

Raving Fans

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In **THE ONE MINUTE ENTREPRENEUR**, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through *One Minute Insights*, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. **THE ONE MINUTE ENTREPRENEUR** offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

With *Big Bucks!* bestselling authors Ken Blanchard and Sheldon Bowles unlock the secrets of making serious money for both you and your company. Through a series of easy-to-follow steps and powerful strategies, Blanchard and Bowles show how anyone can create lasting wealth. By focusing on concepts like commitment, intensity, purpose, and even fun, the authors have crafted a totally new--and irresistible--paradigm for unlimited success. Written in the parable style of their previous books, *Raving Fans* and *Gung Ho!*, which were *Business Week*, *New York Times*, and *Wall Street Journal* business bestsellers, *Big Bucks!* introduces Len, who doesn't just want more money--he wants to be a millionaire. Under the direction and guidance of a group of mentors, Len must overcome three challenges on his way to attaining more wealth than he ever dreamed possible. Len learns that these three tests can be undertaken by any individual or organization in the pursuit of big bucks. And he also sees that while making big money, he can accomplish even more valuable achievements by being generous with his time, talents, and prosperity. Packed with practical advice, *Big Bucks!* is a must-read for any individual or business professional seeking wealth. It's destined to become one of the major money books in the twenty-first century.

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create *Raving Fans*." This, in a nutshell, is the advice given to a new Area Manager on his first day--in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results. Written in the parable style of *The One Minute Manager*, *Raving Fans* uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make *Raving Fan Service* a constant feature--not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast.

Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace--and turn their customers into raving, spending fans.

Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

Catalytic Coaching

Who Says Elephants Can't Dance?

It's Never Too Late to Build a Customer-Focused Company

Ask

The Art Of Raving Fans

You'll See It When You Believe It

The Snowball System

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

A guide to providing a successful customer service, written in the style of a parable, including advice on how to define a vision, learn what a customer really wants and institute effective systems to achieve excellent bottom line results.

What if you had a pool of repeat customers and loyal, raving fans waiting to buy EVERY SINGLE ONE of your digital products? What if you never had to chase or wonder where the next sale of your digital product is going to come from? What if you knew exactly how to turn first time visitors into subscribers and then loyal customers who stay and buy again and again and again... Nodding YES? *Your First 100* will allow you to discover how to take the brand and business you have right now and transform it into one that has the potential to build repeat customers and loyal, raving fans. Brand loyalty isn't just for the big brands. *Your First 100* will show you how you can tap into the exact loyalty recipe as an online business and brand selling digital products. Here's what's packed into this how-to guide: How to be TOP OF MIND every single time your ideal customer is ready to buy The 4C formula to writing emails that hook That ONE thing you need to get from your ideal customer (without this, the ASK gets so much harder) A DEAD SIMPLE way to structure your offers so that your customers keep coming back for more How the 5P Touch Framework will help you burn a single brand footprint into all interactions your audience has with your business (and why you need ALL 5!) How you can

Where To Download Raving Fans

QUICKLY turn your ideal customer into a buyer and then a loyal, raving fan In Your First 100, you will be introduced to a system of ideas and questions to think about, ask yourself, and apply to your digital product-based business in 5 core areas so that you can turn first time visitors into repeat customers and loyal, raving fans. Imagine for a minute how your business would change if you never had to worry about where the next sale of your digital product is going to come from... Your offers (paid and free) become seductive magnets of YES! that your audience can't resist. Your audience is sold on whatever you put on sale because it's from YOU and they want it. Every core area in your business is intentional and works toward creating a brand experience that attracts your tribe—your repeat customers and loyal, raving fans. That's the power of the process and promise behind Your First 100. Intrigued yet? Then scroll to the top and click or tap "Buy Now."

Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller Raving Fans, are back with Gung Ho! Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world. Raving Fans taught managers how to turn customers into full-fledged fans. Now, Gung Ho! brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho—a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are: The Spirit of the Squirrel The Way of the Beaver The Gift of the Goose These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures Gung Ho employees committed to success. Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, Gung Ho! is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with Gung Ho!, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization. Raving Fans brilliantly schooled managers on how to turn customers into raving fans. Gung Ho! now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of Gung Ho! are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like Raving Fans, Gung Ho! delivers.

