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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

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vital insights.” -Harry
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recognized
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financial consultant,
Matt Zagula, show
you how to break
down the barriers
caused by the “trust
no one” mantra
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today. They deliver
an eye-opening look
at the core of all
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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

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in turn, attract both
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clients seek me out,
with trust in place in
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keep products,
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competitive and
confusing
information online •
The incorrect
assumption that trust
is built by imparting

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Annotation

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components and
concepts in e-
commerce, this
study identifies
critical factors
relating to success in
the global business
environment. It also

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how to "hack" your
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society, the ability to
learn quickly is the
single most
important skill.
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information quickly
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you'll learn in this
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aspects of your
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taken a normal
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only to realize that

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squads that work
in complete
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client meetings,
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make adjustments
together. During
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execute as a
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so they can
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and eliminate
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the others is a

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luxury brands
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book then dives
into more nuts-
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business, to book appointments for a professional practice, or sell info-resources or other products at the back of the room...to an audience of 10 or 10,000...you can incite a stampede of response. When you step on the stage, you must

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intend to turn each and every audience member into a customer. They shouldn't even have a choice in the matter, and failure is not an option. No matter the audience, Dan shows precisely how to do just that. This book will transform your

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approach to speaking, and by utilizing the valuable techniques presented within, your authority, celebrity, and most importantly, profits, will skyrocket. Inside, you ll discover how to: sell one-to-many and multiply

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your earnings
boost your
authority and
celebrity craft
memorable and
persuasive
speeches that get
results control the
speaking
environment to
ensure success
master the Top
Four Success
Factors of

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prosperous
speakers make big
money by speaking-
to-sell Learn from
serial entrepreneur
Dan Kennedy, and
turn ordinary
speaking
engagements into
moneymaking
machines!"

Kapferer on
Luxury
Webcast Profit

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Toolkit

The Companion
Manual

How Luxury
Brands Can Grow
Yet Remain Rare
Six-Minute X-Ray
Find Your Most
Promotable
Competitive Edge,
Turn it Into a
Powerful
Marketing
Message, and

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Deliver it to the
Right Prospects
1% Better Every
Day

*Looking for Tried-
and-True Dull-as-
Dishwater*

*Marketing? TRY
ANOTHER BOOK!*

*In the world of
marketing and sales,
there are few names
more recognized than*

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that of Dan

*Kennedy's. For years,
his break-through-the-
box copy and
marketing strategies
have been responsible
for billions in sales
for major
corporations and
small businesses. And
along, the way, he has
taught entrepreneurs
all across the world to*

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*cut to the chase,
measure their results
and find creative
ways to build very
successful businesses
in hundreds of niches.
Now, Dan and fellow
co-authors have
brought together in
one book some of the
most creative
strategies and tactics
to attract clients and*

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customers...and keep them, as well as guarantee higher sales conversions. This book is full of the newest, the best and, of course, the most extreme ways to deliver your marketing message in the most impactful way possible - all devised by successful

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*business leaders who
aren't afraid to
innovate or outrage.
Prepare yourself for
proven powerful
strategies that deliver.
Prepare yourself for
some real "Marketing
Miracles!"*

*"This book by Carson,
Marion, and
Overdurf is an
excellent exploration*

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*of the extraordinary
trance process of deep
trance identification.*

*It is thorough,
practical, and clear
thereby providing an
excellent guide for
those seeking far-
reaching*

*transformational
change. I highly
recommend it"*

Stephen Gilligan

*Ph.D Generative
Trance. Deep Trance
Identification (DTI)
has captivated the
imagination of
hypnotists since the
mid 20th century. DTI
has been used by
countless modelers to
master hypnosis skills,
musical and acting
abilities, emotional
transformation, and*

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so much more.

