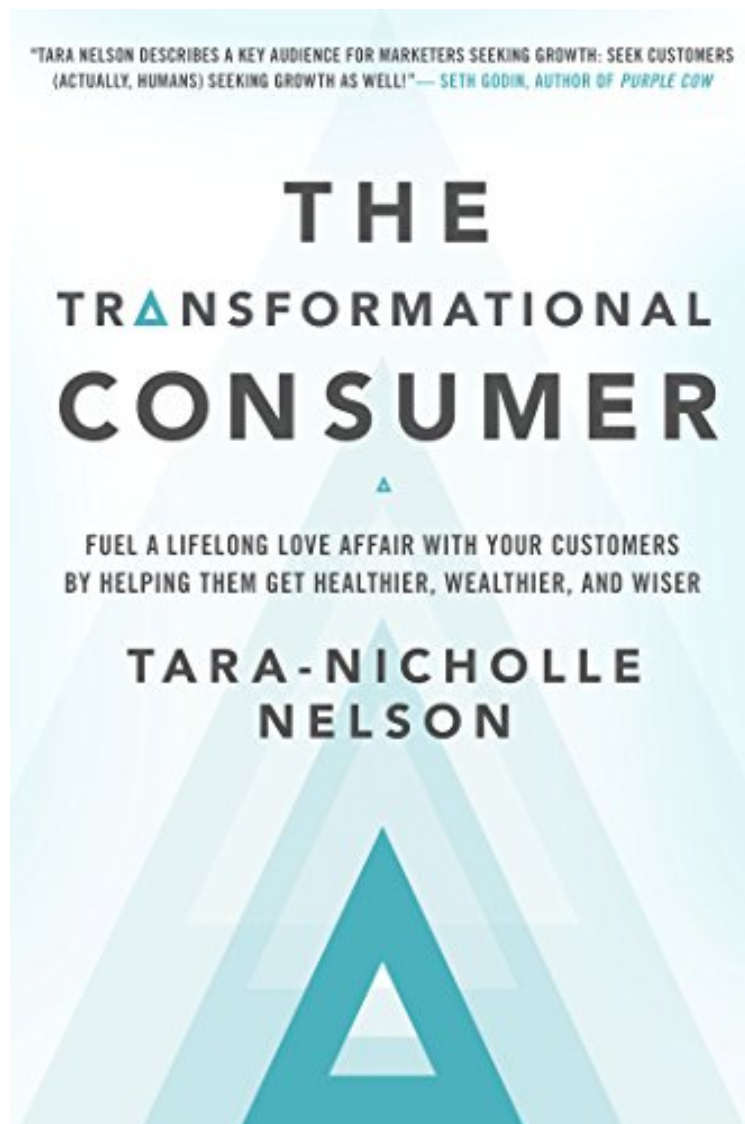


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The Transformational Consumer: Fuel a Lifelong Love Affair with Your Customers by Helping Them Get Healthier, Wealthier, and Wiser

Tara-Nicholle Nelson

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Tara-Nicholle Nelson : The Transformational Consumer: Fuel a Lifelong Love Affair with Your Customers by Helping Them Get Healthier, Wealthier, and Wiser before purchasing it in order to gage whether or not it would be worth my time, and all praised The Transformational Consumer: Fuel a Lifelong Love Affair with Your Customers by Helping Them Get Healthier, Wealthier, and Wiser:

1 of 1 people found the following review helpful. Wow! Such heart and soul in this book! Truly inspiring for human to human marketing in any industry. Such a fresh voice. By nova What a read! This was the most inspired business (really, more than business) book I have read in so many years. I bought the book thinking it would be mostly applicable to "just" consumer-focused digital businesses but it offers just as much insight for any industry - any enterprise that is composed of real people - any people who want to be "healthier, wealthier and wiser.". It reads more like an inspired and fresh treatise on how to market to humans through their own humanity: people are still people amongst any transactions and dealings. Her purposeful ideas strive to "level up" everyone on all sides of her transformational equations. It all speaks to the reader at a higher or deeper level than any of the other marketing and digital transformation reads I've enjoyed and warmly resonates with conscious business philosophies and organizations with purpose. Beyond the content, she unfolds her ideas with funny and engaging real-world stories - which is how I best learn things - and the stories were easily mapped to my own experiences and visions - and she also offers very actionable ideas. I would recommend this book to any marketers, sales teams, product designers/managers and business leaders as it touches on the better natures of us all. 1 of 1 people found the following review helpful. Can't wait to start putting these ideas into practice. By Brianna P Stevens Great little read. I think I highlighted half of the book. Filled with many thoughtful, practical exercises, the author goes way beyond theory into practice. I came away with several ideas I plan to use immediately in my job as a content strategist/writer/blogger. I'm fortunate in that I already took a workshop with the author's company. Armed with many exciting ideas, I was able to immediately convince the VP of Marketing and the CMO to fund a research project based on the Transformational Consumer ideas, methods and frameworks. Two months in, we have learned so much that it's mind blowing. I'm about to go buy two copies of this book to give to the same VP and CMO. I look forward to the dialog it will undoubtedly provoke. I think it could change our marketing thinking, strategy and messaging. Highly recommended this book. It's filled with research and references and is well written and entertaining. Bravo, Ms. Nelson. I look forward to perusing the resources on your website... And hopefully reading the sequel to this book. 0 of 0 people found the following review helpful. Want To Sell More? Help Your Customers Transform! Here's How. By Douglas N. Burdett

