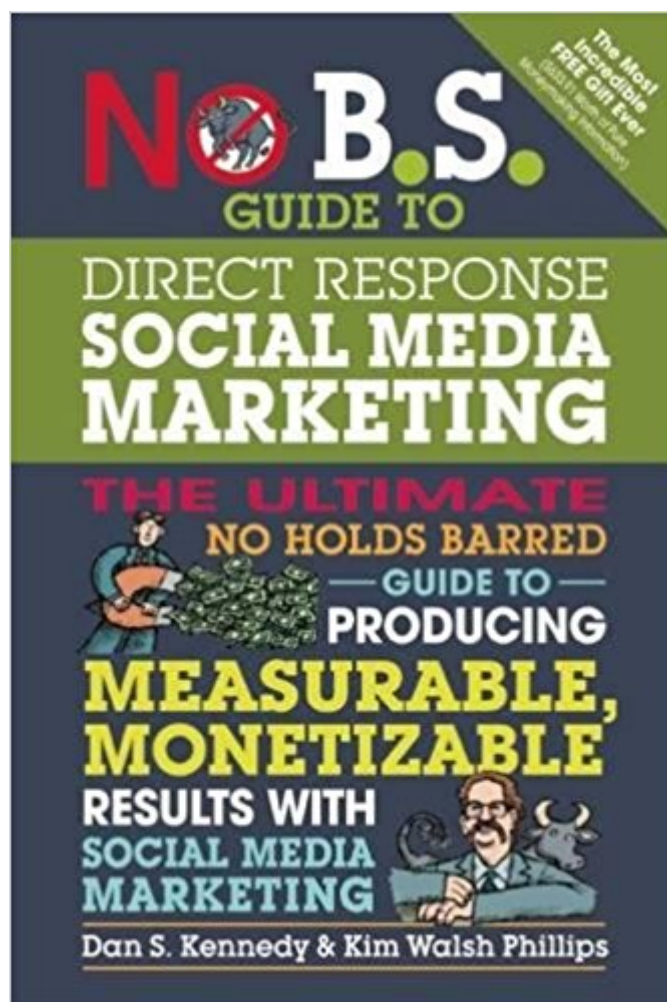


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# No B.S. Guide To Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide To Producing Measurable, Monetizable Results With Social Media Marketing





## Synopsis

To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing. Daring readers to stop accepting non-monetizable “likes” and “shares” for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are — another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums. This book covers how to stop being a wimp and make the switch from a passive content presence into an active conversion tool; how to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service); creating raving fans that create introductions to their networks; how to move cold social media traffic into customers; the role of paid media and how to leverage social media advertising to drive sales.

## Book Information

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## Customer Reviews

It's one thing to use social media to try to gain followers and get your name out there; it's a totally different game to use proven direct response marketing principles to drive more leads and profits.

This book delivers the keys to selling directly to cold traffic on social media, increasing your lead flow and opt-ins, to creating celebrity status online. Whatever measurable result you're after with social media, there are step-by-step strategies and simple, effective techniques in this book that will speed up the time it takes for you to get there and save you from frustration.

• Joe Polish, founder of Genius Network This is the best book in the market today to drive sales to your business through social media marketing. It shows you how much more money you could be making every day.

• Brian Tracy, author of The Psychology of Selling Forget about highlighting text or dog-earing pages ... I actually ripped several pages right out of the book and taped them on my office wall for easy reference. I was just thumbing through at first and found a Facebook tactic that I used on my own group page and got massive engagement within the hour. Crazy! This is absolutely the best social media marketing book available.

• Kevin Kruse, New York Times bestselling author and founder of The Kruse Group Doubters Beware! Grizzled, head-in-the-sand marketers take note. Those who believe "clicks are marketing, awaken! Yes, you must measure effectiveness of your campaigns. Yes, you want a highly leveraged ROI. And, yes, most firms have not yet figured out how to monetize internet-based marketing. That was me. But it doesn't have to be you. Each chapter reveals solutions to help you implement a profitable social media marketing strategy

• Larry V. Parman, former Secretary of Commerce for the State of Oklahoma, author of Above the Fray: Leading Yourself, Your Business and Others During Turbulent Times As the CEO of a company that lives and breathes automation, I can say with certainty that the everyday entrepreneur should get their hands on No B.S. Guide to Direct Response Social Media Marketing. Kim does a great job laying out the tools, templates, and resources you need to create high social media ROI.

