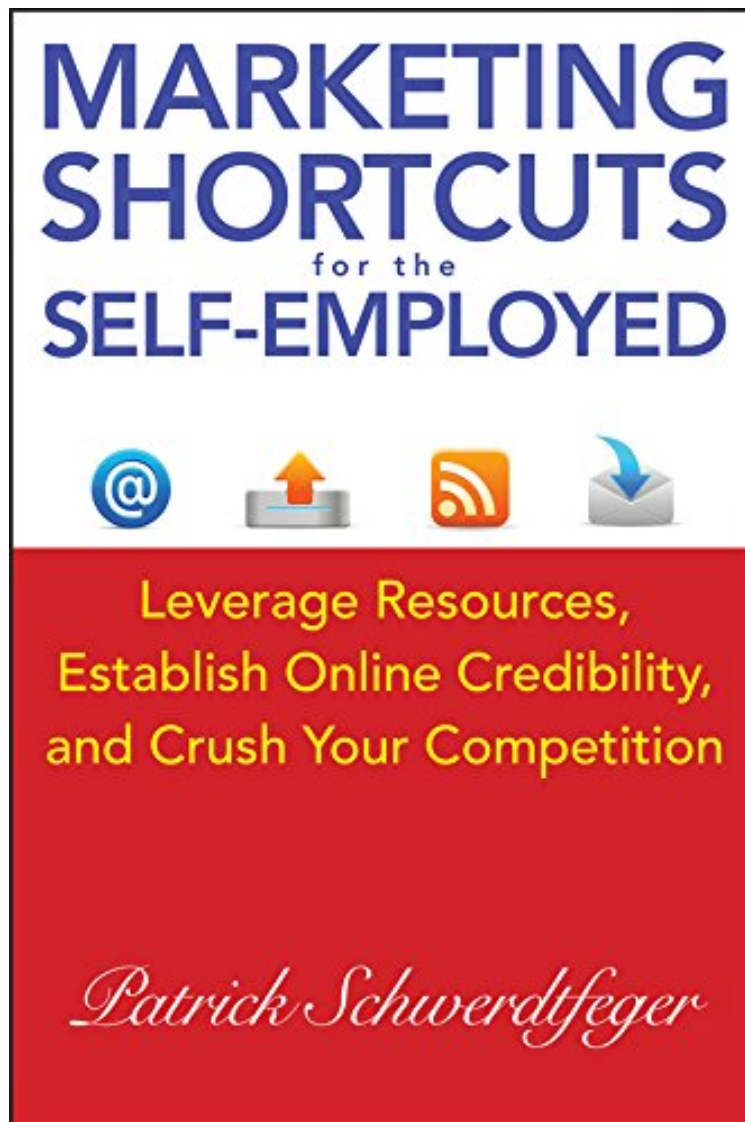


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Marketing Shortcuts for the Self-Employed: Leverage Resources, Establish Online Credibility and Crush Your Competition

Patrick Schwerdtfeger

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Patrick Schwerdtfeger : Marketing Shortcuts for the Self-Employed: Leverage Resources, Establish Online Credibility and Crush Your Competition before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Shortcuts for the Self-Employed: Leverage Resources, Establish Online Credibility and Crush Your Competition:

2 of 2 people found the following review helpful. Not what the title implies, but better!By Jonah JonesAs the author of

