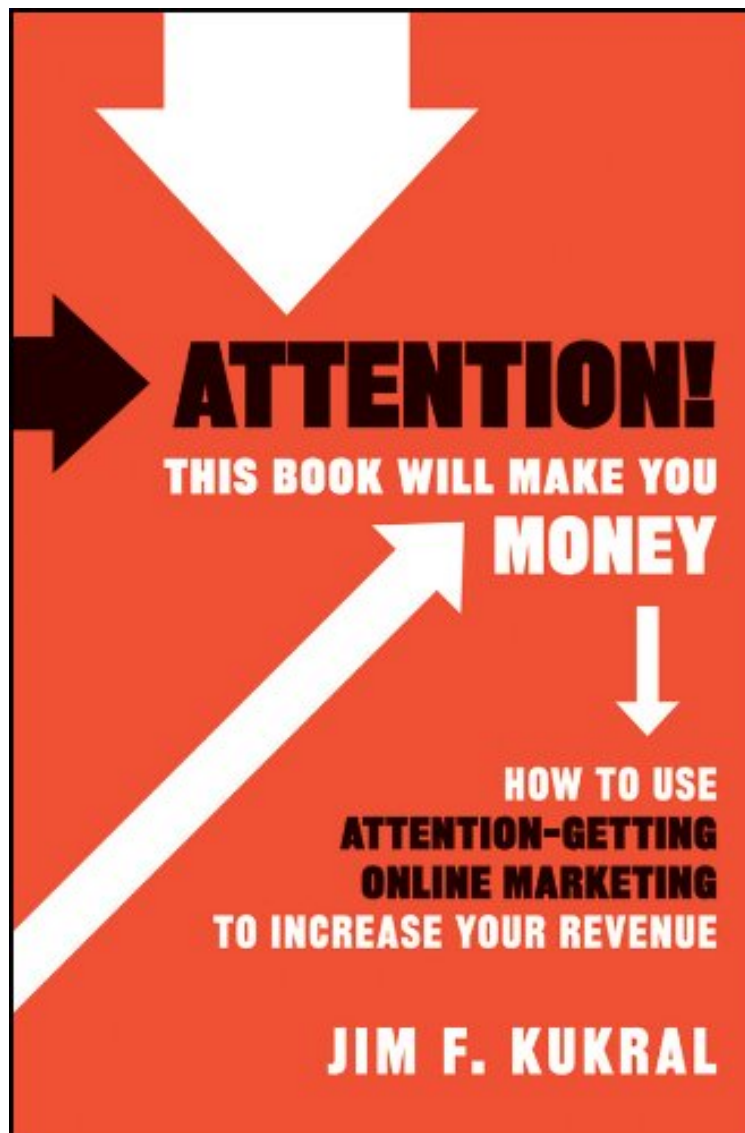


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Attention! This Book Will Make You Money: How to Use Attention-Getting Online Marketing to Increase Your Revenue

Jim F. Kukral

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Jim F. Kukral : Attention! This Book Will Make You Money: How to Use Attention-Getting Online Marketing to Increase Your Revenue before purchasing it in order to gage whether or not it would be worth my time, and all praised Attention! This Book Will Make You Money: How to Use Attention-Getting Online Marketing to Increase Your Revenue:

37 of 38 people found the following review helpful. Inspirational Stories - But Not Really a How-To Book By Compay I've spent 10 years in online marketing, and have helped my clients generate millions of dollars in revenue. I purchased a copy of this book through to see if it offered any new ideas. What I appreciate most about this book is that the author did a tremendous amount of research into attention-getting marketing techniques. There are countless case studies, plus a few exclusive interviews with successful business owners. Unfortunately, I found the book to be very light on practical ways to generate attention for an online business. While there are a few useful marketing tips, most of them are sales psychology 101, and have already been discussed in a number of other books on the subject. What should have been the best chapter - 26 Ways to Generate Killer Ideas - was honestly a big disappointment. The author suggests things like climbing stairs to get your brain going, doodling on paper, taking a shower, listening to music, and even wearing a silly hat to establish a routine for coming up with business ideas. As far as fun and inspirational reading goes, I couldn't have asked for a better book. I have yet to come across a similar work with as many case studies and examples as this one. The problem is that even though it encourages the reader to think outside of the box, the book rarely offers practical methods for coming up with killer ideas. So while I don't think the book would offer any new ideas to experienced internet marketers, I'm still glad that I bought it. It's a fun read that shows you what's possible in business when you think outside of the box. 0 of 0 people found the following review helpful. Love this book By B. Bumeter Love this book. It's an awesome book to help kick off a startup brainstorming session or to find ways to bootstrap together some free press (attention). Can't recommend it enough, gave my copy to my son to help fuel his way through college. :) 0 of 0 people found the following review helpful. Best Book for Online Marketing By Wendy Troncone I work in the marketing arena, and have read so many books trying to figure out the best ways to help our clients promote their business with all the new tools online. Usually you read these types of books and while reading them, you are doubting the opinions of the author and half the time you don't even finish the book. Attention has been a real page turner, I have been struggling to stay awake at night trying to get through all the wonderful content. This book tells you how to market online, how to use social media, and gives you case studies and actual web sites that offer oh so many ways to promote your business. This book is worth every penny! The philosophy is right on, and it is a here and now prospective. Be sure to visit the authors web site as he gives you at least 20 links to download ebooks and seminars that can help you take your business to the next level. That was just an added bonus. Thanks for taking the time to write the book.

