



No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich

By Dan S. Kennedy

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SELL TO THOSE WHO SPEND: Market to the Affluent

THE SCARY TRUTH: The middle-class consumer population—and their buying power—is massively shrinking. Customers are buying less and in fewer categories.

THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences.

Millionaire maker Dan S. Kennedy, joined by branding experts Nick Nanton, J.W. Dicks and team, show you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending.

- **Practical Strategies Revealed:** Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples
- **E-Factors:** 10 surprising Emotional Buy Triggers the affluent find irresistible
- **Stop Selling Products and Services:** Learn how selling aspirations and emotional fulfillment is more profitable
- **StorySelling™:** Learn how to scale the affluent's "sales wall"
- **Million-Dollar Marketing System:** Step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use

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Editorial Review

About the Author

Dan S. Kennedy is a strategic advisor, consultant, business coach, and editor of six newsletters, who directly influences more than one million business owners each year. He is a champion of small business owners and entrepreneurs with a long track record of taking entrepreneurs to seven-figure incomes and multimillionaire wealth. Based in Phoenix, he has shared the stage with super-entrepreneurs like Donald Trump, Gene Simmons, and Debbi Fields among others, while addressing audiences as large as 35,000.

Nick Nanton, CEO of Dicks and Nanton Celebrity Branding Agency, is an Emmy Award-winning director and producer, recognized as the nation's leading expert on personal branding as *Fast Company* Magazine's Expert Blogger on the subject and lectures regularly on the topic at major universities worldwide. He lives in Winter Park, FL.

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Mark Clark:

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