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Bret Ridgway

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Bret Ridgway : 50 Biggest Mistakes: I See Information Marketers Make before purchasing it in order to gauge whether or not it would be worth my time, and all praised 50 Biggest Mistakes: I See Information Marketers Make:

0 of 0 people found the following review helpful. Another little treasure of simple truths...By Nancy Hayssen"Another little treasure of simple truths from Bret Ridgway on your journey along the Information Marketing business.I've worked closely with Speaker Fulfillment Services this past year,and can personally say they are stellar.Our product produced by SFS is absolutely beautiful...like a goodie out of a candy shop!If you're just starting off or a veteran in the Information Marketing field,you're sure to pick up some little golden nuggets to improve your businessand your life."Nancy HayssenMillionDollarAdPlan.com

The 50 Biggest Mistakes I See Information Marketers Make provides a behind-the-scenes perspective of some of the mistakes some of the biggest names in information marketing have made and what you can do to avoid these mistakes and increase your chances for success. You'll find a unique New Information Product Development and Launch Checklist included that shows you step by step the tasks you need to be completing at various time intervals prior to the launch of your new information product.

"Bret Ridgway's new book The 50 Biggest Mistakes I See Information Marketers Make is one of the most valuable resources on information marketing I've ever run across. And it shouldn't be a surprise. After all, as co-founder of Speaker Fulfillment Services, the go-to place almost ALL top info marketers turn to for product fulfillment, Bret is in the unique position to witness firsthand exactly what works and what doesn't. You need this book just so you can avoid mistakes #1 and #5 alone! Bottom line... I give this book my highest recommendation." - Eric Graham

"I must admit I was skeptical when I first heard about your 50 Biggest Mistakes book. I've seen so many of these things about different topics and I thought it would be just like some of the others where they had very little content and it seemed like they were stretching just to hit a number like 50. To my surprise it was jam packed with all sorts of things that could seriously sabotage a project. I was really impressed with your vast knowledge of the Information Product business. I can tell you know this industry inside and out. Your book really is sort of a survival guide." - Tracy Childers

"I highly recommend it and hope you'll pick up yours today" - DJ Dave Bernstein

"Buying this book is a no-brainer for all information marketers." James Lange

"When Bret Ridgway talks about information marketing, I listen. You should too!" Ray Edwards

"This is a MUST HAVE resource for everyone selling a CD, DVD, home study course or any other info product." Jeanette Cates, PhD

From the Author: As co-founder of Speaker Fulfillment Services, an organization that produces and fulfills information products for many of the biggest names in the industry, I've had a unique perspective on what information marketers do well, and what they don't do so well. This book covers 50 of what I feel the biggest mistakes are information marketers make, and more importantly, how you can avoid making those same mistakes.

About the Author: Bret Ridgway is the founder of Speaker Fulfillment Services, a company that provides event promoters with back-of-the-room order processing services and information marketers with product duplication and fulfillment services. Bret has been coordinating back-of-the-room sales activities for events since 1999 with his partner Bryan Hane. Bret is author or co-author of multiple books for authors, information marketers and event promoters. In addition to View from the Back: 101 Tips for Event Promoters Who Want to Dramatically Increase Back-of-the-Room Sales he has also written: View from the Back: 101 Tips for Event Promoters Who Want to Dramatically Increase Back-of-the-Room Sales 50 Biggest Website Mistakes Online Business Owners Make Mistakes Authors Make Here's How I Did It (Volume 2) He is a frequent speaker at events related to authorship and information products and is available for radio interviews on the same.