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No B.S. Direct Marketing. Dan S. Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing masterplan 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

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No B.S. Direct Marketing | Dan S. Kennedy | download Dan Kennedy, No B.S. Direct Marketing, 2nd Edition. by John White. Dan Kennedy's No B.S. Direct Marketing is not specifically written for real estate agents, but it will help any real estate agent with direct marketing. Before getting started, I need to say a few things about Kennedy's style before recommending this work.

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No B.S. Direct Marketing by Dan S. Kennedy. February 17, 2020. April 1, 2019. by Tim Ikels. These are my personal book notes of No B.S. Direct Marketing by the author and direct response marketing legend Dan S. Kennedy. If you like what you read, please buy the book. Let's dive in.

No B.S. Direct Marketing By Dan S. Kennedy - Online ...

Direct marketing or direct response marketing is nothing more than marketing directly to your target market and getting them to respond to your offer in a certain way (lead or sale). It's not mass marketing and it's not branding. No B.S. Direct Marketing Book Review & Quotes

No B.S. Direct Marketing by Dan Kennedy: Book Review

No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing [Kennedy, Dan S., Walsh-Phillips, Kim] on Amazon.com. *FREE* shipping on qualifying offers. No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable

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Magnetic Marketing is a membership community of entrepreneurs and business owners who are dedicated to growing their businesses with better marketing. Founded by marketing legend Dan Kennedy in 1993, Magnetic Marketing publishes the famous "No B.S. Marketing Letter" each month and hosts conferences, bootcamps, intensives, and mastermind/coaching groups on a variety of marketing and business growth topics.

Small Business Marketing - Magnetic Marketing - No B.S ...
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Marketing by Dan Kennedy more fully, "Direct Marketing For Non-Direct Marketing Businesses". Let's clarify that last point. Traditionally, "Direct Marketing Businesses" have been defined as mail-order, catalogue or online companies that directly solicits orders for business. So, "Non-Direct Marketing Businesses" are everything else—you might say the majority of businesses.

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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.

Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the

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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.

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

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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

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Offers methodology to break free from ingrained tendencies and copycat marketing

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.

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 positioning, 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

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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

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

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

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active conversion tool, and creating niche markets. Millionaire maker Dan S. Kennedy and marketing strategist Jason Marris 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 Marris 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.

Entrepreneurs and small business owners are urged to avoid the two biggest branding mistakes they can make—first, investing in building their brand in ways that copycat big-name companies, and second, struggling to build a brand sensitive to everyone and anyone, rather than focusing on those who are spending with them. Led by Dan S. Kennedy, with the support of Forrest Walden and Jim Cavale, the co-founders of Iron Tribe Fitness, and other marketing/branding vets including Bill Gough, the number-one marketing adviser to Allstate agents; Steve Adams, CEO of a chain of 21 retail stores and an e-commerce business, and Nick Nanton, of the Dicks-Nanton Celebrity Branding Agency, entrepreneurs learn how to develop and gain profit from their personal or business

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brand without corporate-sized investment. Mastering Kennedy's branding truths and utilizing proven direct-response advertising and marketing methods, entrepreneurs create their own brand tribe—customers who believe in, buy, and promote their brand. Truths and tactics are illustrated with case studies, examples and insights from other well-known brands.

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