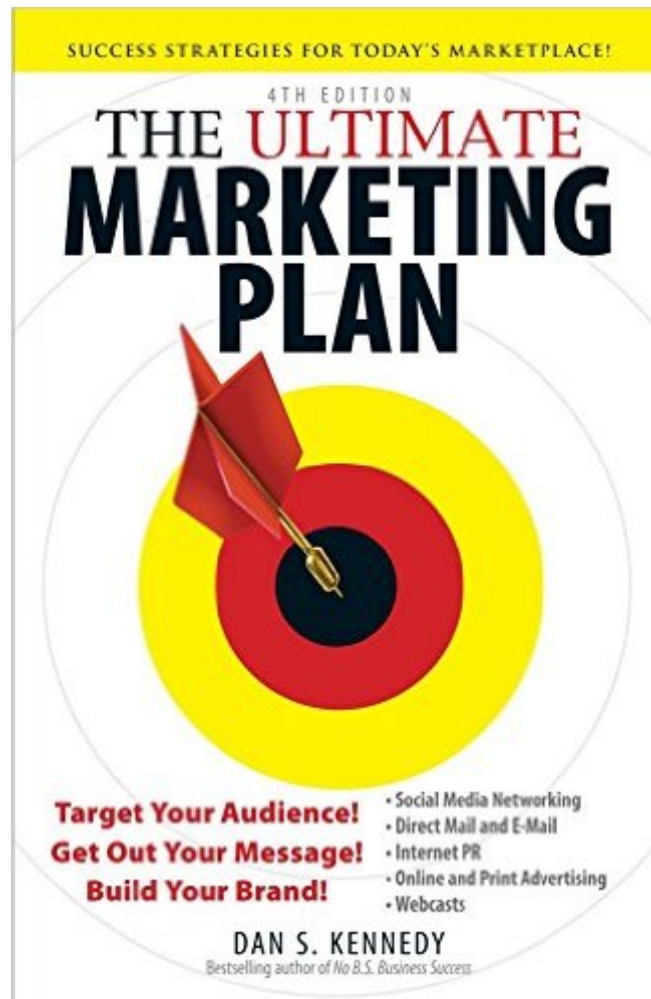


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# The Ultimate Marketing Plan: Target Your Audience! Get Out Your Message! Build Your Brand!



## Synopsis

Let's face it - the business world today is nothing like it was ten years ago. Marketing budgets are tighter, consumers are more skeptical, and social media has changed forever the way we talk to our customers. In this new edition of his bestselling *The Ultimate Marketing Plan*, industry expert Dan S. Kennedy integrates such tools as social media marketing, networking, and strategic memberships into a complete plan that will strengthen your customer base without breaking your budget. Packed with updated examples, marketing techniques, and contributions from experts, Kennedy shows you how to catapult your company to the cutting edge.

## Book Information

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## Customer Reviews

I have read several of Dan Kennedy's books: I like his experienced, "from the street" - what he calls his "no B.S." - expertise. I was about to launch a new product and thought I'd catch up on Kennedy's writing, with this book on an "ultimate marketing plan." First of all, I acknowledge that Kennedy is somewhat of an odd bird. If you haven't heard, he is probably the only marketing expert in the world (I can't imagine another) who doesn't like - or use - the internet. You read that right. He "detests" the internet (his words). He has a computer, but it's offline. You can't email him. He asks that you write him a note and fax it (remember fax machines?). At first, you might think this would disqualify someone from being a marketing expert in the 21st Century, and you could make a reasonable argument, but there is something to be said for Kennedy's old school, contrarian perspective. Marketing is marketing after all; and whether you mail a sales letter the old fashioned way, email it, or turn it into a squeeze page, the fundamentals still apply. In fact, I'm somewhat tired

