



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

By Michael A Stelzner

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, and then leverage that content for maximum velocity--while gaining the support of top experts in your industry. You ll find step-by-step instruction, including how to: -Develop...



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