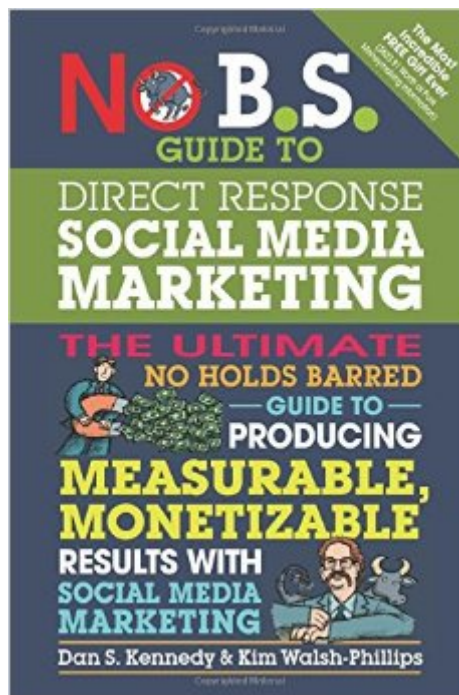


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No B.S. Guide To Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide To Producing Measurable, Monetizable Results With Social Media Marketing



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.

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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 œreal 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'

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