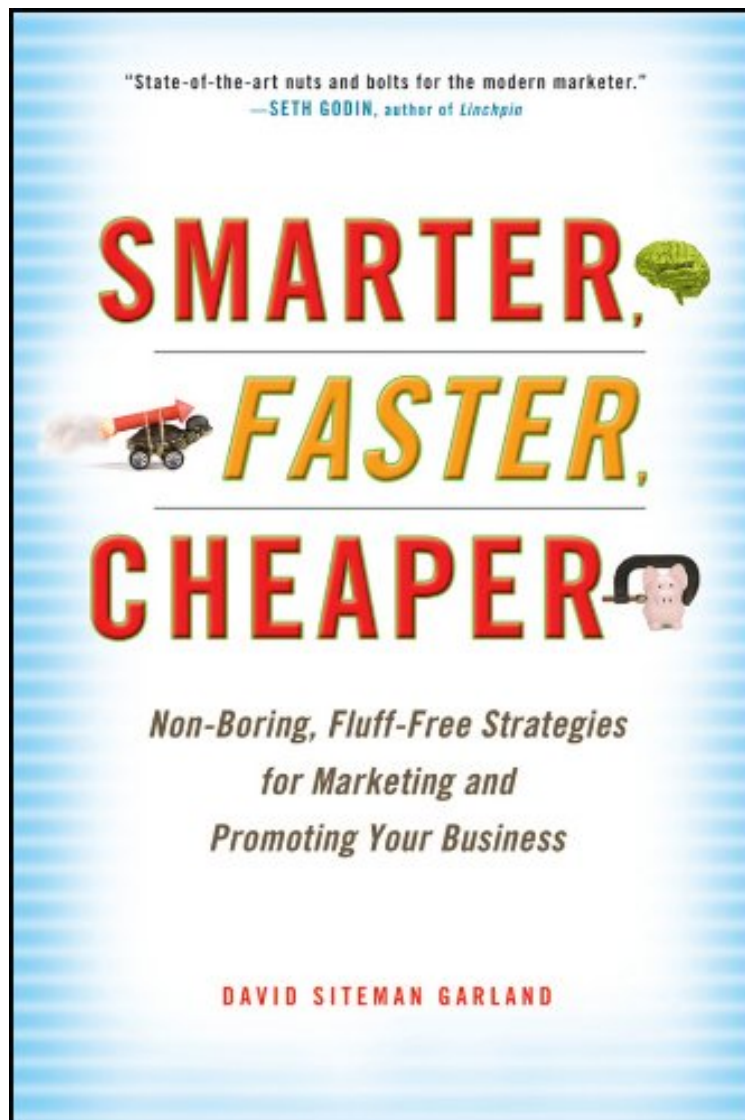


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Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business

David Siteman Garland

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David Siteman Garland : Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business:

1 of 1 people found the following review helpful. great book on businessBy cynthia brownif you are starting a business this is one of those books to have as Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for

Marketing and Promoting Your Business Hardcover will show you step by step how to get this done!!! This author is someone you can learn from and his book is easy to follow along with!! he gives great examples and is not hard to follow!As the author David Siteman Garland states you can Save time and money in building, marketing and promoting your businessWith huge recent shifts in the way enterprises are built, marketed, and monetized, these are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke. "Smarter, Faster, Cheaper" gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques. Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur Based on countless interviews with successful leaders, including conversations with entrepreneurs and owners of businesses large and small Strategies and ideas are easy to understand, digest, and immediately put to useFrom learning when to skimp and when to splurge to mastering the art of online schmoozing, "Smarter, Faster, Cheaper" will save you time, money, and aggravation whether you're building your tenth business or your first.

