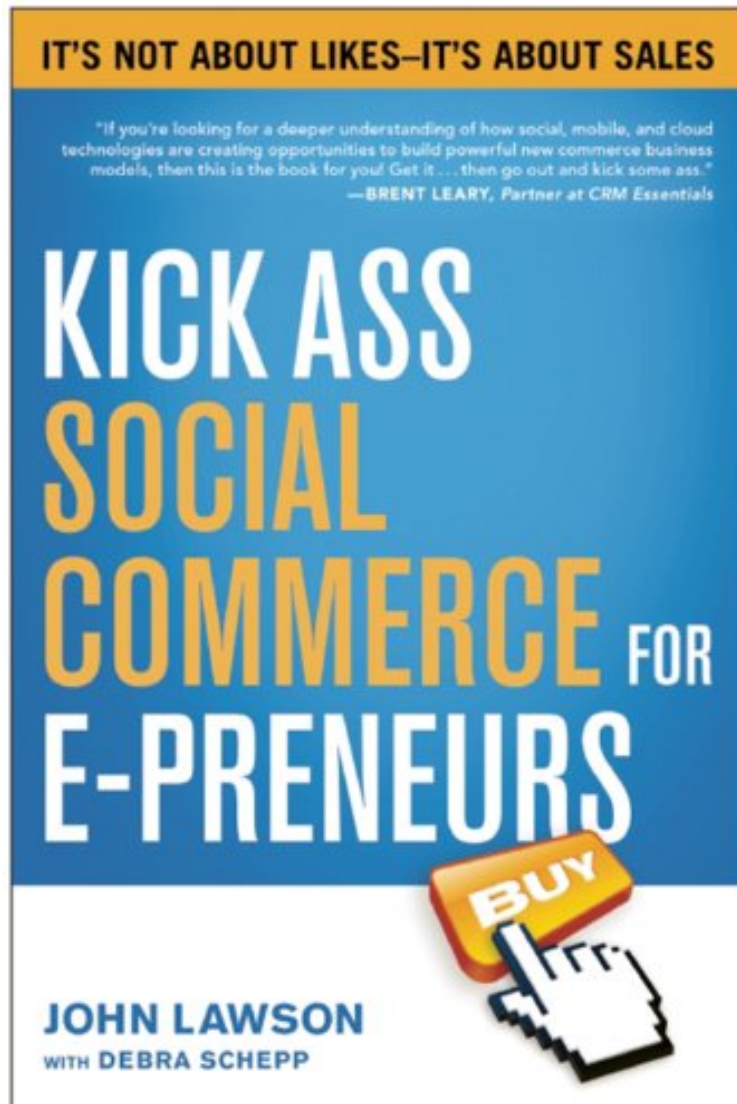


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Kick Ass Social Commerce for E-preneurs: It's Not About Likes--It's About Sales

John Lawson, Debra Schepp

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4 of 4 people found the following review helpful. Highlighter Soaked PagesBy Katie and JJohn Lawson does an outstanding job of educating. Period. His cavalier and candid approach to educating is what really sets him apart from

