

# **N O B.S.** INNER CIRCLE

## **MAGNETIC MARKETING LETTER**

**April, 2019**

"This ad of mine, that has succeeded so well in the magazines of this year, 1916, will be copied and will perform just as successfully in media not even yet imagined 100 years hence, because what makes a profitable advertisement never changes."

- Maxwell Sachheim. His ad "Do You Make These Mistakes In English?" ran non-stop for 41 years.



**Welcome to April  
Fools' Month.**

God must love fools.  
He made so many.

In the past month or  
so, I've been trying  
hard to spend some  
significant money in  
several categories

of consumer goods and services, but  
I have been thwarted at every turn.  
A big, revealed as dumb, national  
company pursued me for 6 months  
and arrived in my mail every week,  
attempting to generate prospects for  
its local dealer. I finally called  
and booked an appointment - which  
was not kept. The company never  
followed up to determine if their  
dealer kept the appointment, made a  
sale or didn't, if not, why not. I

still getting the same junk mail  
every week, and it now mail.

I recently visited the giant, week-  
long Auto Show at the convention  
center. Went to every brand's booth.  
Saw the local dealers' salespeople  
in gaggles with themselves and on  
their devices. You had to go lasso  
one, like at Dillards. I was ignored  
- even though I got in and out of  
vehicles, was dressed okay, and had  
used deodorant. Engaged with two  
alleged salespeople. Neither they  
nor anyone else captured my contact  
info for follow-up. I asked one  
about literature and he pointed me  
toward an iPad on a pole and told  
me I could log on and ask for what

I wanted there. Reminded me of John  
McKay, the beleaguered coach of the  
Tampa Bay NFL expansion team after  
another loss in their record string  
of losses, asked by a TV reporter  
if he had thoughts about his team's  
execution that day. He said he was  
in favor of it. Where, at this  
costly sales venue, was the sales  
management? - checking up, coaching,  
firing? As old as dirt: do NOT expect  
anything you fail to inspect.

I've recently watched a company  
that has painstakingly built a  
brand from scratch over a decade  
cast it aside and re-name itself  
with an incomprehensible acronym.  
Sadly, I own a bucket of stock in  
this thing. I imagine its founders  
have abdicated to an invasion of  
corporate buttheads from big, dumb  
companies in their industry. I do  
not know because I was not consulted  
or informed; I discovered the  
madness 2nd hand. Reminds of Charlie  
Jarvis' old tactic, when he got a  
dumb letter from some business:  
he'd return it to that entity's  
owner or President with a note that  
said "Apparently some horse's ass  
has stolen some of your stationery  
and is sending out letters that  
make you look stupid. I thought  
you'd want to know." I'm sure the  
leaders of this company have their  
reasons. I'm sure the reasons suck,  
too. When you trash-can a name that  
means something and a brand in  
which millions of dollars and years  
are invested, you'd better have  
reason of the century. You are

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# No Bs Newsletter Business Ideas Guide Near Me

**Puja Mehta**



## **No Bs Newsletter Business Ideas Guide Near Me:**

**No B.S. Sales Success In The New Economy** Dan S. Kennedy, 2010-01-01 In The New Economy only a select few will gain and keep membership in the elite sales fraternity enjoying the top incomes the greatest security the most independence and power and the highest status And who better to show you how to get in than Millionaire Maker Dan Kennedy Kennedy covers Adapting to The New Economy Consumer How to STOP PROSPECTING Once And For All and why you must Put the awesome power of TAKEAWAY SELLING to work in any environment If you re in a commodity business get out how to Re Position escape commoditization and safeguard price and profits in the heightened competition of The New Economy The One Thing to do to leverage The New Economy s Chaos of Choices to your benefit How Dumb Salespeople Work 10X Harder Than Necessary by under utilizing this one tool The 6 Step No BS Sales Process finally a reliable system you can stick with 6 Ways Sales Professionals Sabotage Themselves BS that Sales Managers shovel onto salespeople beware How to switch from One to One to One to Many with Technical Tools 8 Steps to getting past any No How to CREATE TRUST FAST in the trust damaged post recession world

*No B.S. Direct Marketing* Dan Kennedy, 2013-04-01 This new edition re affirms the essential fundamentals originally revealed by Kennedy and adds vital updates and revisions incorporating the newest media and marketing methods Kennedy adds three new chapters expanding on key direct marketing strategies and new case history examples and samples from new guest contributors each with extraordinary current success Kennedy dares marketers to dramatically simplify their marketing refocusing on what works Updated to address the newest media and marketing methods this marketing master plan from marketing master Kennedy delivers a short list of radically different little known profit proven direct mail strategies for ANY business Strategies are illustrated by case history examples from an elite team of consultants all phenomenally successful at borrowing direct marketing strategies from the world of mail order TV infomercials etc to use in ordinary businesses including retail stores restaurants and sales

**No BS Marketing to Seniors and Leading Edge Boomers** Dan S. Kennedy, Chip Kessler, 2012-10-08 Go Where the Money Is BOOMERS SENIORS Hold over 50% of the nation s wealth and more of its discretionary spending 46% have net worths exceeding 2 million Hold 1 out of every 2 available to advertisers marketers merchants and service providers This is not a book about social good or business excellence or broad big sweeping ideas It is a manual about getting money from those who have it and are given reason and their interests met very willing to spend it on just about everything and more of it at higher average prices than any other consumers Covers What leading edge boomers and seniors buy and why they buy it the diversity and amount of their spending will surprise you Opportunities with The Affluent and The Still Working while 10 000 retire every day 72% of boomers plan to keep working past age 65 The power of profiling learn how to sub divide this market develop the profile of your ideal customer within this demographic and use it profitably The New American Family 2 and 3 generations under one roof what does this mean to your business The 10 best advantages of marketing to boomers and seniors and how to leverage

them Capitalize on conditioned behaviors and imbedded commands How to incorporate the power of frame of reference familiarity classic credibility fear and stress reduction aspirations and ambition in your advertising marketing and selling Lessons from and secrets of AARP Disney Playboy psychics and mentalists 7 figure income financial advisors dentists and lawyers the mattress store with prices starting 6X the national price average the J Crew Co Facebook Coke vs Pepsi and others **Farm Implement News** ,1892 *Engineering News* ,1884 **Atkinson's Evening Post, and Philadelphia Saturday News** ,1928 SCC Library has 1974 89 plus scattered issues **The Doherty News** ,1925 **The Dairymen's League News** ,1923 **Engineering News-record** ,1898 The American Architect and Building News ,1902

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## **No Bs Newsletter Business Ideas Guide Near Me** Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**No Bs Newsletter Business Ideas Guide Near Me**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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