of listening to experts who talk like nothing existed before the internet. The first chapter is the perfect example of learning the fundamentals. Kennedy reminds you to write your USP - your Unique Selling Proposition. Frankly, I found this to be the most important part of the book. The USP is to answer the question, "Why should someone buy from you." Domino's Pizza had a famous USP: "Fresh hot pizza delivered within 30 minutes or less, guaranteed." When you think about it, it's amazing that many - most - companies have no good, clear USP. As an exercise, I researched the USP's of the four competitors for my product. NONE had USPs - they gave potential customers no written, straightforward sentence on why people should even do business with them. Well, two of them did mention one benefit - that they had the "lowest price." If you have read Kennedy's books, you already know that the "lowest price" routine is worse than no USP. Kennedy's book is not so much a full plan (which is why I dinged it a star) as it is chapters of reminders on things you need to do, as you market your product - targeting the right market, using testimonials (with photos), using buzz, having a call to action, and - something many forget about - keeping the customers you already have. There is the obligatory chapter on the internet, with the reminders to pay attention to the basics. (Sidenote here: Kennedy lists Frank Kern as a resource, who many consider a shady character, who has had his run-ins with the FTC.) To summarize, not an ultimate - or even complete - plan, but I'm not complaining. Kennedy always has valuable things to say, much of which you will not hear anywhere else.

First off, I am someone who begin reading marketing books that were the most sold or highest touted. Books such as "Selling the invisible", "Spin Selling", "Selling to Big Companies" and others big name books. Those books were great reads and very interesting indeed. But they lacked the bones. The meat and potatoes, the "How to's". These other books told you why stuff works, Dan Kennedy's book tells you how to MAKE this work. I personally enjoyed his book more and learned more. People are always looking for the next breakthrough, the next big thing. What many beginners and seasoned vets alike should do is slow down, stop searching and learn to do the basics the right way. You would be surprised how much money you bring in from doing just one to three things really well, instead testing the next big thing.

Dan Kennedy is the man...The "No BS Man" at that! The book gives you practical and tested advice on how to turn your business, no matter what it is, into a marketing business. In his own words, "There ain't no business if there ain't no customers!". I agreed with that 100%. Throughout the book, Dan refers to his reliable stable of case studies that you probably have heard of in the past, but who

cares...THEY WORKED! These are the same tactics and strategies I used in my real estate business to get 12 houses and \$110,000 in the first 5 months of doing business! Yes! The book lists the "secret weapons" and "ultimate sins" when it comes to marketing. This is a great book with shining examples of how to do marketing right. Dan uses real world examples of entrepreneurs that have made it. Some of the stuff, I never (ever) thought would work in some of the businesses he mentions, but this book let me know that it was out there. Thank you, Dan for this book.

With The Ultimate Marketing Plan you have all what you need, and ready for apply to small business. The most I like from Dan is that when you read what he shares, it's all tight, no fluff. I use many of these strategies with my business and clients, and all this WORKS.

I'm a big Kennedy fan...and even owned this book...but didn't have it with me when I was working on an outside project...so went ahead and ordered it. Kennedy is a results oriented advertising guy...and shares the direct marketing/direct mail background I do...not fluff & stuff...not "isn't it pretty"...but give me sales...now! If you are in business and struggling to find customers...buy this book...go to his site. You'll either hate it...disagree with it...and keep struggling to you go out of business. Or you'll say..."Why didn't I know about this stuff sooner!

Basic concepts or sound, yet the author admits that he is not a fan of the Internet and therefore, provides a unique and possibly dated understanding of social media, websites, and email marketing which admittedly the choir book of the month club to remain current.

Honest, insightful and blunt. Once again, Kennedy nails it with advice that is both immediately applicable and incredibly useful no matter what type of business you own. He pulls no punches regarding the foolish things that entrepreneurs do and sheds light on how they can do better. Only recommended if you want to know "the way it is" and be able to move forward to incredible success. If you just want to do what everyone else is doing, then this book is not for you. Good luck with that.

I know the title of my review will indicate I don't get the book and although some of the content is appropriate most of it does not apply to B2B where the engagement is between two Fortune 100 companies looking at hundreds of millions or billions in possible money exchanged. I reserve the right to be incorrect and to be foolish at the time of writing this review.

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