



**Attract, Capture & Convert: 89 Simple Ways  
Entrepreneurs Make Money Online (& Offline)  
Using Web Marketing & Social Media Strategy  
(How to Make Money ... Media & Web Marketing  
Strategy) (Volume 1)**

*Mr. Mason Duchatschek, Mr. Adam Burns, Mr. Adam Kreitman*

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IS THIS BOOK FOR YOU? If you don't ever want to spend another soul-crushing day working for the man then pay close attention. Maybe you've already got a business that has been successful in the past and you recognize that something needs to change NOW in order for you to keep it. If you want your freedom, but aren't that tech-savvy, it's OK. You don't have to be. We realize you went into business, or are looking to go into business, to do what you do best and like to do most. Maybe you're struggling with ideas on how to start a business or work from home. Maybe your current new business development strategies for your existing small business or home business aren't working like they used to. Maybe your budget is small or nonexistent and you have to be incredibly lean and resourceful to get the most out of every dollar you invest in your business, and your margins for error are slim. If any of the above apply to you, then this book is definitely for you. WHAT'S IN IT? This book highlights a number of online and offline marketing mistakes that entrepreneurs make every day that you should avoid at all costs. It hurts to learn these lessons the hard way. We built this book to be a quick read. It gives you an insider's look that is easy to understand and full of real-world examples that are practical, helpful, and inspiring. WHAT'S IN IT FOR YOU? You should walk away with key ideas that can help you attract, capture, and convert more of your ideal prospects into customers right away. You can do it online and offline, even if you're not a "techie." We will point out all kinds of unnecessary mistakes OTHER people make every day (so you don't repeat them). All you need to do is avoid them and/or do the opposite and you will have the best ways to make money online (and offline) using social media and web marketing strategy. In summary, you will discover: 1) What business trends are emerging and why (so you make the right moves instead of the wrong ones). 2) The importance of good keyword research (and the best tools to help you do it right the first time, quickly and easily). 3) The importance of creating useful content that serves your ideal prospects as well as other people who take care of them too (so you can get OTHER people promoting YOU effortlessly). 4) The importance of creating your content in all kinds of different formats (blogs, articles, videos, podcasts, social media posts, etc.) so your prospects find YOU when they're ready to buy. 5) The power of video and YouTube marketing (so you can sell your products, solve customer problems, and train employees online without having to add or manage unnecessary additional headcount). HOW IS THIS BOOK DIFFERENT? There are all kinds of new business books and "how to" books that talk about web marketing strategy, social media marketing, and ways to make money online. Unfortunately, most of them require you to try and become an expert at Facebook marketing, YouTube marketing (video marketing), Twitter marketing, Pinterest marketing, LinkedIn marketing, blogging, website design, and more. We doubt you have that much spare time to be playing around on the Internet when you've got a business to run. Learn how to... ... sell online 24 hours a day, 365 days a year, worldwide to an almost unlimited number of ideal prospects (even if you don't have, or ever want to hire, train, manage, or PAY salespeople). ... get found online when people are looking to buy what you have to sell. We'll also reveal some of our favorite online tools and "secret weapons" that we use to AUTOMATE time-consuming (but VERY necessary) tasks. Until recently, we only shared these "secret weapons" with our private consulting clients. We hope you enjoy reading this book as much as we enjoyed

writing it.

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