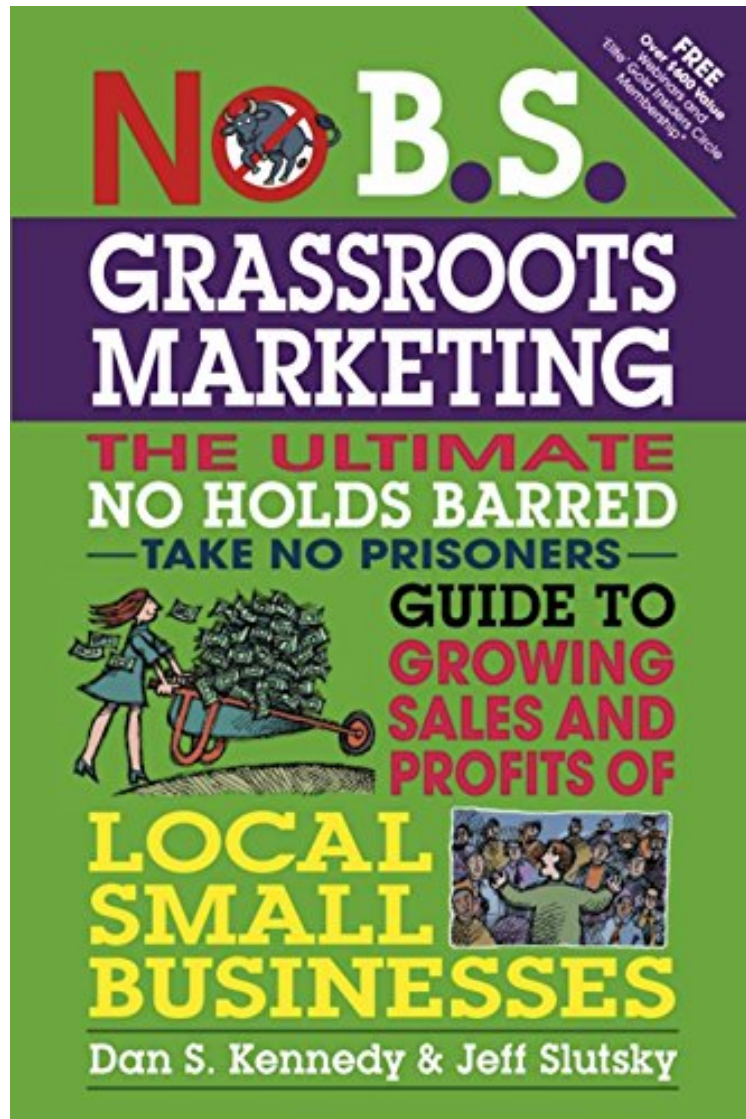


[Free read ebook] No B.S. Grassroots Marketing: The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses

# No B.S. Grassroots Marketing: The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses

*Dan S. Kennedy, Jeff Slutsky*  
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**Dan S. Kennedy, Jeff Slutsky : No B.S. Grassroots Marketing: The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses** before purchasing it in order to gage whether or not it would be worth my time, and all praised No B.S. Grassroots Marketing: The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses:

2 of 2 people found the following review helpful. Fantastic book for retail store owners and small businesses  
By Greg Irwin  
This book hits it out of the park. If you are a small business owner of a local retail store, this book should help you as much as it has helped me. There are dozens of ideas that should make a local retail business more profitable immediately. As I read it, I kept smacking myself of the forehead and wondering why I had never tried some of these marketing ideas before. If you are a retail store owner trying to compete with the big box stores, put down whatever you are reading, turn off the phone and start reading this book immediately. You will wish you had read it a few months before the Christmas retail season.  
0 of 0 people found the following review helpful. Great for local marketing ideas  
By Michael Saull  
It's Kennedy, what else should be said? I can't say enough about how I love all the NO BS books. this one is no exception  
0 of 0 people found the following review helpful. Awesome  
By Madthrifter  
Awesome

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 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 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, 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 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, 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 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 break free from ingrained tendencies and copycat marketing

From the Back Cover  
Be a Small Business with BIG IMPACT  
Called the professor of harsh reality, Dan S. Kennedy, joined by local-level marketing specialist Jeff Slutsky, delivers a hard-to-swallow truth to local small business owners like you: You Are in a Fight for Your Life. As a local small business, you're vulnerable to distant online discounters, big box retailers, and other competition, you've got to do more than merely get customers—you have to keep them FOR LIFE. And, you have to win them over where your competition can't—at the street level.  
Kennedy and Slutsky present local business owners, retailers, service providers, restaurateurs, and professional practice owners with a tactical grassroots marketing plan to help increase customer retention, generate greater referrals, and build a thriving business for the long-term.  
Covers:  
9 inconvenient truths of grassroots marketing  
Zero-Based Marketing—the solution when you figure out traditional and non-traditional marketing is failing you  
How to use the media as an extension of personality and of relationship—NOT a substitute for it  
Why most local marketing programs fail and what you need to do to succeed (a 7-Step Plan and tactics)  
On-site promotions—increase revenue without spending money, time or leaving your operation  
How to use—and how to waste dollars on—the Internet and other technology