



Poor Richard's Internet Marketing and Promotions: How to Promote Yourself, Your Business, Your Ideas Online 2nd Edition

Peter Kent, Tara Calishain

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Here is commonsense advice on how to market and promote on the Internet. This book contains methods for getting the word out in cyberspace using electronic press releases, discussion groups, electronic newsletters, product giveaways, opt-in E-mail, and more. It explains sales techniques such as the puppy-dog close, 100 percent guarantees, and selling benefits rather than products. Unlike other books on this topic, this is a down-to-earth explanation of how to market on the Internet from an author with extensive Internet marketing experience.

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