other authors. I enjoyed reading this book. It was like having a conversation with John versus grinding my teeth just to digest the content of lesser authors. Sure, some of what I read I already knew, but John helped me expand on my ideas. Whatever you do, DO NOT pass on buying this book because you think you already know about Facebook, or Twitter, or Video, etc...there is a lot to be learned from the very Solid Nuggets of Gold that John makes available to you. My copy of this book was obliterated from all of the thumbing and folding of pages as I continued to go back and forth through these valuable nuggets of information. Let's not talk about all of the pages Soaked in Sharpie Highlighter Yellow and Pink, Green, etc...I couldn't pick up this book without running around the office looking for a highlighter to have handy. I'll go as far as saying that this book is much like your favorite comedy... for me, I'll equate it to Tommy Boy or The Princess Bride...It's filled with Amazing One Liners that you will go back and repeat over and over again...his nuggets of information and guidance are that good. "Anybody want a Peanut?" John will help you learn quite a bit in relating to and getting to know your customer. In fact, John's focus on Relevancy to the consumer is a key differentiator to his work versus others. Finally, as a manufacturer, I appreciate that John was not writing this book just for Marketplace Sellers / 3P Merchants, but that he wrote this book with anyone in mind, who wants to help consumers understand what they have to offer. So there it is, if you have a product to sell and you want to sell it online, this book is indeed Kick Ass, and a MUST for anyone wanting to take their online business to the next level. 4 of 4 people found the following review helpful. Excellent blueprint to start using social media marketing By Sandra Garcia I'm a social media marketing coach for e-commerce sellers. I found this book to serve as an excellent blueprint for getting started with social media marketing. Lawson gently explains the underlying relationships you want to develop with your customers and how to use social media marketing to form those relationships. The book is well organized, and breaks the "getting started" steps down into manageable and actionable tasks. I especially liked how he really makes the reader examine his/her audience and learn how to market to them as real people. I purchased the physical book and a Kindle copy, and found the physical book was a little harder to read due to distracting font changes in the formatting (and also a very, very tiny font). I recommend the Kindle version, it was very easy to read. 4 of 4 people found the following review helpful. This Step By Step Book Kicks Ass and Is A Must Have For Online Business Owners By Metzzy Mom Whether you are new to online commerce or a seasoned pro with years under your belt, this book is a must have. John Lawson brings his dynamic personality to the pages in a way few authors do. In a social commerce oriented world, this is more than a book, it's a step by step guide to social success. Rarely will you find such a professional guide in such a pure, fun, and educational format for any profession, much less the ever changing world of online selling. If you can read, follow easy directions, and have the drive to succeed, you need this book! It doesn't matter what site you sell at, this amazing book is a must have for everyone. Take my advice and buy 2... do a friend a favor and give them a copy as a gift!

It's not about Likes—it's about sales. You're not alone. Almost all businesses are marketing online these days everyone tweets, posts to social networks, and blogs. What you're doing now is not enough to make your business stand out. Forget what all the self-proclaimed social media gurus are telling you. Being active on social media and being successful in social commerce are not the same things. Simply getting a bunch of followers or Likes doesn't cut it anymore. In Kick Ass Social Commerce for E-preneurs, award-winning digital media strategist John Lawson gives you a straight-shooting, no-holds-barred guide to social commerce. In other words, he shows you how to make money online using social media. One of the most-respected and listened-to voices in the worlds of e-commerce and small business, Lawson stands alone because he can actually back up his words. Lawson is a multi-platform PowerSeller, whose internet businesses have rung up millions of dollars in sales. In Kick Ass Social Commerce for E-preneurs, Lawson and bestselling e-commerce author Debra Schepp take you step-by-step through: Creating a business plan using a simple, effective template, a proven blueprint for all stages of marketing from start-up to empire Employing the best social commerce strategy for Facebook, Twitter, LinkedIn, YouTube, and the hottest new social media sites Building a thriving e-commerce business and keeping it vibrant and growing What are you waiting for? Read this book and start kicking social commerce ass.

"When it comes to who reigns supreme in social commerce, John Lawson is a legend! In this book, John shows you how to leverage Social Media and make it a potent, highly effective, and efficient lever to grow your business." Paul Greenberg, Cofounder of DealsDirect and CEO of the Australian National Online Retailers Association "John Lawson is a master Internet marketer and social commerce expert who sells millions of dollars' worth of products online and then liberally shares his hard-earned knowledge with us. This book is a MUST read to GROW your business." Ramon Ray, Editor and Technology Evangelist, Smallbiztechnology.com "John Lawson is a natural communicator, a visionary, and someone that practices what he preaches! Debra Schepp is an outstanding writer who has been at the coalface of eCommerce for over ten years. John Lawson + Debra Schepp = a winning recipe for kick-ass results!" Phil Leahy, Managing Director PeSA Internet Conference Online Market Experts "If you're looking to get more Twitter followers or Facebook friends, there are an endless number of books covering that well-trodden ground. But if you're looking for a deeper understanding of how social, mobile, and cloud technologies are

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