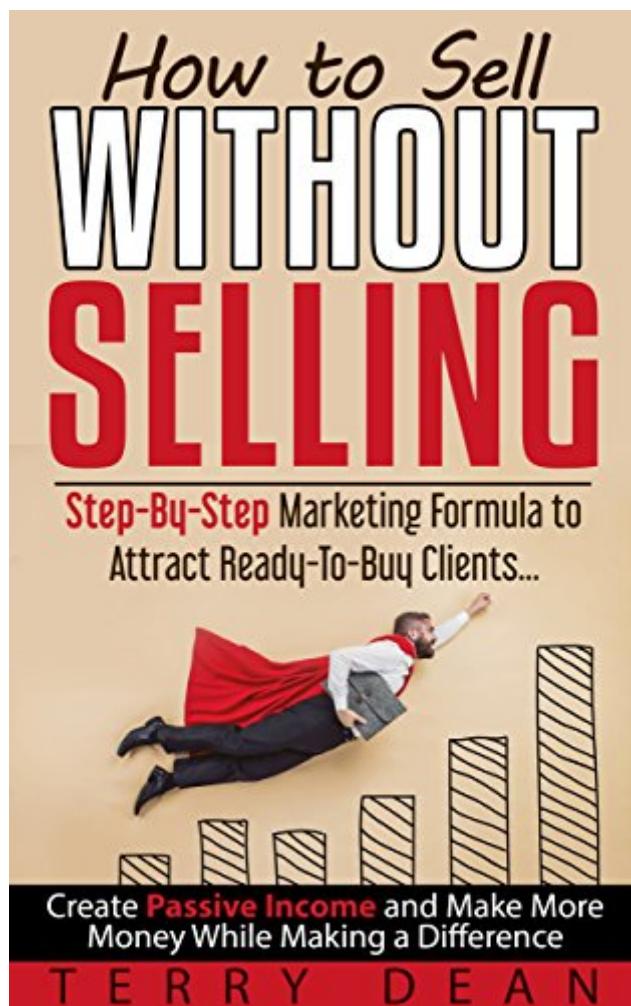


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How To Sell Without Selling: Step-By-Step Marketing Formula To Attract Ready-to-Buy Clients...Create Passive Income And Make More Money While Making A Difference





Synopsis

Are You Ready to Attract Ready-to-Buy Clients, Create Passive Income, and Make More Money While Making a Difference? Good marketing attracts ready-to buy clients. Ethical persuasion is NOT manipulation. These proven methods allow you to guide, encourage, and share value with your customers even before they ever spend a single penny with you. You don't have to wait for someone to become a customer before adding value to their life. This book shows you:- How to identify the top 1% of Clients and fall in love with them instead of your products and services. Tap into the exact language that motivates your best clients to buy more from you. - 5 Simple Steps to improving the conversion of any ad, website, email, or any other persuasive document. If your website isn't selling, it's missing one of these 5 steps.- How to double or even triple the conversion of visitors into buyers by demonstrating results in advance (this is much stronger than just offering a guarantee).- The #1 mistake entrepreneurs make that sabotages their sales with Èœcontent marketing whether you're participating on Facebook, publishing a blog, or sharing videos online. - How to create all the online content you need in just 30 minutes per month. And how that content can attract new leads, turn them into buyers, and create long-term passive income.

