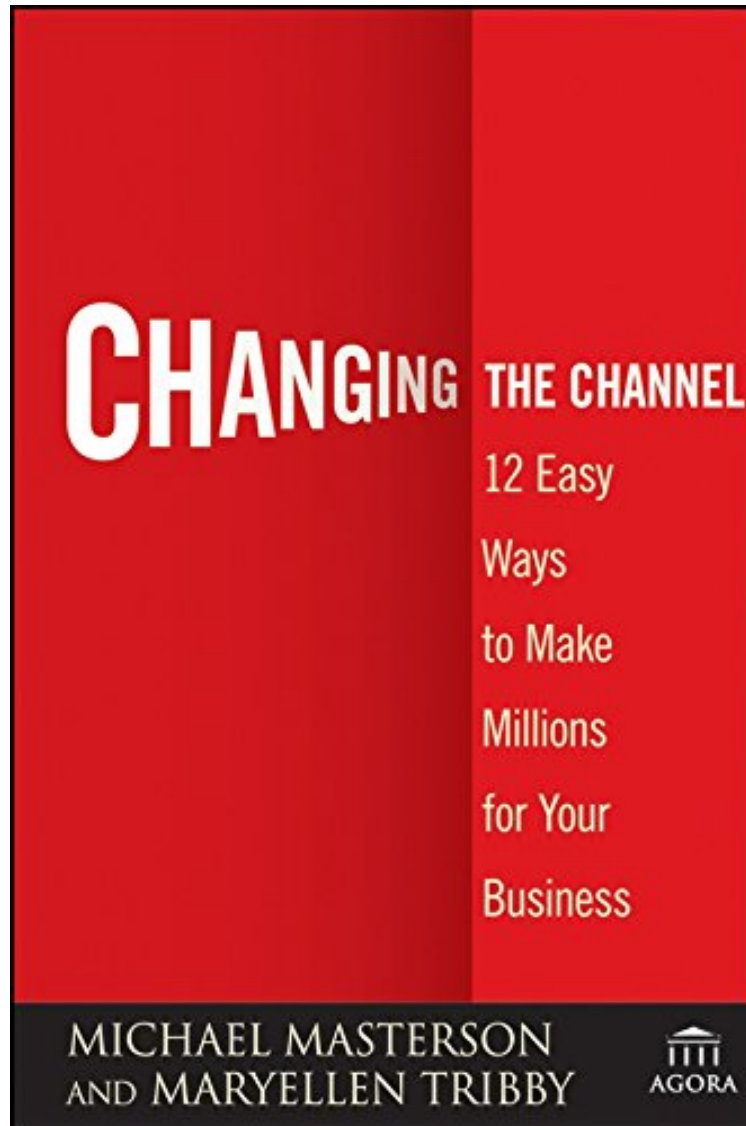


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## Changing the Channel: 12 Easy Ways to Make Millions for Your Business (Agora Series)

*Michael Masterson, MaryEllen Tribby*

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**Michael Masterson, MaryEllen Tribby : Changing the Channel: 12 Easy Ways to Make Millions for Your Business (Agora Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Changing the Channel: 12 Easy Ways to Make Millions for Your Business (Agora Series):

0 of 0 people found the following review helpful. Want to change you outcomes-READ THISBy Kelley R TetzlaffI have other material, publications and articles by both the authors, and this lives up to their reputation. They are real deal- been there done that and have the success to show for it!I appreciate both their styles of communication and

their, down to earth, "get 'er done" attitudes and practical advice. If I had learned this information earlier in my career, I would be at a much different place today! But hey, as both Michael and Mary Ellen say, it is never too late to start moving to success now. Read it. Believe it. Implement the ideas and actions in the book. Go forth and be successful.

0 of 0 people found the following review helpful. Recommended reading for those new to marketing.

By Shah Kieran Mundell I would recommend that you take a good look here as well as combine it with more specific books on specific channels. Well put together and easy to read/follow with some good examples to get you started. Highly recommend for signing up for the "Early To Rise" newsletter put out by Masterson - always something you can use and/or perspectives to consider. Will you make millions using his book? That really depends on how much work you are willing to put into your idea/business. I have been working really hard and the market changes so fast nowadays. The biggest thing I can recommend is starting a blog which can interconnect with all the social media outlets - this has been a great channel for me. Agora Pub has quite a few books that I have myself so buy with confidence.

0 of 0 people found the following review helpful. Changing the Channel: 12 Easy Ways to Make Millions for Your Business (Agora Series)

By Debbie W This book is an excellent book for small business marketers or larger business marketers. It encourages you to think through and evaluate all forms of media for marketing your products and services. The examples and tools are effective and thought provoking. And, it is a nice reminder that it's not just about the internet. You will still want to evaluate all options. I would like to point out that it is clearly based on Direct Response Marketing and has more examples of products and services that have traditionally been marketed using DRM. However, as marketers whether you are on the Coca Cola team or starting your own business, it's important to remember that a "call to action" is key to incremental purchases, increasing sales!

