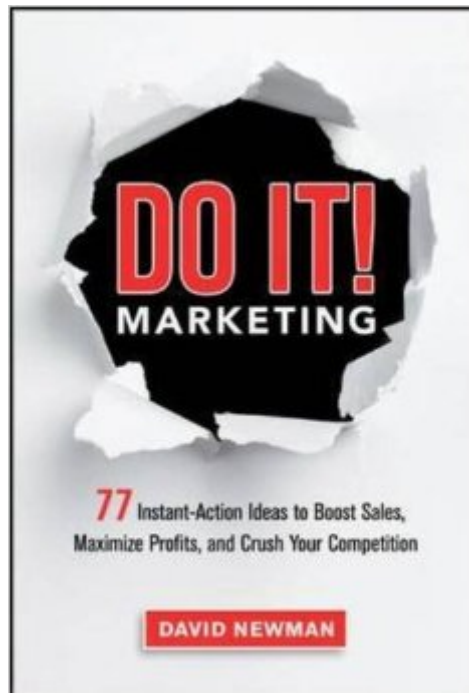


The book was found

Do It! Marketing: 77 Instant-Action Ideas To Boost Sales, Maximize Profits, And Crush Your Competition



Synopsis

As a small-business owner or solopreneur, you wear many hats--perhaps the most important of which is marketer.Â But these days, with so many new ways to reach customers and clientsÂ -- and only so much time in the day -- it's hard to know where to start. Should you be using social media? Email? Blogs? Video? SEO?Â Small business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, and control you need to succeed. Do It! Marketing is a quick read and an encouraging kick in the pants that will reignite your marketing mojo. The underlying premise is that "only action creates results." Packed with do-this-now ideas to attract, engage, and win more customers and clients, this no-nonsense book reveals how to: Avoid blah, blah, blah marketing Use magnetic marketing strategies that pull (not push) qualified prospects into your world Get noticed using the power of 3PRPosition yourself as the go-to expert in your fieldBecome the obvious choice by building your Thought Leadership PlatformDo social media right Zero in on your customers' pain/gain factors Learn to speak prospect language about prospect problems Generate a steady stream of referrals Identify and focus on high-payoff marketing activities Gain clarity, confidence and control so you sell more - more easily and more oftenCultivate and leverage enthusiastic advocates And moreÂ Energetic, inspiring, and filled with concrete strategies, tactics, templates, and tools, Do It! Marketing shows you how to stop "marketing by accident" and start outsmarting, out-positioning, and out-executing the competition.

Book Information

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Customer Reviews

I listened to the audible of the book before getting the print version. So I liked the ideas but was a little surprised at the formatting of the book in the large type and short chapters. Of Course this is a general Marketing and business book so you have to adapt the ideas to your Business. But there is plenty of exercises and space to write how you will mold them to your business. Be sure to get the free online bonuses. The Bonus themselves are worth more than the cost of the book. Especially the report "Your Marketing Language Bank". Working through will be worth money to you. Speaking of exercises, at the end of the book there is a step by step 21-day Marketing Launch Plan. One point of confusion on page 260 it says "After your 21-day Launch Plan, you can begin to work on your 21-day Do it! Marketing Playbook" Makes it sound like there are 2 documents. But when I downloaded there was only one document. I emailed the author and he responded "You are correct - those 2 names refer to one and the same document. We changed the name at some point during the editorial process and thus, the confusion." Therefore there will be one document for the 21-day Marketing Launch Plan. Of course you could just work directly from the book. I like #15 pages 45-48 Zero in on Your Pain/gain factors Doing the flip. Flip 1: Take your benefits and Reverse them to a pain your clients would feel. Flip 2: Take each pain point and build a Pain relief Statement around it. Three places for books and materials, on the shelves in the garage, on the shelves in my office and on my desk. Well at least for now DO IT! Marketing is going on my desk.

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Instant Marketing Ideas to Build Your Network Marketing Business Stephan Schiffman's Telesales:
America's #1 Corporate Sales Trainer Shows You How to Boost Your Phone Sales The Ultimate
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