SO ARE YOU INTERESTED IN BECOMING A RENEGADE MILLIONAIRE? When was the last time you thought of yourself as someone who throws the typical and conventional to the wayside? Someone who not only pushes the envelope but practically shreds it into a million pieces—daring to live and experience life where few others are willing to go? Being a RENEGADE MILLIONAIRE means having the willingness, know-how, and courage to transform an ordinary business into an extraordinary, wealth-producing asset that can change your life forever. Inside this revolutionary book, world-famous author Dan Kennedy reveals the principles and strategies he's used over the past four decades to do exactly that—not only for himself but also for businesses of all shapes and sizes throughout the world. It's all practical, rubber-meets-road kind of material, 100 percent based on the real-life experiences of well over 150 first-generation, from-scratch, entrepreneurial millionaires and multimillionaires. In essence, you're getting over $100 million worth of entrepreneurial street smarts. Are you ready to rise above, push forward at lightning speed, and finally live the life of a true RENEGADE MILLIONAIRE? Then let's get started.
must intend to turn each and every audience member into a customer. They shouldn't even have a choice in the matter, and failure is not an option. No matter the audience, Dan shows precisely how to do just that. This book will transform your approach to speaking, and by utilizing the valuable techniques presented within, your authority, celebrity, and most importantly, profits, will skyrocket. Inside, you'll discover how to: sell one-to-many and multiply your earnings boost your authority and celebrity craft memorable and persuasive speeches that get results control the speaking environment to success ensure master the Top Four Success Factors of prosperous speakers make big money by speaking-to-sell Learn from serial entrepreneur Dan Kennedy, and turn ordinary speaking engagements into moneymaking machines! "Revised edition of the author's No B.S. ruthless management of people & profits, published in 2008. MAGNETIC MARKETING(R) is a radical, dramatically different sea-change in the way new customers, clients, patients or prospects are attracted and in the way products, services, businesses and individuals are advertised. It is a "change movement" and a "best kept secret." It is a "best kept secret"--its practitioners are in a "secret society." It--and only it--offers real protection from commoditization, Amazon-ization, price and profit destruction. It is soundly based on well-proven strategies dating from the turn of the century to the present. No academic theories, no vague "ideas," no fads. No BS! The makings of a system for your business's sustainability and growth you can rely on. It is introduced to you in this important and timely book. You have made a wise decision obtaining it. Bolt the door, put away the device and dig in! magneticmarketing.com A collection of advice for the aspiring manager draws on the Mafia's reputation for understanding the dynamics of human nature, offering such maxims as "If you must lie, be brief" and "Keep your friends close, but keep your enemies closer." FACT: NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER. Business owners agree. The referred customer is far superior to the one brought in by 'cold' advertising. Yet most business owners will invest more money to find new customers than getting referrals from current, happy customers. Millionaire maker Dan S. Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have. Kennedy and Buck present a systematic approach to help you keep, cultivate, and multiply customers so that your entire business grows more valuable and sustainable, and you replace income uncertainty with reliable income through retention and referrals. Learn how to: • Apply the #1 best retention strategy (hint: it's exclusive) • Catch customers before they leave you • Grow each customer's value (and have more power in the marketplace) • Implement tactics to get more referrals • Create your own Customer Multiplier System • Calculate the math and cost behind customer retention Discover the referral-getting, sales-increasing, battle-tested tactics designed to help you build a thriving business for the long-term. "One of the most acute books about management and how companies work in practice that I have read in a long time. If anyone wants to know exactly how the U.S. auto industry got into trouble, here is your guide." --John Gapper, FINANCIAL TIMES When Bob Lutz got into the auto business in the early 1960s, CEOs knew that if you captured the public's imagination with innovative car design and top-quality craftsmanship, the money would follow. The "car guys" held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put its faith in numbers and spreadsheets. Determined to eliminate the "waste" and "personality worship" of the bygone creative leaders, management got too smart for its own good. With the bean counters firmly in charge, carmakers, and much of American industry, lost their single-minded focus on product excellence and their competitive advantage. Decline