• Dan Snierson's commentary focuses on creating, tracking, and monitoring those social media posts which align with his focus on direct-response marketing. All in all, if you are looking to grow your business using social media make this book your guide.

• Clate Mask, CEO and co-founder of Infusionsoft If you want to understand how to move people to action with social media, dig into this book.

• Michael A. Stelzner, founder of Social Media Examiner This book puts the "direct" in "direct response" with clear, candid, practical advice for anyone trying to rise above the avalanche of social media outreach. Their emphasis on results meaning revenue, not awareness is honest and a refreshing reminder how to allocate our time and resources most efficiently.

• Nell Minnow, author, columnist, movie critic for Beliefnet, and founder of Miniver Press Social media can be a gigantic waste of time and energy or a seriously smart investment for your business. If you want to know the ROI-based way of doing it right read this book.

• Yanik Silver, founder Maverick1000 and author of Maverick Startup

FINALLY, a book that cuts through the social media BS and teaches the real secrets for turning leads into new and repeat business. If you're ready to super-charge your business with social media, then read and absorb the strategies from Kim Walsh-Phillips and Dan Kennedy. It will change your business.

James Malinchak, featured on ABC's Secret Millionaire, founder of Big Money Speaker's Coach Boot Camp

A lot has been written about leveraging social media and we have been conditioned to believe it's easy, and it just happens. I haven't found a book that clearly tells you how to leverage social media to generate leads until now. Dan and Kim show you how to get a strong ROI, increased sales, and explain why you shouldn't worry about metrics that don't matter: likes and comments.

David H. Mattson, CEO and president of Sandler Training

This book is so valuable that I've handed it to my staff to implement its techniques. Kim and Dan lay out exact methods with case studies on how they got the results, which are so often held close to the chest of marketers. They teach you how to convert cold leads to paying customers, and the exact metrics of options and lifetime value of a customer.

Dr. Jeremy Weisz, founder of InspiredInsider

I'm usually a speed reader who can finish a book in a couple hours, but this book is so helpful that I savored it and read it slowly. I freakin' love how Dan puts down social media because he's voicing the issues that kept me from buying ads there. And I learned a lot from seeing how Kim's process can lead to the measurable results that Dan demands.

Andrew Warner, founder of Mixergy.com

Social media marketing takes paramount importance in any business that seeks to grow. This book is loaded with ideas and strategies to help you grow an extraordinary enterprise.

Dr. Nido R. Qubein, president of High Point University

If you are an entrepreneur or marketer, I highly recommend you get this book. After reading, and more importantly, applying direct-response marketing principles to your social media presence, you will be ahead of 99% of the marketers out there.

Scott Duffy, founder and CEO of ContentMarket

Walsh-Phillips and Kennedy deliver everything you need to accelerate your business growth online without any extraneous fluff. In hard-hitting bullets, two masters arm you with actionable tactics you will benefit from immediately. I'm personally starting to implement their strategies and will be advising my clients to do the same.

Kaihan Krippendorff, CEO of Outthinker LLC, author of Outthink the Competition

If you want to grow your company with social media, you must read this book. I've read and reviewed a lot of business books. There's so much fluff out there. Not this book. Dan and Kim go into detail with specific business building strategies for a return on your time and money.

