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Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition ” by David Newman is an outstanding book for anyone that needs a boost in their marketing efforts. I met Newman a couple of years ago at a workshop he was giving and found him to be a dynamic and energetic speaker with a tremendous amount of great ideas and practical advice on marketing.

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David Newman Explains the Meaning of “ Focus on Your Peeps ” David Newman is a nationally-recognized marketing expert and Author of the Amazon #1 Best-seller, Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits and Crush Your Competition.

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Competition. by David Newman. On Sale: 01/14/2020 Price: \$19.99

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Get this from a library! DO IT! Marketing : 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition. [David Newman] -- As a small-business owner or solopreneur, you wear many hats - perhaps the most important of which is marketer. But these days, with so many new ways to reach customers and clients and only so much ...

Only action creates results. Reignite your marketing mojo and get to work!

As a small-business owner or solopreneur, you wear many hats-perhaps the most important of which is marketer. But these days, with so many new ways to reach customers and clients 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? 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

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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 decision-makers into your world
- \* Get noticed
- \* Position yourself as an expert
- \* Become the obvious choice in your market
- \* Do social media right
- \* Zero in on your customers' pain/gain factors
- \* Learn to speak their language
- \* Get a steady stream of referrals
- \* Identify and focus on high-payoff activities
- \* Cultivate and leverage enthusiastic advocates
- \* And more!

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.

Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue. For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you open your mouth, do people listen? Regardless of the speaking venue: in person, via livestream, in broadcast media, on podcasts, or at national conferences and industry events, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you 're trying to build your speaking platform? Do It! Speaking shows you the inside track on marketing,



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positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself. This book is the definitive guide on How to develop your speaking-driven revenue streams How to quickly commercialize your knowledge in today ' s economy How to bolster your visibility, credibility, and bank account How to become a better messenger of your company ' s message and dominate your marketplace

Presents a marketing program that shows readers how to locate, land, and keep new clients

You. That's Right. YOU. You've got a problem. You've got a product that's not first in its class. It's not even second. You've got to find a way to market that product. What Are You Going To Do? You're going to read this book, that's what. Let's face it. There comes a time in the life of every business when a product or service does not sell up to expectations. Maybe your product is outmoded. Or hasn't been positioned correctly. Or is competing in a crowded market. Whatever the reason, Ice to the Eskimos is dedicated to helping you reclaim that lost ground. It's about taking a product or service and turning it into a winner. If you've got a product that is not the best in its field, then you will love Ice to the Eskimos. Take the principles Jon Spoelstra writes about and run hard with them—you'll be amazed by the results. Written by the former president of the hapless New Jersey Nets, Jon Spoelstra is the man responsible for tripling that team's lagging revenues in just three years and increasing the season-ticket holders base by 250 percent. This guy knows what he's talking about. What everyone else had seen as a lost cause, Spoelstra saw as an outstanding opportunity to

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reawaken a tired and beaten product to achieve unprecedented profitability. Not just for sports marketers, this lively, entertaining book successfully makes the jump from sports to whatever your product may be. The techniques Spoelstra perfected while working for teams in the NHL and NBA—from innovative packaging to image overhaul—apply to any product in any company. The numerous winning examples are sure to make *Ice to the Eskimos* a must-read for anyone with a product or service to sell. *Ice to the Eskimos* is sure to be an instant marketing classic. It will show millions of readers how to market their product...sometimes even after they've given up hope. By using the powerful techniques in this book, you too can learn to achieve the impossible and market ice to the Eskimos.

With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that 's not enough? How often does consumer engagement actually go further than the “ like ” button? With the average American receiving close to 50 phone notifications a day, do the company messages get read or just tossed aside? The truth is, a sobering reality is beginning to hit marketers: Technology hasn ' t just reshaped mass media; it ' s altering behavior as well. Truly getting a message through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some radical rethinking. *Disruptive Marketing* challenges you to toss the linear plan, strip away conventions, and open your mind as it takes you on a provocative, fast-paced tour of our changing world, where you ' ll find that:

- Selling is dead, but ongoing conversation thrives
- Consumers generate the best content about brands
- People tune out noise and listen to feelings
- Curiosity leads the marketing team
- Growth depends on

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merging analytics with boundless creativity Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, Disruptive Marketing is the solution you ' ve been looking for to boost your brand into new territory!

Did you know that your business already has the world ' s greatest information-tracking team working tirelessly for you 24/7 to gather all the info you could possibly need to find your next customers? Between brand tracking, CRM programs, and online behavior tracking, as well as the always-dependable trade shows and satisfaction studies, mounds of marketing metrics are being generated for you across various touchpoints and channels. The numbers available to you are mind-blowing--but the amount itself can be mind-numbing. Where can one begin to filter through it all to find what is most beneficial for their company? Locked in the vast quantity of information are accurate, data-driven answers to every marketing question--and analytic dashboards are the key to finding it all. In It ' s Not the Size of the Data--It ' s How You Use It, marketing expert Koen Pauwels introduces readers to these transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. He then supplies a simple yet rigorous methodology that explains step by step how to:

- Gain crucial IT support
- Build a rock-solid database
- Select key leading performance indicators
- Design the optimal dashboard layout
- Use marketing analytics to improve decisions and reap rewards

There is simply too much customer-produced information out there today for marketing teams to go with gut decisions or the same old standbys. Dashboard analytics will bring scientific precision and insight to the marketing efforts of any size organization, in any industry, and

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turn this eye-popping data into a specific plan of attack.

Are you a baby boomer business professional struggling to make sense of social media? Discover how to get in front of ideal prospects, increase customer retention and loyalty, and grow your business using social media. You'll see that it's fun to use social media to build your business when you have the right guide showing you the way. This book will show you: Which six social media websites you should be using; What to say and how to say it to build a vibrant community that listens to you; How to identify your ideal prospects and find them on social media sites; How to create and deliver content effectively; How to develop a social media marketing strategy, including a personalized Marketing Action Plan; How to have fun on the journey while gaining mastery over the medium. Like a travel guide, the book gives you a good overview of each social media destination, important insider tips to make your stay more enjoyable, and suggested itineraries to make travel easier as you become acclimated to the new environment. Finally, the book includes step-by-step instructions on how to set up accounts with each social media destination when you're ready to begin your journey.

Nowadays, we fast-forward through commercials and we only pick up magazines at the doctor ' s office (and even then only if our phone ' s battery power is low!). But the one place of advertising we cannot avoid for longer than a few minutes is online--the vast and shifting Internet universe filled with pop-ups and our own personalized cookies. In fact, an advertising avenue that barely existed 20 years ago is now the second-largest advertising channel in the

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United States--and is still growing!Part history book, part guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. This one-of-a-kind resource takes readers behind the scenes--examining the growth of digital advertising, its enormous potential, and the technologies that are changing the game forever. Author and COO Mike Smith, a proven authority on how using real-time bidding systems with finesse can dramatically promote online advertising and branding, has provided an essential resource for anyone interested in finding and connecting with customers in the astronomically large universe we call the Internet that is only growing more aware and specialized for each of its millions of users.

Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences--resulting in success previously believed to be unachievable. So once again, how well do you know your customers?In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in What Customers Crave, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate?Jam-packed with tools and examples, this must-have resource helps businesses reinvent how they engage with customers (both physical and virtual). Learn how to:• Gain invaluable insights into who your customers are and what they care about• Use listening posts and Contact Point Innovation to refine customer types•

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Engineer experiences for each micromarket that are not only exceptional, but insanely relevant• Connect across the five most important touchpoints• Co-create with your customers• And more!It ' s time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well!

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