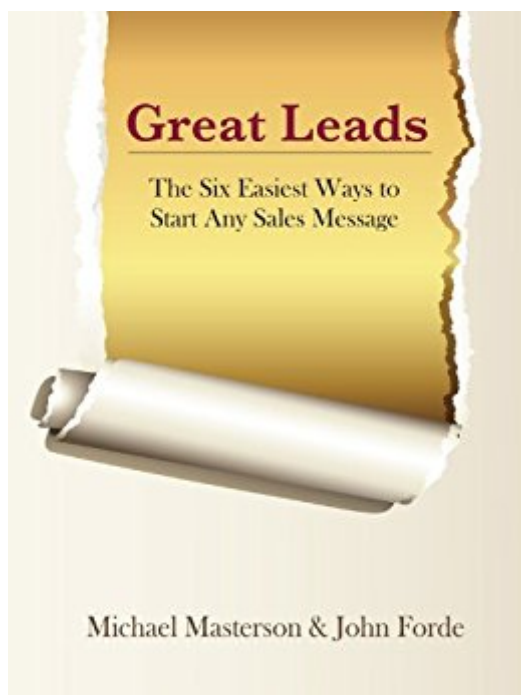The book was found

Great Leads: The Six Easiest Ways To Start Any Sales Message

Synopsis

Marketing research shows that 80% of an adÃ¢â¬â„¢s or sales letterÃ¢â¬â„¢s success comes from the headline and lead. Every marketer worth the name can tell you how important the headline is. But far too many of those same marketers ignore the critical importance of the lead.In Great Leads: The Six Easiest Ways to Start Any Sales Message marketing genius Michael Masterson and master copywriter John Forde break through that ignorance to provide a clear, concise, and easy-to-follow guide to writing successful leads. But this is not a simple Ã¢â¬Å"How ToÃ¢â¬Â• book on leads. Great Leads goes far deeper. Michael and John examine crucial aspects o writing powerful, successful leads and show how this process starts long before one word is put on paper.Great Leads was originally conceived as a book about sales letter leads. But in the planning stages, it quickly morphed into a far broader, far more useful examination of how to write effective leads for any type of direct response ad.This book is not the best book of its kind about how to write successful leads. It is the only book of its kind.

Book Information

File Size: 3702 KB

Print Length: 211 pages

Publisher: American Writers & Artists, Inc. (October 11, 2011)

Publication Date: October 11, 2011

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B007I6MEUI

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #61,684 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #31 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct
 #52 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising
#60 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Direct

Customer Reviews

great

good thanks

No problems

Ok

Happy

Absolutely Wonderful. ....Thanks!....

Very enjoyable.

love em

Great Leads: The Six Easiest Ways to Start Any Sales Message How to Increase Sales and Double your Income: Proven Methods for Generating Consistent Sales Leads Pope Francis: Why He Leads the Way He Leads Easiest Mandolin Tunes for Children (Easiest-Children) Sales Success for the Rookie: How to Succeed at Sales Right from the Start The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales High-Profit Prospecting: Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results Barefoot Business: 3 key systems to attract more leads, win more sales and delight more customers without your business killing you Lean Six Sigma For Beginners, A Quick-Start Beginner's Guide To Lean Six Sigma ! - eBay: Complete Step-By-Step Beginners Guide to Start a Profitable and Sustainable eBay Business (Start from Scratch and Eventually Build a Six-Figure Business Empire) Passive Income: 25+ Easy Ways to Start an Online Business, Create a Passive Income Stream, and Achieve Financial Freedom - How to Start an Online Business and Make Money from Home Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview,Negotiating,Sales,Resumes,Persuasion,Business Plan Writing Book 4) The Sales Playbook: for Hyper Sales Growth Outsourcing the Sales Function: The Real Costs of Field Sales ASAP Accelerated Sales Action Plan: Professional Sales Agent Version Sales EQ: How Ultra High

Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team