soon followed. In 2001, General Motors hired Lutz out of retirement with a mandate to save the company by making great cars again. As vice chairman, he launched a war against the penny-pinching number crunchers who ran the company by the bottom line and reinstated a focus on creativity, design, and cars and trucks that would satisfy GM's customers. Lutz's commonsense lessons, combined with a generous helping of fascinating anecdotes, will inspire readers in any industry. In candid terms the book explains what intimidation is, why you become intimidated, and how you can avoid the mental lapses that can cause even the most successful people to sometimes fall victim to intimidation. After years of speaking and writing bestsellers on the value of having a positive attitude, motivational speaker Zig Ziglar is faced with putting his words into action after a fall leaves him with a head injury. In Embrace the Struggle, Ziglar shares a personal account of his accident and offers encouragement through his firsthand experience of overcoming his most difficult challenge. One of the leading stars in the "positive thinking" movement, Zig Ziglar has made a career out of telling people how to have a positive attitude, no matter what their circumstances are. But when a fall down a stairway onto a marble floor leaves him with a head injury, he is challenged with how to put the principles he'd been speaking about into practice. Ziglar's willingness to be transparent has him back writing and speaking with renewed energy before audiences in the tens of thousands to show that life on life's terms is still well worth living. Embrace the Struggle affirms the validity
of the principles Ziglar has held true his entire life and includes not only his account of living positively through difficult circumstances; it also includes heartwarming stories of real people who encouraged him with how they put into practice these vital principles. A New York Times bestseller! In this motivational handbook—both a business how-to and self-help guide—the New York Times bestselling author of Dot, Complicated takes on the fallacy of the “well-balanced” life, arguing that the key to success is learning to be well-lopsided. Work. Sleep. Fitness. Family. Friends. Pick Three. In an increasingly demanding world, we’ve been told that we can do everything—maintain friendships, devote ourselves to work, spend time with family, stay fit, and get enough sleep. We just need to learn to balance it all. Randi Zuckerberg doesn’t believe in being well-balanced. We can’t do it all every day, she contends, and trying to do so only leaves us frustrated and feeling inadequate. But we can succeed if we Pick Three. Randi first introduced the concept of Pick Three in a three-part Entrepreneur’s Boogaloo—that will get people excited and inspired to follow her lead. From entrepreneurs to professionals, busy parents to students, Randi can help everyone learn to reject the unrealistic burden of balance and enjoy success in their own lives—by picking the most important areas to focus on in any given day. This practical handbook includes stories from Randi’s career learning that there’s no such thing as a perfect balance—as well as insights and examples from other professionals at the top of the hill. New business owners in Silicon Valley, new moms searching for permission to focus on family, and recent graduates convinced they should have it all under control, including Arianna Huffington, Reshma Saujani, Laurie Hernandez, and Brad Takei. We can’t have it all every day, and that’s okay, Randi reminds us. Pick Three is her much-needed guide to learning to embrace the well-lopsided life. Victor Pride, proprietor of boldanddetermined.com, set out to make an all killer, no filler book about what it takes to break into the world of blogging for profit. The result is "Spartan Entrepreneur: Blog Artist." The goal is to help anyone who reads it understand how, why and what it takes to create a world class blog that makes the magic word—money. Rapidly growing technology and globalization have put tremendous pressure on management teams. Technological developments with far-reaching implications on social, economic, political, and environmental ecosystems cannot be underestimated. Currently, organizations are trying to be more inclusive and aware of diversity, rapid technology growth, and globalization along with remotely operating businesses for profit motivation. The delegative and individual employee-based management styles of the past have become obsolete. With globalization, virtual offices, and rapid technology growth, management challenges have become expensive to reckon with. The authors explore issues such as managing virtual teams, gender and management, e-commerce, biased financing, quantum computing, and disruption in the financial services industry. The book will serve as a valuable resource to researchers interested in the future management challenges facing global organizations. 