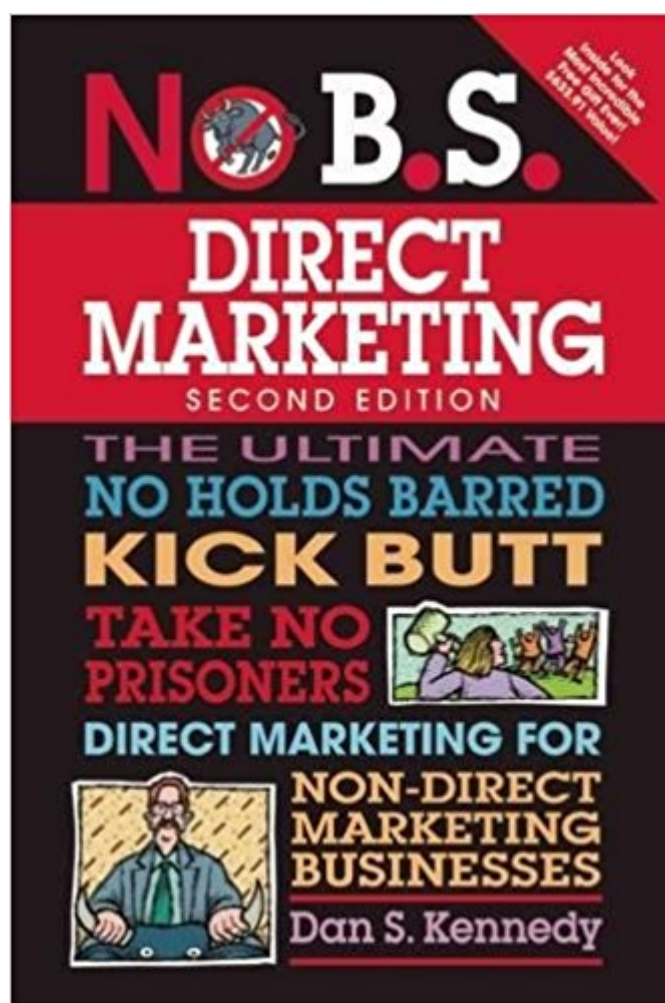


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# No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing For Non-Direct Marketing Businesses



## Synopsis

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 #151; from marketing master Kennedy #151; 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 #151; all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in #151; ordinary #151; businesses including retail stores, restaurants, and sales.

## Book Information

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## Customer Reviews

Radical Secrets of Direct Marketing #147;Players #151; 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 #151; all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc. to use in #151; ordinary #151; businesses including retail stores, restaurants, sales careers #151; 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 &#150; Glazer-Kennedy University Webinar Series FREE &#150; Elite Gold Insider Access Circle Membership\* FREE &#150; Income Explosion Guide & CDFREE &#150; Income Explosion FAST START Tele-Seminar DETAILS INSIDE!

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.

I've been a follower of Dan Kennedy for awhile when I wanted to learn the art of copywriting. I rediscovered his direct marketing materials through this easy to read book. You will find more than nuggets in this book but a goldmine of information about the discipline of direct marketing. Dan is an expert guide on how to use and apply it and provides some excellent practical case studies on its implementation. For the \$12 you pay it's a steal. Even if you only get one or two ideas that you feel are good for you you'll be ahead of the game, but I'd wager you'll not have time to implement everything you'll discover here. Choose wisely. Do not expect this book to "crack the code" of weaving social marketing into Direct Marketing. Dan is skeptical of value of social marketing for a local business using direct marketing - check out work of Kim Walsh-Phillips who has worked with Dan's company on cracking the code for them using Facebook. But start with this book first to learn the basics and the ground rules. Dan makes frequent mention of his other books as providing more information to a specific topic discussed. Is this marketing his other books within his books going to offend some people? Possibly, if you object to an expert marketer doing what he preaches to others, and still providing value at the same time. Those critical of this strategy miss the point altogether. Dan always offers great value in his products - even those costing many hundreds of dollars - but for this price you can't go wrong.

This book provides plenty of examples as to what works and why. I would highly recommend this book to anyone that is interested in building their marketing skills.

If you are going to market anything, this book is an absolute must in your marketing arsenal! Dan Kennedy, the author, and an extremely successful marketer himself, shares some of his million-dollar marketing ideas. They are sure to help you win at your marketing efforts. Also, there are examples of how other people, in other professions, successfully applied Dan's method and found much success!

This is my fifth book I've read from Dan Kennedy, but I should have been my first. It essentially gives you a foundation for how to properly market your products without looking like everyone else who is advertising. Kennedy also tells us why other companies advertise the way they do, and why we should advertise using Lead Generation advertising and Direct Response techniques. I would highly recommend this book to ANYONE who has a business card, and looking to make more money. Dan Kennedy is probably the best at what he does. I would say he's the "king" of Marketing.

This book is fantastic. I have read every marketing book under the sun and this one is the best overall. I will follow Dan Kennedy's work for sure. I have ordered most of his other books too! I got clear about how direct marketing works for every business and specifically how it applies to my business. There are also specifics about what to do, which many marketing books lack.

Meh... my fault for ordering this book. The title was so damn long that I didn't get to the part where it says, "...for non-direct marketing businesses". Difficult to read, didn't hold my interest and is already in the bag to donate to the local thrift store.

Dan Kennedy is a great marketer to sell his own products and the best in recycling his previous work. Get this book if you don't have any of his other books, seminars, etc...

This is a pretty good book on direct mail. It's a great book on direct mail and I would recommend it to any local business that wants to do direct mail advertising.

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