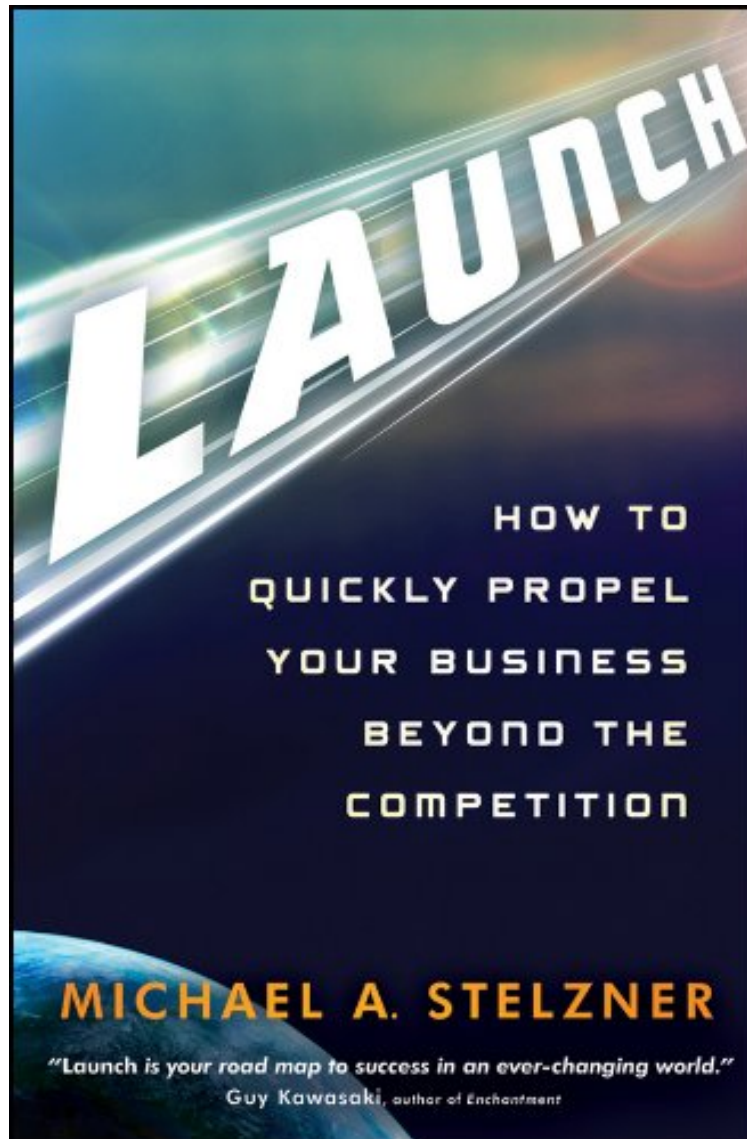


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Launch: How to Quickly Propel Your Business Beyond the Competition

Michael A. Stelzner

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Michael A. Stelzner : Launch: How to Quickly Propel Your Business Beyond the Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Launch: How to Quickly Propel Your Business Beyond the Competition:

0 of 0 people found the following review helpful. Content Marketing HeroBy Jeannette KoczelaMichael A. Stelzner's new book 'Launch' outlines an exact procedure to follow to ride the wave of content

marketing. Stelzner states that the premise behind content marketing is that if you solve people's small problems, many of them will come to you to help them solve their big problems. Savvy solopreneurs realized early on that such was the case---you have to produce tons of content to grab people's interest, stand out from the crowd, and build a list of followers who, hopefully are your correct target market and will eventually purchase your service. And that's where the problem comes in---how to find the time and energy to be constantly producing content. That's where Stelzner comes to the rescue! His elevation principle kills two birds with one stone by building relationships with your list, and also building relationships with your colleagues for future long-term benefits and business growth. This principle is a dramatic shift from the standard business model of "What can you sell?" to a new paradigm of how can you help potential clients by boosting others? Rather than trying to get your message out to as many places as possible, you create your own hub of information sharing, experiences, and a tribe of fans. The result is that you own a space where your peeps can go to find help, instead of using the standard ways of marketing to reach them. The book purports two kinds of content or "fuel" to launch your rocket/business. Those two types of content are the meat of his strategy and it should be a part of any business marketing plan. I have begun using his strategy and it has made my sales increase, and my sales conversations easier, because I have already laid the groundwork by nurturing relationships with great content that I didn't necessarily have to create myself. Stelzner has made the entrepreneur's job much easier, and I highly recommend that this book be a part of your library.

2 of 2 people found the following review helpful. The best book i have ever read!!! By Lilit Abrahamyan "LAUNCH" is a tremendous, must-read book for everyone, irrespective of their business sphere, size, history and track record. Incredibly lucky are those who will or have read this invaluable, in-depth and step-by-step guide to success before starting up their company. However, this is not a mere launch strategy (as one might think reading the title): the book lays out an entire philosophy before the reader, which is never too late to adopt and apply, even by established businesses! (And maybe particularly by them, since traditional marketing principles - sales pitches they usually adhere to have to go... They only halt the elevation of their business... Yes, don't get surprised! Just read the book to find out the secrets Michael generously shares with his readers! The Secrets that have helped him build a multimillion dollar business from scratch and gain the love and respect of hundreds of thousands of people who hang on his every word. This is truly the best book I have ever read and I cannot imagine what I would do if I didn't come across it! It has inspired me, given me tons of ideas and confidence. Thanks to it I have found Michael's "Blogging Fundamentals" course, having taken which I feel fully equipped and armed with knowledge and strategy. So my advice to anyone who will read my recommendation: read the book, take the course and subscribe to Social Media Examiner (a top social media online magazine founded by Michael). Do yourself and your business a favor! You deserve it! :)

3 of 3 people found the following review helpful. Highly Generous How To Business Book By Tammy Cancela Michael Stelzner is the blogging genius to watch. His business, Social Media Examiner, is less than two years old but it already serves more than 87,000 subscribers with its daily newsletter. Michael has built a business that allows him to see all of the best ideas in social media every day - what works and what doesn't - and put all of that data to work for him in his own ventures. Social Media Examiner is quite literally both a follower magnet and an incubator for all things social. So how did he create this super insightful business? He tells you how, in great detail, in his book "Launch". One of Michael's secrets to success is generosity. In the world of social media, it is not necessary to be the sacred holder of all the secrets. In fact, he demonstrates through his own success with "Launch" that giving away all the secrets is the best way to create a trusting, committed following and ultimately sell a lot of books along the way. Importantly, though, he chooses to give a great deal of free information long before he ever asks for a sale. Just download a free copy of the first chapter of "Launch" to experience this tactic first hand. Tammy Cancela The Marketing Connection

If you've been let down by the undelivered promises of marketing, this book is for you. Launch reveals a new way to grow your business that involves focusing on the needs of others, giving gifts, working with outsiders, and restraining your marketing messages. These principles are precisely the opposite of traditional marketing. Yet they work. And they are the future. If you follow the formula outlined in this book, you can attract countless customers and prospects, resulting in amazing business growth. This book will show you how to:

- * Create highly sharable content that meets people's needs
- * Identify and work with outside experts, many of whom will gladly promote your content
- * Attract and retain raving fans that will help your business grow
- * Creatively market and sell to people who will gladly purchase your products and services

Launch isn't like other marketing books. Rather than making keen observations about others who've achieved success, the ideas and principles in this book were developed, refined, and practiced by the author to great success. Pick up a copy for yourself and one for a friend.