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—from marketing master Kennedy—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—all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in ‘ordinary’ businesses including retail stores, restaurants, and sales. "My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no better source than Dan Kennedy on this topic. His book No B.S. Guide to Trust-Based marketing is rich with vital insights." –Harry S. Dent, Jr., author, The Great Crash Ahead Trust Between Consumers and Businesses is Gone Here’s How to Fix It Internationally recognized “millionaire maker,” Dan S. Kennedy, joined by entrepreneur and financial consultant, Matt Zagula, show you how to break down the barriers caused by the “trust no one” mantra invading every customer’s mind today. They deliver an eye-opening look at the core of all business—trust, and teach you the secrets to gaining it, keeping it, and using it to build competitive differentiation, create price elasticity, attract more affluent clients, and inspire referrals. You’ll get the essential strategies required to build trust in an understandably untrusting world, and in turn, attract both business and profits. Covers • 8 ways to demonstrate trustworthiness to prospective clients • The #1 secret desire of today’s untrusting prospects—how to understand it, respond to it, and use it to transform marketing, prospecting, and presentations • How to avoid dumb mistakes that scream “salesman” to prospects • Why “Where can I find clients?” is the wrong question. The right question is: How can I construct a business persona and life so that clients seek me out, with trust in place in advance? • How to keep products, services and prospects away from the avalanche of competitive and confusing information online • The incorrect assumption that trust is built by imparting information and knowledge and a breakthrough technique to replace this mistake—The #1 secret desire of today’s untrusting clients is not to become educated, but to feel understood. You may have been told that trust is built by imparting information and knowledge. The #1 secret desire of today’s untrusting clients is: (A) How can I learn who I can trust to do what I need done? (B) How can I trust this person to do what I need done? (C) How much does this person care about me? (D) How much does this person care about the final outcome? (E) How can I trust this person to do what I need done in a way that will not interfere with my ability to get my work done? The author, Victor Pride, is a multi-millionaire who has influenced one million business owners as an advisor and business coach provides new tactics and strategies
to help business owners attract opportunity, increase personal value, and change their lives. Original. Radical Candor is the sweet spot between managers who are obnoxiously aggressive on the one side and ruinously empathetic on the other. It is about providing guidance, which involves a mix of praise as well as criticism, delivered to produce better results and help employees develop their skills and boundaries of success. Great bosses have a strong relationship with their employees, and Kim Scott Malone has identified three simple principles for building better relationships with your employees: make it personal, get stuff done, and understand why it matters. Radical Candor offers a guide to those bewitched or exhausted by management, written for bosses and those who manage bosses. Drawing on years of first-hand experience, and distilled clearly to give actionable lessons to the reader, Radical Candor shows how to be successful while retaining your integrity and humanity. Radical Candor is the perfect handbook for those who are looking to find meaning in their job and create an environment where people thrive to give their best and develop their unique talents and potentials. This is a parable of a business owner and CEO who is as smart as he is ruthless. - Managing and systemizing your business with clear procedures, a simple one-page plan, and a manual that will show anyone how to help business owners attract opportunity, increase personal value, and change their lives. Original. Radical Candor is the sweet spot between managers who are obnoxiously aggressive on the one side and ruinously empathetic on the other. It is about providing guidance, which involves a mix of praise as well as criticism, delivered to produce better results and help employees develop their skills and boundaries of success. Great bosses have a strong relationship with their employees, and Kim Scott Malone has identified three simple principles for building better relationships with your employees: make it personal, get stuff done, and understand why it matters. Radical Candor offers a guide to those bewitched or exhausted by management, written for bosses and those who manage bosses. Drawing on years of first-hand experience, and distilled clearly to give actionable lessons to the reader, Radical Candor shows how to be successful while retaining your integrity and humanity. Radical Candor is the perfect handbook for those who are looking to find meaning in their job and create an environment where people thrive to give their best and develop their unique talents and potentials. This is a parable of a business owner and CEO who is as smart as he is ruthless.
