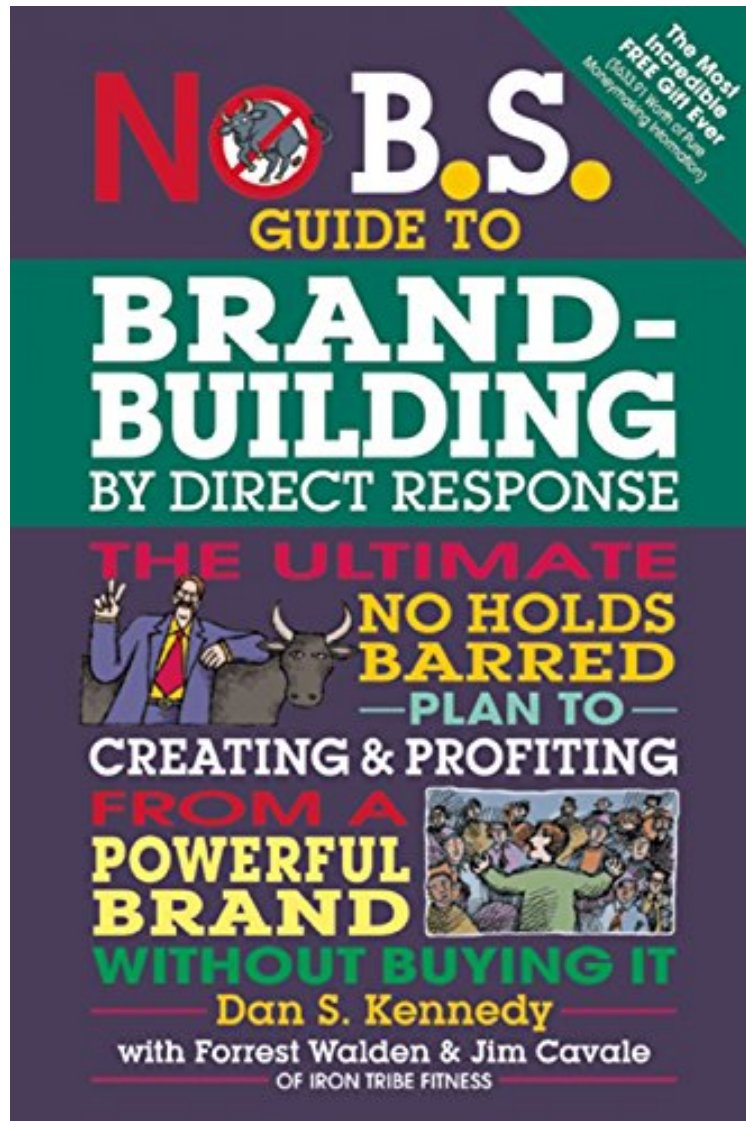


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Dan Kennedy

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Dan Kennedy : No B.S. Guide to Brand-Building by Direct Response: The Ultimate No Holds Barred Plan to Creating and Profiting from a Powerful Brand Without Buying It before purchasing it in order to gage whether or not it would be worth my time, and all praised No B.S. Guide to Brand-Building by Direct Response: The Ultimate No Holds Barred Plan to Creating and Profiting from a Powerful Brand Without Buying It:

0 of 0 people found the following review helpful. Another Excellent Book by Dan Kennedy By Rick Smith Fair warning. I'm a Dan Kennedy and GKIC fan. I've been a GKIC Gold Member for many years. I own a number of Dan Kennedy/GKIC books and products. I'm very familiar with Dan's technique of having some of his clients write chapters in his No B.S. books. I don't mind it and I think it worked very well with this book as well. The Iron Tribe Guys did a *great* job of describing how they built their brand and Dan gives some behind the scenes looks at how he's used brand building to build his own brand and the GKIC brand. This book also caused me to think seriously about some products and markets I'm going to get into very soon. Quite simply, if you're at all interested in marketing and/or brand building you should buy this book. Rick 4 of 5 people found the following review helpful. Mr. Kennedy...Has He Run Out of Steam? By William S. Cherry I've bought a number of Dan Kennedy's books. Most are at least fairly good. This one, however, simply doesn't deliver. There is even a chapter written by an ad agency person touting the reasons you need an ad agency to build your brand. Obviously that contradicts the book's title. And then there are several chapters written by a guy who started a fitness center and how he built its brand. That was so specific that it isn't of much value to building the brand of a normal business. I think Mr. Kennedy has run out of steam. 0 of 0 people found the following review helpful. Disappointed By Customer It is one continuous commercial. I am not sure who this would be beneficial for, but in an effort to research creating strong corporate brand identity and leveraging your brand with your markets, this book misses the mark.

Entrepreneurs and small business owners are urged to avoid the two biggest branding mistakes they can make first, investing in building their brand in ways that copycat big-name companies, and second, struggling to build a brand sensitive to everyone and anyone, rather than focusing on those who are spending with them. Led by Dan S. Kennedy, with the support of Forrest Walden and Jim Cavale, the co-founders of Iron Tribe Fitness, and other marketing/branding vets including Bill Gough, the number-one marketing adviser to Allstate agents; Steve Adams, CEO of a chain of 21 retail stores and an e-commerce business, and Nick Nanton, of the Dicks-Nanton Celebrity Branding Agency, entrepreneurs learn how to develop and gain profit from their personal or business brand without corporate-sized investment. Mastering Kennedy's branding truths and utilizing proven direct-response advertising and marketing methods, entrepreneurs create their own brand tribe customers who believe in, buy, and promote their brand. Truths and tactics are illustrated with case studies, examples and insights from other well-known brands.

From the Inside Flap BUILD YOUR BRAND TRIBE. DON'T BUY IT. Millionaire maker Dan S. Kennedy, joined by successful franchisor Forrest Walden and brand strategist Jim Cavale, debunk the branding lies and myths shared by small business owners and entrepreneurs and deliver a heavy dose of reality YOUR BRAND SHOULD BE A HAPPY, FREE BY-PRODUCT OF DIRECT MARKETING NOT PURCHASED OUTRIGHT. Kennedy and his co-authors don't offer a strategy for creating a company logo, writing a slogan or issuing a press release. You won't learn how to follow in the footsteps of big brand advertisers (and thus, brand-build your business into bankruptcy). This book isn't about buying brand power. It's about getting a highly valuable brand FREE. Led by Kennedy and contributors, learn the principles behind power-house brands that didn't pour oceans of money into the branding of their business. Then, master these truths for yourself, put them into practice, and gain your own brand tribe customers who believe in, promote and buy your brand. Learn how to: Sell to customers to build the brand (DON'T build the brand to sell to customers) Direct the relationships between Front-End ROI, Back-End ROI and your brand Acquire and leverage the hands-down best lead generation tool: Referrals Avoid giant audiences and determine who the right audiences are (hint: those ready to do business with you) Merge, integrate and cross-breed direct response with a brand message Make your brand about a movement Stop marketing to customers and start involving them Discover the principles behind powerhouse brands that didn't pour oceans of money into the branding of their business. Then, master these truths for yourself, put them into practice, and gain your own brand tribe customers who believe in, promote, and buy your brand.