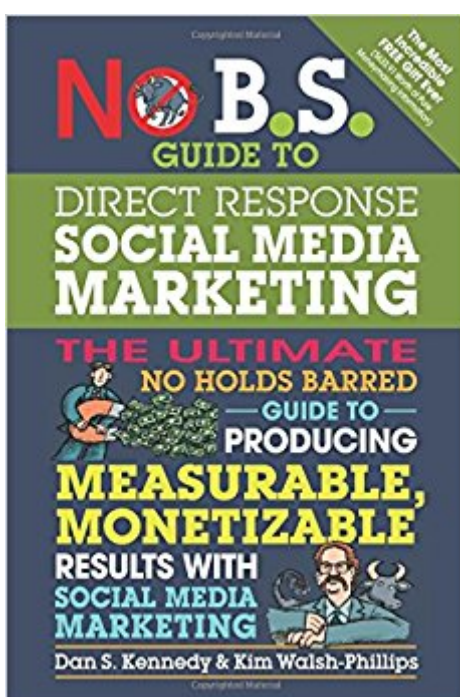


The book was found

No B.S. Guide To Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide To Producing Measurable, Monetizable Results With Social Media Marketing



Synopsis

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. This book 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.

Book Information

Series: No B.S.

Paperback: 262 pages

Publisher: Entrepreneur Press (November 10, 2015)

Language: English

ISBN-10: 1599185776

ISBN-13: 978-1599185774

Product Dimensions: 5.9 x 1 x 8.9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (63 customer reviews)

Best Sellers Rank: #28,043 in Books (See Top 100 in Books) #14 in Books > Computers & Technology > Business Technology > Social Media for Business #20 in Books > Computers & Technology > Internet & Social Media > Social Media #29 in Books > Business & Money > Small Business & Entrepreneurship > Marketing

Customer Reviews

I like Dan. I think he has the "magic touch", both as a author and as a marketer. Unfortunately this book is not written by him. The bulk of the material, something like 90% of it, is written either by his

co-author Kim Walsh-Phillips or some of the other contributors. This should come as no surprise considering Dan admits in the opening chapter he is not a fan of social media. Why he decided to "co-author" a book about it is a mystery to me. However this might not have been as disappointing had the book provided any real, useful strategies for social media marketing. Which, in my opinion, it does not. First of all, the title is misleading. This book's main and only focus is Facebook paid advertisements. It does not cover any other major social media platform, in fact, Twitter, Instagram and Pinterest get only an honorable mention of about 3 sentences each. Second, one of Dan's only contributions to the book is a chapter on printed newsletter campaigns. I trust when he says that regular mail newsletters are still an effective form of marketing. However, I don't think it should belong in a book about social media. I have other objections to this book but instead of listing them all here I will recommend a couple of books that actually hit the mark on how to navigate and make money from social media - "Jab, Jab, Jab, Right Hook" by Gary Vaynerchuk and "Platform" by Michael Hyatt. Both give solid, concrete, specific advice on how to successfully market in the social media jungle. Unlike this book which is mostly fluff and little substance. PS. This really is a minor thing but I found the twittable quotes after each chapter annoying. Normally I would just ignore them but, in his own admission, Dan does not and would not use twitter, so they made the whole book feel even more inauthentic.

What I like about this book is how skeptical it is about social media and advertising. Dan is far from a social media fan. As Kim said, the guy still uses a fax machine. But he likes measurable results -- so do I. So the book is about how Kim's process can get measurable results for someone like Dan. To do that, the book gives a solid framework and clear tactics.

