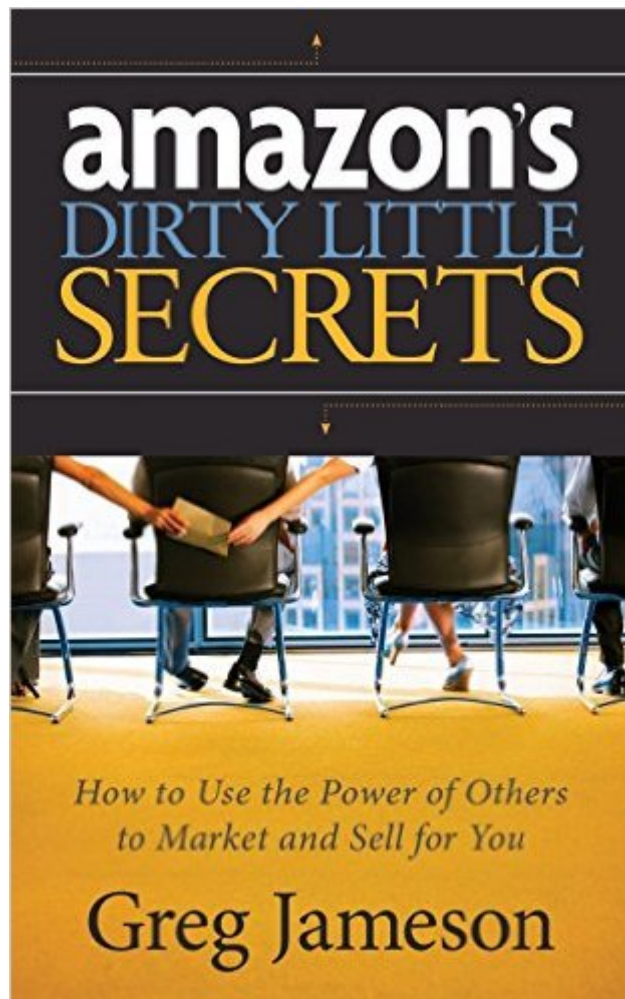


The book was found

's Dirty Little Secrets: How To Use The Power Of Others To Market And Sell For You



Synopsis

Many people believe that Amazon's success is the direct result of a strong user shopping experience. This however is only part of the reason why Amazon is the number one ecommerce company in the world for almost two decades. The real reason behind Amazon's success is that they have mastered the art of getting other people to market and sell for them. From affiliate partners that drive traffic, to online reviews and ratings where customers tell other customers why they should buy a product, to getting free publicity from shows like Oprah or 60 Minutes, Amazon is the online company to emulate. Amazon's "Dirty Little Secrets" will show you how you can accomplish this for your company. Amazon's "Dirty Little Secret" is getting others to do their marketing and sales for them. This is so powerful that Greg created an acronym using the word POWER+. P = Plenty of traffic O = Offer something for free W = Win their trust E = Engaging experience R = Request an action + = additional tips & secrets Anyone engaged in Internet sales and marketing will benefit from the specific examples in this book.

Book Information

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Customer Reviews

Greg Jameson's book, "Amazon's Dirty Little Secrets", is jam-packed full of helpful information that even internet novices, like me, can use. I've started to make a list of things that I can do to improve my website as well as my internet marketing methods as I go through the book. It is certainly true, that an entrepreneur cannot become successful by him/herself. I, as an entrepreneur, will need some help. Thank you for this book, Greg.

Author Greg Jameson reveals the secrets behind the monolith and presents his message in clear, understandable prose. Highly recommended for both the entrepreneur and anyone interested in developing another stream of income.

This is an informative little book. I received a copy of 's Dirty Little Secrets to review and I have found it to be not only informative but interesting. The author was very upfront about this not being an expose or tawdry tale about , so I knew not to expect that. Mr. Jameson explains the practices that people like Jeff Bezos have used or in some cases created in order to run a more efficient, more profitable business. These strategies can actually be used by anyone in any kind of business to position themselves in their chosen market. Having owned a business in the past and been involved in sales for a number of years, some of the information was common sense to me, but very helpful to someone just starting out. There was also a lot that was new to me and with the experience I do have behind me, I can fully see where most of the strategies here, can be used in almost any size business for increased success. Applying the tricks and tips presented in the book can provide a loose guide of things you can do to that can put you ahead and it offers you ideas for not only marketing yourself, but also for using the same template as , learn to use current customers to bring in even more. With , Jeff Bezos created a massive beast of business that is known globally. With this book, Mr. Jameson shows to how Bezos did it, does it and continues to evolve . The same can and really must be done in almost any business that expects to survive. In this day of online commerce, marketing and social media, learning these tips and having them explained in a way that is easy to follow and understand can make all the difference in the world. The differences that can determine whether a business stagnates or flourishes. I enjoyed reading this book and refreshing things I knew and learning about some that I didn't.

From the moment the title grabs your eyeballs until the last page where Greg shares dozens of sources to help you with a list of Google ranking factors, this dynamic book 'S DIRTY LITTLE SECRETS will not only keep you captivated with its content, but when you finish it, you KNOW the information is going to help you make more money as an entrepreneur. His great acronym of P.O.W.E.R. - Plenty of Traffic, Offer something for free, Win their trust, Engaging experience and Request an action sums up his helpful tips and tools that he shares throughout. All I know is that as I implement the POWERful advice Greg shares in this quick read, I'm going to increase my revenue and profits in my 3 businesses. This book is a must read for any serious entrepreneur that wants to

succeed in business!

Kudos to Greg Jameson for writing the ABC's of internet marketing. Greg has gifted his vast knowledge of the web to us in this easy- to-read book that simplifies the way we all need to be marketing and shopping on the internet. This book is not just for sellers, but for buyers as well. Now I know how to be a better shopper and help others at the same time. We are all connected through the internet, so why not let your review be your voice ('s secret). Word of mouth (reviews) is still the best way to shop. Greg has done all the research, done the testing and all we have to do is follow his suggestions to get the favorable results we all desire. Well done Greg Jameson.

Probably the best little book about selling online that I've read in a while. No fluff, just concrete facts and suggestions to help you grow your online sales. Jameson really does share a few "secrets," that I can't wait to tackle. Easy to read, clear instructions throughout. Going through the book a second time to make sure I don't miss a morsel.

Bloggers , Social Media Influencers and Internet Store owners will all benefit from reading this book. Embarrassingly it has been 10 years since I have read any book and this was so well written and easy to comprehend that I finished it in a few hours. I have learned so much about how to get more traffic to my website. My goal is to make money using other peoples platforms or products and this book shows you all of the most important and basic ways to do that using the internet and the most common social media websites and search engines. The author is very descriptive with the exact website urls you need and even inviting you to his own social media accounts. I received this book in exchange for my honest and unbiased review and I highly recommend it for anyone that uses the internet to profit in any of the many ways possible. This is a must read and a book I will definitely use for reference and read again. I just finished reading it the same day I received it and I feel completely inspired to put some of these excellent techniques into my blog and focus on moving forward with my internet business ideas.

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