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# Invisible Selling Machine

5 Steps To Crafting an  
Automated, Evergreen Email Campaign  
That Literally Makes Sales While You Sleep



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## **Synopsis**

What if you really could automate and perpetuate your entire sales process, and literally makes sales while you slept at night? Well, thanks to modern marketing automation tools (along with a handful of carefully crafted email messages), making sales while you sleep is not only possible... it's downright simple! In the Invisible Selling Machine, entrepreneur, Ryan Deiss, walks you through all 5 phases of the prospect/customer lifestyle, and shows how each step can be automated and perpetuated to invisibly convert strangers into friends, friends into customers and customers into raving fans. This book is for startup founders, small business owners, marketing professionals, consultants, service professionals, authors, speakers, and even brick and mortar butcher, baker and candlestick makers. In short, if you want to grow your business and your customers just happen to have an email address... ...this book is for you.

## **Book Information**

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## **Customer Reviews**

Ryan Deiss has been able to distill actionable core marketing concepts for any business regardless of size, in a very easy to follow, soup-to-nuts format. This book is rich with tools, complete with email templates and other useful systems contained within it that can be customized easily for any

business type or industry. We've been following these concepts for over a year now and can attest that his tested and proven systems have created value to our bottom line across 2 businesses: digital content sales and capital cultivation. I've read about 30 books in the past two years and this could easily be considered this generations Breakthrough Advertising, the Gene Schwartz staple. Ryan makes a point to dissect customer psychology and why it's critical today to front load the value you give to your customer. Anyone thinking of starting a business from zero should start here first, regardless of industry. Highest recommendation without reservation.

This book provides a strong system for email marketing and lead generation. I'm always a little disappointed when most of the examples come from "get rich quick" or "How to make money web sites." I would have like to see more examples from the real world. Still, all in all worth a read.

Ryan Deiss has been in the internet marketing game for a long time. He has proven systems that work, and work well. In Invisible Selling Machine he spells out exactly what to do to create solid conversion funnels that work. If you want a reliable resource to get a clear understanding of funnels, get this book.

Ryan Deiss does not disappoint with this little gem. It's packed with great how-to information, exact email templates, and all of the phycology behind what goes into his billion-email-per-month selling machine. Just implementing a few of these ideas has literally added a few thousand to my monthly revenue, and I'll continue to do so for a number of clients in the future. Gotta love Digital Marketer!

This book is unreadable because of the horrible formatting. The style should be called: Wall O' Text. It's distracting and terrible. So I have to ask myself, should I trust this author to understand email marketing if he can't figure out how to make a proper ebook? You can decide for yourself. But the price is steep for an ebook, and really a shame for an unreadable one.

The author clearly explains email marketing, he goes through a whole litany of examples of how to properly and effectively implement your email marketing plan. The book is easy to read and easy to follow. I enjoyed the story he told in the beginning of the book about the IRS being on his back and how he had the support of his wife. Great Business and Marketing Book....

Excellent read! He provides step-by-step details on how to plan, develop, and execute a sales

funnel. I carry this book around with me like it's holy text! I'm quite surprised he gave away so much information. I can't imagine what sales and marketing tips he kept to himself.

In a time where your business has to have some sort of online component to survive, email marketing is really the only truly scalable and set and forget way of a consistent revenue stream. Ryan Deiss goes into a lot of depth in explaining the different types of email campaigns that you should set up - and for me having been the kind of guy who normally sends one email to his list every month, this was a real eye opener. You can pretty much copy paste the email scripts Ryan provides and you should be good to go. The book's style is actually like a giant promotional email - I guess that's what the author does best, right? Now to start crafting some email campaigns...

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