Book Information

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Customer Reviews

Ralph Waldo Emerson, one of America's most respected thinkers, is credited with having said, "Build a better mousetrap and the world will beat a path to your door." That thought process has led us to believe that mastering our trade or profession is the most important thing we can do to ensure our business success. I have the highest respect for Emerson, but in this case he was wrong. I have often said the quote should be, "If you build a better mousetrap but neglect effective marketing, mice will multiply." The biggest mistake I see business people making is to underestimate the importance of effective marketing. A large number of entrepreneurs think marketing or selling is distasteful. In part because they equate marketing and selling with their experience of the pushy used car salesman or the door to door salesman who tried to sell by using high pressure tactics. Terry Dean, author of *How to Sell Without Selling*, has written a Step-by-Step Marketing Formula to Attract Ready-To-Buy Clients. This book was written for the entrepreneur who needs a cost effective, proven method to grow their business. Mr. Dean started using the Internet to build a marketing business in the late 1990s. He was one of the early pioneers in Internet Marketing. He has told his story many times, how he went from an \$8/hour delivery driver for a pizza chain, who had accumulated serious credit card debt to a very successful Internet Marketing Coach. The lessons in this book are based on over 20 years of real world experience. Mr. Dean building his own business and working with thousands of clients helping them build their business. Terry takes a unique, contrarian approach to marketing. His philosophy of providing value first comes through very strong. His approach is long-term. There are several insightful and detailed concepts presented in this book. First is the need to narrow your niche. Next is the need to understand your target prospect how to develop a detailed client avatar. One of the real gems is the Golden Glove a five step process every marketing piece needs to fulfill to be effective. Terry also explains the need to connect with your audience via your personal Hero's Journey story. And He shows how you can attract your ideal client using the Authority Architecture. There are dozens of other tips and insights in the book. There are plenty of specific example of marketing campaigns, email campaigns and content creation campaigns he really gives step by step example complete with an explanation of why he does things a certain way. If you are new to marketing, this will be a bit

overwhelming. My suggestion would be to read through it first and then select one method/approach and implement that. If you are more knowledgeable about marketing, you may find some things you think you already know. My advice is read it anyway. You will pick up some nuances you probably had missed before. Many of the concepts in the book are repeated a few times. Spaced repetition is a proven way for us to absorb information. There is a lot of information in this book. Mr. Dean covers many different business models, often with specific examples. Study the book. Then pick a model that works for you. Implement, measure and make adjustments. A very handy guide based on sound marketing principles that will be sound next month, next year and even in the next decade. The principles are based on human psychology. I have spent thousands of dollars on some "build your business" courses that did not contain as much information as you will find in this book. If you want a sound foundation for building your business, you must include the marketing side and this book gives you what you need.

Incredible value!! Do yourself a favor and devour 30 years of marketing experience for less than the price of lunch. Very few people have as much experience in internet marketing as Terry Dean and in this excellent book he shares a gold mine of knowledge and wisdom. More importantly he shows the reader how to use this knowledge and put it into action in an effective, efficient, and ethical way. Through his coaching experience Terry has seen the inner-workings of just about any type of business you can imagine. No matter what kind of business you have, or want to have, this book is full of great advice. From online info products to brick and mortar businesses, e-commerce or consulting/coaching, this applies to any business. It's also applicable to any stage of experience. Follow Terry's advice and build a solid foundation if you're just starting out or use it to optimize every aspect of your existing business. I could go on but I need to get back to reading this book a second time and implementing the advice that I'm confident will transform my business!

Terry Dean knows more about selling without selling than anyone I know. His consistent messages in his emails and this book make clear exactly what every online business person needs to produce consistent revenue. Highly recommend this book and anything Terry does.

Wow. Great book. This book met all my expectations especially the sections about lead magnets, selling without selling on cold traffic and eliminating sales resistance.

First, I invite you to watch the video portion of my review, giving you the seven reasons why I

highly recommend this book. Next, come back to these specific written comments.Terry Dean reflects his own experience when he says, "It's amazing what you can accomplish by simply being yourself and sharing your own journey with your audience." You will want to become very familiar with what he calls the "Golden Glove" persuasion formula, which includes these 5 steps:--Desperate Problem--Unique Promise--Overwhelming Proof--Irresistible Offer--Reason to Act NowHe emphasizes repeatedly the power of telling your well-crafted story:

"Influence is based first on emotion, and it's backed up by logic. The secret to multiplying your persuasion powers tenfold is communicating through stories." Again: "Your audience may forget the 5 points you share in an article, but they'll remember some of the stories you tell forever." What kind of story specifically? "It's a story about how you or your clients have faced similar situations and overcame. You discovered a new and better way. And that solution is available to others today." Yet don't be merely factual and dry. "Your audience is looking for Infotainment. Information isn't good enough alone." This means "you want to have a little drama by sharing personal stories." Expanding on the book's title, he writes: "The secret to sales without selling is to eliminate the sales resistance by connecting indirectly to their beliefs. That's why it's so important to understand your customer." For marvelous advice on topics such as your lead magnet, ideal client, video, blogs, podcasts, and much more, get this book right away. Study Terry Dean's system in detail, follow his action steps, and benefit as thousands of his clients are doing.

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