

Operators are Standing by



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As Seen On TV! Tap into the power of direct response marketing How many times has this happened to you? You're an entrepreneur with a million-dollar idea-but you don't know how to develop it. Or you're an inventor with an ingenious new product-but you don't know how to market it. Or maybe you're a small business owner with big dreams-but you don't know how to begin. Relax! Everything you need to know is right here! Operators Are Standing By! is your personal all-in-one guide to "Direct Response" marketing-the low-cost, high-profit method of selling your product directly to the consumer. Now for the first time, Michael Planit-marketing expert behind the Boogie Bass, Grip Wrench, Smart Tape, and many more "as seen on TV" products-will guide you step-by-step through the entire process. You'll learn how to: DEVELOP YOUR IDEA and create a product that really sells GRAB YOUR CONSUMER through TV infomercials, home shopping networks, radio ads, direct mail, catalogues, or the Internet INCREASE YOUR PROFITS through mastery of the upsell to maximize your revenues

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目录:

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