



Creating Business Growth

Stefan Drew

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Imagine where your business would be if you could tap into the expertise of some of the leading marketing brains available. People who have proven themselves by writing bestsellers. Books that only became bestsellers because the authors put into practice the techniques that they wrote about. What if some of those people were TED speakers, or had made fortunes for themselves, and their clients, by putting into practice the marketing strategies and tactics they had perfected over years? Would you, and your business, benefit if you had access to the knowledge these people possess? With that knowledge, could you realise your dreams? Stop dreaming. This is the real world and you have the opportunity to turn your dream into reality. Twenty-One Leading Authorities Twenty-one people, all leading authorities in their field of expertise, have joined forces to write a book that could turn your dreams into reality. These people are based around the globe and have clients on every continent. I'm privileged to know each and every one of these people, because we are all part of the same mastermind group. It's called the Joint Venture Master Mind Group (JVMM) and on monthly calls (and sometimes other mediums) we share our experiences, both good and bad, and so continually improve our strategies, tactics, techniques and profits. The people in this group are leaders in their fields. They have been specially selected by my friend, Dov Gordon, and Dov imposes strict joining criteria. The main one is that you are exceptionally good at what you do. Just twenty-one people from the JVMM group came together to write this book. The result is probably one of the most inspiring marketing books ever written. It focuses on what works in their businesses today. It isn't just theory; the contributors to this book run different sized businesses on several continents, so there is undoubtedly something in this book for businesses of every size and stage of development. Four Corners of the World The following chapters cover a wide range of marketing topics. Because they have been written by people from the four corners of the world, each author uses the form of English in use where they live. But English comes in many versions, with many spellings and grammatical constructions. As the editor of this book, I've not tried to standardise the English, but left it as written by the authors. This means you may see the same word spelt in several different ways depending on who wrote the chapter and the conventions in their part of the world. We live in a very small world where we watch films and TV programmes made far from where we live. We read books, articles and blogs written by people who have English as their mother tongue or for whom it is their second, third, fourth or business language, so these English variations are unlikely to be a problem to most readers. I make a point of this only to avoid confusion and because your next customer could speak any one of hundreds of forms of English. My advice is don't worry about the spellings and grammatical construction; instead, think about the content and how you can apply it to your business situation. A Last Thought There are literally thousands of ways to market any business. Each business is different and what works for one business may not work for the next. So in this book you'll find authors saying that they think the best marketing strategy or tactic is x, y or z. In the next chapter you could find advice that countermands what you've just read. This doesn't mean one is right and one is wrong. It means that you need to decide, with your new knowledge, what will work for your business. For example, some of my clients find video ads on Facebook work incredibly well for them, but for my business they are a total waste of time. The thing is we have different target audiences, with different products or services. So read this book, make your decision and be successful. Stefan Drew Editor

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