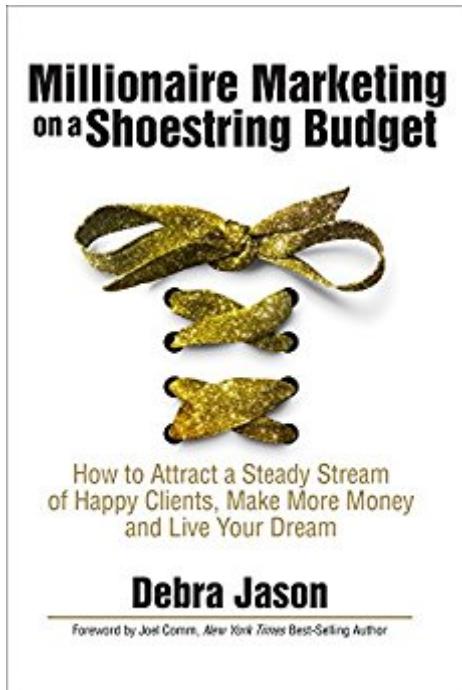


The book was found

Millionaire Marketing On A Shoestring Budget: How To Attract A Steady Stream Of Happy Clients, Make More Money And Live Your Dream



Synopsis

Do you want to achieve top-of-mind awareness in the marketplace and have a steady stream of loyal, raving fans flocking to you? Are you frustrated because you think you have to spend a lot to get it? Did you pay a lot of money to design a website, thinking "If I build it, they will come?" Are you worried because now you're sitting there with no inquiries, no sales? If you answered, "Yes" to one or all of these questions, Debra Jason understands your concerns. It can be overwhelming to invest in your business and spend a lot to get yourself up and running, only to scratch your head wondering, "Why isn't anyone calling me?" There's got to be a better way. And the good news is, there is. You can market yourself and your business--in more ways than one--without breaking the bank. This book is your road map to gaining exposure and achieving success using cost-effective, business-building strategies. Use it as your marketing guide, one step at a time. Turn the pages and discover:^{*} One simple step you can take that leads to referrals & new business.^{*} The most fun way to market yourself--without a hard-core sales pitch.^{*} One way to find prospects from the comfort of your home--in your PJs or sweats (and it's not social media).^{*} How to write headlines that go ka-ching.^{*} And more. The highest level of success comes from conviction, commitment and persistence. Are you ready to take your business to the next level? It's time to step outside your comfort zone and succeed in business--in YOUR business. Now is the time to let your light shine. Put one foot in front of the other and move forward on your journey to success.

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Customer Reviews

Debra's book is a no-nonsense, step-by-step guide on how to successfully market yourself or your brand online. She starts out with her own story, and how she overcame hurdles that most of us face when first learning how it all works. I found her book to be comprehensive and easy to follow. The only criticism I have is in the title. I expected more of a budgeting layout than a beginner learning overview. This guide outlines necessary digital marketing steps that everyone, not just someone with a tight budget, must do for success. If you do all the things she outlines (which eventually you will have to if you want uber success) it will still take a significant amount of time, which can be costly in the long run. I've spent a lot more for the same advice, so this book is a real deal.

I just finished reading this book. First of all, you should know that the printed version comes with a golden shoestring that you can use as a bookmark. SO creative. But more importantly, it's full of practical advice from an experienced marketer that you can use right away. And the information the author provides is very specific, not like the vague content I've read in so many other marketing books. For example, when she suggests that you do some public speaking, she provides ideas of where to look for speaking opportunities. And although Jason is a copywriter, she covers the entire range of marketing, such as teaching courses, ways to get free publicity, partnerships, social media, email, and more. I especially enjoyed her quotes from dozens of well-known copywriters and marketers--she has read a LOT of books. She really impressed me as an expert in her field.

I am a solopreneur with minimal marketing experience and I love this book! It is practical, easy to read and written in such an accessible voice, I felt like the author was sitting with me coaching me one step at a time. I found I could go to the chapter I was called to from the contents to get needed tips, or read it right on through and I learned a lot both ways. I love Debra's tips starting with "Believe in yourself." Sometimes I forget that marketing, like anything starts from the inside out, the reminder makes marketing less intimidating. This book will be a reference I turn to regularly. I strongly recommend this book to people new to marketing as well as those who are more experienced but looking for reminders. It is a clear, easy to follow guide that you can tailor to your own needs through the exercises at the end of each chapter. Thanks for making successful

marketing doable both in action steps and on a budget!

Be inspired and gain confidence by reading Debra's uplifting and practical words~Debra is an honest and direct writer who will help you gain confidence to go out and share your gifts with the community and boost your sales!Lots of doable ideas for you as a small business owner~And such a cute name and bookcover :) How could you not try it?Scroll up and click on BUY!

I took this book with me on a cruise and thought I might not open it because a cruise can be distracting, but...I did open it and that was it! I was hooked! I have A LOT of upcoming video product launches this year and this book ROCKED with practical ideas, tips, tricks...actionable items for successful execution. I find that many books on marketing talk a lot of strategy but few get down to the brass tacks of "how to" actually execute. If you are looking to market a product or service and don't have the budget of a global company, this book is a must-have. If you want to get unstuck from the planning stage and move into implementation, Debra Jason will take you there. And the gold lace bookmark on the print version of this book is top notch! Extremely creative! I think this author has the perfect combination of creative genius meets detail management. For me this book equals Success!

Wow...this book is filled with an entire course on marketing for business owners at a very small price. Not only is each chapter filled with great content, each chapter has an exercise where you put to action what you learned. There is information from leadership, teaching, free publicity, social media, overcoming writer's block, and so much more. Debra has owned her own business from 1989 and her depth of experience shines through in this book. Recommended!

I work in the medical industry. Having Debra Jason's book is like having an entire marketing department at my fingertips whenever I need them! I first met Debra at her talk about LinkedIn and I learned more in the two hours listening to her than I had learned trying to learn LinkedIn on my own for the 6 months leading up to her talk. Since then, with her priceless suggestions in her "Millionaire Marketing on a Shoestring Budget" book, I have moved from internet newbie to blogger, and have seen our internet medical referrals up over 20%. Chapter 2 - "Gaining Exposure for Your Business" led to me starting a blog three days a week and have produced nearly 200 medical blogs with no outlay of expenditures except my time. Chapter 8: "Obtaining Amazing Free Publicity" led to us posting on LinkedIn 3 times a week for free allowing us to expand our client base nationally and

internationally. Our blogs are then being reposted by readers for free on Facebook, Google etc..Chapter 13: "Overcoming Writer's Block: What To Blog About When You Don't Know What to Blog About" helped encourage my CEO and Medical Director to start their own blogs on subjects that mattered to them and their patients, tripling our content. Debra's "A Final Note: Conquering Your Fears and Going For It" has led to a 2016 new website launch to handle the internet medical requests from patients that are leading to more sales! I have her book sitting on the corner of my desk and any time that I need a marketing consult or recommendation, I simply have to pick up her book and thumb to one of the many stickies I have marking her gems in the book!

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