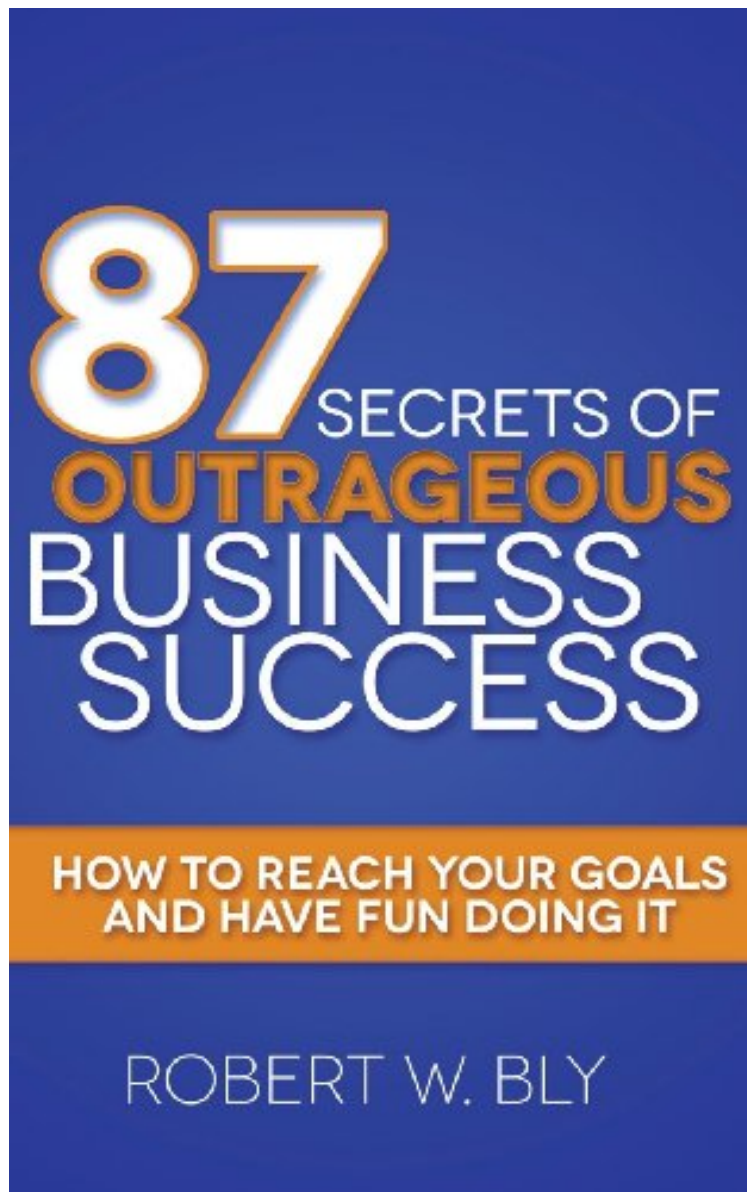


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87 Secrets of Outrageous Business Success: How to Reach Your Goals and Have Fun Doing It

Robert W. Bly

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Robert W. Bly : 87 Secrets of Outrageous Business Success: How to Reach Your Goals and Have Fun Doing It before purchasing it in order to gage whether or not it would be worth my time, and all praised 87 Secrets of Outrageous Business Success: How to Reach Your Goals and Have Fun Doing It:

0 of 0 people found the following review helpful. Like the computer troubleshooter who always starts by asking By Rebecca Larson Augustine As always, Bob Bly lays out straightforward, practical steps that anyone can follow. In his easy-to-read style, Bly gives the reader all the information necessary to create a successful small business out of a poorly performing one, because in almost all cases, it is the small business owner, not the business per se, who is poorly performing. Like the computer troubleshooter who always starts by asking, "Is it plugged in?", Bly tells it like it is, and isn't afraid to remind business owners of the obvious right alongside insider secrets, of which there are many (at least from my perspective!) I learned a tremendous amount about the effective running of a small business, and pinpointed quite a number of mistakes I was habitually making in my own small business (but let's not talk about those . . .) Bly's handbook should be beside every small business owner's computer, with a second copy in the briefcase. Highly recommended. 2 of 2 people found the following review helpful. Another winner! By Joel Heffner As a reader of Bob Bly's works for many years I looked forward this is one. It provides a plethora of information that can be used by newbies as well as gurus. Among the pearls of wisdom you'll find in the book: ++ Spend time with your children while they are still young enough to want you to spend time with them. ++ 80% of your activity should be in your comfort zone, and 20% should be outside it. This keeps you both productive and challenged. ++ The time to pursue your dream is now. ++ The goal of direct response copywriting is not to produce perfect prose or great writing. It is to persuade the consumer to buy your product. If you are a marketer or copywriter or just want to get a little more business savvy... read this book. 0 of 0 people found the following review helpful. Save time and read a more substantial book. By N. N. Good tidbits here and there, but not the greatest book on marketing by a long shot and much of it boils down to common sense. Although he doesn't say he has a big ego- he sure as heck is very fullest himself and annoying at times to read it and get to any useful information sprinkled throughout.

