



No B.S. Marketing To the Affluent: No Holds Barred Kick Butt Take No Prisoners Guide to Getting Really Rich

Dan S. Kennedy

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Here it is: no warm ‘n fuzzies—just hard-core strategies from real world trenches...for successfully repositioning your business, products, services and yourself to attract customers or clients for whom price is NOT a determining factor in their purchasing. The TRUTH is it takes no more work to attract customers/clients from the explosively growing Mass-Affluent, Affluent and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service and experiences. This is the fastest and surest path to prosper in tough times (selling to those least affected by recession) and to get rich in good times! • Understand the explosive growth of the affluent customer population—where there is LESS competition and much MORE profit • Practical Strategies Revealed: Lamborghini, Disney, the famous J. Peterman catalogs, Wal-Mart, Starbucks, \$2,995 lobsters, Cold Stone Creamery, gourmet pizza, fashion-designer golf bags, and over 50 other fascinating and diverse true-life examples • E-FACTORS: 10 surprising Emotional Buy Triggers the affluent find irresistible • MILLION-DOLLAR MARKETING SYSTEM: Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use • THE MAGIC LANGUAGE OF “MEMBERSHIP”: applied to any business for the affluent...from pizza shops and medical practices to retail stores and pet hotels

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