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Success Secrets Of The Online Marketing Superstars



Synopsis

Featuring chapter contributions from: Brian Clark, Jay Baer, John Jantsch, Kim Garst, Sonia Simone, Donna Moritz, Denise Wakeman, Barbara Rozgonyi, Brian Dean, Syed Balkhi, Eric Ward, Andrea Vahl, Beth Hayden, Lou Bortone, Viveka von Rosen, Stephan Hovnanian, Jason van Orden, Sue B. Zimmerman, Bob Baker, Kim Dushinski, Ian Cleary, and Craig Valentine. Eager business owners gain access to the playbooks of 23 of today's most respected and well-known online marketers, who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones. Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click, and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online businesses.

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Customer Reviews

I bought this book for my wife but after having looked at it I should have bought some flowers instead. The book was bilge water but for those who watch the gurus of e-marketing the classic formula for e-book selling has been followed to the letter. Really great ad copy to move the book (sell

the sizzle not the steak) and use the book as a thinly veiled advertisement pushing the products of all the gurus who "generously" supplied content. For the uninitiated I would suggest this. Go to each of the websites of those marketers mentioned in the book or the teaser copy. What you will find is the same names popping up on all of the different websites. This is because they each act as an endorsement for the others product. Go to Mitch's website and you will see the "usual suspects" endorsing this book as the greatest thing since sliced bread. Then go to one of their's and you will find Mitch endorsing their product as the greatest thing since sliced bread. It takes a while to spot the mechanics but before to long you will learn the secret too cross-plugging and expert endorsements for fame and fortune. It reminds me a little of the old Shakesperian acting troupes where the same five or six actors toured together. In each play it was the same actors only playing different parts. I also suspect that those who have provided glowing reviews are either new to this game or are schmoozing for an endorsement of their own product by one of the big fish. Bottom line- save your money. And remember how this game works the next time you get one of those "You've just got to see this" emails touting a new product from one of the "usual suspects". This is how you take dishwater and turn it into an overnight best seller.

First, if I could, I would rank this as 3 1/2 stars but was not able to do so. What the previous reviewer, "Burned again.." says is true enough; a good percentage of this book is repetitive or useless drivel and joint venture back slapping. This book is in fact a co-authored type of thing where each contributor offers up their own "expertise"; whether actual or imagined. They hype their own businesses and cross promote with the others. True enough. And yes, most everyone talks about the success of their own "ebook" and what it has done for them. Clearly the ebook is their favorite method of promotion as well as product to sell. Still there is good and bad to be found here: Before you buy this book, you should know that each of these marketers are involved with the same niche market. They all offer up business advice to other businesses and entrepreneurs. They may be authors, coaches, seminar speakers, or consultants, but they are all coming from the same niche. Explains why they all got together to co-write this book. Also explains their love affair with the e-book. Much of what they write is repetitive, and frequently calling these guys "superstars" is a bit ridiculous because they are frequently small fish in a big pond. These are not the guys doing .com's marketing. Just reading about some of their credentials and successes should bring the words, "that's not that big of a thing" to your mind. But then, that is not who they are looking to sell to or looking to help. This is a book for small businesses. As for the content itself, yes there are problems with it. They are often-times repetitive in their advice and worse yet, at times promise to reveal one

thing, yet divert to something else, failing to deliver on their promise.

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