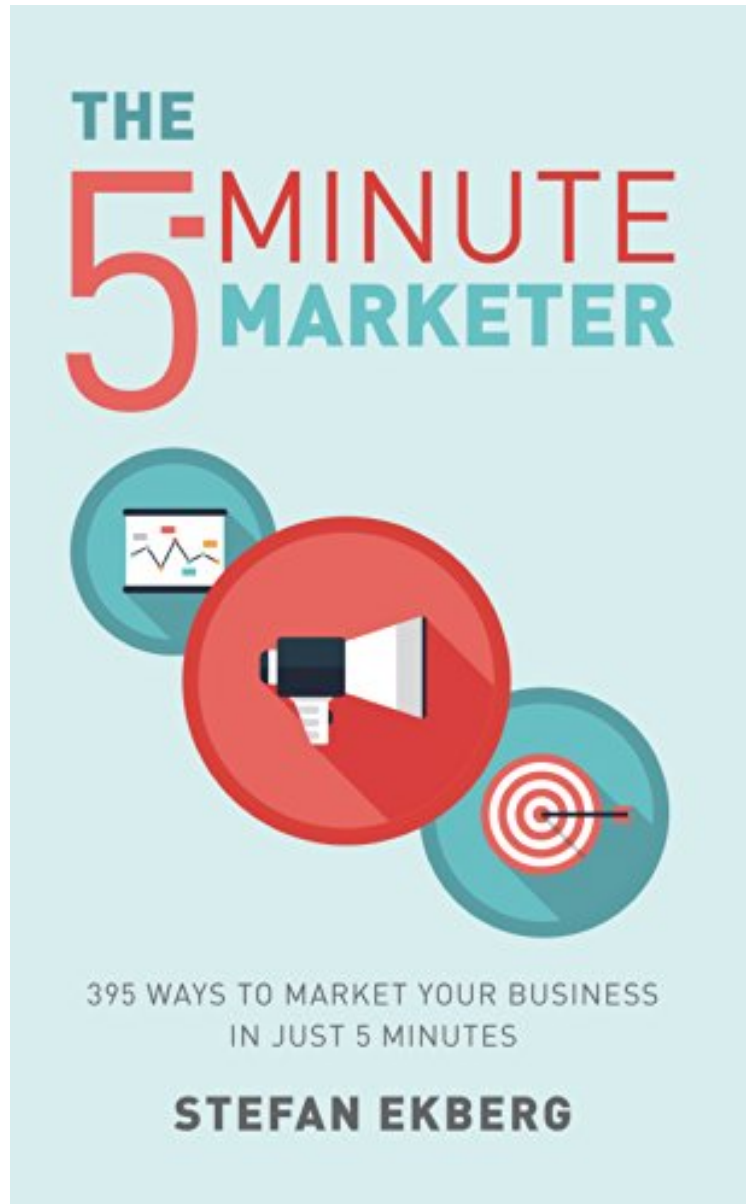


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The 5-Minute Marketer: 395 ways to market your business in just five minutes

Stefan Ekberg

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Stefan Ekberg : The 5-Minute Marketer: 395 ways to market your business in just five minutes before purchasing it in order to gage whether or not it would be worth my time, and all praised The 5-Minute Marketer: 395 ways to market your business in just five minutes:

3 of 3 people found the following review helpful. radic; 395 Excellent Tips!By BassocantorI honestly thought this book would be a hum-drum, boring, marginally useful guide. "Okay," I thought, "get ready for a ZERO STAR review!" Okay, I confess I was totally, 100% wrong. This book is not humdrum, not boring, and it is EXTREMELY PRACTICAL. WHY YOU SHOULD BUY THIS BOOK This guy is a GENIUS and the book shows it! After checking out the author's background, now I get it. Mr Ekberg is an award winning entrepreneur, with EXTENSIVE experience. These tips are excellent. They are not some absurd idea like "Go sell something on the internet." Rather, the author speaks with authority and experience about how to market your business more effectively--specifically 395 different ways. TOP 3 THINGS I LIKED diams; Mr Ekbert gets into the action right away! "Get a pen before reading on." I really liked that. We're not talking theory here--we're taking changing your business by doing smart things TODAY! He suggests marking hot tips in 3 different ways: 1) Immediate action; 2) Interesting--try in the future; 3) Maybe later.diams; Part 1 gets you off to a flying start with 80 ideas to do today. It's not just 1 or 2 good ideas--it's a TON of good ideas. For example, the idea of writing a journalist to express your different perspective on some hot topic that is related to your business--this is really creative! Honestly, have you ever thought of that?diams; Here's another great idea--buy some lottery tickets and send them free to some of your customers. Then call them and ask if they won!diams; He suggests doing an experiment by quickly looking at your web site to see if it clearly stated what your business is all about, and what you saw before anything else. Again, this is a really really smart idea. RATING OF KEY FEATURES diams; Readability: Well-written. I love the concise bullet points. Makes it easy and fun to follow.diams; Quality of Charts/Figures: Didn't see any.diams; Quality of Table of Contents: Good pointers to the various chapters.diams; Quality of Editing: Excellent design of book. You really did your job!diams; Thoroughness of Index: n/adiams; Usefulness: Supremely practical--that alone gets a 5-Star review! ANY SPECIAL FEATURES diams; There was one tip that I immediately spotted. If your business requires you to sign-up before you can buy anything--get rid of that immediately. I sometimes see businesses do really bone-headed things that BLOCK customers, and I always wonder how they could be so dense.diams; Extra info: There is a link to a ton more tips in the "Bonus Articles" described on the author's website. SUMMARY Words of Wisdom for your business. Honestly, I cannot say enough good things about this book. It is extremely useful and practical, fun to read, well thought out. I've only mentioned a few of the 395 tips. Read them yourself and you will see that I am right.radic; Highly Recommend! A Review by Chris LawsonNote: It may sound like it, but I do NOT know the author of this book, and no one requested I write this review.0 of 0 people found the following review helpful. Great Tool for Busy PeopleBy SS ConsultationsThis book has really helped me market my gigs and products online. I am really satisfied with the straightforward approach to marketing my consulting business. I am active with social media and am a natural with pushing my services.0 of 0 people found the following review helpful. ComprehensiveBy Jennifer HopkinsThis book covered a lot of information in varying areas regarding marketing your products and your company in general. It includes tips for improving email relations as well as website sales.

Quick marketing ideas with fast results! You run a small business and you want to get ahead of the competition, but how can you give resources to marketing when you're short on time and the budget is tight?The solution is here!The 5-Minute Marketer is packed with 395 tried and tested ways to market your business in 5 minutes or less. It is perfect if you don't have much time to spare and need to see fast results.Some of these techniques will be new to you, while some will be reminders of familiar ideas that so often slip by as you focus on running the business day to day. You are encouraged to give them try with just 5 minutes of your time and quickly judge they deliver results. If they do, great. If not, move on to the next idea. Inside you'll find tips on generating new orders, speeding up sales, selling more online, improving your website and much more. Read with an open mind and highlight the ideas you would like to try, then find 5 minutes and put them into practice.Now what are you waiting for? In 5 minutes' time you could have marketed your business in at least one new way. Don't delay any longer - start reading and start marketing. Become a 5-minute marketer!

About the AuthorStefan Ekberg has worked in marketing for small business for 20 years and has written around 30 books on how small business owners can market themselves with limited resources. Every week some 230,000 prescribers gets his newsletter about marketing. He also runs Redaktionen, Sweden's hottest publishing company for entrepreneurs (www.redaktionen.se). In 2012 Stefan was nominated as Entrepreneur of the Year in Stockholm. As a small business owner for two decades Stefan has encountered all the problems small businesses are up against and is well known in Sweden for showing small business the shortcuts to business solutions. Stefan is also a business journalist and spent time as head writer at several major Swedish television soap operas earlier in his career.