How New Breakthroughs in Precision Medicine Can Transform the Quality of Your Life & Those You Love

The One Minute Manager

Increase Your Revenues, Grow Your Business and Create Raving Fan Customers for Life

Kingdomality

Tribes

A Revolutionary Approach to Customer Service

Drive Raving Fans to Your Business with a Book, Even If You Hate Writing

The New York Times, BusinessWeek, and Wall Street Journal Bestseller that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the Internet has eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change things, the ability to connect a tribe, and the willingness to lead. If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma led a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.

100 Cities. 100 Entrepreneurs. 9 Keys for Success. Main Street Entrepreneur offers a unique look at what it takes to create a successful and thriving business. Lifelong entrepreneur, business consultant and university professor Michael Glauser rode 4,005 miles in 45 days, spent 246 hours on a bike seat, climbed 165,748 vertical feet, and interviewed more than 100 entrepreneurs in 100 cities along the way to discover the secrets to entrepreneurial success. Glauser has distilled hours of interviews and research to present the nine keys for: • Building a purpose-driven business • Meeting important community needs • Developing a supporting cast • Working with a zealous tenacity • Giving mind-boggling customer service • Diversifying revenue streams • Giving back to the broader community • And ultimately, creating the lifestyle of your dreams Readers will learn how to achieve their own dreams and won't need a 30-page business plan, venture capital, or an exit strategy. All they need to do is implement nine keys for success. Not everyone can build a Facebook, Google or eBay, but anyone with passion and tenacity can do what these entrepreneurs all across America are doing.

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In Never Lose a Customer Again, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

In business, if people merely like you, you're in trouble. They need to love you! Learn how building loyalty and modeling great customer service behavior to develop frontline teams is the key to building raving fans. To thrive in today's economy, it's not enough for customers to merely like you. They have to love you. Win their hearts and they will not only purchase more—they'll talk you up to everyone they know. But what turns casual customers into passionate promoters? What makes people stick with you for the long haul? The industry experts at FranklinCovey set out to unlock the mysteries of gaining the customer's loyalty. In an extensive study that involved 1,100 stores and thousands of people, they isolated examples that stood out in terms of revenues and profitability. They found that these "campfire stores" burned brighter than the rest thanks to fiercely loyal customers and the employees who delight in making their customers' lives easier. Now Fierce Loyalty reveals the principles and practices of these everyday service heroes—the customer-facing employees who cultivate bonds and lift revenues through the roof. Full of eye-opening examples and practical tools, Fierce Loyalty helps you infuse empathy, responsibility, and generosity into every interaction and: Make warm, authentic connections Ask the right questions Listen to learn Discover the real job to be done Take ownership of the customer's issue Follow up and strengthen the relationship Share insights openly and kindly Surprise people with unexpected extras Model, teach, and reinforce these essential behaviors through weekly team huddles It's time to invest in building loyalty. Even small improvements mean a big boost to your bottom line...and improves your business overall.

The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy . . . Create a Mass of Raving Fans . . . and Take Any Business to the Next Level

Driving Loyalty

Promoting Your Podcast

The 6 P Method to Sell Your Business for Huge Profit

Customer Mania!

Leadership Promises for Every Day

INSTANT #1 NEW YORK TIMES BESTSELLER Transform your life or the life of someone you love with Life Force—the newest breakthroughs in health technology to help maximize your energy and strength, prevent disease, and extend your health span—from Tony Robbins, author of the #1 New York Times bestseller Money: Master the Game. What if there were scientific solutions that could wipe out your deepest fears of falling ill, receiving a life-threatening diagnosis, or feeling the effects of aging? What if you had access to the same cutting-edge tools and technology used by peak performers and the world's greatest athletes? In a world full of fear and uncertainty about our health, it can be difficult to know where to turn for actionable advice you can trust. Today, leading scientists and doctors in the field of regenerative medicine are developing diagnostic tools and safe and effective therapies that can free you from fear. In this book, Tony Robbins, the world's #1 life and business strategist who has coached more than fifty million people, brings you more than 100 of the world's top medical minds and the latest research, inspiring comeback stories, and amazing advancements in precision medicine that you can apply today to help extend the length and quality of your life. This book is the result of Robbins going on his own life-changing journey. After being told that his health challenges were irreversible, he experienced firsthand how new regenerative technology not only helped him heal but made him stronger than ever before. Life Force will show you how you can wake up every day with increased energy, a more bulletproof immune system, and the know-how to help turn back your biological clock. This is a book for everyone, from peak performance athletes, to the average person who wants to increase their energy and strength, to those looking for healing. Life Force provides answers that can transform and even save your life, or that of someone you love.

