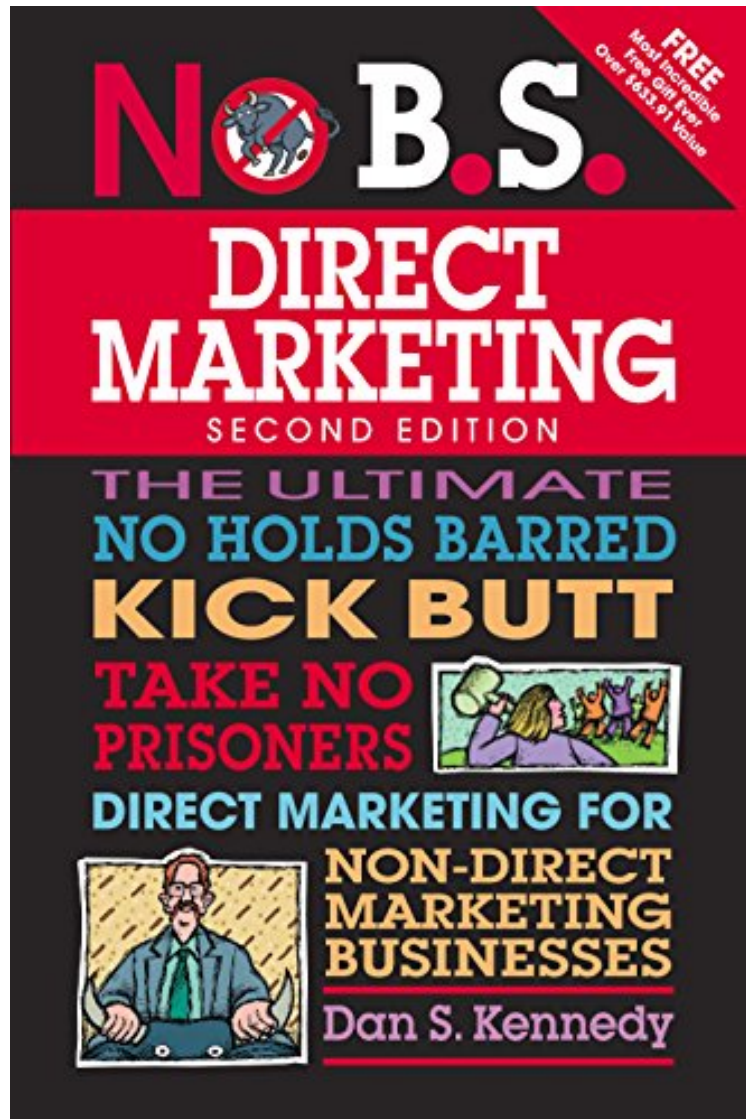


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# No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

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.

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 CDFREE Income Explosion FAST START Tele-Seminar DETAILS INSIDE!