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# **Ebook Breakthrough Advertising**

Reach more customers than ever  
with TARGETED CONTENT Epic  
Content Marketing helps you  
develop strategies that seize the

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competitive edge by creating messages and "stories" tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best

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practices for social media sharing and search engine discoverability. Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing

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World.

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But Breakthrough Copywriting makes it simple-by breaking everything down into a

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clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover: \*

- \* How to build a powerful sales message that

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makes money \* Secrets of  
headlines that all but force  
prospects to read your message \*  
Easy shortcuts to creating  
profitable bullet points \* Negative  
optimism: a revolutionary new way  
to create empathy with prospects \*  
Stories that boost sales-how to

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write them, step-by-step \* Insider secrets for "amping up" the emotional power of your copy \* How to put it all together to build trust in prospects and close the sale Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get

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tips, tools and templates to easily make the written word produce a lot more sales for you.

Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching, preparing and presenting their tomes to senior



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executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized.

Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people

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who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.

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Know This: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book

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takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-

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research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book

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is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers

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4: Understanding Customers 5:  
Targeting Markets 6: Product  
Decisions 7: Managing Products 8:  
Distribution Decisions 9: Retailing  
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Movement 11: Promotion  
Decisions 12: Advertising 13:  
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Selling 17: Pricing Decisions 18:  
Setting Price 19: Managing  
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Planning & Strategy Appendix:  
Marketing to the Connected  
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The Brilliance Breakthrough  
On Purpose

A Novel

Winning the Battle for Attention  
Get New Customers, Make More  
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Crowd

Eight Days in October

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*continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent “best practices,” and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to*

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*creativity in the American business world is to 'think outside the box'-- to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but it's a problem-specific solution that does nothing to engender*

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**What's Your Green  
Goldfish is based on the**

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**simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15**

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**different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best**



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**Seller entitled, What's  
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Purple focused on  
customers, whereby  
Green focuses on  
employees. Both books  
are based on a**

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**revolutionary new  
approach called  
marketing g.l.u.e.  
(marketing by giving  
little unexpected extras).  
The book is based on the  
findings of the Green**

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**Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled**

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**with over 200 examples.  
PRAISE FOR WHAT'S  
YOUR GREEN GOLDFISH  
"Stan is the sherpa that  
guides executives along  
the journey between the  
heart and mind of**

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**business stakeholders.  
Stakeholders aren't  
always customers  
though. At a time when  
company vision and  
culture matters more  
than ever, it takes**

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**inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So**

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**often overlooked, and so  
very vital to building  
company value...  
empowering employees  
to support each other and  
the brand. Stan Phelps  
'gets' it and Green**

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**Goldfish will walk you  
step-by-step through  
achieving this critical  
goal." - Ted Rubin, author  
of Return on Relationship  
"Great customer centric  
organizations only exist**

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**because of engaged and  
empowered employees.  
The Green Goldfish is  
packed with awesome  
examples of what world  
class companies are  
doing today to inspire**

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**and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference."** - Chris Zane,

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**Founder and President of  
Zane's Cycles, author of  
Reinventing the Wheel,  
the Science of Creating  
Lifetime Customers "Stan  
Phelps takes customer  
service to a whole new**

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how to do well by your  
employees - so they take  
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Packed with stories,  
insights and R.U.L.E.S.**

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**any company can follow,  
this book is a must-read  
for managers of  
companies of all shapes  
and sizes who know that  
employees don't leave  
jobs - they leave**

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**managers, especially  
when they don't feel your  
love and appreciation.  
Pick this up, and start  
engaging your team and  
making more GREEN -  
Phil Gerbyshak, author of**

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**The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make**

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**more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time.**

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**Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of**

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## **Customer Experience**

**"Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the**

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**interview process. In  
What's Your Green  
Goldfish, Stan Phelps  
offers 15 ways to close  
the gap." - Steve Curtin,  
author of Delight Your  
Customers: 7 Simple**

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**Ways to Raise Your  
Customer Service from  
Ordinary to Extraordinary  
(AMACOM, June 2013) "In  
What's Your Green  
Goldfish, Stan Phelps  
brilliantly applies the**

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**idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some**

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**of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.**

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**Author Arlene Karian  
opens the door to success  
for millions of parents  
now - and in the future.  
In "Mentoring Your Child  
To Win: The 7  
Breakthrough Keys How A**

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**Single Former Welfare Mom Raised A Multi-Millionaire Kid", Arlene - "The Parenting Mentor" - provides you with a proven plan she created for herself and is now**

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**available to all who shape  
a child's  
consciousness. Easy and  
enjoyable to follow,  
parents will find the tools  
to create a bond with  
their children in an**

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**exciting new way.  
Recently validated by  
science, Arlene's system  
will open a whole new  
world of possibilities,  
empowering you to raise  
extraordinary children**

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**and also uplift you and your entire life in the process. The simple secret: Arlene became a mentor to her son by following a simple original system. Now you**

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**can use Arlene's "Road  
Map to 21st Century  
Parenting" system to help  
your children avoid  
negative outside  
influences and achieve  
great things, so they**