Based on copywriter Bob Bly's immensely popular online newsletter The Direct Response Letter, 87 Secrets of Outrageous Business Success compresses many years of Bob's advice into a quick-reading guide to living a happy, fulfilling, and abundant life. Containing dozens of bite-sized chapters each sharing a single key to business and life success, this book will help you achieve your goals, escape the rat race, and be master of your own destiny.

"If you asked me who the number one 'sell yourself' master in the world is, I'd have to say it is, without question, Bob Bly." —Michael Masterson "You are awesome! I will always come to you first for the products that I need. You have class, integrity, brilliance, naturally gifted, and you are second to none! I am impressed with and appreciate your prompt response." —Adella Pugh "Once in a blue moon, you get the chance to meet a living legend, one of the great men who has shaped his chosen field. In my unending pursuit of powerful marketing, I came face-to-face with just such a man. Robert Bly is America's Top Copywriter and a genius marketer. He's authored over 70 books for McGraw Hill and others, and gets paid more per word than nearly every author in America. Like all great men, he is a teacher and mentor extraordinaire. He freely shares the secrets of turning marketing into money." —Dick Larkin "The best writing teacher in the business!" —Tom Peric "Bob, your stuff is always so good that even though I'm retired now, I have to read it!" —Gary Bencivenga "I have huge admiration for your work. You're one of the few guys out there selling real information — and selling it at a reasonable price! I think what you're doing is head and shoulders above others." —Mark Joyner "You are someone I've grown to admire greatly. You share your knowledge with and encourage people in achieving their dreams, trying new things, and learning tricks of the trade. It's a rare 'guru' in our world today who is thoughtful and kind enough to help up and comers find the path to success. In my opinion, you are the very best. I'm grateful to you." —Linda Capriotti "During the past 20 years, Bob Bly has become one of America's leading direct response copywriters. He has probably done more to teach other writers the craft of effective and persuasive writing than anyone else." —Roger C. Parker "After considering a number of high-level marketing professionals and reflecting on the matter for several weeks, I made the decision to ask Bob Bly to share the stage with me for my Twin Keys to Wealth-Building Conference. The reason I chose Bob is because I am convinced that he can deliver more tangible value to conference attendees than any other marketing or Internet expert on the planet." —Robert Ringer, best-selling author "I love your e-mails. Read every single one of them as they come in." —Dr. Paul Hartunian "I receive so many e-mail offers — too many — but Bob always delivers a product worth having. The marketplace for writing and marketing products has become over-hyped; in that environment it's reaffirming to see that Bob continues to stand for a level of quality that matters — and happily, at a price that works." —Peg Prideaux "Watch Bob Bly very closely. He's a very intelligent marketer who knows how to get results and bring in the money!" —John Kidd "I have enjoyed all of the books that I have read of yours. I appreciate your no nonsense, take-it-to-the-bank advice that you deliver." —Nicholas J. Loise, RSVP Chicago "The Handbook and your bonus are first class. I'm very pleased. You never disappoint." —Louis J. Wasser, Copywriter "The product promos you've been sending have plenty of content. I look forward to your e-mails, because they are great idea generators. And your

price points are very reasonable. I'd rather pay from \$29-\$97 for one of your products than the \$299 - \$500 I've been dishing out to others. Your current business model is brilliant and fair. — Stanley M. Jackson I am delighted every time I take one of your recommendations! You haven't steered me wrong once, and each of your products has been well worth every penny invested. — Pat Johnson I learn a lot from your e-mails even when they point to other products or products you sell. I like learning. Keep it coming. — Pat McKenzie Yours are one of the e-mails that I do enjoy and I order from you as often as I think I can use the help. — Joe Alagna I eagerly anticipate your e-mails — all of them. I've made several purchases. You offer a lot of great advice and insight free. You offer a lot of [other] great advice and insight at very reasonable prices, typically with immediate delivery. Personally, I wouldn't want to miss the opportunity to consider anything you think might be helpful. — Linda Byam You develop a helpful product, describe it in detail, make it easy to access online, post a reasonable price and offer a money back guarantee. Personally, I thank you for your contribution. I've purchased many of your products. And I've made returns. You stand by what you sell, plus. — Lynn Roberts What we receive free from you and others has the potential to ignite countless ideas - priceless ones on occasion. The opportunity to in turn purchase something from the 'sales' e-mails is complimentary to you sharing so much priceless info with us — your willing subscribers. Press on and keep allowing us to benefit from your years of experience however you share it. — Eddie Stephen