Launch: How to Quickly Propel Your Business Beyond the Competition (Mixed media product)



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Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication. (Prof. Maya Hand)

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BRILLIANCE AUDIO, United States, 2014. Mixed media product. Condition: New. Unabridged. Language: English . Brand New Book. In order to rocket your business to stellar growth and far-reaching recognition, you re going to need plenty of fuel--nuclear fuel to thrust you beyond the pull of gravity and primary fuel to keep you moving forward. And what s that fuel made out of? Content. Launch provides a detailed recipe for the most combustible content--rich, magnetic content that attracts people and opportunities. This special content helps you access the most influential experts in your industry and earns the trust and loyalty of people--and to earn that trust, you ll need to pack away your marketing messages. Primary fuel, the regularly produced free content that meets the needs of your readers, is a gift that keeps people coming back and cultivates raving fans. Carefully designed and highly targeted nuclear fuel--content that has a big impact--leaves a lasting impression on people and rockets your industry recognition. Launch delivers field-tested guidance on how to create the most compelling content, including how to: -Develop an outward-focused mindset that inspires the content creation process-Identify role models that could become tomorrow s strategic partners -Build relationships with outside experts who ll gladly help you grow your business-Employ social proof so visitors turn into faithful fans-Implement the ten most effective types of content--the fuel of your business-Discover new ways to market that don t repel people, but actually engage them Every marketer throws around the word content, but few have mastered the art and science of creating useful, thought-provoking, and viral content. Launch delivers the inspiration, encouragement, examples, and know-how you need to boost your brand to...

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