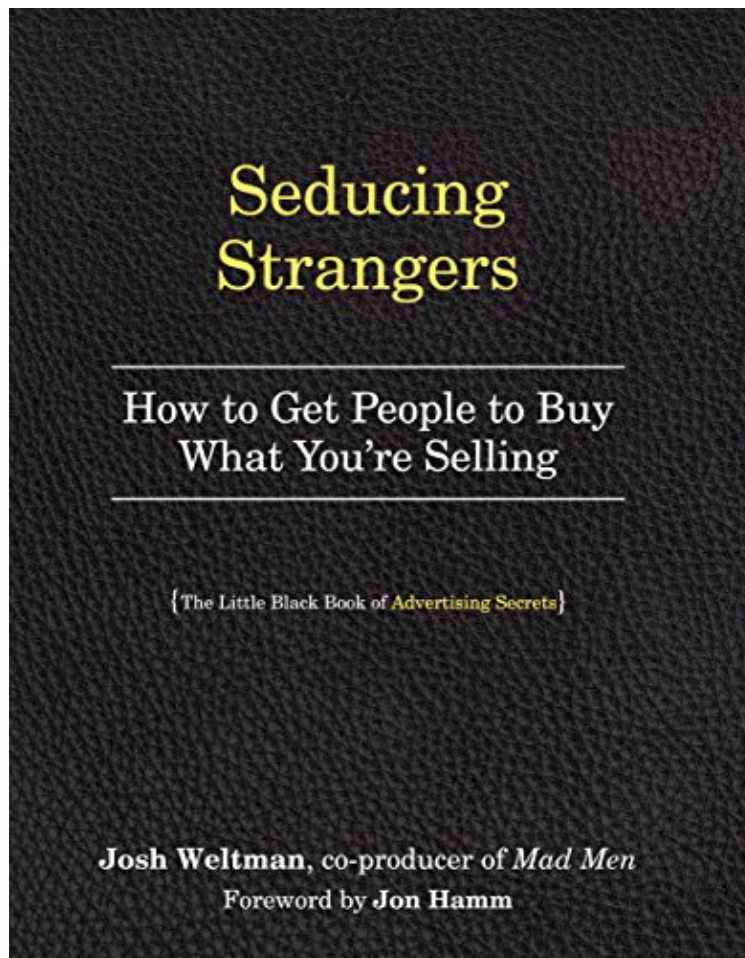


[FREE] Seducing Strangers: How to Get People to Buy What You're Selling (The Little Black Book of Advertising Secrets)

## Seducing Strangers: How to Get People to Buy What You're Selling (The Little Black Book of Advertising Secrets)

Josh Weltman

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**Josh Weltman : Seducing Strangers: How to Get People to Buy What You're Selling (The Little Black Book of Advertising Secrets)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Seducing Strangers: How to Get People to Buy What You're Selling (The Little Black Book of Advertising Secrets):

2 of 2 people found the following review helpful. The Mad Men Persuasion Guide to Sell Anything! By Douglas N. Burdett[[VIDEOID:92ffb07aeafbd39065cbdbe1989828a6]] Josh Weltman was an advertising creative director for more than 25 years, Josh was also a part of Mad Men since the show's first season. He helped ensure that Mad Men accurately depicted the real world of advertising. And as a former Madison Avenue ad man, I can tell you that the scenarios presented in the show were spot on. He also created most of the original ads seen on the show. However, this book is NOT about how to do ads for the Don Draper, "advertising is king" era. It's a book about persuasion. And it's extremely well written. It explains what motivates people to take action (spoiler alert: it's not advertising). One of my

favorite lines in the book was "People are driven to act by their own impulses far more often than by outside forces." The book also covers "the four elements of selling," how to present your ideas, viral marketing, why success in online marketing requires very different types of communication from offline marketing, and lots more. I really enjoyed the book and I think you will too. And, to listen to an interview with Josh Weltman about "Seducing Strangers," visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

1 of 1 people found the following review helpful. Super Good Read! Loved it! By Eric Marino What a great read! The author's marketing savvy can be seen in not only the content of this well written book, but the design as well! The book flows effortlessly and my only disappointment was that it wasn't a longer read. I enjoyed it enough to purchase another copy for my niece who will be heading off to college in the Fall. Buy it! You will not be disappointed!

0 of 0 people found the following review helpful. Lots of Information By Michael Really great condensed guide containing tons of helpful information. Writing style is easy to read and the author does not talk about themselves \*too\* much. My only complaint is that there was so much information you may need to reread the book to really absorb it all.

The author says it best: "This book is for people like you and me. People who go to work and—using words, pictures, music, and stories—are expected to make s\*\*t happen . . . to make the phone lines light up and the inbox fill up. Attract fans, friends, and followers. Make the cash register ring. Win the business. Close the deal. Sell something." Joshua Weltman knows just how to do that, and teach others how to do it, too. An advertising creative director for more than 25 years and the *Mad Men* co-producer responsible for Don Draper's credibility as an advertising genius, Weltman distills everything he knows about the art of persuasion into a playbook of rules, principles, insights, insider anecdotes, and more, all tailored to the fast-changing life in the information economy. Weltman identifies the four elements of selling—one of which is behind everything from a national television campaign to an email blast. That's the ad that makes people curious—want to know more? That creates a sense of urgency—limited time offer! That increases market share—why? It's unique, or just better. And the ad that protects margins—thank you for your loyalty. And then Weltman explains how to employ these strategies, including: the six words that win business; the four kinds of stories; what to do if your product sucks; why lying in an ad will never pay off; why information reduces doubt; how to think like a force-multiplier; why different is better than better; why to remove jargon and acronyms and reveal ideas and relationships. Advertising, Joshua Weltman argues, is a toolbox, not a tool, and used right it makes people happy. *Seducing Strangers* shows you how.

"People often ask me questions, or ask my opinions, on or about the world of advertising. My stock response is "You know I play a fictional advertising executive, right?" That's usually used to cover the ignorance or stupidity of whatever I am about to say next. In the future I will simply refer them to Josh Weltman." —from the Foreword by Jon Hamm

"Mad Men ad man Josh Weltman knows how to sell." -- Fast Company co. CREATE "Seducing Strangers" is packed with surprisingly fascinating case studies from the advertising world." -- Entertainment Weekly.com

Mad Men co-producer Josh Weltman, meticulously executes many of the ads we've seen Don Draper and Peggy Olson pitch. [His] book *Seducing Strangers: How to Get People to Buy What You're Selling*, which includes a foreword by Jon Hamm, imparts his wisdom from two-plus decades in the industry." -- Vulture.com