Drawing from the experience of Enterprise, the global car rental powerhouse, a management expert shows business leaders how to build an army of loyal customers and devoted employees to thrive in today's competitive world.

Too many entrepreneurs push off planning for the sale of their business until the last moment. But for a business to sell for what it's really worth—or even more—owners need to prepare for the sale from the very start. In Exit Rich, author and mergers and acquisitions authority Michelle Seiler Tucker joins forces with Sharon Lechter, finance expert and author of Rich Dad Poor Dad, to create a must-have guide for all business owners—whether they're gearing up to sell a business now or just getting started building out their company into something to sell for a profit in the future. Seiler Tucker's twofold approach to selling your business for maximum profit combines two of the most powerful elements of her mergers and acquisitions toolkit: the "ST GPS Exit Model" to help business owners set goals for the sale before their business hit the market, and the "6 P Method" to help them objectively evaluate their business's worth, before their potential buyers do. Combined, these tools provide invaluable insight into the process of preparing a business for sale, finding the right buyers, and staging the sale itself. Throughout the book, Sharon Lechter's wisdom peppers each chapter in the "Mentoring Corner" section, providing forward-thinking entrepreneurs with the perspective that they need to take control of their business's future and exit rich. This book is a rich resource for any business owner looking to:

- Objectively evaluate their business before a sale
- Improve their chances of finding the right buyer
- Sell their business for maximum profit

Take Care of Your Customers--or Someone Else Will! Legendary Service Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business--they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of Legendary Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, Legendary Service: The Key Is to Care is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job. PRAISE FOR LEGENDARY SERVICE: "Read this book and establish a service culture in your organization." -- Horst Schulze, Chairman/CEO, Capella Hotel Group "Legendary Service has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the company and can make a difference. Legendary service--it's everyone, always." -- Mark King, CEO and President, TaylorMade Golf "Everything I know about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. The One Minute Manager dramatically changed my thinking 32 years ago. Legendary Service will teach the next generation how to deliver sensational service. Buy it, study it, implement it." -- Lee Cockerell, Executive Vice President, Walt Disney World (Retired & Inspired), and author of Creating Magic and The Customer Rules "Kathy Cuff and Vicki Halsey have created a fantastic customer service model called ICARE. When you add their voices to that of the master storyteller Ken Blanchard, you have a masterpiece entitled Legendary Service. It is a must-read for everyone who, like me, has a passion for service." -- Colleen Barrett, President Emeritus, Southwest Airlines, and coauthor of Lead with LUV "Ken Blanchard has done it again and delivered the right book at the right time. Legendary Service provides the essentials of hospitality and servant leadership in a way that everyone can adopt--right now--today!" -- John Caparella, President and COO, The Venetian, The Palazzo, and Sands Expo "Ken, Kathy, and Vicki show us how to change everyday service events into memorable experiences. Their book is a must-read for anyone unwilling to accept mediocrity." -- Leonardo Inghilleri, coauthor of Exceptional Service, Exceptional Profit

Fanocracy

Leading Loyalty

Big Bucks!

More...: Word of Mouth Referrals, Lifelong Customers & Raving Fans

The New One Minute Manager

Turning Every Customer and Employee Into a Raving Fan for Your Brand

The End of the Performance Review

The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-

selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not 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.

Speakers, Coaches, Entrepreneurs, Youtubers, Realtors, Bloggers and all types of service professionals...here is your transformation to the next level. Everyone needs to add a Book to their funnel, even if you hate to write. Best Selling Author, Christopher Robin Roel, shows you why you need publish a book now and how easy it is. Christopher shows you how to use that book in a funnel to drive raving fans from online onto your email list, and ultimately into your client list. If you have a brick and mortar, or service business, you NEED to know this online business model to use the book as your ultimate business card. Get more speaking gigs, create digital products, and change the relationship from you and your clients with a book. They will go from skeptical prospects to hungry followers who want to buy everything you got. Embark on the journey, that will skyrocket your brand. Take action to take your business and your life to the next level. Click Buy Now!