to operate your business (so you can take a real vacation). Table of Contents: PART ONE: The Founder Superpowers1. Energy2. Vision3. Execution4. Leadership PART TWO: The 6-Step System5. Step One: Imagine It6. Step Two: Plan It7. Step Three: Start It8. Step Four: Grow It9. Step Five: Manage It10. Step Six: Systemize ItPART THREE: The Scorecards The Founder Superpowers Scorecard The 6-Step Scorecard When a sprinkler malfunctioned at a Baltimore menswear store, three inches of water sat on the floor and much of the merchandise was wet. The owner, the author of this book, could have done the normal thing and sell the wet merchandise to a Jobber—a business that buys damaged goods in bulk for cheap. Instead, he did the OUTRAGEOUS thing—he advertised in a very OUTRAGEOUS way which resulted in receiving much more than he would have received from the Jobber. It was easy. Here is an OUTRAGEOUS idea—it’s easy to make a lot of money from advertising.

That’s right, easy money! This book, OUTRAGEOUS ADVERTISING THAT’S OUTRAGEOUSLY SUCCESSFUL, explains in certain terms how to advertise and make more money. Rich with examples and stories, this book creates an OUTRAGEOUS program, implying getting you fired up, quit fooling around run to the register, throw whatever money you have at the cashier, run to the safety of your car Getting a return on your advertising dollars—an OUTRAGEOUS return! Now revised and updated, this "inspired, impactful, and important" book shows how to achieve the ultimate success by rectifying the small problems that can sink a business (Stephen R. Covey, author of The 7 Habits of Highly Effective People). Once every few years a book comes along with an insight so penetrating, so powerful—and so simply, demonstrably true—that it instantly changes the way we think and do business. Such a book is Broken Windows, Broken Business, a breakthrough in management theory that can alter the destiny of countless companies striving to stay ahead of their competition. In this vital work, author Michael Levine offers compelling evidence that problems in business, large and small, typically stem from inattention to tiny details. Social psychologists and criminologists agree that if a window in a building is broken and left unrepairied, soon thereafter the rest of the windows will be broken—and the perception will build that crime in that neighborhood is out of control. The same principle applies to business. Drawing on real-world corporate examples, from JetBlue’s decision to give fliers what they really want—leather seats, personal televisions, online ticketing—to Google’s customer-based strategy for breaking out of the pack of Internet search engines, to business-to-business firms’ successes and failures, Levine proves again and again how constant vigilance and an obsession with detail can make or break a business or a brand. With tips and advice on changing any business to one that deters its i’s, crosses its t’s, and attracts more clients, Broken Windows, Broken Business goes straight to the heart of what makes all enterprises successful—the little things that make or break a business or a brand. More than a business book, Broken Business is a call to action and start reading immediately!”

Dr. John Brinkley was, at one time, the wealthiest doctor of his time, undeniably the most Barnum-esque promoter in medicine in his time, vilified and prosecuted as a quack, praised as saint by the amazing number of men who flocked to him for his 'fountain of youth'—and by their wives. This book delves deeply into his TWENTY-ONE MARKETING PRINCIPLES, to provide a blueprint for adventurous advertising, marketing, promotion and personal promotion that can install a 'fountain of profits' in just about any business! IF YOU'D LIKE TO----AND WOULD PROFIT FROM----making yourself or your business famous and magnetically attractive, locally or globally, this in—
depth analysis of The Lost Secrets behind this amazing success story are for you! IN THIS BOOK—DISCOVER Dynamic pathways to Maximum
AUTHORITY—so that you are sought out and your 'prescriptions' accepted without question; two kinds of CLARITY essential for marketing
success—missing from most businesses; THE question to ask yourself, that, when answered, dramatically multiplies the power of advertising
and elevates you above all competition; the 3-Step Brinkley Blueprint for savvy use of media—the trap most businesspeople fall victim to;
a most radical, revolutionary change to your entire approach to selling—why the sale delayed can be the sale more easily made; the
Brinkley Prescription for virtually unlimited PRICE ELASTICITY & the all-time, best-ever answer to any and every price objection; and the
Brinkley Secret to BEING ADMIRED—as means of attracting customers especially eager to do business with you. INCLUDED: TRANSCRIPT of a
Brinkley Radio Broadcast ARCHIVE EXAMPLES of actual Dr. Brinkley sales literature and sales copy from his advertising. PLUG, MONEYMAKING