[[[...]]], I know a thing or two about financial info-products such as what makes them good, bad, worth buying and reading or just skipping past. This one is well worth the read. "Marketing Shortcuts" is for those who want to survive and thrive. The book details how individuals and small companies can compete successfully in "the new world" by providing a no-nonsense (and affordable), easy-to-follow approach for applying the new communication tools to any reader's specific needs. Schwertfeger does not suggest a cookie-cutter approach but, rather, a recipe for customization. He covers the use (and rationale for use) of Facebook, Youtube, Blogs, Website development, Podcasts, email marketing, groups, twitter, linkedin., the understanding and use of analytics, podcasts, and SEO (search engine optimization). The book is easy to read and packed with plenty of great advice and information. Most importantly, it's also devoid of traditional "marketing fluff" that confuses the issues, especially when it comes to small and medium business who have little time and resources. Those who have been more progress with their marketing may find they already know some of the material contained in the book but there is still plenty in there to fill in the holes and help you create a more rounded marketing plan for your business. The only negative is that it's not properly titled. Almost the entire book is devoted to Internet marketing. The tactics are not exactly "shortcuts" and it definitely does not focus specifically toward the self-employed. It seems like an attempt at a clever benefit-oriented title to a target market, rather than reflecting what's in the book. But other than that, it is an absolutely beneficial read. Four stars for Marketing Tactics for the Self-Employed. Less Jargony: Yes Specific and Detailed: Yes Motivational: Yes Easy to Read: Yes Will you learn something new: Yes 3 of 3 people found the following review helpful. "Shortcuts" is an understatement. This book saved me months of research time. By Mike Lund I sold my bricks and mortar business in December 2010 and decided to retire. Two months later, my honey-do list was finished and I missed the high from building, maintaining and improving a business. I decided to start another business in a field that fascinates me but knew little about, mobile and internet marketing. I went to my local library and worked with a research librarian to get me as many resources as possible to start getting up to speed. As a fluke, Patrick's book was one of the few books that was actually on the shelf, most of the titles that we thought were more appropriate had to be reserved. When I got home I browsed all six books. Patrick's was the last. When I saw how it was organized, short chapters on specific subjects, I became more interested and thought I would just read the first few chapters. After the first 5 chapters (there are 80), I decided to start taking some notes. I couldn't put the book down (and honestly, I am not a reader, my wife was stunned). Two days and 29 handwritten pages later I feel like I am entering a whole new world. Thanks to Patrick's book, I have a roadmap to learn what my young competition who was raised on the internet knows. I'm 65 and recommend this book to anyone in business, and especially those thinking about starting a business, regardless of age and regardless of their type of business. I downloaded the Kindle App on my iPad 2, then opened an account on . I downloaded the Kindle version of "Marketing Shortcuts for the Self-Employed" and now I have my "mobile and internet marketing resource center" digitized. Wherever I am, I can search on a keyword and review a chapter, section or just a specific word. Thank you Patrick for helping me to develop a road map so quickly. The best \$8.99 I have ever spent! Mike Lundmikelund2021@gmail.com 0 of 0 people found the following review helpful. Complete and Concise By Fred F. When I first started looking through the Table of Contents of Marketing Shortcuts for the Self-Employed, the first words out of my mouth were "Wow." I could see right away how complete the book was and how it covered all possible areas, as it has 80 chapters! This is the kind of book you wished you had before you even started your business. The chapters are short and concise, and leave out the time-wasting fluff often found in other books. The author provides specific resources and web sites to go to, which is extremely helpful. The book covers everything from websites to blogging to social networking to analytics to sales copy to outsourcing. If you are just getting started in your business or you are already into your first, second, or third year of of your startup, I highly recommend that you read it.

A quick guide to effective techniques that will boost your business today Want the juicy marketing secrets that save time and get results quickly for your business? Then this is the book for you. Marketing Secrets for the Self-Employed offers a detailed plan for entrepreneurs, small business owners, salespeople, and service professionals. Filled with effective tactics and strategies ready to apply immediately, this guide supplies a complete toolkit to leverage resources, establish online credibility, and crush your competition! Provides practical strategies to promote your business using powerful online tools Each chapter can be read in 10 minutes or less and offers an itemized to-do list at the end Author has personally used these strategies to promote his business online and has helped dozens of companies do the same If you're ready to take immediate action and see results quickly for your business, Marketing Secrets for the Self-Employed has all the tools and techniques you need!