Clayton Morris, co-host of FOX & Friends, founder of ReadQuick App

Every time you communicate, you are either

adding value or taking up space. No B.S. Guide to Direct Response Social Media Marketing teaches marketers how to cater messages for their audience. Dan and Kim's combination of direct marketing principles and social media know-how make it easy for business owners to target their audience and stand out from competitors. #1; Sally Hogshead, New York Times bestselling author and creator of the Fascination Advantage® Assessment If you want success and a life of purpose, you can't let fear and doubt bring you down. Read this book to empower you to own the social media space and let your light shine to those who desperately need to hear your message. #1; Marshawn Evans Daniels, attorney, author, and speaker, Miss America and NBC's The Apprentice finalist A lot of time and money is wasted on social media marketing. Many so-called "experts" expound theories and strategies that simply don't work. In direct contrast, this book details how to take Dan Kennedy-style direct response marketing and apply it to social media to ensure real results. If you are going to use social media marketing for your business, arm yourself with this book by Kennedy and Walsh-Phillips. #1; Rich Schefren, founder of Strategic Profits

Dan S. Kennedy is a multi-millionaire serial entrepreneur with past and present interests in diverse businesses; a strategic advisor, marketing consultant and coach with a cadre of private clients ranging from exceptionally ambitious entrepreneurs to the CEO's of companies as large as \$1.5-Billion; one of the highest paid direct-response copywriters in the world; a popular professional speaker and seminar leader; and a prolific author. He lives in Phoenix, AZ. Kim Walsh-Phillips is the CEO of Elite Digital Group, a direct-response digital agency. She is an award-winning speaker, blogger, podcaster, author, and strategist. She lives in Long Branch, NJ.

Not only entertaining it is also Highly educational. It has tons of useful information about Direct Marketing and also down to earth examples on how to do marketing that brings actual money into your happy pockets. Paying special attention to chapter 5 gave me three useful ideas that increased my results. Good book, worth every penny 100X. Don't hesitate and push the damn (buy) button. auce-This book is 100% grade "A" Awsome-sauce-amazingness!!! (no chemicals, or artificial colorants added)

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the "No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable,

Monetizable Results with Social Media Marketing by Dan Kennedy and Kim Walsh-Phillips. My favorite part of the book, which I think captures the spirit of this excellent book, is where Kim Walsh-Phillips confesses that she is not the best person to watch football with. It's not because she talks through the game (she doesn't) or because she doesn't bring snacks to the party (she does). It's because she can't stop yelling at the TV during the commercial breaks about the ridiculous amount of money wasted on advertising with no calls to action or any level of measurement. While the title of this book has the words "social media" in it, it is not about unicorns and rainbows, nor does it contain expressions like "engage in the conversation" or "love your followers." This book is about growing your business with social media. Specifically, generating lots of qualified leads that turn into customers and promoters of your company. It walks you through how to generate leads on social media by creating valuable, irresistible content that focuses on the needs of your ideal prospects instead of your product or service. It also shows you how to create an army of raving fans who will enthusiastically promote you to their social networks. And it covers the role of paid media and how to leverage social media advertising to drive sales, including which networks to advertise on and which ones to avoid. As the title of the book implies, this book is no BS – just results! And to listen to an interview with Kim Walsh-Phillips about the "No B.S. Guide to Direct Response Social Media Marketing," visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

The book was insightful. It gave many instances and examples of what worked and what didn't. It's a definable good buy.

So far, one of the better books I've read particularly on the best practice of Facebook marketing. Not a lot on adwords

Great book. Teach you way to go when you are trying to stand out in social media marketing. Lots of examples, techniques, strategies, a more useful information. I'm already using this techniques in my business and generating more leads, converting those leads in appointments and those appointments in sales (with a 75% closing rate). Awesome book, another hit from Dan Kennedy!!

In typical fashion, Dan, Along with Kim, kicks you into action instead of lolly gagging. His purpose is

to drive you to measurable action. The power of direct response marketing on social media. Who would have thought? Well, obviously Kim. This book is a must read for anyone who is spending any money on social media.

Great book .I've been a Dan follower for years. His marketing expertise with Kim's SM expertise, now points the way on how to monetize SM and use it correctly. Great book,as are all the No BS Guide book I'll need to read it as least 1 more time. so I can use all of the strategies. Keep up the good work.Mace.

This book is Amazing. I love books that draw me in. It showed me many things I can do to help my business grow. Almost done with it. Will be buying more.

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