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Feed A Starving Crowd: More Than 200 Hot And Fresh Marketing Strategies To Help You Find Hungry Customers

Easy, Inexpensive Solutions for Marketers and Entrepreneurs

FEED A STARVING CROWD

More than 200 Hot and Fresh Marketing Strategies
to Help you Find Hungry Customers



Robert Coorey, MBA



Synopsis

"This powerful, practical book is loaded with great ideas to help you sell more, faster and easier in any market" Brian Tracy, Author of Unlimited Sales Success Double your business...without advertising! Do you lose sleep over wasting money on ads and promotions that fall flat? Wish you could crush it on social media, email, and your website? Want to know how to find and feed more customers than you can handle? Robert Coorey, MBA, has done the research and hard work. From deconstructing killer marketing campaigns to mastering the neuroscience and psychology of consumer activity, he shares brilliant, inexpensive strategies anyone can profit from. You will learn how to:

- * Get all the targeted traffic you can handle for pennies (see page 168)*
- Launch like the big boys on a small biz budget (see page 39)*
- Master psychological tactics to create buyer frenzy (see page 53)*
- Sell like crazy on social media even though they say it's impossible (see page 173)*
- Double customers' initial spending (see page 64)*
- Sell out multi-million-dollar events without spending a dime on advertising (see page 44)*
- Find starving crowds in your juiciest markets in minutes (see page 28)*
- Profit from checkout procedures, landing pages, product choices (see page 93)*

and much, much more!

Book Information

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Customer Reviews

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As a publisher, I don't hand out 5 star reviews lightly. I'm picky because I have to be. When I do voice my opinion, it comes with a modest amount of experience of publishing dozens of non-fiction works and working with hundreds of clients. Feed a Starving Crowd certainly earns the 5 stars you see, peppering the reviews of Robert's book. I am honored to add my 5 star review to it. Why? It's not often a book covers strategy, tactics AND fundamentals. With an overflow of resources and real world experience, there is only one area where 4 stars may apply. Watch the review to see why. Doug Crowe <http://authoryourbrand.com>

I have purchased books from Mike Michalowicz (all 3 of them), Jason Surfrapp and Chris Ducker. 'Feed A Starving Crowd,' is on the tops of the many books I have purchased in the past few years. Stories, Insight, New ways at looking at problems. How to find what your competitor is doing wrong and How to start if you're broke (or no budget.) I loved to see that some of the products Robert uses I also use in my business; He just uses the smarter and better (for the time being.) An extremely open, honest and personal account on how an overnight success took 15 years to make it big the right way. Highly recommended and just for the record; I bought this book twice so that I have it with me and on the shelf!

I am only part way through the book and I already have PAGES of notes for my "to do" list thanks to this book. Even if the rest of the book was total trash (which I'm fairly certain is not possible), I'd still tell everyone who is trying to market their work to get this book. I am not a complete noob to social media or marketing (with multiple blogs since 2002, email accounts, Linked In, FB pages, Twitter accounts and Pinterest boards), yet I Robert's wealth of knowledge makes me feel like I'm just putting a toe in the water compared to what I could be doing. Well-done!

Robert Coorey was a speaker at the Sam Cawthorn bootcamp I attended in May 2014. I have been using social media for a few years, however Robert's presentation (and his book) was full of new ideas I could be implementing to improve what I'm doing - most of it for free!! I started reading Feed a Starving Crowd on the flight home from bootcamp and was immediately bookmarking pages (for me

to return to and implement). This book is fantastic for the start-up businesses that want to do as much marketing as possible for free - and will assist larger businesses with ideas that they can implement to enhance their existing marketing strategies. This book and the ideas in it are not static, there's an amazing Facebook network that supports the Feed a Starving crowd ideas; ensuring fresh and dynamic solutions.

A five star review means that I love this book. Review ```` This is one of the Lowest priced, Amazing book, Dense with Ideas, Insights and Directives. Readability 4/5 Understandability 4.25/5 Lay out, structure 4/5 Value for money 4.5+/5 Usefulness 4.5+/5

A very valuable read --- Robert explains everything clearly so that beginners can understand. Plus, as an author and fairly advanced marketer myself, there was plenty in this book that had me furiously taking notes into Evernote. This book is something I will be recommending to my email subscribers for sure.

Fast read, complete with a great collection of case studies and strategies you can start implementing right away in your business. Loved the practical, no non-sense examples he provided and why they worked (or didn't). I also found the additional resources helpful and the Facebook Group has been a tremendous value.

Feed A Starving Crowd hits a chord with business owners world wide. Robert Coorey's best seller is a hit and rightfully for over 200 reasons. It's a blessing for small business owners who have been watching all the social media buzz created by viral campaigns lately. This is a must read and implement book for people who were till today not able to launch their social media campaigns successfully. The amount of research done by Robert is quite remarkable and the quality of his research reflects in his latest work which has culminated in this book. This book is current and timely and I am sure its companion site will keep us all abreast of changes that happen. This book is going to be one that you will keep coming back to again and again.

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