

Success Secrets of the Online Marketing Superstars

Mitch Meyerson

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Mitch Meyerson : Success Secrets of the Online Marketing Superstars before purchasing it in order to gauge whether or not it would be worth my time, and all praised Success Secrets of the Online Marketing Superstars:

4 of 4 people found the following review helpful. Understand what this is before you buy. By DJ WarmeFirst, if I could, I would rank this as 3 1/2 stars but was not able to do so. What the previous reviewer, "Burned again.." says is true enough; a good percentage of this book is repetitive or useless drivel and joint venture back slapping. This book is in fact a co-authored type of thing where each contributor offers up their own "expertise"; whether actual or imagined. They hype their own businesses and cross promote with the others. True enough. And yes, most everyone talks about the success of their own "ebook" and what it has done for them. Clearly the ebook is their favorite method of

promotion as well as product to sell. Still there is good and bad to be found here: Before you buy this book, you should know that each of these marketers are involved with the same niche market. They all offer up business advice to other businesses and entrepreneurs. They may be authors, coaches, seminar speakers, or consultants, but they are all coming from the same niche. Explains why they all got together to co-write this book. Also explains their love affair with the e-book. Much of what they write is repetitive, and frequently calling these guys "superstars" is a bit ridiculous because they are frequently small fish in a big pond. These are not the guys doing .com's marketing. Just reading about some of their credentials and successes should bring the words, "that's not that big of a thing" to your mind. But then, that is not who they are looking to sell to or looking to help. This is a book for small businesses. As for the content itself, yes there are problems with it. They are often-times repetitive in their advice and worse yet, at times promise to reveal one thing, yet divert to something else, failing to deliver on their promise. All of that being said, I did find value in this book. My own company sells products on the web, not downloadable ebooks. I am a basic level retailer. I offer products and ship them out. At first glance, this book has very little to relate to my niche. However, as I progressed through the book, I was able to glean bits and pieces that were thought provoking and excellent ideas that I could adapt and apply to my own business. For me and for my business, most of the early chapters were drivel, the later chapters were for more valuable. I look forward to adapting and implementing a number of these ideas and concepts into my own business. Take the info here for what it is worth. Know going in, that the links and references given are all to the same guys, all with a vested interest in self and cross promotion. That being said, you can take the concepts, and do your own searches for things like blog software, RSS feed software and news aggregators, email programs, list management, etc. and find what you are looking for. Going to the links provided in this book will no doubt start to cost you big bucks in a very short time. In a nutshell, this is not a one-stop fix-it solution; but in reality, what is? They are not taking your hand and stepping you through every little turn in the road. But from a viewpoint of generating ideas you can possibly apply to your own situation, I was glad that I read it.

0 of 1 people found the following review helpful.
The One Stop Answering Machine for would-be Online Marketers By Guardabosque
This book will save you time. Everything in it you can read for free on the internet, but as a print book, (that is why I bought it) you can mark it, bend it and take it with you to your wireless trip and use it as an excuse to delay your launch. If you are an action/focused person stop searching. This is the book to guide you into making a living only limited by your willingness to act and follow through your plan.

1 of 2 people found the following review helpful.
Valuable Information for Any Business By Ken Gullette
Mitch Meyerson is a great person and a guerrilla marketer who has been on the forefront of online marketing for a long time. This book contains valuable information you need for any business -- because let's face it, all businesses need to market online.

Eager business owners gain access to the playbooks of 23 of today's most respected and well-known online marketers, who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones. Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click, and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online businesses.

About the Author
Mitch Meyerson is the author of 11 books, including *Mastering Online Marketing* and *Guerrilla Marketing on the Internet*. He has been a featured expert on Oprah and has trained and certified more than 600 coaches in his acclaimed *Guerrilla Marketing Coach* and *World Class Speaking Certification Programs*. He lives in Scottsdale, AZ.