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Dan S. Kennedy is the provocative,

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No B.S. books, thirteen business
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millionaire entrepreneur; trusted
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Kennedy by ...

Dan S. Kennedy (Phoenix, AZ) is one
of the highest compensated and most

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in-demand direct marketing
consultants in America. He has built
trust-based marketing systems in use
in over 50 different professions and
industries. Matt Zagula: Matt Zagula
(Weirton, W.Va) leads two successful
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Honestly outstanding! I literally started the process and had the item within the hour! No bs.... It was straight forward and boom go pick it up. This is my second time using and once you show you will make payments and do as you sign-ups to do, it's easy street. Great people and better service.

Online Library No B S Trust Based Marketing The Honesty think they are great and highly recommend. Trust in An Understandably Un Trusting World

Offers businessowners suggestions for building trust in customers and gaining the trust of potential clients,

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discussing risk, exclusivity, the influence of the media, and how to avoid coming off as a salesman.

“Trust No One” is the new mantra. Seniors, affluent individuals, business leaders and investors have seen virtually every institution and corporate

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leader and even the premise of 'homeland security' and government response to emergency prove themselves spectacularly untrustworthy, and are given sensationalized reasons daily by every media to distrust banks, insurers and others on Wall Street, so it is perfectly

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Understandable that they are NOT prepared to trust you, NOT one word you say, NOT any promise you make, NOT any organization or product you represent. The dirty little secret of widespread bank insolvency and thin trading volume is that over a trillion dollars of private "mom 'n pop" capital

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has been withdrawn from commercial investment and is now mattress-savings...literally, flooding into gold, with the affluent—art and classic cars, with seniors—cash and U.S. Treasuries; and otherwise, parked in places thought safest, without regard to yield. To some extent, this has benefited the

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annuity and insurance industry. However, any professional advisor or agent seeking to establish new relationships and secure new clients in this environment finds himself severely handicapped, with his chief obstacle - fully understood or not - exceptionally high, exceptionally firm and stubborn

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distrust. This is reflected in shrinking seminar attendance and rising costs of buying such attendance, declining response to advertising, longer sales cycles, even heightened reluctance by clients to refer, as well as lower initial transactions. THERE ARE EFFECTIVE RESPONSES and

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strategies, but they are not the same ones that worked nicely, pre-2008. And even before tackling the subject of more appropriate and effective strategies for this time, a new understanding of where the prospective client is at, psychologically and emotionally when you first 'arrive'

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is essential-and that is where this timely, groundbreaking and frank book, TRUST, begins.

Millionaire maker Dan S. Kennedy and local-level marketing specialist Jeff Slutsky empower small business owners to take on big box companies

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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

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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

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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

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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

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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

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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

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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

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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

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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

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mail-order, TV infomercials, etc., to use in "ordinary" businesses including retail stores, restaurants, and sales.

" 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

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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

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Internationally recognized 7millionaire
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

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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

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world, and in turn, attract both
business and profits. Covers 8 ways
to demonstrate trustworthiness to
prospective clients 1 The #1 secret
desire of today's untrusting
prospects how to understand it,
respond to it, and use it to transform
marketing, prospecting, and

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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,

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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

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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,

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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

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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

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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.

The Ultimate Dan Kennedy Collection
Millionaire-maker Dan S. Kennedy has

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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 showcases the best content from the legendary millionaire maker

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himself. Kennedy teaches you 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. You'll learn: Marketing principles that must be applied no

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matter what business you're in The
most powerful marketing tactics How
to get riches with niches and become
a magnet to your customers The
monetizing magic of crafting effective
communication The #1 way to prevent
wasted marketing dollars 5 ways to
grow your list for FREE (before

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spending a dime on advertising) Turn
passive content into an active
conversion tool Create raving fans
who introduce you to their networks
Turn niches into riches, laser in on
your perfect prospects and ignore the
□tire kickers□ Harness the biggest
secrets in marketing Discover the

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principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy.

A successful entrepreneur who has influenced one million business owners as an advisor and business

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coach provides new tactics and strategies to help business owners attract opportunity, increase personal value, and change their lives. Original.

For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their

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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

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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.

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"Never take incoming calls!" and "Use, don't be abused by, technology!" are just two of the dozens of timesaving tips from the Professor of Harsh Reality. In this book, business-success expert Dan Kennedy delivers vital time-management techniques for the super-busy entrepreneur. In his infectious

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energetic style, Kennedy, noted author, speaker, and consultant, offers up page after page of time-saving advice -- sometimes tough, sometimes surprising, but always practical. He shows how to: -- Handle the information avalanche -- Turn time into wealth -- Gain the personal discipline

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