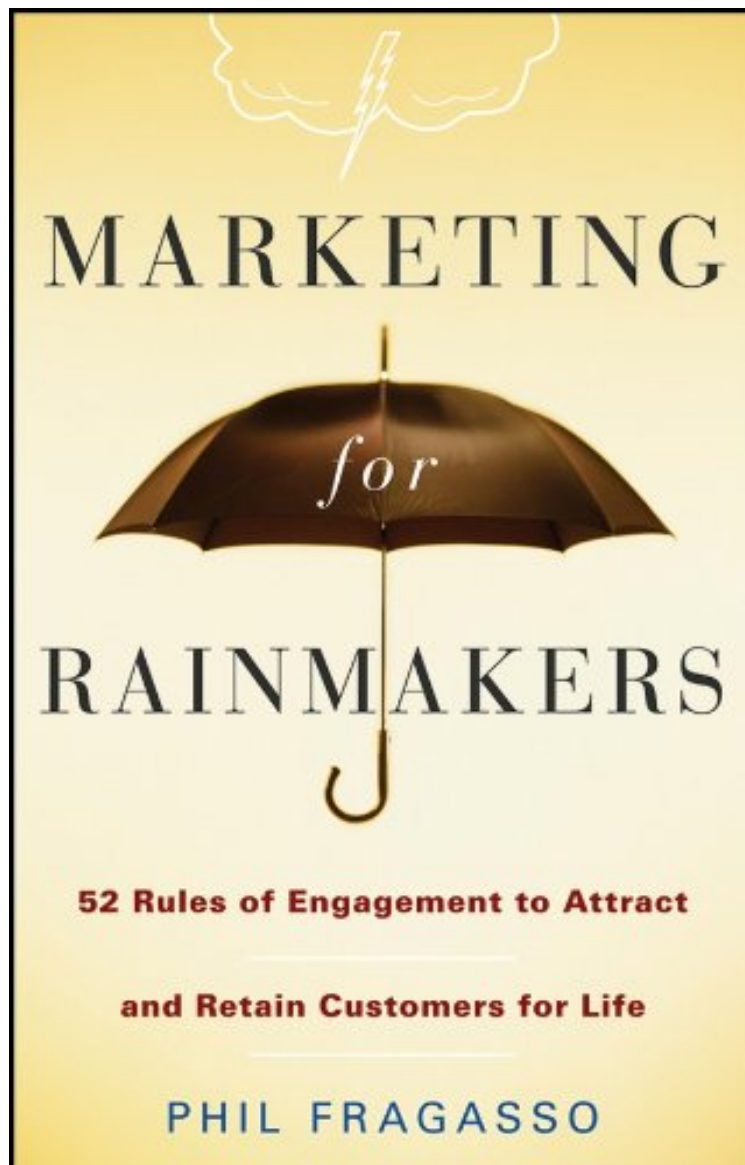


[Free download] Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life

## Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life

*Phil Fragasso*

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**Phil Fragasso : Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life:

1 of 1 people found the following review helpful. Just some blog entries regarding how a rainmaker should think and

act while bringing in the business. By Jeff Lippincott I liked this book. It didn't set my world on fire. But it was a quick and easy read. And it seemed to cover how a rainmaker should think and act while trying to bring in the business. It had the following 7 chapters: 1. Make rain while the sun shines 2. Be brand-focused [1-8] 3. Be strategic [9-16] 4. Be tactical [17-27] 5. Be customer-focused [28-36] 6. Be competitive [37-43] 7. Be hardwired [44-52] Like another book I read and reviewed today, this book felt like it was a compilation of blog entries. 52 to be exact. Some people might like a book written that way. But I like a book a lot better if it is built with 7 to 12 solid chapters that are not split up too much. Accordingly, this book wasn't anything special to me. The other thing about this book that dropped it from a 5-star rating was it was so common-sensical. Rainmakers are marketers. And marketers if they are any good devise a sound marketing plan and then they follow it. If they do this, then they are brand-focused, strategic, tactical, competitive, and hardwired. And in writing the marketing plan they had to be customer-focused or they would not have been able to create a plan that was worth more than 2 cents. Don't expect this book to be a rainmaker's guide to marketing tools and techniques - it's not. But if you already know what tools and techniques work in your industry, then this book can probably help you devise a pretty good marketing plan using those tools and techniques. 4 stars! 0 of 0 people found the following review helpful. Educational, yet entertaining. Easy to read, digest, and implement. By Sara Bonert Marketing For Rainmakers is a great book for both experienced and novice marketers alike. For one who has been in the marketing business for years, the book helps you approach known techniques from a different perspective. And for those new to marketing, Phil uses a formula in each chapter to make the book easy to understand, digest and most importantly - implement. He first introduces a concept, then illustrates the concept and how it relates to marketing, and finally gives real life examples of how you can implement the concept introduced immediately into your business. I liked the format of the book, which is divided into 52 short chapters, full of colorful examples of the author's points delivered in a straight forward, yet humorous style. My recommendation would be to read the book through once to get a general overview to being a Rainmaker marketer. But then, keep the book at your desk and focus on implementing a concept in a chapter each week (book is conveniently has 52 chapters or 52 Rules of Engagement). Phil's book will help you see that there are marketing lessons to be learned all around you that can be applied to your specific industry. The book will help you get in the frame of mind to look at things in ways that your competition traditionally hasn't, and then act with this new-found insight and perspective. And while reading this book, you'll not only get educated, you'll also be entertained. 0 of 0 people found the following review helpful. We are ALL Marketers - its time we realize this! By Richard Kendrick Over the years, Marketing has continued to become a more and more elusive and mysterious profession. Seemingly relegated to the biggest and most cash rich of the Fortune 500, when asked what Marketing is, most of us would point out multi-million dollar advertising campaigns, powerful tag lines and logos, or high paid spokespeople and sports sponsorships. Fragasso gets our heads out of the sky and makes us realize that we are all Marketers. Whether you are a Lawyer looking for new clients, a restaurant owner looking to fill your tables, or a college grad looking for your first job - this book is a must read. The book is a quick and easy read - it can be read in one sitting or in quick easily digestible chunks. Fragasso walks readers through 52 easy ways to become a Marketer of "Brand You". The steps are quick to read, easy to understand, and most importantly - easy to implement right away. A definitely worth while read.