[[VIDEOID:efdcd528bbeb2dc73acfae4aaec6224]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book "The Transformational Consumer: Fuel a Lifelong Love Affair with Your Customers by Helping Them Get Healthier, Wealthier, and Wiser" by Tara-Nicholle Nelson OK, first off donrsquo;t make the same stupid mistake I did when I first glanced at the title of this book. This is not a book about how to market and sell health, fitness or financial products. In "The Transformation Consumer", Tara-Nicholle Nelson explains that transformation is one of the most elemental reasons people do the things they do. And when making a purchase, people are overwhelmingly looking to get healthier, wealthier or wiser. Think about it. And the more that yoursquo;re able to understand how the products and services you market and sell help transform your customersrsquo;s lives, the more successful you will be. Many products you would not think of as transformational actually are. In fact the book maintains that a full 60% of U.S. consumer spending reflects transformational spending, and that is calculated very conservatively. The author explains that the number one limiting factor on business is customer engagement. These days businesses are all desperately seeking engagement shortcuts from digital tools, apps, content marketing and social media. But disengagement is not a digital problem. Irsquo;s a human problem. In "The Transformational Consumer", Tara-Nicholle Nelson reveals an ingenious new framework for building a thriving business by systematically understanding and activating your customers deeply human need to continually improve their lives. I read a lot of marketing and sales books and this book was one of the most interesting Irsquo;ve read lately and Irsquo;m glad I did. And to listen to an interview with Tara-Nicholle Nelson about "The Transformational Consumer", visit MarketingBookPodcast.com

The Transformational Consumer They are the most valuable, least understood customers of our time. They buy over \$4 trillion in life-improving products and services every year. If you serve their deeply human need to continually improve their lives, they will eagerly engage with your brand at a time when most people are tuning out corporate messages. They are Transformational Consumers, and no one knows them like Tara-Nicholle Nelson. Her Transformational Consumer insights powered her work at MyFitnessPal, which grew from 40 million to 100 million users in her time there. Nelson takes readers on a hero's journey to connecting with customers in ways both profitable and transformational. After going inside the brains, emotions, and behaviors of Transformational Consumers, Tara issues a call to adventure: a rallying cry to leaders to shift their focus from simply making products to solving their customers' problems. Nelson uses stories and cases studies from every industry to guide readers through this journey in five stages, shedding light on how to rethink their customers, their products and services, their marketing, their competition, and even their culture. The key to growing a business today is not building an app or getting new social media followers. The key is engaging people over and over again by triggering their deep, human desire for growth and transformation. When a company reorients every initiative to serve Transformational Consumers, it kick-starts a lifelong love affair with its customersmdash;a love affair that results in unprecedented revenue growth, product innovation, and employee engagement.

ldquo;Tara Nelson describes a key audience for marketers seeking growth: seek customers (actually, humans) seeking growth as well!rdquo; - Seth Godin, author of Purple Cowldquo;The Transformational Consumernbsp;offers a new lens on two age-old business problems: how to get customers to care about what you sell, and how to get them to come back over and over again.nbsp;Tara has created a manual for a new way to do business: by sparking a virtuous cycle of transformation for your company and your customers.rdquo;nbsp;mdash;Pete Flint, founder and former Chairman and CEO, Truialldquo;This is not a book about marketing. It's a vision for how businesses can connect with customers at a deep, human level, becoming a regular stop on their everyday life journeys. It reveals how to take the limits off people's lives and build a business with devoted customers in the process.rdquo;mdash;James White, former Chairman, President, and CEO, Jamba Juice; and board member, Conscious Capitalismldquo;Tara draws upon her vast experience to create a playbook to unlock the power behind the Transformational Consumer to create long-lasting brands and build strong corporate cultures.rdquo;mdash;Jim Stengel, former Global Marketingnbsp;Officer, Procter Gamblenbsp;ldquo;It's easier than ever to get an app, website, and product built. The hard part is getting anyone to care or take notice. Tara completely changes how founders should think about their products and creates a marketing framework that's accessible to all. This is an absolute must-read for anyone in business who wants to create more value for customers. It's changed how I think about my company, from our mission to how we deal with competition." mdash;Jihannbsp;Thompson, former Health Editor, O, The Oprah Magazine, and founder, Swivel Beauty Applldquo;Tara-Nicholle Nelson ups the ante in her new book,nbsp;The Transformational Consumer, arguing that we should be engaging ournbsp;customersnbsp;in a higher purpose, to help them be more effortful and intentional in how they live their lives, to call on their aspirations rather than their addictions. Luckily, that desire already exists; we just have to be willing to meet it.rdquo;- Dylan Schleicher, 800-CEO-READ About the AuthorTara-Nicholle Nelson is the founder and CEO of Transformational Consumer Insights. She is the former vice president of marketing for MyFitnessPal, now part of Under Armour, where her teams covered brand, growth, engagement, content and digital/social media, and media relations. She holds a master's degree in psychology and a juris doctorate from the University of California, Berkeley, and is the board president of City Slicker Farms, a nonprofit food justice organization in West Oakland.Tara-Nicholle Nelson is the founder and CEO of Transformational Consumer Insights. She is the former vice president of marketing for MyFitnessPal, now part of Under Armour, where her teams covered brand, growth, engagement, content and digital/social media, and media relations. She holds a master's degree in psychology and a juris doctorate from the University of California, Berkeley, and is the board president of City Slicker Farms, a nonprofit food justice organization in West Oakland.