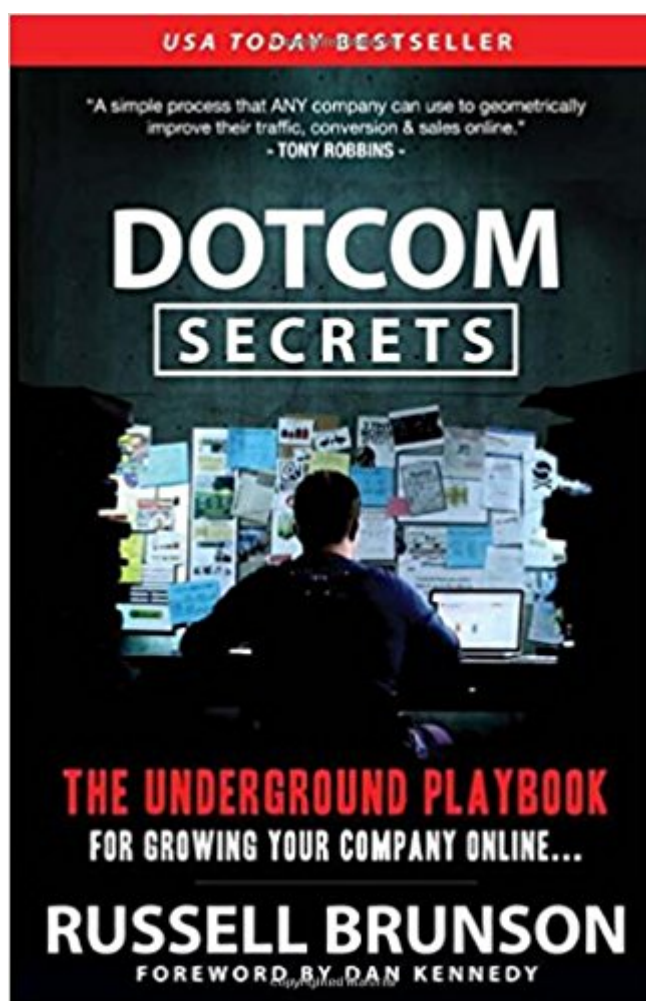


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DotCom Secrets: The Underground Playbook For Growing Your Company Online



Synopsis

If you are currently struggling with getting traffic to your website, or converting that traffic when it shows up, you may think you've got a traffic or conversion problem. In Russell Brunson's experience, after working with thousands of businesses, he has found that's rarely the case. Low traffic and weak conversion numbers are just symptoms of a much greater problem, a problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). DotComSecrets will give you the marketing funnels and the sales scripts you need to be able to turn on a flood of new leads into your business.

Book Information

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Customer Reviews

• Russell has spent over a decade successfully starting and scaling companies online. This book takes the best of what he's discovered from over 1,000 unique split tests, tens of millions of visitors online and broken it down into a simple process that ANY company can use to geometrically improve their traffic, conversions and sales online. • -- Anthony Robbins • Russell is not a pretend expert, but someone who has actually built one of the most successful businesses I know teaching entrepreneurs how to employ online marketing in their business that achieve exceptional results. • -- Bill Glazier • I sit now, as infrequently as possible, in meetings with young online marketing people demonstrably devoid of any disciplined thinking. They are full of opinion and youthful hubris but very short on facts. I do not want to share a foxhole with them or depend on them. I would risk it with Russell. • -- Dan Kennedy

The underground playbook for growing your company online.

Having had an online business since January 2003, I've read many, MANY books about online marketing, and have even purchased some of the big-ticket courses, such as Jeff Walker's "Product Launch Formula" and Mike Filsaime's "Butterfly Marketing". I've even had a chance to review Frank Kern's "Mass Control" and "List Control" products. Others I've learned from include Rich Schefren, Glenn Livingston, Todd Brown, Mark Joyner, Terry Dean, Yanik Silver, Jim Edwards, Willie Crawford, Jimmy D. Brown, Dan Kennedy, and the list goes on and on. I can say, without a second's hesitation, that Russell Brunson's "DOTCOM Secrets" book trumps all of them. This book has just the right mix of high-level strategy and low-level tactics to make it a solid playbook for anyone who wants to make their online business a profitable one, while operating with the highest degree of ethics and integrity. It has shown me where I have made many mistakes along the way, and as I implement the ideas, I'm finding that it's easier to attract the right customers who resonate with my materials, and help them see the value in owning my higher-end products. The only downside to this book is that it doesn't address the technical side of things, and this means that a newbie will need to go elsewhere for the final implementation. The good news is that once you have implemented the information here, you won't have to rebuild everything again, because you'll have done it right the first time.

This book is alright. For the beginner, it puts all the online marketing strategies "online marketing gurus" like to get entrepreneurs excited about into the larger context of running an online-based business: you need to do market research; you need to build your email list with a freebie; you need to engage in email marketing; and you need to have a mix of free to high-ticket offers. There are some how-to's for each of the phases. However, after trying to implement the email marketing phase, the welcome email series, I'm stuck. What Russell offers are overviews and some of the elements that go into each. He doesn't offer formulas, and that is something beginners need when starting out. Obviously, one size doesn't fit all, but formulas get the ball rolling. After this, it is just a matter of learning what works and what doesn't, and optimizing if necessary. The beginner also needs examples of how the concepts Russell is presenting can be applied to different types of businesses. How can you come up with an attractive character for real estate? How can you do so for an e-commerce business? For the welcome email series, what does a different series look like, say for a business with no paid offers yet? What should it look like for a straight up paid offer, such

as the tripwire (or one-time) offer, and not Russell's invisible funnel to a webinar that the subscriber pays for if she thinks it is valuable? What are the best types of freebies? (Hint: if you got this book free from Russell, know that books are the worst types of freebies.) Formulas and examples are what make an online business "how-to" product successful. If you want an overview of how an online-based business is supposed to run like, this book is a good source, better than most introductory books out there. But look elsewhere for a "how-to" on implementing these strategies.

FULL DISCLOSURE - THIS BOOK IS AN UPSELL however, the book and the theory are absolutely A1. Russ provides an amazing look into the world of building a company online and selling products online. Throughout the book he is trying to upsell you on his programs, his coaching, etc. Good read but idk about the upsells

Excellent book from someone who actually knows a thing or two about marketing. He began learning about marketing with direct mail order, which is a great way to start. I would recommend this!

Russell Brunson is the man in my opinion. Full of knowledge and insight not to mention wealthy. I'm excited to implement the strategies laid out and build an amazing future. Thanks Russell!!!

Every single entrepreneur should read this book if you are serious about starting a business. I could not put it down!

such an amazing book I love the info in it.

Amazing book on building an ecommerce business

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