2 of 2 people found the following review helpful. Foundational stuff for marketing in the new world. By Grant Fritchey

The extended title on the book covers what it's about quite well. David Garland is considered one of the top marketers these days and he seems to follow the processes laid out in his book. I say this because I received a tweet from him after I tweeted that I'd finished reading the book. One of the processes laid out is to set up search routines to keep an eye out for your name, your companies name, your book's name, and go to where those things are being posted and respond, in person. I can sum up a huge part of the book in those last two words, in person. He's very much about the concept that what you're selling is not a widget, but yourself and that the more and better you sell yourself, the more and better your widgets will sell. The focus of the book is on marketing and selling, which is good, that's what I expected and wanted. I'm just still having trouble wrapping my brain around the fact that I'm in sales marketing. But, the good news, for me anyway, is that David Garland's idea of sales is to generate useful content. Wait, what was that? You mean writing books, blog posts, articles, recording videos and presenting online at user groups is sales marketing? Sweet! I'm in favor. The point is, you have to move away from the ideas of marketing the old way, buying commercial time on TV and move into using the internet to do your marketing. That marketing is done by becoming a trusted advisor, or as Seth Godin has it, a linchpin. You do that by generating material, like this blog, and handing it out for free. You take part in discussions in forums, twitter, whatever, and grow yourself into a trusted resource THEN, you carefully sell. I'm sold. Of course, I've been sold. I got this message a year ago, right before I changed my career path. The book goes on to discuss various mechanisms of engagement and production you can use to build up that material which will turn you into a trusted resource. There's a lot of great advice about how to manage your online presence, how to overcome fear (of failure, success, what have you), produce video, and probably most importantly, building a community. The book is all about building out a community of people that you help and who in turn help you. A real community, not just a bunch of readers or viewers, but an interactive group of individuals. Again, I'm in favor. Unusual enough for a modern book, he has an Index. In fact, he has a good index. When I saw that I had to check to see if I was reading one of my history books or a technical book. No one puts indexes in books any more (apart from historians geeks). Excellent.

4 of 4 people found the following review helpful. Up Close and Personal with David Garland

By Judith Knight

After reading David Garland's book, Smarter, Faster Cheaper, I felt like I had just sat down with David and talked marketing strategies for two days. I loved hearing about his own experiences growing his business but never felt like he was just me, me, me. Not at all. I started my web design business 2 years ago helping small businesses create a branded online presence that they can use as the hub of their marketing efforts. I personally have been using the tools and methods that David discusses and was really looking for a good marketing book for my clients. But I have to say, in addition to being thoroughly engaged by David's writing style, I picked up a number of great ideas for my own business development. I will definitely be putting this book on my required reading list for my clients to get a good blueprint for what is possible when you harness the power of the new technologies not just for the sake of pushing your content out but to build relationships that can rocket your small business into the fourth dimension. I tweeted that I was reading the book and to my surprise, David responded right back and started a conversation with me. He was interested in what I thought about the book. So not only was I reading about these strategies, but David was actually demonstrating how he has gained so many true fans. I know I am a true fan now!

Save time and money in building, marketing and promoting your business With huge recent shifts in the way enterprises are built, marketed, and monetized, these are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke. Smarter, Faster, Cheaper gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques. Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur Based on countless interviews with

successful leaders, including conversations with entrepreneurs and owners of businesses large and small. Strategies and ideas are easy to understand, digest, and immediately put to use. From learning when to skimp and when to splurge to mastering the art of online schmoozing, *Smarter, Faster, Cheaper* will save you time, money, and aggravation whether you're building your tenth business or your first.