*Historically very little
is written about DTI
despite it being at the
heart of all
unconscious learning
and transformation.
For the first time DTI
is presented here in a
practical and easily
understandable way.
Shawn Carson, Jess
Marion, and John*

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*Overdurf have
dedicated years to
studying and using
DTI and in this book
they share their
discoveries. They
present the art and
neuroscience of this
hypnotic phenomenon
and explain how you
can use this modality
to change your life
and the lives of your*

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*clients. Deep Trance
Identification
presents an elegant
model for using DTI
and outlines
comprehensive
techniques that make
the DTI experience
deeply
transformative.*

*A successful
entrepreneur who has
influenced one*

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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.
Ricky Lundell, in his
first in a series of
manual/guides,*

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*reveals the technical
mastery of squats,
uncovering the mind-
body-spirit
partnership, as well as
keys to life success
through his 1% Better
Every Day philosophy.
While pursuing a
"throw down the
gauntlet" objective of
squatting a
phenomenal 500*

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*pounds in 500 days,
this insight was
internalized. At the
time, Ricky was
squatting 275
pounds/125 kilos,
weighing 155
pounds/70
kilos. Accomplishing
so many physical
feats in his life
(Black Belt Gi Gracie
Jiu-Jitsu World*

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*Champion, 2006;
FILA World
Champion Grappler
and Captain of Team
U.S.A., 2007; FILA
Grappling Gold
Medalist and
Pankration World
Champion, 2008;
FILA World
Grappling Champion
and Absolute Division
Pankration World*

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Grappling Champion, 2010) this new challenge measured up to be a world-class achievement. In his series, while you follow his fantastic training methods, ponder with him his 1% Better Every Day philosophy. Whether you are a 14-year old trying to make the JV

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*Basketball team or a
57-year old, dealing
with chronic pain, you
will reach your own
personal "peaks" by
committing to his
personally tested and
proven winning work-
out plan.*

*Become a
SpeedDemon
Strategies for
eCommerce Success*

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Shift!

*Unconscious
Modeling and
Mastery for Hypnosis
Practitioners,
Coaches, and
Everyday People
The Ultimate
Marketing Plan
for Creating
Maximum Profit with
Minimal Effort
Rapid Behavior*

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Profiling

***What's the one
critical networking
skill that can make or
break your career?***

***Your ability to Get the
Meeting! Hall-of-
Fame-nominated
marketer and Wall
Street Journal
cartoonist Stu
Heinecke's innovative
concept of Contact***

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*Marketing—using
personalized
campaigns to create
alliances with
executive assistants
and reach the elusive
VIPs who can make
or break a sale, with
response rates as high
as 100 percent—has
helped professionals
around the world
open more doors in*

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their careers and reach new heights of success. Now, in Get the Meeting!, Heinecke, author of the groundbreaking How to Get a Meeting with Anyone, shares the latest tips, tools, and tactics to help readers break through to their top accounts in the most

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*effective ways
possible. With more
than 60 fully
illustrated case
studies and tactical
examples, this new
book takes you inside
successful contact
marketing
campaigns—from
strategy, through
execution, to
results—and forecasts*

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*the contact marketing
campaigns of the
future based on
cutting-edge
technology. Full-
color photography
and in-depth
interviews with the
campaigns' designers
provide unparalleled
insight into how to
get those critical
conversations that*

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can change your life.

Plus, step-by-step how-to sections help you get started creating your own contact marketing campaigns. From Hollywood to the search for Amazon's HQ2, from a surprising new Contact Marketing model, to "Pocket

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Campaigns," which could replace traditional business cards, and persistence elements that run throughout a sales cycle, and from LinkedIn to virtual reality, Get the Meeting! will spark your imagination and give you the tools you need to get the

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*meetings—and life-
changing results—you
always wanted.*

*Applying the 7 Steps
to a 720 Credit*

*ScoreHow to Make it
in NigeriaBuilding*

*Your Wealth from
Ground Floor*

UpRenegade

*Millionaire7 Secrets
to Extreme Wealth,*

Autonomy, and

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Entrepreneurial

SuccessAdvantage

Media Group

Make Market Launch

It

Learn Speed Reading

& Advanced

Memorization

Unlock the Largest

Online Business

Social Network to Get

Leads, Prospects and

Clients for B2B,

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*Professional Services
and Sales and
Marketing Pros
No B.S. Wealth
Attraction in the New
Economy
Complete B2B Online
Marketing
One Entrepreneur's
Take on Leadership,
Social Media, and
Self-Awareness
How to Make it in*

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