A new edition based on the timeless business classic—updated to help today's readers succeed more quickly in a rapidly changing world. For decades, The One Minute Manager® has helped millions achieve more successful professional and personal lives. While the principles it lays out are timeless, our world has changed drastically since the book's publication. The exponential rise of technology, global flattening of markets, instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now, Ken Blanchard and Spencer Johnson have written The New One Minute Manager to introduce the book's powerful, important lessons to a new generation. In their concise, easy-to-read story, they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a young man looking for an effective manager is more relevant and useful than ever.

Word-of-Mouth Referrals are the golden ticket of sales and marketing, yet so few businesses know how to create more of them. The reality is that asking for referrals never really works because it puts the other person in an awkward and uncomfortable situation. It's one they just want out of. This book outlines the strategy necessary to cut through the noise of marketing and advertising and get more word-of-mouth referrals.

Legendary Service: The Key is to Care

9 Vertical Lessons for Leading with Impact

A Daily Devotional

Turn Any Sale into Lifelong Loyalty in 100 Days

The Way to Your Personal Transformation

Raving Fans

Leading a Great Enterprise through Dramatic Change

RockStar Service, Rockstar Profits reveals a new, fast, easy way to increase revenues, grow a business, and create loyal customers for life. Imagine for a moment that your favorite artist, musician, group or rock star came into your office or called you today requesting your product or service. What would you say to them? What would you do to serve them? Now ask yourself: When was the last time I treated a customer or a client like a rock star? What would it do for your business if you treat every customer and client like a rock star? Rockstar Service, Rockstar Profits shows business owners, executives, customer service reps, and others a more effective way for their team to deliver world-class, rockstar customer service to their customers. Inside, business coach David Brownlee teaches how to build rapport in 60 seconds or less, create customized customer service strategies to implement immediately, and how to look at customers in a new light. Rockstar Service, Rockstar Profits reveals how to increase revenues, grow a business, and create raving fans—clients that will never leave.

Learn How to Create Raving Fans and Zealots For Your Brand! Why do some brands succeed beyond all reasonable expectation, while other brands that are just as good or even better wind up failing within a few months? How is it that an Oprah becomes an icon, while dozens of other talk show hosts quickly fall into oblivion? Why does Nike inspire such loyalty, while other brands of shoes struggle for market share? Imagine if your product inspired the same level of loyalty that Apple, Disney and Starbucks receive from their customers. Now imagine you can actually engineer that loyalty right into your brand – it makes your head spin a bit, doesn't it?

A Wall Street Journal bestseller From the author of New Rules of Marketing & PR, a bold guide to converting customer passion into marketing power. How do some brands attract word-of-mouth buzz and radical devotion around products as everyday as car insurance, b2b software, and underwear? They embody the most powerful marketing force in the world: die-hard fans. In this essential book, leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs, veteran business owners, startup founders, nonprofits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation. They lay out a road map for converting customers' ardor into buying power, pulling one-of-a-kind examples from a wide range of organizations, including: · MeUndies, the subscription company that's revolutionizing underwear · HeadCount, the nonprofit that registers voters at music concerts · Grain Surfboards, the

board-building studio that willingly reveals its trade secrets with customers · Hagerty, the classic-car insurance provider with over 600,000 premier club members · HubSpot, the software company that draws 25,000 attendees to its annual conference For anyone who seeks to harness the force of fandom to revolutionize his or her business, Fanocracy shows the way.

This essential guide, based on the author's extensive experience in Internet marketing and podcasting, outlines proven strategies for driving traffic to a podcast Web site and turning one-time visitors into long-term subscribers. The book covers pertinent topics such as how to get the best results from podcast directories; choosing an eye-catching title; writing an effective description; and much more.

Create Raving Fans and Zealots For Your Brand

From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans

Main Street Entrepreneur

The Expert in the Room

Build Your Dream Company Doing What You Love Where You Live

Gung Ho!

How to Get Your First 100 Repeat Customers (and Loyal, Raving Fans) Buying Your Digital Products Without Sleazy Marketing Or Selling Your Soul

Wayne Dyer, psychotherapist and world-famous author of worldwide bestsellers *Your Erroneous Zones* and *Pulling your own Strings*, shows you how to improve quality of life by tapping into the power that lies within you and using constructive thinking to direct the course of your own destiny. With his proven techniques and using examples from his own highly successful experiences, Dyer will convince you that you can make your most impossible dreams come true. *You 'll See It When You Believe It* demonstrates that through belief you can make your life anything you wish it to be. Learn practical steps such as how to set real goals and achieve them; turn obstacles into opportunities; rid yourself of guilt and inner turmoil; develop a strong inner-confidence; dramatically improve relationships; spend every day doing the things you love to do, and so much more. Go beyond self-help to self-realization with this accessible and uplifting manual.