Drive Web traffic and take your business into the future In today's social Web marketplace, attention equals revenue. When you direct more attention online to your brand or business, you drive more long-term revenue. Regardless of who you are or how small your business is, you can have a huge impact using free Internet tools...provided you understand and correctly apply the latest techniques. Attention! gives you an educational and motivational guide to using social media to market your brand or business online. In three parts, you'll discover everything you need to know to get off the ground and thrive in the social mediasphere, including The tools, techniques and tricks to get attention online and turn that attention into profit The theory behind the importance of making your mark on the Internet How other businesses and individuals made money from online marketing Whether you're just starting your business, just moving it online, or already established and looking to take your business to the next level, Attention! is the key to success.

"Face it. Nobody remembers bland, vanilla marketing. Attitude is what you need for your business to stand out and make money." - Anita Campbell, SmallBizTrends.com "Are you ready to stand out and get your business the attention you deserve? Then there's only one thing to do: buy this book." - Mark Cuban, owner, Dallas Mavericks "Jim Kukral has sent us a clear message about the vital and increasingly important role that attention plays in our lives. We'd all be wise to pay close attention to that message." - Robert B. Cialdini, New York Times business best-selling author of Influence: Science and Practice "Take the success route--it's a lot more fun. Buy this book." - Jon Spoelstra, author of Marketing Outrageously "When you know what your brand stands for and you're ready to get all the attention you can handle, this book will show you how." - John Jantsch, author of Duct Tape Marketing and The Referral Engine From the Inside Flap What's the one common factor among entrepreneurs who create and grow successful online businesses today? Attention. They know what kind they need. They know how to get it. They know how to maintain it. And they know how to make it pay over the long term. Want your business to get the high quality customer engagement it needs to thrive? Attention! This Book Will Make You Money is the only guide you need. Whether you're starting a business, expanding or revamping an existing one, or just hunting for the latest marketing techniques, Attention! This Book Will Make You Money provides you with a complete online toolbox for bringing in the customer traffic you want--the kind that boosts your brand while driving revenue and profits. In easy, bite-size sections, Attention! This Book Will Make You Money gives you winning techniques and strategies including: Creating a compelling hook Maintaining a good brand name online Going from idea to success in 8 hours 26 ways to generate killer ideas 3 truths for coming up with great ideas Making money from online videos Making money with social media Getting and keeping subscribers The universal truths of selling on the Web Filled with case studies,

references, and proven examples of what works online, *Attention! This Book Will Make You Money* is your one-stop road map for success in today's social Web marketplace. From the Back Cover Praise for *Attention!* "Face it. Nobody remembers bland, vanilla marketing. Attitude is what you need for your business to stand out and make money. Get *Attention! This Book Will Make You Money* because . . . well . . . this book WILL make you money." —Anita Campbell, founder, SmallBizTrends.com "Are you ready to stand out and get your business the attention it deserves? Then there's only one thing to do: buy this book. Other books tell people about blogging and social networking, but no books have been written that show how to actually use those tools and more important, to actually get things done through specific examples and how-to case studies." —Mark Cuban, owner, Dallas Mavericks; investor and entrepreneur; Chairman of HDNet "Jim Kukral has sent us a clear message about the vital and increasingly important role that attention plays in our lives. We'd all be wise to pay close attention to that message." —Robert B. Cialdini, New York Times bestselling business author of *Influence: Science and Practice* "If you listened to your friends and neighbors about what to do in business, you would probably fail. It would be all the middle-of-the-road, tried-and-true stuff. If you read *Attention! This Book Will Make You Money* and tried just a couple of these things, you will probably succeed. Take the success route—it's a lot more fun. Buy this book." —Jon Spoelstra, author of *Marketing Outrageously* "When you know what your brand stands for and you're ready to get all the attention you can handle, this book will show you how." —John Jantsch, author of *Duct Tape Marketing* and *The Referral Engine*