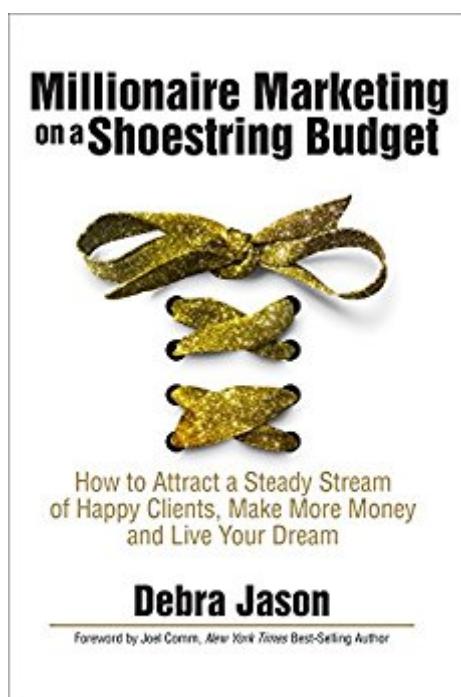


The book was found

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 found Debra's book to be an easy to read guide that is systematically laid out with one purpose in mind, your marketing success! Each chapter outlines the steps you can take to effectively and successfully market your business in the ever-evolving marketing arena. I love how after each chapter Debra provides activity exercises to ensure you take action, which we know is the key to success. This book isn't just for the person looking for ways to market themselves on a shoestring budget, or the beginning marketer; it is for those looking to refresh their marketing ideas and need some inspiration. I will be recommending this book to my clients as a must-have resource they keep on their desk. Thank you Debra for sharing your story, for being an

inspiration and for sharing your practical methods to grow ones business.

When I launched my graphic design business many years ago, I read (and heeded) the advice of multiple authors who wrote books on what was then called "guerrilla marketing." That education has served me (and my clients) well over the years. Debra's new book brings all that strategy up to date with her broad knowledge base, her own and others' stories, some research statistics, and her loving, gentle encouragement. She covers all the bases in an easy-to-read voice and ends each chapter with suggested actions steps. You can't go wrong buying this book unless you just don't read it!

We always need more help to market ourselves, our companies, and our products & services. As a 35-year entrepreneur, I know that great marketing creates leads and closes sales. Debra makes it easy for us to do just that. Spend time with Millionaire Marketing and you will have five ideas to immediately generate leads and close sales. From traditional media to the very latest in social media, Debra shares the proven methods that work for her and her clients. Millionaire Marketing shows you how to connect with your markets, prospects, and customers. Buy and read Millionaire Marketing today if you want more of your ideal customers.

I was excited to discover this book, dive in and find the material was practical, realistic and it was a smooth read. Debra speaks a language anyone can understand (which isn't the case usually with marketing folks). Being a part of the marketing industry, I loved how she spoke to me, where I am at; in my business. Anyone can learn something new from this material! The quotes in here were inspiring and informational. I strongly recommend this book if you are looking to expand your mind in marketing, expand your digital footprint and develop a clear path to launch your brand to another level. Thank you for developing this valuable tool for businesses!

I was looking for a marketing book that would not put me to sleep, would not speak over or below my head and actually teach me how to market my business in easy to follow and implement ways. Ms. Jason's book has all that and a bag of chips. I found myself highlighting and marking every other page. I found so many easy to follow marketing tools that I had to make an implementation priority list. If you are looking to learn from an expert that explains things well and has a handle on her field then Ms. Debra Jason is your marketing guru. This is the best marketing encyclopedia I could have ever bought, I will be referencing it on a regular basis. I cannot wait to

attend one of Ms. Jason's live workshops when I am in her area visiting.

Debra Jason has hit it out of the park with her book, "Millionaire Marketing on a Shoestring Budget!" As a talented and successful copywriter, Jason has transformed into an online social media strategist. This book contains comprehensive, step by step instructions on how you, too, can have a million-dollar business---using and implementing proven methodologies consistently and over time, not overnight, as others have claimed....Jason also removes the scary pieces from marketing, making the process easy and doable. I highly recommend getting your copy today to begin your path in marketing your business, no matter how long or short your shoestring is.

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