Details a simple, yet effective management system based on three fundamental strategies for earning raises, promotions, and power in business.

Stop satisfying your customers – and start impressing them – using the strategies of Apple, Costco, Disney, and other industry dominators. If you 're aspiring to satisfy your customers, then you 're aspiring to mediocrity. That 's the fascinating premise of *From Impressed to Obsessed*, a book that will fundamentally change how you think about creating a successful, beloved business. Renowned customer experience expert Jon Picoult takes you on a mesmerizing journey, showing how customer loyalty is as much about shaping people 's memories as it is about shaping their experiences. Through captivating stories and eye-opening studies, Picoult explains the 12 breakthrough, psychology-based strategies that successful companies use to impress customers – leading them to become obsessed with the business 's products and services, and to encourage others to do the same. Filled with actionable examples, you 'll see how you can immediately apply these principles to turn more sales prospects into customers, and more customers into raving fans. Picoult even demonstrates how business leaders can use the very same principles to strengthen employee engagement and loyalty. Turn your organization 's customer experience into its greatest competitive advantage, by applying the simple but profound lessons in *From Obsessed to Impressed*.

'By nature, by instinct, by personality, people react differently and use different techniques and ways of dealing with a situation. Success in the future will come to those who see people as unique individuals, with unique talents. Rather than just selecting people with the right skills, winning organizations will be those that also focus on selecting people with the skills who are also suited by temperament to complete the task successfully. How do you discover who you really are? Who your team members really are? What role you're best adapted to play? Many systems have been devised based on the great psychologist, Carl Jung's teachings. But the best may well be a system called Kingdomality, created by Richard and Susan Silvano of Career Management International. Kingdomality links an understanding of personality - the natural/instinctive way we act and react - with role models that clearly define the whole sweep of personality types. By matching personality types to roles played by citizens in a medieval kingdom and developing a simple test - blind to issues such as gender, race, education, economic circumstance - the Silvanos have created a way of discovering who you are. By knowing your own role, and the essence of the roles of others around you, you'll understand why certain people see problems and opportunities differently. To know who you really are brings power and mastery to your life.' From the foreword by Ken Blanchard, bestselling co-author of *The One Minute Manager*

How to Win More Business and Turn Clients into Raving Fans

Reaching Your Next Summit!

How Lady Gaga Turns Followers into Fanatics

Satisfied Customers Just Aren't Good Enough

Rockstar Service. Rockstar Profits

Your First 100

The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing

Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think--from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In *The Snowball System*, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With *The Snowball System*, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be

happier, and so will your clients.

When a person goes to the boss with a problem and the boss agrees to do something about it, the monkey is off his back and onto the boss's. How can managers avoid these leaping monkeys? Here is priceless advice from three famous experts: how managers can meet their own priorities, give back other people's monkeys, and let them solve their own problems.

"When anchors fail, people die." Your climb to excellence is never easy. The human drive within calls us to what is possible. In *Reaching Your Next Summit*, Manley Feinberg II, world-class mountain climber, shares nine Vertical Lessons and one essential question. These principles will renew your commitment and inspire your quest for excellence. You will realize more of your potential as you sharpen your focus, act with courage, and generate momentum in reaching your next summit-and beyond.

Applauded as one of the world's most popular leadership experts, John C. Maxwell distills many of his winning concepts and scriptural meditations into a daily devotional, following the phenomenally popular format of *Grace for the Moment* and *Hope for Each Day*. Delivered with his trademark style of confidence and clarity, Maxwell addresses a host of relevant topics including success, stewardship, teamwork, and mentoring.

Turning Fans into Customers and Customers into Fans

The Secret to Creating and Sustaining a Successful Business

Exit Rich

Creating Raving Fans

The Ultimate Guide to Building an Audience of Raving Fans

The One Minute Manager Meets the Monkey

The One Minute Entrepreneur

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.

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

Uses the success of the world's largest restaurant chain to explain how a company of any size can develop a unified, people first, customer-oriented approach to doing business.

