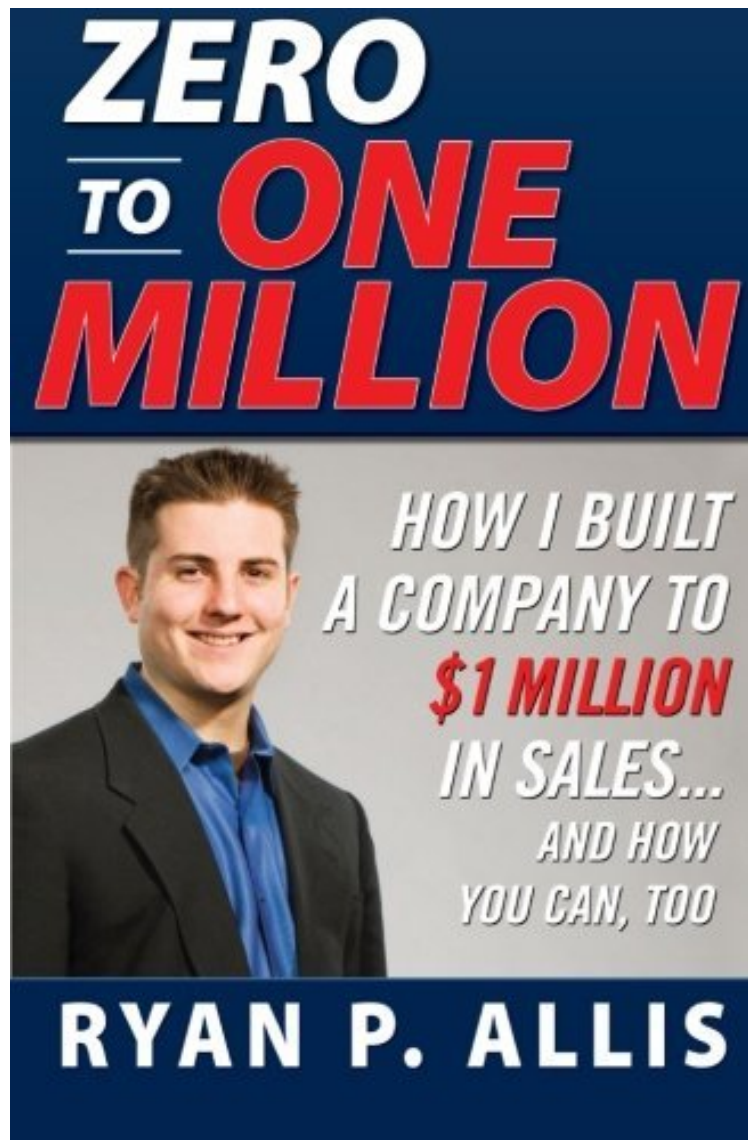


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## Zero to One Million: How I Built My Company to \$1 Million in Sales . . . and How You Can, Too

*Ryan P. Allis*

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**Ryan P. Allis : Zero to One Million: How I Built My Company to \$1 Million in Sales . . . and How You Can, Too** before purchasing it in order to gage whether or not it would be worth my time, and all praised Zero to One Million: How I Built My Company to \$1 Million in Sales . . . and How You Can, Too:

10 of 11 people found the following review helpful. So much wisdom in this book... If you take the time to read itBy Wildman KeithThis book offers sound advice about starting a business, but not waiting till everything is all perfectly

lined up before you do so.\*\* In some ways it reminds me of Ready, Fire, Aim Ready, Fire, Aim: Zero to \$100 Million in No Time Flat (Agora Series) but I like this one a little bit better. \*\*The author talks about how if you were going somewhere but waited till all the lights were green before you left the house, you would never leave. He also talked about how you could cross the country at night with just your headlights providing illumination. You would never know what was way up ahead but just as in business if you know where you want to go you can get there if you keep working at it, even if you don't see the whole path ahead of you yet.\*\* Some of the other good stuff is how you plan what you want to achieve in life, break it down to a strategy of what you want in 20 years, then break that down to what you want in the next year and use a 6 month or year as a tactic for gradually moving towards your long term goal. But he also shows how to use a daily goal or weekly plan to achieve your 6 month or yearly goal. In other words you break down your plans into daily, achievable bites that add up over time. \*\*Things like Passive Income are discussed and how to implement them into your life and business.It takes a lot for me to be really impressed but this young man has produced a lot of wisdom in this book. I just hate how some people put it down without even reading it. They should be ashamed of themselves.There's more in the book but as someone who takes their reviews seriously let me just say that this will be one of the best business books you can read if you are thinking about starting your own company and want some encouragement and tips for how to proceed.I might come back and add to this review later on but for now this should tell you what it is about.0 of 0 people found the following review helpful. excellentBy Daniel BonnerI started my own business last year. I was recommended this book by a friend. After reading it I implemented some of the ideas into my business. I have already seen growth. Its strategies that we all know but fail to do correctly. This is a must read for anyone that owns a business or entering a business!3 of 4 people found the following review helpful. if it sounds like hype - it is...By George Detellis Jr.This book appears to be ghost written compilation of common business sense. I quote from page 41 "The rich have their money work for them. They do their due diligence and research and invest it in public and private companies, then sit back while their money makes them more money. I quote from page 162 "Web marketing is not something that many business owners are used to doing or, for that matter, very good at. However it is something that can launch a business from nowhere to doing tens of thousands of dollars per week in sales in a matter of months." I quote from page 234 a list in bullet form "\*\* Never burn your bridges \* Send thank you cards \* have plenty of business cards on hand \*You get the picture. There is a reason this book is selling for pennies used on .

Do You Want to Become a Multi-Millionaire Entrepreneur? Herersquo;s How. By the time Ryan Allis had reached the age of twenty-one, he had achieved the financial goal most people just dream about: He built his company to one million in sales. Allis has since grown his company iContact Corp., a provider of Web-based email marketing and online communication software, to \$10 million per year in sales, and has helped numerous clients increase their sales dramatically. Now Allis shares the secrets of his lightning-fast success with you. In Zero to One Million, he details his simple yet innovative evaluation system of lldquo;Market-Advantages-Returnrdquo; to help you determine if your business idea is viable. Once you have a solid foundation, you can apply his advice for successfully running your business-from initial planning to managing high-speed growth. Evaluate your business idea using the innovative MAR system Write a business plan sure to excite your investors Launch your company with minimal expenditure Boost online sales using cutting-edge marketing strategies Watch all your hard work transform into millions Did you know that eighty-one percent of millionaires are entrepreneurs? Join the pantheon of successful businessmen and women with Zero to One Million.

About the AuthorRyan P. Allis is CEO of iContact Corp., a venture-backed email marketing and online communications firm that has grown from nothing to over \$10 million in annual sales and 80 employees. Ryan is also the Chairman of the web marketing firm Virante, Inc.