explains how to build brands that resonate both online and off. The book helps you: Create a brand with meaning \* Reinforce it with the right touchpoints \* Hone your brand's unique story \* Share it through engaging content \* Cultivate a sense of community \* Craft a coherent experience \* Stand out with simplicity and transparency The world may be growing louder, but with Brand Now's big ideas and practical toolbox, you can break through the noise-and win a place in the hearts and minds of your customers.

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

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