One of Dan's best yet, he and Kim share profoundly useful DR tactics for leveraging social media the right way. Thanks to both of you... building linkage between the two like this -- in a common-sense, results driven collection of actionable strategies is very helpful. Virtually everything else out there on social media marketing is bs fluff, I've long awaited Dan's no-nonsense take on it. Thankfully, Dan & Kim show the most intelligent, smart use of social media marketing. Their book is specific, insightful and very valuable from both strategic and tactical standpoints; I'll implement what I'm learning and continue to grow our company. One of the best business books of the year. Because it clears up misconceptions about social media usage by entrepreneurs and provides a more realistic, sales/results-driven strategy that's actually valuable and useful. Thanks, Dan -- I needed guidance in this unfamiliar territory, and you and Kim came through. Your clarity is

appreciated, and will help our continued biz growth. Buy this book now, it's useful. To massive profits, Ken Calhoun. s. Dan, your business books are the best marketing resource in the world, I've done well in sales due largely to implementing what I've learned from you this past 15+ years. A profound thank-you. Whenever a new resource from Dan comes out, I "put everything on hold" til I've read/watched it. I re-read Dan's books regularly, and implement. What you teach works, and is "correct thinking" for success.

The book is full of actionable stuff and is timely for today's modern marketer. Kim knows her s*** and I'm thankful she put this together. Even kind enough to respond to fan comments. If you want to implement the power of direct response into your online marketing...you need to get this book.

Kim is the true expert when it comes to actually getting a return on your time, energy and MONEY in social media. No more likes, fans and contests, it's all about the money. I have personally worked with Kim for years and her expertise has continued to grow and expand. She is THE EXPERT when it comes to social media. Of course anything Dan writes is AMAZING and his principles have truly transformed my life and business. The combination of these two makes this a must read for anyone in business that even thinks about using social media in business.

No matter what you read from Dan Kennedy â€” it is always about facts, the bottom-line and the hard-truth. This book is no exception. There is a lot of hype, tricks and gimmicks about Social Media â€” and precisely because of that, 99% of the people are doing it wrong. But this book is about hard work, strategy, and concrete results (read â€” cereal moneyâ€•). Do yourself a favor, get this book, and do it right.

When I received a sneak-peak of the third chapter, I was so moved, I shared it with my entire list. Now that I've read the book, I'm mailing this book to all the business owner I know, if they really get what marketing is all about. Way to go Dan & Kim. Brad Lloyd Founder of Atlanta Marketing Center, and soon to be launching 'Profit Triggers'

[Download to continue reading...](#)

No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing
No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses
Social Media: Master Strategies For Social Media Marketing - Facebook,

Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ...
Instagram, Internet Marketing Book 3) No B.S. Marketing to the Affluent: The Ultimate, No Holds
Barred, Take No Prisoners Guide to Getting Really Rich Marketing: Facebook Marketing For
Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing
(marketing strategy, network marketing, ... marketing analytics, marketing books 1) Social Media:
Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube,
Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) No
B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide to Profits,
Power, and Prosperity No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate
No Holds Barred Plan to Securing New Customers and Maximum Profits No B.S. Time
Management for Entrepreneurs: The Ultimate No Holds Barred Kick Butt Take No Prisoners Guide
to Time Productivity and Sanity Social Media: Dominating Strategies for Social Media Marketing
with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1
Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube,
LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising)
Rosie's Bakery All-Butter, Fresh Cream, Sugar-Packed, No-Holds-Barred Baking Book Teaching As
a Subversive Activity: A No-Holds-Barred Assault on Outdated Teaching Methods-with Dramatic
and Practical Proposals on How Education Can Be Made Relevant to Today's World Vince
McMahon: Ruthless Aggression: The King Of Pro Wrestling - The Unofficial No Holds Barred
Biography Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and
Snapchat (Social Media, Social Media Marketing) Digital Marketing Handbook: A Guide to Search
Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and
Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per
Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Fund Your Cause
With Direct Mail: Secrets of Successful Direct Mail Fundraising Social Media for Direct Selling
Representatives: Ethical and Effective Online Marketing, Volume 1 Network Marketing For
Facebook: Proven Social Media Techniques For Direct Sales & MLM Success

[Dmca](#)