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Operators Are Standing By

Michael Planit

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Michael Planit : Operators Are Standing By before purchasing it in order to gage whether or not it would be worth my time, and all praised Operators Are Standing By:

0 of 0 people found the following review helpful. Excellent book. A must read for all entrepreneursBy Perry KayeGreat book. Direct and smart. It walks you through the entire DRTV marketing process. And it makes sense. I enjoyed the read and even learned a few things too.[...]0 of 1 people found the following review helpful. For the rookie and the proBy RNPAs someone who knew nothing about creating, perfecting, manufacturing or marketing a new product, I found this book to present a simple and straightforward overview of all of the steps involved, from start to finish. The book is broad enough for the layman to read and understand, but is detailed enough to provide food for

thought for even the most experienced direct-response marketing professionals. Throughout, the author's personal experiences and inspirational stories make the reading enjoyable, and help you to keep moving, always keep moving... Highly recommended. 1 of 2 people found the following review helpful. Fantastic read By A. Kesselheim Well written and interesting for both the average consumer and budding entrepreneur. Highly recommended!

As Seen On TV! Tap into the power of direct response marketing How many times has this happened to you? You're an entrepreneur with a million-dollar idea-but you don't know how to develop it. Or you're an inventor with an ingenious new product-but you don't know how to market it. Or maybe you're a small business owner with big dreams-but you don't know how to begin. Relax... Everything you need to know is right here! Operators Are Standing By! is your personal all-in-one guide to Direct Response marketing-the low-cost, high-profit method of selling your product directly to the consumer. Now for the first time, Michael Planit-marketing expert behind the Boogie Bass, Grip Wrench, Smart Tape, and many more as seen on TV products-will guide you step-by-step through the entire process. You'll learn how to: DEVELOP YOUR IDEA and create a product that really sells GRAB YOUR CONSUMER through TV infomercials, home shopping networks, radio ads, direct mail, catalogues, or the Internet INCREASE YOUR PROFITS through mastery of the upsell to maximize your revenues

About the Author Michael Planit is the President of Product Strategies, Inc., developing direct response marketing strategies for small business owners and other top marketing firms. Visit his Web site at productstrategies.com.