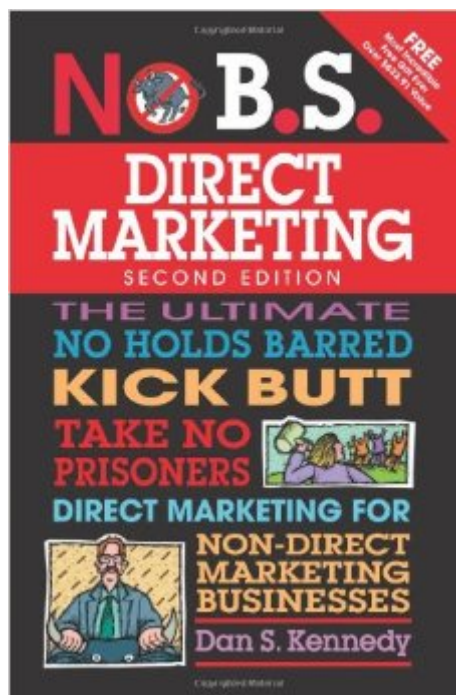


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# No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing For Non-Direct Marketing Businesses



## Synopsis

Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing master plan #151; from marketing master Kennedy #151; delivers a short list of radically different, little-known, profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants #151; all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in â™ordinaryâ™ businesses including retail stores, restaurants, and sales.

## Book Information

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## Customer Reviews

This book is fantastic. I have read every marketing book under the sun and this one is the best overall. I will follow Dan Kennedy's work for sure. I have ordered most of his other books too! I got clear about how direct marketing works for every business and specifically how it applies to my business. There are also specifics about what to do, which many marketing books lack.

I've been a follower of Dan Kennedy for awhile when I wanted to learn the art of copywriting. I rediscovered his direct marketing materials through this easy to read book. You will find more than nuggets in this book but a goldmine of information about the discipline of direct marketing. Dan is an expert guide on how to use and apply it and provides some excellent practical case studies on its

implementation. For the \$12 you pay it's a steal. Even if you only get one or two ideas that you feel are good for you you'll be ahead of the game, but I'd wager you'll not have time to implement everything you'll discover here. Choose wisely. Do not expect this book to "crack the code" of weaving social marketing into Direct Marketing. Dan is skeptical of value of social marketing for a local business using direct marketing - check out work of Kim Walsh-Phillips who has worked with Dan's company on cracking the code for them using Facebook. But start with this book first to learn the basics and the ground rules. Dan makes frequent mention of his other books as providing more information to a specific topic discussed. Is this marketing his other books within his books going to offend some people? Possibly, if you object to an expert marketer doing what he preaches to others, and still providing value at the same time. Those critical of this strategy miss the point altogether. Dan always offers great value in his products - even those costing many hundreds of dollars - but for this price you can't go wrong.

This is my fifth book I've read from Dan Kennedy, but I should have been my first. It essentially gives you a foundation for how to properly market your products without looking like everyone else who is advertising. Kennedy also tells us why other companies advertise the way they do, and why we should advertise using Lead Generation advertising and Direct Response techniques. I would highly recommend this book to ANYONE who has a business card, and looking to make more money. Dan Kennedy is probably the best at what he does. I would say he's the "king" of Marketing.

The word "idea" isn't the correct word as Dan clearly depicts "methodologies" which are basic to this type of work. Although I am a newbie in this field, I benefited tremendously from reading and studying this book. I would look at it as being another book within his bible of NO BS books that preceded this one. I am slowly working backwards through his previous books and look at each one as another book of wisdom - a nugget of gold if you wish - that anyone like myself entering this field, should look upon as a "must read" for their fundamental education. I would highly recommend this book to anyone interested in or, more importantly, wanting to learn more about Direct Marketing. Indeed, it contains "No BS"!!!!

Really???? This book is ALL about BS. It's for someone who knows absolutely NOTHING about marketing and has never spent a minute on the internet reading some kind of article on the subject. Dan has definitely put out SOLID books, but this one is just an attempt at a new revenue stream. I spent about fifteen minutes with it and in the trash can it went. It wasn't even worth my time to return

it. Cool title, as Dan says in his REAL books, the title has to hook 'em. And it did me, but I can see he's already delivered his best work long ago.

For people familiar this Dan Kennedy's no holds bared, kick butt and definitely no B.S. you will also be aware of planet Dan.If you are in sales or own a business and want to get ahead then you need to take in all things Dan Kennedy. I found the first few books I read of Dan's hard going as he is not one to pull any punches. But, now I am use to his style I can't get enough. Every one of Dan's books I have read have been full of helpful information. Unlike some authors in this field that will tell you what they think you want to hear. Dan Kennedy tells it like it is and ... All that you need to hear.As always a great read.Darren TealePerth Western Australia

If you are tired of fluff and feathers marketing books that tell you to invest large sums of money in 'brand' or social media schemes, this book is for you. This guy promotes that novel concept that marketing should be held accountable to the same rules of business you use for every other department: Return on Investment.

Certainly a lot of what Dan says is absolutely true. But is has been said before, and better, many times. The pictures and examples are too small to really read--and they would seem to contain valuable examples--but I can't see what they say, for the most part. Also, though I don't object to someone inserting sales copy for their other products, there is just way too much of that here. I respect the guy, he is clearly successful, but I have found much better sources than this book for the information I want.

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