Make your story a page-turner; make a living as a writer. Wouldn't it be great if readers stayed up all night to finish your screenplay or novel? After such an intense emotional experience, when they're done with your story, these readers won't quickly forget about it and reach for another spec script or novel in their TBR pile. Nope. They'll transform into raving fans who'll tell everyone they know about your work. That's how you get onto Hollywood's radar and eventually make the big spec sale. That's how you get the word-of-mouth recommendations that propel a novel to the top of the best-seller lists. It's how you finally achieve your writing dreams through your creativity. Sounds nice, right? But how do you make it happen? How do you keep readers glued to your screenplay or novel? At first, you might use your writing skills to create a likeable hero or craft a high-concept premise. Sure, these things are important. They entice readers to give your story a chance. But they only go so far. They don't keep readers engaged till the very end. To accomplish this, you need something more. You need stakes. Because of stakes, your hero can't walk away from his problem. As a result, readers won't be able to walk away from your story. See, when stakes are in play, readers will be wondering if your hero will succeed or fail at his goal. Then, they worry about him. Then, they're under tension. To relieve this tension, they MUST stay up all night and finish your story-and when they have, they'll rave about the amazing page-turner they couldn't put down. They'll rave about you. Master story stakes, and your screenplay or novel will stand out in a crowded marketplace. This writing skills guide will show you how. Specifically, you'll learn about: 11 Types of Story Stakes Which Increase Tension and Reader Engagement Some of them you already know. A few will be new. At the very least, you'll have a convenient list to check the next time you need a new reason for your hero to save the day, trick your leading lady, or chase down a suspect. Plus, we'll cover best practices. That way, you'll get the most mileage out of the stakes you choose to include in your story. 8 Modulating Factors Which Affect the Emotional Impact of the Stakes Think of modulating factors like the knobs on a stereo system. They can either turn up the emotional "volume," or...they can mute it. Oftentimes, modulating factors are the secret to wringing out the extra drop of emotion that will give your story an advantage over others in its genre. The Story Stake Matrix This is where we put everything together. It's a tool which will show you: how to use stakes to craft a premise with more commercial appeal how to raise the stakes (even when they're already

high!) how to avoid an anticlimactic ending Let's focus on that second benefit for a minute. Several writing guides will tell you that to keep readers interested, you've got apply your creativity and raise the stakes. But, these books are frustratingly vague on how to accomplish this. This book is not vague. This book will give you specific strategies you can use right away to make high stakes feel even higher. Buy this writing skills guide today and take a step closer toward enthralled readers, raving fans, and killer sales! Also available (in ebook): *Inciting Incident: How to Begin Your Story and Engage Audiences Right Away* *Trough of Hell: How to Wrap Up the Middle of Your Story with Maximum Impact* *Story Climax: How to Avoid Disappointed Audiences and Craft a Screenplay or Novel Climax that Thrills and Delights*

After two decades of hands-on experience with performance management systems in some of the world's most well recognized organizations, Markle has come to propound what he calls a universal law of modern business. People hate performance reviews. Drawing upon his studies of and experience with systems theory and illustrating his points with real-life examples, Markle explains why employees and managers both have come to regard the ubiquitous performance evaluation as industry's poorest performing, most ineffective, and least efficient personnel practice. By digging down to its roots, he helps us understand why attempts to correct the flawed system fail. He provides an innovative way to measure their ineffectiveness and inefficiency and then introduces his catalytic coaching to replace them. Markle shows how his system is superior to others in five key business outcomes: 1) positive behavioral change; 2) motivation to work hard; 3) retention of key contributors; 4) internal promotions and succession; and 5) prevention of and protection from lawsuits. Not only is catalytic coaching more effective, it is also more efficient: it requires far less time and paperwork to implement and maintain. Markle gives his readers all of the forms, instruments and detailed instructions they need to operationalize his system. Business executives, senior HR professionals, and organization development specialists will benefit particularly from his presentation, as will other managers, executives, and supervisors, all of whom must learn to take ownership of their responsibilities to their organizations and themselves.

Your #1 Writing Skills Strategy to Produce a Page-Turner That Transforms Readers Into Raving Fans of Your Screenplay Or Novel

Never Lose a Customer Again

An Ingenious New Way to Triumph in Management

We Need You to Lead Us

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

Life Force

Monster Loyalty