



# No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich

By Dan S. Kennedy

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**No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich** By Dan S. Kennedy

## **SELL TO THOSE WHO SPEND: Market to the Affluent**

**THE SCARY TRUTH:** The middle-class consumer population—and their buying power—is massively shrinking. Customers are buying less and in fewer categories.

**THE SILVER LINING:** It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences.

Millionaire maker Dan S. Kennedy, joined by branding experts Nick Nanton, J.W. Dicks and team, show you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending.

- **Practical Strategies Revealed:** Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples
- **E-Factors:** 10 surprising Emotional Buy Triggers the affluent find irresistible
- **Stop Selling Products and Services:** Learn how selling aspirations and emotional fulfillment is more profitable
- **StorySelling™:** Learn how to scale the affluents' "sales wall"
- **Million-Dollar Marketing System:** Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use

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### **Editorial Review**

About the Author

**Dan S. Kennedy** is a strategic advisor, consultant, business coach, and editor of six newsletters, who directly influences more than one million business owners each year. He is a champion of small business owners and entrepreneurs with a long track record of taking entrepreneurs to seven-figure incomes and multimillionaire wealth. Based in Phoenix, he has shared the stage with super-entrepreneurs like Donald Trump, Gene Simmons, and Debbi Fields among others, while addressing audiences as large as 35,000.

**Nick Nanton**, CEO of Dicks and Nanton Celebrity Branding Agency, is an Emmy Award-winning director and producer, recognized as the nation's leading expert on personal branding as *Fast Company* Magazine's Expert Blogger on the subject and lectures regularly on the topic at major universities worldwide. He lives in Winter Park, FL.

### **Users Review**

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**David Sayre:**

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**Catherine Stoltenberg:**

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**Dixie Santiago:**

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Prisoners Guide to Getting Really Rich is an unordinary book that the inside of the book waiting for you to snap this but latter it will jolt you with the secret this inside. Reading this book alongside it was fantastic author who have write the book in such awesome way makes the content inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking approach. So , still want to postpone having that book? If I ended up you I will go to the guide store hurriedly.

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