An all-encompassing guide to making the most from multi-channel marketing

Written in a straightforward and accessible style, Changing the Channel offers you a detailed look at twelve of today's most important marketing channels—explaining how each one works individually as well as in conjunction with each other, leveraging the power of your message for explosive profits. Page by page, you'll become familiar with a variety of approaches, including direct online marketing, social media, public relations, radio and television advertising, direct space ads, event marketing, telesales, telemarketing, joint ventures, affiliate marketing, and direct mail. Discusses how to create successful marketing campaigns by using a mix of different marketing channels

Offers some smart ways to track customer buying habits with a database that covers all marketing channels

Helps you learn how to develop profitable relationships with your customers through frequent contact and by providing free quality content—not just sales pitches

With this book as your guide, you'll quickly discover how marketing across multiple channels can help develop quality customer relationships and improve the bottom line of your business.

From the Inside Flap

To attain and sustain success in today's dynamic business environment, it's no longer enough to be good at just one type of marketing. While you may already be making money using just one marketing channel, expanding into additional channels—especially the Internet—will help you attract prospective customers and increase your company's potential revenue. The fact is, if you're only using one channel, you're likely leaving millions of dollars on the table and in danger of losing the customers you already have. Authors Michael Masterson and MaryEllen Tribby understand the importance of multi-channel marketing. Through their combined fifty-nine years of firsthand business experiences—working with companies such as Agora Inc. and their Early to Rise e-newsletter, as well as other distinct products—they know what it takes to increase business success. And now, with Changing the Channel, they share their invaluable insights with you.

Written in a straightforward and accessible style, Changing the Channel offers you a detailed look at twelve of today's most important marketing channels—explaining how each one works and addressing the challenges you might face should you choose to use them. Page by page, you'll become familiar with a variety of approaches, including direct online marketing, social media, public relations, radio and television advertising, direct space ads, event marketing, telesales, telemarketing, joint ventures, affiliate marketing, and direct mail. Once you gain a firm understanding of what these channels are all about, you'll discover how to create successful marketing campaigns with them and learn how to analyze test results to optimize their effectiveness. Along the way, Masterson and Tribby offer you some smart ways to track customer buying habits with a database that covers all marketing channels, and help you avoid the temptation of trying to sell your customers every time you contact them—a mistake that could hurt you in the long run. If you're ready to grow your company, your customer base, and your profits, adopting a multi-channel approach to marketing today will guarantee success tomorrow. And with this book as your guide, you'll quickly discover how marketing your ideas, services, or products across multiple channels can help develop and deepen customer relationships as well as improve your bottom line.

From the Back Cover

Praise for Changing The Channel "Changing the Channel is a valuable ally for any business owner willing to go beyond the 'same old' marketing in their industry. Tribby and Masterson draw on their own experience at Agora, one of the direct marketing giants of our age, to show you not only what to do, but how to do it. Get yourself a copy of Changing the Channel, a quiet corner, and a couple of highlighters—you'll discover dozens of simple actions you can take to grow your business beyond what you thought possible." —Howie Jacobson,

PhD, author of *AdWords For Dummies* "I just finished reading *Changing the Channel*, and all I can say is WOW! This is the only book I've ever come across with an easy-to-understand, yet comprehensive approach to leverage both offline and online channels (a combination that is often confusing, even to the most celebrated marketing gurus). This book is a must-read for anyone and everyone who has anything to do with marketing that must deliver real results to the bottom line." —Rich Schefren, CEO, Strategic Profits "What Michael and MaryEllen have done here is to crystallize decades of classic marketing and online wisdom and experience into a practical, easy-to-repeat formula that anyone in business—;from a small startup to a large corporation—;can follow and produce and measure their results. An excellent book that inspires action. Applying the principles in the final chapter alone is enough to revolutionize any online business." —David Cross, Senior Internet Consultant, Agora Publishing "If you want to put your business on the fast track, *Changing the Channel* is a must-read. Michael Masterson and MaryEllen Tribby lay down a clear and proven road map to greater success. In *Changing the Channel*, they outline many ways of reaching prospects, building relationships, and maximizing customer lifetime values. *Changing the Channel* is a must-read for all entrepreneurs." —Lou Betancourt, Publisher, StreetAuthority.com

About the Author Michael Masterson has developed a loyal following of more than 450,000 subscribers with *Early to Rise* ([www.EarlyToRise.com](http://www.EarlyToRise.com)), an e-newsletter published by Agora Inc. Throughout his remarkably successful business career, Masterson has been involved in two businesses that grew beyond \$100 million, two more that exceeded \$50 million, and at least a dozen that surpassed the \$10 million mark. He is also the author of the *New York Times*, *Wall Street Journal*, and *.com* bestsellers *Ready, Fire, Aim*; *Seven Years to Seven Figures*; *Automatic Wealth*; and *Automatic Wealth for Grads . . . and Anyone Else Just Starting Out* (all published by Wiley), and *Confessions of a Multi-Millionaire*. Subscribe to Michael Masterson's daily e-zine at [www.EarlyToRise.com](http://www.EarlyToRise.com). MaryEllen Tribby has over twenty years of publishing and business experience, most notably in direct marketing, and is currently CEO and Publisher of *Early to Rise*. She was responsible for quadrupling sales and profits within her first fifteen months there. Tribby is also the founder and Executive Publisher of *Investor's Daily Edge* and *Total Health Breakthroughs*, ETR's sister publications.