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Instant Promotions (Instant Success Series)

Bradley J Sugars, Brad Sugars

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Bradley J Sugars, Brad Sugars : Instant Promotions (Instant Success Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Instant Promotions (Instant Success Series):

1 of 1 people found the following review helpful. I wouldn't waste my money but if you need them I have ...By Debbie MyersMy husband and I met Brad Sugars when we where looking at his business. Not impressed at all with him or his business. His books maybe helpful but never thought it was new information. We only purchased the books because it was required reading to be part of his business. I wouldn't waste my money but if you need them I have the set you can have for shipping and handling.0 of 0 people found the following review helpful. Five StarsBy ELMAXGood item

A++++++1 of 1 people found the following review helpful. Not for strategic promotional planning, yet worth reading
By Loayy Ahmed I guess it's my fault for rushing into buying the book without going through the table of contents and other details like I usually do. I recently purchased Sugars' Instant Cash flow book and it made a lot of sense so I rushed online and looked at his other titles and decided to go for Instant Promotions. After going through it a few times, I found some useful tips and general helpful remarks scattered throughout the book. What the book is not about is how to strategically build well structured promotional plans and how to evaluate their ROI (Return On Investment). The last chapter titled, PART 7 - Creating Powerful Offers, talks about promotion building briefly. Overall, the reader will benefit good tips related to creating promotional tools such as press releases, brochures, direct mail, etc. A good addition to the business library, but not the only book you should read about promotions. I find books like "SALES PROMOTION ESSENTIALS The 10 Basic Sales Promotion Techniques...and How to Use Them" and "HOW TO SELL MORE STUFF! Promotional Marketing That Really Works" are strategically more useful.

Get the good word out about your business! When it comes to attracting customers, the only difference between your company and Sprint, Apple, or Burger King is great promotions. But what if you don't have millions for sophisticated PR and advertising campaigns? No problem. A self-made multimillionaire and business expert, Brad Sugars helps you create compelling press releases, sizzling ads, irresistible in-store promotions, and other promotional tools that get customers flocking to you. Discover how to: Identify and reach your target market Use the media to your advantage Attract influential special interest groups Design eye-catching materials that help you stand out and get noticed Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Referrals * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

From the Back Cover Get the good word out about your business! When it comes to attracting customers, the only difference between your company and Sprint, Apple, or Burger King is great promotions. But what if you don't have millions for sophisticated PR and advertising campaigns? No problem. A self-made multimillionaire and business expert, Brad Sugars helps you create compelling press releases, sizzling ads, irresistible in-store promotions, and other promotional tools that get customers flocking to you. Discover how to: Identify and reach your target market Use the media to your advantage Attract influential special interest groups Design eye-catching materials that help you stand out and get noticed Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Referrals * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training
About the Author Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1000 offices worldwide. Brad and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents.