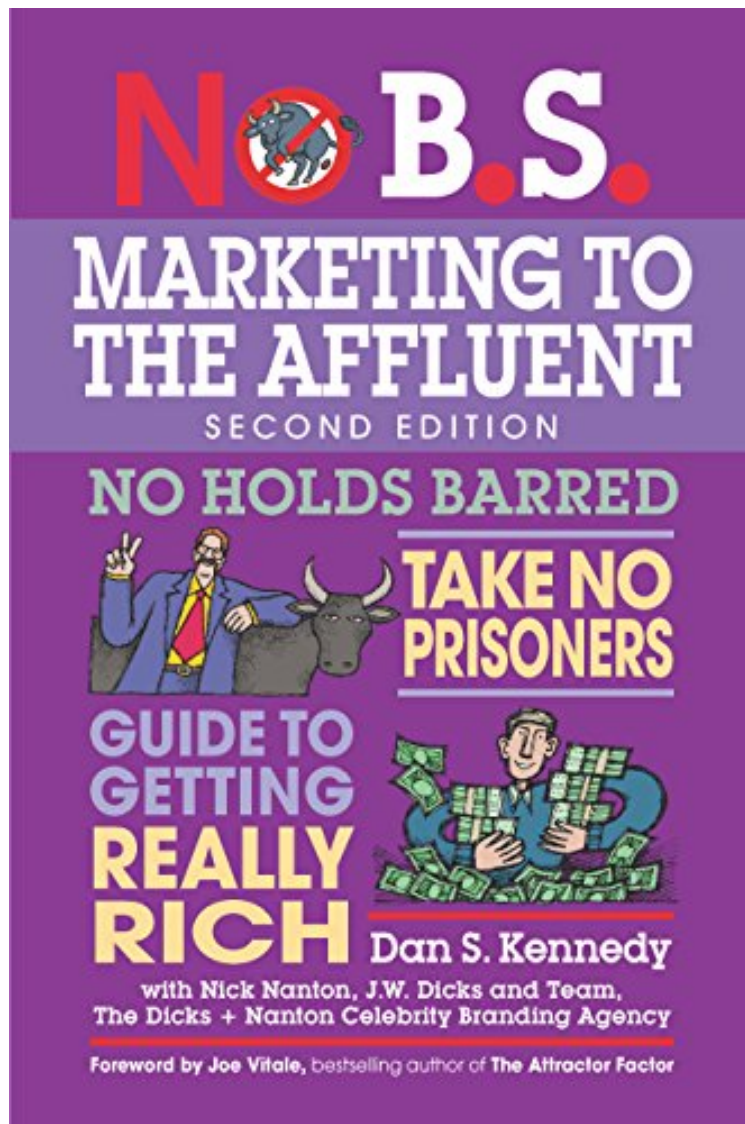


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No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich

Nick Nanton Dan Kennedy

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Nick Nanton Dan Kennedy : No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich before purchasing it in order to gage whether or not it would be worth my time, and all praised No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich:

7 of 7 people found the following review helpful. A Refreshing Deep Dive into the Mind of the "White Stag"

customerBy Sexy by NatureGreat content on what it takes to market to the affluent. I loved this because, while this works for marketing to people everywhere, there are specific psychographic nuances discussed in this book that must be understood if you want to effectively sculpt your marketing funnel. Much of this advice is very good in terms of really going deep with information. You get a 10 point list of yourWhat you won't get here, though: a million case studies. There is one really good one at the end of the book in the final chapter. I would have loved to see more case studies for at least 2-3 different industries. I love, love, love the added chapters from Dicks and Nanton. The information was very key. I ended up getting their book (StorySelling) and have been enjoying their content also. Having worked with a few "clients with money" and "affluent clients" in several industries - businesses, and as an employee - I can see the experienced truth in the lessons. The most important piece for me however, is how he spends a lot of time diving into the mindset of the affluent, the common assumptions, and their values. When you know and understand these things, your strategy gets a pure facelift. 6 of 6 people found the following review helpful. It really teaches you the mindset of people with money ...By RuthIt really teaches you the mindset of people with money and how they buy. Many of the most popular high end marketing gurus have stood on the shoulders of Dan Kennedy and the mindset and strategies shared in depth in this marketing to the affluent bible. 0 of 0 people found the following review helpful. Five StarsBy Brian M. small business owners need to read this... a MUST Read book on Marketing.

SELL TO THOSE WHO SPEND: Market to the Affluent
THE SCARY TRUTH: The middle-class consumer population and their buying power is massively shrinking. Customers are buying less and in fewer categories.
THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences. Millionaire maker Dan S. Kennedy, joined by branding experts Nick Nanton, J.W. Dicks and team, show you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending. Practical Strategies Revealed

About the Author Dan S. Kennedy is a strategic advisor, consultant, business coach, and editor of six newsletters, who directly influences more than one million business owners each year. He is a champion of small business owners and entrepreneurs with a long track record of taking entrepreneurs to seven-figure incomes and multimillionaire wealth. Based in Phoenix, he has shared the stage with super-entrepreneurs like Donald Trump, Gene Simmons, and Debbi Fields among others, while addressing audiences as large as 35,000. Nick Nanton, CEO of Dicks and Nanton Celebrity Branding Agency, is an Emmy Awardwinning director and producer, recognized as the nation's leading expert on personal branding as Fast Company Magazine's Expert Blogger on the subject and lectures regularly on the topic at major universities worldwide. He lives in Winter Park, FL.