You are a successful entrepreneur with a brain for business, but yoursquo;re indecisive about marketing and need a guide that will help your company distinguish itself, inspire customer loyalty and increase profits. Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life presents practical concepts, helpful tips and real-life examples to help you take your business to the next level with marketing that focuses on the customersrsquo; needs. Fifty-two business-building ideas will inspire you to take immediate action and develop a marketing mindset.

From the Inside Flap It's one thing to be great at what you do, but it's quite another thing to be able to convince customers of that fact. If you're a professional service provider, salesperson, or independent contractor, marketing is a critical ingredient in your company's success. Marketing for Rainmakers presents a collection of fifty-two business-building, loyalty-inspiring marketing ideas for anyone who wants to increase their customer base, improve customer relations, and make more money doing what they love to do. Inside, you'll discover a wealth of tactics and strategies, practical tips, and real-life examples guaranteed to help separate you from the competition and build profitable long-term relationships with your clients. Fully practical and applicable to your small business, Marketing for Rainmakers shows you how to build a thriving professional practice using a marketing mindset based on intense customer focus. Many professionals find marketing mysterious and tricky. Few people truly understand it. This book breaks good marketing down to its simplest goalmdash;to motivate peoplemdash;and shows you how to do just that. In fact, this straightforward marketing guide will turn you into a true marketing rainmakermdash;that person who can motivate customers and build long-lasting, profitable relationships with them. Step by step, you'll learn to master the skills and attitude of a marketing rainmaker. If you're driven to succeed, Marketing for Rainmakers will show you how to make the most of every marketing opportunity and approach every aspect of your business with true dedication to your

customers. Once you master the skills and attitude of a marketing rainmaker, you'll bring in more customers than you know what to do with—and keep them coming back for more.

**From the Back Cover:** Praise for *MARKETING for RAINMAKERS* "In a business environment where everything looks the same to the consumer, Phil Fragasso helps his clients rise above the competition. His innovative methods and thought-provoking ideas helped our sales force seriously consider ways they might differentiate themselves from the crowd." —Todd Clarke, President, CLS Investment Firm "Phil Fragasso is a marketing leader with a track record of success demonstrating that good sales and marketing ideas can also be fun. He has a history of introducing breakthrough marketing techniques applicable to companies of all sizes. Phil's approach to marketing has always been creative, effective, and irreverent—but never irrelevant." —Charles Salmans, Principal, Global Public Relations, Mercer "Effective marketing is less about what you do and more about how you think. Phil's book provides a strong foundation to build a marketing mindset that will help set you apart from the competition." —Karen Kaplan, President, Hill Holliday "Phil's years of experience in marketing are evident in this incredibly comprehensive, easy-to-use guide for marketing practitioners at all levels." —Christy White, Principal, Cogent Research, LLC "Old-school marketing still reigns supreme—except in the minds of a small number of innovative marketers like Phil Fragasso. Phil has an innate ability to put himself in the place of the customer and drive marketing programs that engage and inspire." —Tom Asacker, author of *Sandbox Wisdom* and *A Clear Eye for Branding* "Marketing for Rainmakers offers a brilliant and long-needed compilation of good old-fashioned common sense, coupled with Phil's penetrating insight—masterfully placed in one entertaining and informative narrative. What a gift; what an opportunity!" —Marcia S. Wagner, President, The Wagner Law Group

**About the Author:** Phil Fragasso is a marketing expert with more than twenty-five years of marketing experience in the high-tech and financial services industries. The former managing director of marketing at Columbia Funds, he is currently President and Chief Marketing Officer of I-Pension LLC.