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Dan S. Kennedy is the provocative, truth-telling author of seven popular No B.S. books, thirteen business books total; a serial, successful, multi-millionaire entrepreneur; trusted marketing advisor, consultant and

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. My notes and highlights below. 1

Trust-based marketing as the path to  
wealth 2 Trust without trying is no  
longer enough 3 Underestimating the  
difficulty of the task 4 What do clients  
really want to know?

Book: No B.S. Trust Based Marketing  
by Dan Kennedy (10/10 ...

No B.S. Trust-Based Marketing  
covers: 8 ways to demonstrate  
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The #1 secret desire of today's  
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understand it, respond to it, and use it to transform marketing, prospecting, and presentations

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No B.S. Trust-based Marketing The Ultimate Guide to Creating Trust in An Understandably Un-trusting World (Book) : Kennedy, Dan S., 1954- : My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no better source than Dan Kennedy on this topic.

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In No B.S. Trust-Based Marketing, Mr. Kennedy and Mr. Zagula discuss how

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an individual or company can be positioned to be trusted by the customer. The purpose is for the customer to accept the individual or company enough to listen to their story without a huge wall of skeptical resistance.

## No B.S. Trust-Based Marketing Book Review

No B.S. Trust-Based Marketing covers: 8 ways to demonstrate trustworthiness to prospective clients  
The #1 secret desire of today's untrusting prospects--how to understand it, respond to it, and use it to transform marketing, prospecting, and presentations  
How to avoid dumb mistakes that scream "salesman" to prospects  
Why "Where can I find clients?"



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In their book No B.S. Trust-Based  
Marketing, authors Dan S. Kennedy  
and Matt Zagula detail strategies to  
build and maintain trust in your  
business, and in turn attract both  
customers and profits ...

Why Should Your Customers Trust  
You? - Entrepreneur

No B S Trust Based Marketing  
Release on 2012-07-10 | by Dan S.  
Kennedy Offers businessowners

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suggestions for building trust in customers and gaining the trust of potential clients, discussing risk, exclusivity, the influence of the media, and how to avoid coming off as a salesman.

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