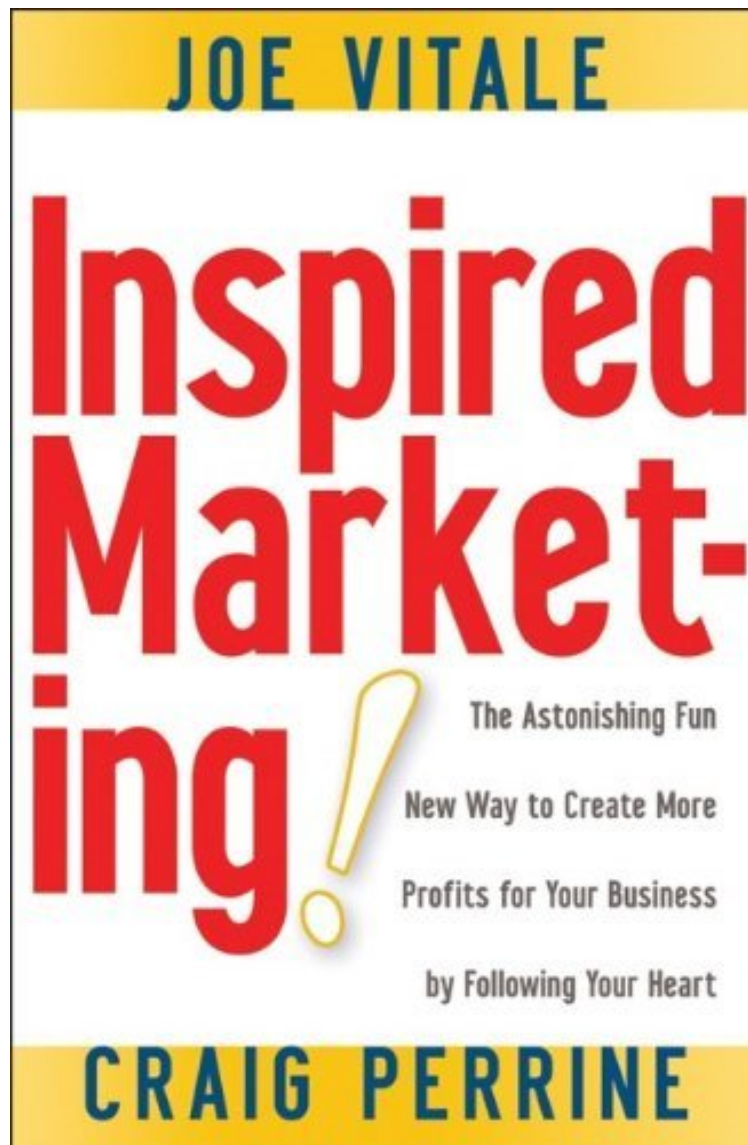


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Inspired Marketing!: The Astonishing Fun New Way to Create More Profits for Your Business by Following Your Heart

Joe Vitale, Craig Perrine

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3 of 3 people found the following review helpful. Joe Vitale's Marketing book By Pamela J. McDermott It had some very good points. It tended to ramble a bit and I had a sense that he was just making money off the book rather than trying to reach others with concise information. I did have some theories validated and a larger picture explained on new marketing attitudes. 31 of 34 people found the following review helpful. Very disappointing By Marc Wajsberg This book is a total disappointment. You could sum it up in 2 sentences: (1) follow your gut feeling and (2) hope there's a large enough market for you to earn money that way. The book keeps repeating examples of this method. 1 of 4 people found the following review helpful. Inspire from your Heart By Peter D Schneider To many Internet Marketers are joining in to hype their target markets with lengthy sales letters which all seem to run together. How do you differentiate yourself? Read Joe's and Craig's insightful interviews and see how speaking from your heart is still the best way to connect with your target audience. Each chapter shows you how it can be done with integrity, honesty and in service to your audience. Great read and great ways to implement successful strategies. Peter Schneider Discover Solutions.com

Inspired Marketing! presents the inside secrets of today's most successful marketers. If you sell anything, this handy, practical, rainmaking guide reveals a new way to sell without resorting to hype, scare tactics, or manipulation using an amazing step-based model anyone can apply. If you're a salesperson or marketer who knows that the old tactics no longer work and that long-term success requires fresh ideas, this is the perfect guide for you.

