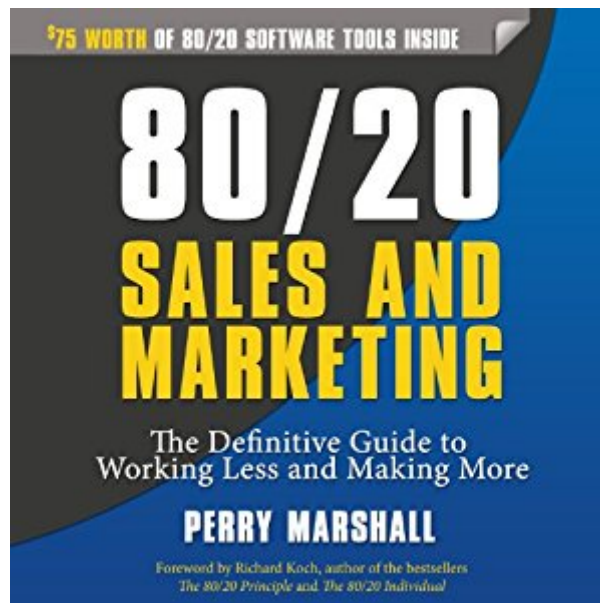




The book was found

80/20 Sales And Marketing: The Definitive Guide To Working Less And Making More



Synopsis

Stop "just getting by"... Master the 80/20 rule and make more money without more work. When you know how to walk into any situation and see the 80/20's, you can solve almost any conversion problem. *Any traffic problem. Any money problem.* If you're a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. By page 5 you'll be applying 80/20 and 80/20 to gain 10X, even 100X the success. With powerful 80/20 software, you'll apply the Pareto Principle to: Slash time-wasters Locate invisible profit centers in your business Advertise to hyper-responsive buyers and avoid tire-kickers Gain coveted positions on search engines Differentiate yourself from rivals Gain esteem in your marketplace Created by famed marketing consultant and best-selling author Perry Marshall, unique tools show you exactly how much money you're leaving on the table, and how to put it back in your pocket - then reinvest for even greater success. You'll identify untapped markets, incremental improvements and high-profit opportunities, gaining time, and greater income potential. The Software Tools can be found here - 8020curve.com

Book Information

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Customer Reviews

If there's anyone by now who doesn't already realize what a genius my friend Perry Marshall is, they will after reading just the very first few pages of this masterpiece. This is classic Perry: Honest, straight-forward, clear, conversational, entertaining and absolutely life-changing for anyone who not only reads this book, but give serious thought to its brilliance and takes action to put it to use. And speaking of taking action, Perry's even made that amazingly easy to do thanks to his inclusion of

the extra resources he makes available to everyone who gets this book. For example, Perry's brilliantly simple and easy-to-use "Power Curve" software is worth many, many times the small cost of this book. Implement these concepts into every aspect of your life, and reap HUGE benefits over and over forever. You've done it again, Perry! So proud to know you.

Amazing. Profoundly powerful and practical. Implementable steps to optimize your business and do good in the world. I took crazy amounts of notes and now it's standard reading for my mastermind and for my marketing team. Can't wait to apply it to my businesses.

If all you had was \$15 to buy one business book, I think I'd have to put this one at the top. I read *The 80/20 Principle* by Richard Koch back in 2002. It is one of the most memorable and useful books I've ever read. But Perry's book is just as memorable, just as inspiring, and even more useful for entrepreneurs and sales people. It's that good. At just 220 pages, I can't think of another business book that has as much value per page as this book has. It is absolutely packed with useful information and powerful insights. The whole "racking the shotgun" concept in the beginning of the book is so vivid it'll stick with you forever. And the final chapter is perfect: a timely reminder that life isn't always about the ruthless use of 80/20. You could read this book in a few days... get spectacular results within a few weeks... but still spend years mastering the concepts. In other words, this book very well could change your life.

I'm an engineer/entrepreneur/business book junkie. This is the first book review I've ever written. This book has cost me hours of sleep every night - my head is buzzing with the many ideas in this book. I'm buying this book for several friends and we'll be going through it in my business book club. I'm a fan of Timothy Ferris and over the last three years have managed to apply that book more than anyone else I know. I'm down to a 25ish hour work week while quadrupling my income over those three years. Perry's book is the next logical step in applying the principles Ferris lays out in *The 4-Hour Work Week*. Buy it!

Great explanation of truly a belief-changing theory as it relates to how you do business, marketing, delegating and much more! Has actually changed the way I do things and think about things in many ways and has influenced my goals and plans in a great way. I was always taught to jump in there and do things myself, but over years of managing employees, projects, including volunteer / non-profit, I realized getting in there with tasks is sometimes counter-intuitive, so when I read this

book, it all made sense quickly, though I have to continually fight against the old feeling that I need to bootstrap everything. Do you tackle everything about your business yourself until you make enough to hire others, or do you hire folks to handle items that are not central to what you do to make money so that it frees you up to do what you do best and what brings in the very income to cover the expense of that help / assistance? This principle would say the latter. Great analyses for numbers folks, but Perry breaks it down well so that anyone can grasp.

I bought 2 copy of this book. One from and the other one from Perry Marshall website. This is because the content of this book is very useful. As a businessman, I need to read a lot for ideas. This book is amazing. For me, the most important chapter to read is chapter 12 "Make More Money From Every Customer - 80/20 Economic. This chapter alone open my mind on how to increase sales with my existing customer! First, you don't have to find a new customer to start with. By showing that your customer is unequal and their ability to spend can be estimated using 80/20 Power Curve, you can design more product range for your customer. It tells you the handy rule of thumb in 80/20 that says that 20% of the people will spend 4x the money, 4% willing to spend 16 times the money. It's one of the most powerful fact that i bet not many businessman know. To be frank, i took action based on this chapter and manage to extract more money from existing customer. That's the power of chapter 12 alone. Highly recommended reading.

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