

require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

Taking Control of the Customer Conversation

How to Make Millions with Your Ideas

No B.S. Guide to Direct Response Social Media Marketing

Almost Alchemy

The 16-Word Sales Letter(m)

The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

Attract New Customers. Boost Your Sales.

"A classic."--Jay Conrad Levinson, author of *Guerrilla Marketing* Chet Holmes has been called "one of the top 20 change experts in the country." His advice starts with one simple concept: *focus!* Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference--and practice them over and over with pigheaded discipline. The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a week to perfect his game, you can systematically improve each key area. With his real-life examples and a trademark tell-it-like-it-is style, Holmes offers proven strategies for: • *Management: Teach your people how to work smarter, not harder* • *Marketing: Get more bang from your Web site, advertising, trade shows, and public relations* • *Sales: Perfect every sales interaction by working on sales, not just in sales* The Ultimate Sales Machine will put you and your company on a path to success and help you stay there!

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

Ask a Manager

How To Win Friends And Influence People