"State of the art nuts and bolts for the modern marketer." —Seth Godin, author, *Linchpin* "A great read for passionate entrepreneurs looking to market their businesses by inspiring, educating, and entertaining." —Tony Hsieh, #1 NY Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc. "In his smart and practical book, David Siteman Garland shows how to deploy your personality, passion, and knowledge to turbocharge your marketing. This no-nonsense guide will help entrepreneurs large and small spread their message and build their business." —Daniel H. Pink, author of *DRIVE* and *A WHOLE NEW MIND* "David is energy, passion, and execution rolled into one package. Bet against him at your peril. David Siteman Garland is a trust agent and future king." —Chris Brogan, NYT Bestselling author of *Trust Agents* "David brings to business marketing something that is essential to your success, motivation and passion. The stories and lessons shared here are rich with real advice wrapped in vitality and proven through experience. Take this book and go earn your success!" —Brian Solis, author of *Engage*, the complete guide for businesses to build, cultivate, and measure success in the social Web "If you love to spend buckets of money on traditional ads and you can't wait to cold call sales prospects then you don't need this book. But if you're looking for no-nonsense ideas on reaching buyers, then read this book right now. It's a fast read because Garland is non-boring." —David Meerman Scott, bestselling author of *The New Rules of Marketing and PR* "If you're into boring marketing books take a pass - this book reads like an enthusiastic success coach urging you to greatness." —John Jantsch, author of *Duct Tape Marketing* and *The Referral Engine* From the Inside Flap We're in "wild west" times for business. Thanks to social media and new technologies, customer-brand relationships are suddenly wide open and up for grabs. Big players are getting taken down, while upstarts are starting up, gunning for market share, and outmaneuvering the Goliaths. So, just when a rethink might seem in order, why do so many act like it's 1982 all over again? Why do they believe product pushing still works? Or still think slower, and more expensive is the way to engage customers these days? If you're interested in building, marketing, and promoting your business with agility and grace, not sloth and dullness, get *Smarter, Faster, Cheaper*. This one-stop guide to the new entrepreneurial landscape — minus the "same old, same old" baggage that drags so many down — gives you real-world examples (as opposed to fluffy theory) from unique, winning innovators, inspiring you to think big and then take successful action. In *Smarter, Faster, Cheaper*, you'll meet a slew of already legendary new entrepreneurs and promoters, such as "Nametag Guy" Scott Ginsberg, Bravo's "Millionaire Matchmaker" Patti Stanger, Wine Library founder Gary Vaynerchuk, bestselling author and Squidoo founder Seth Godin, and many, many more. As you learn from their successes and failures, as well as those of author and entrepreneur David Siteman Garland, you'll discover fresh and exciting approaches to: Becoming a trusted resource Building your audience and community Helping others while helping your business Using your content as a handshake Creating and growing one-on-one relationships with your customers Communicating effectively online and via social media Avoiding "selling" by educating, inspiring, and entertaining instead And more! Inertia is a powerful force, and many professional marketers and business owners still think "more of the same" is the best way forward. Not you, though! If you recognize the new movement in marketing and promotion, discover how to make your business *Smarter, Faster, Cheaper* today and win! From the Back Cover Praise for *Smarter, Faster, Cheaper* "A great read for passionate entrepreneurs looking to market their businesses by inspiring, educating, and entertaining." —TONY HSIEH, #1 NY Times bestselling author of *Delivering Happiness* and CEO of Zappos.com "In his smart and practical book, David Siteman Garland shows how to deploy your personality, passion, and knowledge to turbocharge your marketing. This no-nonsense guide will help entrepreneurs large and small spread their message and build their business." —DANIEL H. PINK, author of *Drive* and *A Whole New Mind* "David is energy, passion, and execution rolled into one package. Bet against him at your peril. David Siteman Garland is a trust agent and future king." —CHRIS BROGAN, New York Times bestselling author of *Social Media 101* and *Trust Agents* "David brings to business marketing something that is essential to your success, motivation and passion. The stories and lessons shared here are rich with real advice wrapped in vitality and proven through experience. Take this book and go earn your success!" —BRIAN SOLIS, author of *Engage!*: The complete guide for Brands and businesses to build, cultivate, and measure success in the New Web "If you love to spend buckets of money on traditional ads and you can't wait to cold call sales prospects, then you don't need this book. But if you're looking for no-nonsense ideas on reaching buyers, then read this book right now. It's a fast read because Garland is non-boring." —DAVID MEERMAN SCOTT, bestselling author of *The New Rules of Marketing and PR* "If you're into boring marketing books, take a pass — this book reads like an enthusiastic success coach urging you to greatness." —JOHN JANTSCH, author of *Duct Tape Marketing* and *The Referral Engine*