SECRETS, LESSONS FROM ACTUAL DR. BRINKLEY CASES AND SUCCESS STORIES. Including Martha Stewart, Don Mickey, Dave Thomas
(Wendy’s), and Avatar. Millionaire maker Dan S. Kennedy and marketing strategist Jason Marrs dare you to re-examine your every belief about
pricing and empower you to take a more creative, more effective, bold approach to your price—and prosperity. Kennedy and Marrs don’t offer
little tricks, like new ways to say 50% off, half off, or 2 for 1. They tell you the secret to setting prices for the greatest gain. Then
they teach you how to avoid the ultimate price and fee failures—like attracting customers who buy by price. You’ll discover how to compete
with FREE, learn how to discount without damage, and uncover the key to price elasticity. Most importantly, you’ll grasp how to use price to
your extreme advantage and grant yourself the power to be as profitable as possible. Reveals: The 9 ultimate price and fee failures The
trick behind discounting without devaluing The 5 price-related propositions to be concerned with The million-dollar secret behind "FREE" How
to win price wars with competitors Why price cutting isn’t the cure for the recession and what is Book jacket. Offers advice on how to become
a successful entrepreneur, including how to start a business, making a profit, and provides information on investments, marketing, and
management Finalist for the 2015 Financial Times and McKinsey Business Book of the Year. Best business book of the week from Inc.com The
author of Power, Stanford business school professor, and a leading management thinker offers a hard-hitting dissection of the leadership
industry and ways to make workplaces and careers work better. The leadership enterprise is enormous, with billions of dollars, thousands of
books, and hundreds of thousands of blogs and talks focused on improving leaders. But what we see worldwide is employee disengagement, high
levels of leader turnover and career derailment, and failed leadership development efforts. In Leadership BS, Jeffrey Pfeffer shines a
bright light on the leadership industry, showing why it’s failing and how it might be remade. He sets the record straight on the oft-made
prescriptions for leaders to be honest, authentic, and modest, tell the truth, build trust, and take care of others. By calling BS on so
many of the stories and myths of leadership, he gives people a more scientific look at the evidence and better information to guide their
careers. Rooted in social science, and will practical examples and advice for improving management, Leadership BS encourages readers to
accept the truth and then use facts to change themselves and the world for the better."Never take incoming calls!" and "Use, don't be abused
by, technology!" are just two of the dozens of times-saving tips from the Professor of Harsh Reality. In this book, business-success expert
Dan Kennedy delivers vital time-management techniques for the super-busy entrepreneur. In his infectiously energetic style, Kennedy, noted
author, speaker, and consultant, offers up page after page of time-saving advice -- sometimes tough, sometimes surprising, but always
practical. He shows how to: -- Handle the information avalanche -- Turn time into wealth -- Gain the personal discipline that will make you
successful Entrepreneurs and small business owners are urged to avoid the two biggest branding mistakes they can make—first, investing in
building their brand in ways that copycat big-name companies, and second, struggling to build a brand sensitive to everyone and anyone,
rather than focusing on those who are spending with them. Led by Dan S. Kennedy, with the support of Forrest Walden and Jim Cavale, the co-
founders of Iron Tribe Fitness, and other marketing/branding vets including Bill Gough, the number-one marketing adviser to Allstate agents;
Steve Adams, CEO of a chain of 21 retail stores and an e-commerce business, and Nick Nanton, of the Dicks-Nanton Celebrity Branding Agency,
entrepreneurs learn how to develop and gain profit from their personal or business brand—without corporate-sized investment. Mastering
Kennedy’s branding truths and utilizing proven direct-response advertising and marketing methods, entrepreneurs create their own brand
tribe—customers who believe in, buy, and promote their brand. Truths and tactics are illustrated with case studies, examples and insights
from other well-known brands. Internationally recognized “millionaire-maker” Dan Kennedy leads business professionals into the post-recession
economy and introduces them to the new rules, new restrictions, new obstacles, and new opportunities that lie ahead. Entrepreneurs are
mentored on which current business truths and principles are still relevant, but more importantly, Kennedy offers completely new strategies,
tactics, and applications to help them succeed in The New Economy. Following Kennedy’s advice, entrepreneurs can go forward into The New
Barred Kick Butt Take No Prisoners Guide To Really Getting Rich

Read Book No B S Ruthless Management Of People And Profits No Holds

