



No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

By Dan S. Kennedy

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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 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.

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Editorial Review

From the Back Cover

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 special guest contributors – 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, sales careers – reveal their radically different, super profitable methods and share actual advertising and marketing examples from their businesses.

Discover customer-getting, sales-boosting tactics you never knew existed and master Dan's 10 Rules to Transforming Your Business into an Infinitely More Powerful Direct Marketing Business:

Rule #1: There Will ALWAYS Be an Offer or Offers

Rule #2: There Will Be Reason To Respond Right Now

Rule #3: You Will Give Clear Instructions

Rule #4: There Will Be Tracking, Measurement, And Accountability

Rule #5: Only No-Cost Brand-Building

Rule #6: There Will Be Follow-Up

Rule #7: There Will Be Strong Copy

Rule #8: It Will Look Like Mail-Order Advertising

Rule #9: Results Rule. Period.

Rule #10: You Will Be A Tough-Minded Disciplinarian And Put Your Business On a Strict Direct Marketing Diet

INCLUDES:

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

DETAILS INSIDE!

About the Author

Dan S. Kennedy is a strategic advisor, consultant, business coach and editor of six business newsletters, he directly influences more than one million business owners annually. He is a champion of small business owners and entrepreneurs with a long track record of taking entrepreneurs to seven-figure incomes and multi-millionaire wealth.

Users Review

From reader reviews:

Joyce Adam:

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Matthew Wallace:

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Carl Johnson:

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Floyd Brown:

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