

SUCCESS SECRETS OF THE ONLINE MARKETING SUPERSTARS BY MITCH MEYERSON



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SUCCESS SECRETS OF THE



ONLINE MARKETING SUPERSTARS

MITCH MEYERSON

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About the Author

Mitch Meyerson is the author of 11 books, including *Mastering Online Marketing* and *Guerrilla Marketing on the Internet*. He has been a featured expert on Oprah and has trained and certified more than 600 coaches in his acclaimed *Guerrilla Marketing Coach* and *World Class Speaking Certification Programs*. He lives in Scottsdale, AZ.

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Eager business owners gain access to the playbooks of 23 of today's most respected and well-known online marketers, who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones.

Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click, and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online businesses.

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Most helpful customer reviews

108 of 122 people found the following review helpful.

Success Secrets of the Online Marketing Superstars

By Burnedagain the Great

I bought this book for my wife but after having looked at it I should have bought some flowers instead.

The book was bilge water but for those who watch the gurus of e-marketing the classic formula for e-book selling has been followed to the letter.

Really great ad copy to move the book (sell the sizzle not the steak) and use the book as a thinly veiled advertisement pushing the products of all the gurus who "generously" supplied content.

For the uninitiated I would suggest this. Go to each of the websites of those marketers mentioned in the book or the teaser copy. What you will find is the same names popping up on all of the different websites. This is because they each act as an endorsement for the others product.

Go to Mitch's website and you will see the "usual suspects" endorsing this book as the greatest thing since sliced bread. Then go to one of their's and you will find Mitch endorsing their product as the greatest thing since sliced bread. It takes a while to spot the mechanics but before to long you will learn the secret too cross-plugging and expert endorsements for fame and fortune.

It reminds me a little of the old Shakesperian acting troupes where the same five or six actors toured together. In each play it was the same actors only playing different parts.

I also suspect that those who have provided glowing reviews are either new to this game or are schmoozing for an endorsement of their own product by one of the big fish.

Bottom line- save your money. And remember how this game works the next time you get one of those "You've just got to see this" emails touting a new product from one of the "usual suspects".

This is how you take dishwater and turn it into an overnight best seller. Which ever one of these guys who's turn it is to shear the sheep this month simply has the other guys who are waiting their turn at bat blast their mail list with a glowing revue and a "to good to resist" offer. The groupies and the newbies fork out the shekels enmasse while the gurus begin work on their sheep shearing best seller.

33 of 40 people found the following review helpful.

Very very very Marginal book...

By Jay Huang

[...]

The author interview several internet marketing gurus specialized in different areas of internet marketing. The discussions were briefly touched on different area of internet marketing. REALLY BRIEFLY !!!

This book is for someone who already in internet marketing for a while and use as a checklist.

For a internet beginner to read it, everything sounds great in this book because they don't know any better.

Don't waste your money on this.

This is a freaking poor-designed frontend product for other coaching service or bigger product.

If you truly want to learn internet marketing, go buy

" The Ultimate Guide to Electronic Marketing for Small Business" by Tom Antion

or Corey Rudl's Insider Secret

Hope this helps

CT Huang

[...]

1 of 1 people found the following review helpful.

Valuable Information for Any Business

By Ken Gullette

Mitch Meyerson is a great person and a guerrilla marketer who has been on the forefront of online marketing for a long time. This book contains valuable information you need for any business -- because let's face it, all businesses need to market online.

See all 38 customer reviews...

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