Barred Kick Butt Take No Prisoners Guide To Really Getting Rich

Economy more astutely, efficiently, productively, and confidently—earning themselves more money than they ever imagined possible! Kennedy covers: • The key decision required for success by The New Economy • The #1 Demand of New Economy Customers and how to meet it • Four power-positioning strategies for extreme marketplace advantage • Six mandatory entrepreneurial competencies for The New Economy • What The New Economy punishes most viciously and rewards most generously • How to avoid destruction by and instead profit from the “No Boundaries” New Economy • And More In this timely business guide, Kennedy reveals essential strategies, tactics, and business principles that every business owner will need to succeed in the tougher, more demanding New Economy. An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing. “If strategy is the oxygen of business, then this book offers the performance provider needed air for life, i.e., new ideas. The work repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy! – André Spicer, Associate Professor of Organisation Studies, Warwick Business School

Conceived by Chris Grey and written to get you thinking, the “Very Short, Fairly Interesting and Reasonably Cheap” series offers an informal, conversational, accessible yet sophisticated and critical overview of what you find in conventional textbooks. Studying Strategy is a welcoming, lively and thought provoking account that helps students get to grips with strategy’s key issues and broad debates and introduce them to the latest ideas. Suitable for students of strategy at Undergraduate, Masters and MBA level, professionals involved in strategic decision making and anyone interested in how strategy works. Marketing starts with putting together the best, most promotable message possible that truthfully represents the ‘goods’ you have, and that message has to highlight a ‘USP’—a unique selling proposition. The Ultimate Marketing Plan will equip readers with the tools they need to find their own USP for all their products, services, or businesses and teach them which delivery methods are the best for their situation. The Ultimate Marketing Plan has been updated to include new marketing techniques, including voice mail services, the internet, e-mail and broadcast faxing. Through success stories, examples and hands-on ‘Think Sheets’ readers will learn how to: * Research the competition * Build customer interest * Create their own publicity department with little or no budget * And more! Today’s business leaders are confronted with a variety of obstacles that threaten their very survival. To survive and thrive, the modern manager must know how to – Build customer interest and loyalty among their followers * Recalibrate the balance between performance and growth; how to define a coherent, tightly-drawn business philosophy that maps to specific challenges faced by the modern global organization. To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing. Daring readers to stop accepting non-monetizable “likes” and “shares” for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are—another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums. Covers: • How to stop being a wimp and make the switch from a passive content presence into an active conversion tool • How to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service) • Creating raving fans that create introductions to their networks • How to move cold social media traffic into customers • The role of paid media and how to leverage social media advertising to drive sales

For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their attitudes, interests, spending patterns, buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive. There is no product, service, industry or profession category unaffected by this demographic sea-change. The leading-edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability, so this is the roadmap to the money. THE SCARY TRUTH: The middle-class consumer population—and their buying power—is massively shrinking.

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Customers are buying less and in fewer categories. THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences. In this new edition of No BS. Marketing to the Affluent, millionaire maker Dan S. Kennedy shows you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending as Kennedy shines the spotlight on the practical strategies used by the Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples. You'll also discover how to: Use 10 surprising emotional buy triggers the affluent find irresistible Stop selling products and services and learn how selling aspirations and emotional fulfillment is more profitable Use Kennedy's Million-Dollar Marketing System. A step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use Apply the magic language of “membership” to any business for the affluent from pizza shops and medical practices to retail stores and pet hotels