



No B.S. Guide to Brand-Building by Direct Response: The Ultimate No Holds Barred Plan to Creating and Profiting from a Powerful Brand Without Buying It

Dan S. Kennedy

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Millionaire maker Dan S. Kennedy, joined by successful franchisors Forrest Walden and Jim Cavale, debunk the branding lies and myths shared by small business owners and entrepreneurs and deliver a heavy dose of reality—YOUR BRAND SHOULD BE A HAPPY, FREE BY-PRODUCT OF DIRECT MARKETING—NOT PURCHASED OUTRIGHT.

Kennedy and his co-authors don't offer a strategy for creating a company logo, writing a slogan or issuing a press release. You won't learn how to follow in the footsteps of big brand advertisers (and thus, brand-build your business into bankruptcy). This book isn't about buying brand power. It's about getting a highly valuable brand—FREE. Led by Kennedy and contributors, learn the principles behind power-house brands that didn't pour oceans of money into the branding of their business. Then, master these truths for yourself, put them into practice, and gain your own brand tribe— customers who believe in, promote and buy your brand.

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