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Kennedy. 4.11 · Rating  
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phenomenally successful  
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*Page 17/70*

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Dan Kennedy, No B.S.

Direct Marketing, 2nd

Edition. by John White.

Dan Kennedy ' s No

B.S. Direct Marketing is

not specifically written

for real estate agents, but

it will help any real estate

agent with direct

marketing. Before getting

started, I need to say a

few things about

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Kennedy 's style before  
recommending this  
work.

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Starvethedoubts

No B.S. Direct Marketing  
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February 17, 2020. April  
1, 2019. by Tim Ikels.

These are my personal  
book notes of No B.S.

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response marketing  
legend Dan S. Kennedy.  
If you like what you read,  
please buy the book.

Let's dive in.

No B.S. Direct Marketing  
By Dan S. Kennedy -

Online ...

Direct marketing or  
direct response  
marketing is nothing  
more than marketing  
directly to your target

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market and getting them to respond to your offer in a certain way (lead or sale). It ' s not mass

marketing and it ' s not branding. No B.S. Direct Marketing Book Review & Quotes

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to Producing

Measurable, Monetizable  
Results with Social Media

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Dan S., Walsh-Phillips,  
Kim] on Amazon.com.

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qualifying offers. No B.S.  
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Response Social Media

Marketing ...

Magnetic Marketing is a membership community

of entrepreneurs and

business owners who are

dedicated to growing

their businesses with

better marketing.

Founded by marketing

legend Dan Kennedy in

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1993, Magnetic Marketing publishes the famous “ No B.S.

Marketing Letter ” each month and hosts

conferences, bootcamps, intensives, and

mastermind/coaching groups on a variety of

marketing and business growth topics.

Small Business Marketing

– Magnetic Marketing -

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Marketing (3rd edition),

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This book review covers  
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B.S. Direct Marketing by  
Dan Kennedy...more  
fully, “ Direct Marketing  
For Non-Direct  
Marketing Businesses ” .

Let ’ s clarify that last

*Page 34/70*

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point. Traditionally, “ Direct Marketing Businesses ” have been defined as mail-order, catalogue or online companies that directly solicits orders for business. So, “ Non-Direct Marketing Businesses ” are everything else...you might say the majority of businesses.

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800-CEO-READ

Ultimate Guide to Email

Businesses

...

This Wall-to-Wall

*Page 36/70*

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profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants—all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in 'ordinary' businesses including retail stores, restaurants,

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Businesses

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



# Online Library

## No B S Direct

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

Online Library

No B S Direct

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. Covers:

- How to stop being a wimp and make the switch from a passive

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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

Online Library

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paid media and how to  
leverage social media  
advertising to drive sales

Holds Barred

Millionaire maker Dan S.

Kennedy and local-level  
marketing specialist Jeff

Slutsky empower small  
business owners to take

on big box companies  
and distant discounters

using their best

asset—their ability to

bond directly with their

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consumers. Small  
business entrepreneurs  
are armed to go

“grassroots” given  
winning strategies to take  
their marketing to the  
street level resulting in  
higher customer

retention, greater  
referrals, and a thriving  
business for the long-  
term. About the Book

Kennedy and Slutsky  
dare small business

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No B S Direct

owners to break free of the ingrained tendencies to “ advertise when you need more customers ” and to copycat what they see big, national companies doing. Local business owners are urged to add some politicking to their business presence, focusing their marketing on directly connecting with their customers,

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No B S Direct

integrating them into  
their community and  
even, their daily activities.

Kennedy and Slutsky  
deliver creative, high  
impact alternatives and  
supplements to  
disappointing traditional  
advertising and new  
media including  
strategies for gaining free  
advertising from local  
news media, creating  
events that multiply

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customers, and effectively using direct mail. Small business owners also uncover surefire tactics that capitalize on their neighborhoods, the four walls of their business, and the internet, reaching their local customers and creating a sense of a personal relationship.

Throughout their lesson in going grassroots,



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## No B S Direct

Kennedy and Slutsky also reveal the nine inconvenient truths of grassroots marketing, keeping small business owners on track and on their way local business stardom. Features •

Presents a marketing approach specifically engineered for small (local) businesses •

Reveals 9 No B.S. inconvenient truths and

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## No B S Direct

how to implement them

- Illustrates concepts with examples from practicing business owners
- From Dan Kennedy, author of the popular No B.S. books including No B.S. series, which shipped more than 250,000 copies
- Identifies what 's wrong with traditional and new media advertising
- Offers methodology to

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break free from ingrained  
tendencies and copycat  
marketing

Holds Barred

SELL TO THOSE WHO

SPEND: Market to the  
Affluent THE SCARY

TRUTH: The middle-  
class consumer

population—and their  
buying power—is  
massively shrinking.