From the Inside Flap Customers today are jaded, bored, or simply not paying attention to most of the marketing messages they encounter. Overwhelmed by marketing noise, many don't even notice promotional efforts for those products they truly do desire. So how do marketers clear out the clutter and connect with the customers who actually want what they have to offer? The answer is Inspired Marketing! In Inspired Marketing!, maverick marketing gurus Joe Vitale and Craig Perrine present the amazing step-by-step model used by today's very best marketers. For anyone who sells anything, this rainmaking sales technique lets you sell without resorting to hype, scare tactics, or any sort of manipulation. Finally, you can sell more and feel good about doing it. The Inspired Marketing! method appeals to the heart, as well as the head. It's based not on coercion or pressure, but on enthusiasm and honesty. If that sounds like wishful thinking, it's not! Inside, you'll find firsthand, expert insight from the world's most inspired marketers; Amy Scott Grant, Armand Morin, Bill Hibbler, Cindy Cashman, David Riklan, David Garfinkel, Lisa Coltman, Mark Joyner, Mark Ryan, Michel Fortin and Silvie Fortin, Nathan Anderson, Pat O'Bryan, and Suzanne Burns. Inspired Marketing! connects the everyday act of buying and selling with deeper, more meaningful forces. In a synthetic, manipulative consumer culture, it's a breath of fresh air. So throw your conventional ideas about marketing out the window and let Inspired Marketing! take you to new levels of success based on authenticity, enthusiasm, and heart. From the Back Cover Praise for Inspired Marketing "These days the competition is so fierce you have to do something new to get noticed and make sales. This is the most refreshing and engaging book I've seen to accomplish just that. Every page breathes stimulation and leads to inspiration. Get it. Read it. Live it." — Joseph Sugarman, President, BluBlocker Corporation "Read this book and watch your fears dissolve, limitations evaporate, and the life of your dreams become your daily reality." — Ray Edwards, www.RayEdwards.com "Inspired Marketing! is, quite simply, a lesson in life itself. It is that rare book which teaches you to not just think in monetary terms, but to, instead, follow a path from the heart. Joe and Craig reveal that the easiest way to success is to follow your passion, conquer fear and procrastination, and be a genuine giver. I could think of no better advice in the world! "Many people are simply not ready for success; and, therefore, are destined to fail. Inspired Marketing! prepares you for what means most to you, how you can make a difference, and how to share your inspiration with others. Sometimes, your mind is your toughest critic; — teach your mind to work for you, not against you. Pick up a copy of Inspired Marketing! today!" — "DJ" Dave Bernstein, www.HiFiWebGuy.com "The difference between an entrepreneur and a dreamer is action. I love the stories in this book! Seeing how these brilliant minds take their ideas, their dreams, their passions and turn them into successful businesses is what my uncle calls, 'the very essence!' Many of the people in this book, including Dr. Joe Vitale, Craig Perrine, and Armand Morin have greatly inspired my success. Their stories are extremely enlightening and will show you what to do with your great ideas, your great dreams, and your great passions. I wish I read Inspired Marketing! twenty years ago, but as I learned from Armand's chapter, the time must not have been right!" — Steve Rosenbaum, author, Big Bad Home Sale, www.BigBadHomeSale.com About the Author Joe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called the "Buddha of the Internet" for his combination of spirituality and marketing acumen. His professional clients include the Red Cross, PBS, Children's Memorial Hermann Hospital, and many other small and large businesses. He is one of the stars of the hit movie The Secret, and the author of many books, including The Attractor Factor, The Seven Lost Secrets of Success, and The Key, all from Wiley. For more information, please visit www.mrfire.com. Craig Perrine, of MaverickMarketer.com, is a leading Internet marketing strategist and featured speaker at many of the industry's top seminars. Using his relationship-based marketing methods, he has generated millions in sales for companies ranging from software start-ups to the Fortune 500. He is a sought-after consultant specializing in permission e-mail marketing

and has been featured in many bestselling books and courses. For more information, please visit www.maverickmarketer.com.