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**become what they were  
meant to become. In  
"Mentoring Your Child To  
Win: The 7 Breakthrough  
Keys How A Single  
Former Welfare Mom  
Raised A Multi-Millionaire**

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Parenting• The 3  
Scientific Research  
Secrets about Parenting•  
How To Mentor Your Child  
to Excel• How to Raise an**

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**Extraordinary Child• How  
To Get Your Kid To Say  
'No' to Outside  
InfluencesPlus a lot more  
detailed, step-by-step  
guidance, inspiration,  
and help for parents and**

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**guardians to modernize  
parenting with a new  
breakthrough approach  
to interface with these  
troubled times. In  
addition, the book  
reveals: • Detoxing Your**

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to De-stress • How To  
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Day • Keeping The Love  
Alive In Spite Of Dishes,  
Laundry and  
Texting“Mentoring is the**

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**new way,” Arlene says. “I raised my son to excel while on welfare. It's because I blended parenting with mentoring that my son became so extraordinary, successful,**

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**and a living role model of my work. Helping all parents bring out the best in their children, whatever that might be, is now my passion.” Arlene believes**

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**that true wealth comes  
from the wisdom of the  
one who is shaping a  
child's life. Her book will  
guide you on an  
incredible new journey  
toward that**

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**end.Mentoring Your Child  
To Win: The 7  
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A Single, Former Welfare  
Mom Raised A Multi-  
Millionaire Kid brings  
solutions for parenting in**

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What could possibly keep  
Lewis Tiggie from  
enjoying his twelfth  
birthday and the last day  
of school before summer  
vacation? Having his**

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**sister, Lallie, under foot  
might spoil his special  
day. But what he doesn't  
know is that together  
with Lallie, their  
precocious cat, and a  
friendly mouse, they'll all**

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**be sucked into a watery  
hole in the wake of a very  
strange storm that  
strikes their seaside  
village of Mousehole,  
England. A terrifying  
voyage through the**

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**a place that brings things  
in, but never lets them  
out.**

**WARNING: Do Not Read  
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Money To build a  
successful business, you**

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**need to stop doing  
random acts of marketing  
and start following a  
reliable plan for rapid  
business growth.**

**Traditionally, creating a  
marketing plan has been**

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**a difficult and time-consuming process, which is why it often doesn't get done. In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan**

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**Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine**

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**squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced**

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**entrepreneur, The 1-Page  
Marketing Plan is the  
easiest and fastest way  
to create a marketing  
plan that will propel your  
business growth. In this  
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patients and how to make  
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ones. - Why "big  
business" style marketing**

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**could kill your business  
and strategies that  
actually work for small  
and medium-sized  
businesses. - How to  
close sales without being  
pushy, needy, or**

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**obnoxious while turning  
the tables and having  
prospects begging you to  
take their money. - A  
simple step-by-step  
process for creating your  
own personalized**

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**marketing plan that is  
literally one page. Simply  
follow along and fill in  
each of the nine squares  
that make up your own  
1-Page Marketing Plan. -  
How to annihilate**

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your products and  
services and have  
customers actually thank  
you for it.**

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## **The 1-Page Marketing Plan**

### **Smart Social Media**

*Marketer Perry Marshall converts  
the widely known 80/20 principle  
into a master framework that  
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## ***Promotion***

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***Marketing is an attempt at establishing a baseline for one of the most tumultuous and change-ridden industries in existence. It takes a step back from the strategies and tactics that most digital marketing approaches***

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***saying it doesn't exist. I'm not saying Santa doesn't exist either. Here's what I am saying: maybe, just maybe, we're doing this wrong. I said "we" because I'm one of you! I'm a professional digital marketer (10 years and***

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***running!) and I do the same stupid thing that all of us are guilty of. I go out hunting for quick-fix content that'll give me some sort of blueprint to success as if digital marketing genius comes in a template.***

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***problem that I face: Principles aren't sexy! They just aren't. Tips and hacks and all of that crap, easy to sell. But principles... 'Yawn! So, dear reader, I issue you a warning: if you're looking for that casual read that'll just***

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the making, principle-centered,  
value driven, foundational  
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sporks and pick up the fine silver  
so we can sit at the big boy table  
with every other industry. It's  
time for digital marketing to have  
a principle-centered foundation. I  
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Eugene M. Schwartz' Classic  
Midas***

*Dr. Brooke Spencer always  
felt different from other  
girls. Now a successful*

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*scientist, she is finally discovering where she belongs: working alongside the brilliant, trailblazing researcher Dr. Charles Samuelson. Dr. Samuelson has recently made a discovery that has eluded philosophers*

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How to transmute iron into  
gold. Determined to use the  
knowledge for good, Dr.  
Samuelson recruits Brooke to  
assist him with his new  
plan, his "Golden  
Manifesto." But humans are*

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*not alone and his discovery has not gone unnoticed. Extraterrestrial visitors seek to control Dr. Samuelson's Breakthrough, and before long, Brooke is all that stands between Earth and total Destruction.*

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leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music television), and social

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enterprises (Freelancer's Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a



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new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the "intuitive" side of branding into a

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