Customers are buying  
less and in fewer

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categories. THE SILVER

LINING: It takes no  
more work to attract  
customers from the

explosively growing Mass-  
Affluent, Affluent, and  
Ultra-Affluent

populations eager to pay  
premium prices in return  
for exceptional expertise,  
service, and experiences.

Millionaire maker Dan S.  
Kennedy, joined by  
branding experts Nick

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Nanton, J.W. Dicks and team, show you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending.

- Practical Strategies Revealed. Ritz-Carlton, Disney, Harrah ' s Entertainment, Dove,

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Sonoma, DeBeers, the  
health and wellness

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true-life examples • E-

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Emotional Buy Triggers

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aspirations and

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emotional fulfillment is  
more profitable •

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how to scale the

affluents ' " sales wall "

• Million-Dollar  
Marketing System: Step-  
by-step blueprint

comparable to those  
developed for six-figure  
clients, ready for do-it-  
yourself use

"Millionaire maker Dan

*Page 55/70*

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S. Kennedy and co-founders of Iron Tribe Fitness, Forest Walden and Jim Cavale, debunk branding lies and myths and reveal the truth behind the power, value, creation, and care and feeding of brand identity for products, services, small businesses, and entrepreneurs" --

Radical secrets of direct

*Page 56/70*



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marketing players Go  
behind the scenes and  
cash in on the  
undisclosed, off-the-  
record strategies of  
today's top direct  
marketers. These high-  
profile techniques can be  
applied to your non-  
direct marketing business  
with amazing results and  
direct marketing guru  
Dan Kennedy can take  
you there. Dan and his

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elite team of  
consultants--all  
phenomenally successful  
at borrowing direct

marketing strategies from  
the world of mail-order,  
TV infomercials, etc., to  
use in 'ordinary'

businesses including  
retail stores, restaurants  
and sales--reveal their  
radically different, super-  
profitable methods and  
share actual advertising

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and marketing examples  
from their businesses!

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Updated to fit today's  
social media landscape

with IGTV, Facebook

Lives, YouTube

Premium, and more, this

new edition applies Dan

Kennedy's No-B.S.

principles to Kim Walsh

Phillips' social media

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expertise in a no-holds-barred guide that prompts readers to invest only in the efforts that drive results and demand a measurable, proven, profitable, direct response.

Non Direct

For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their

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attitudes, interests,  
spending patterns,  
buying preferences and  
the emerging

opportunities for  
profiting by targeted  
development and  
marketing of products  
and services to them is  
vital to the forward  
thinking entrepreneur  
and marketing executive.

There is no product,  
service, industry or

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profession category  
unaffected by this  
demographic sea-change.

The leading-edge  
boomer and senior  
population quietly  
controls the majority of  
the discretionary  
spending and investing  
capability, so this is the  
roadmap to the money.

MAGNETIC

MARKETING(R) is a

*Page 63/70*

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radical, dramatically  
different sea-change in  
the way new customers,  
clients, patients or  
prospects are attracted  
and in the way products,  
services, businesses and  
practices are advertised.

It is a "change  
movement" that has  
established itself in over  
136 different niches,  
business categories,  
industries and



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professions, but is still also a "best kept secret"--its practitioners are in a "secret society."

It--and only it--offers real protection from commoditization, Amazon-ization, price and profit destruction. It is soundly based on well-proven strategies dating from the turn of the century to the present. No academic theories,

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no vague "ideas," no fads.

No BS! The makings of a system for your

business's sustainability

and growth you can rely

on. It is introduced to

you in this important and

timely book. You have

made a wise decision

obtaining it. Bolt the

door, put away the

device and dig in!

[magneticmarketing.com](http://magneticmarketing.com)

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Millionaire maker Dan S. Kennedy and marketing strategist Jason Marris dare you to re-examine your every belief about pricing and empower you to take a more creative, more effective, bold approach to your price-and prosperity. Kennedy and Marris don't offer little tricks, like new ways to say 50% off, half off, or 2 for 1.

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They tell you the secret to setting prices for the greatest gain. Then they teach you how to avoid the ultimate price and fee failures-like attracting customers who buy by price. You'll discover how to compete with FREE, learn how to discount without damage, and uncover the key to price elasticity. Most importantly, you'll

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grasp how to use price to  
your extreme advantage  
and grant yourself the  
power to be as profitable  
as possible. Reveals: The  
9 ultimate price and fee  
failures The trick behind  
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devaluing The 5 price-  
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million-dollar secret  
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