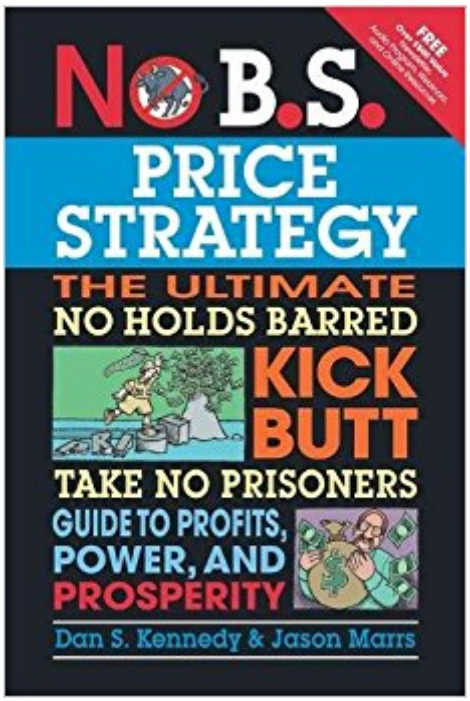
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No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide To Profits, Power, And Prosperity



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Synopsis

Millionaire maker Dan S. Kennedy and pricing/marketing strategist Jason Marrs empower small business owners to take control of their profits by taking charge of the source: their price. Entrepreneurs are dared to re-examine their every belief about pricing and take a more creative, bold approach, using price to their extreme advantage and allowing them to be as profitable as possible. Liberating small business owners from all fear and timidity toward pricing, Kennedy and Marrs teach small business owners uncover how to avoid the 9 ultimate price and fee failures including excess concern about competitorsÃ¢â ¬â„¢ lower prices, attracting customers who buy by price, and not offering premium pricing options. They also reveal how to discount without damage, the secret to price elasticity, how to break free from the price-product link, and, most importantly, how to set prices for the greatest profits. • Kennedy and Marrs disclose little-known revelations about the power of pricing including: • the 9 ultimate price and fee failures • the trick behind discounting without devaluing • the 5 price-related propositions to be concerned with • the million-dollar secret behind “FREEÃ¢â ¬Â• • how to win price wars with competitors • Includes access to price strategy support tools at www.simplepricingsystem.com • Covers pricing strategies specific to recessions

Book Information

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Customer Reviews

DAN S. KENNEDY is a multi-millionaire serial entrepreneur with past and present interests in

diverse businesses. He is a strategic advisor, marketing consultant and coach with a cadre of private clients ranging from exceptionally ambitious entrepreneurs to the CEOÃ¢â ¬â„¢s of companies as large as $1.5-Billion. JASON MARRS is an intense innovator and pricing/marketing strategist who coaches entrepreneurs and professionals in overcoming price reluctance and resistance.

Every chapter of this book is worth reading 3+ times for the serious business person to fully get the meaning of each word, example and idea. I love the fact that this book is founded in experimental evidence and not theory. I hate theory related to business and here is not one bit. And anyone who values that will get this book right now. Dan Kennedy is straight-forward and fun to read.However I didn't give a 5 star. As of February 2013 some offers included in the book are dead so I was left with a cliffhanger about knowing the many pricing strategies from Jason Marrs. It's amazing that Dan and Jason just let the offers die without any alternative offer. It's like the chapter warms your engines and get your wheels rolling, just to see that offer that would ad up more power gets you to a dead-end. That's not cool.Apart from that the book is great. Every chapter is filled with useful information and it is presented in a simple, entertaining and practical way. Forget about complicated writing and repetitive ideas as with many books in the genre and specially the exhausted examples about big companies. This books brings the game down to Earth for the small and medium-sized business. However I could say that there's some pre-requisites to use this book effectively. First, you MUST understand Dan's way of marketing and selling (he has books on those specific subjects and he makes recommendations about them when relevant in the book) as this book is the turbo for that to maximize profits, margins and have more pricing control.

Much of the information in here is nothing new if youare already familiar with Dan Kennedy's general gist.He's been talking about premium prices now for manyyears this book largely summarizes his thoughts andexperience on the matter.Despite the predictable content for readers familiarDan Kennedy/Jay Abraham (et al) school of businessthinking, there is some brainy stuff in the back.The more complex arithmetical stuff draws fromLarry Steinmetz's work. Kennedy gives credit wheredue to Steinmetz, but if you really want to grasp thenuances of Steinmetz's pricing and sales tactics,you should be reading Steinmetz as well.Overall it's pretty good and a great value in termsof knowledge passed for the price... which Kennedymentions and explains why the book includes suchhigh quality information at a such a modest price;low-price, high grade entry-level, bookstore friendlyinformation products are an important part of hislead generation system.Some of

these no B.S books are better than others.As a general rule, the more chapters in the bookKennedy wrote, the better the book. He is reallyin a class of his own and his co-authors are seldomat the same tier in terms of profundity andarticulation of the ideas.

First, an admission - I'm a business coach and direct response marketer/consultant to the green/landscape-oriented small business industries (landscapers, sprinkler contractors, lawn care providers, landscape lighting contractors, garage floor and garage makeover contractors, Christmas lighting contractors, etc.) and I own all of Dan Kennedy's 'NO BS' books, as well as many others not in the series. I've attended 4-5 of his GKIC Marketing SuperConferences (held in the Spring each year), a couple of his InfoSUMMIT Information Marketing Conferences, and over the years have had access to most of the recorded/printed programs Dan has ever released.That said, I've never questioned the value I've received from any of them.No question, Dan Kennedy's 'NO BS' books have been controversial. Reading reviews here (on) over the years (many negative), you'd get the impression the books in the series are really only not-too-thinly-veiled vehicles to get people to buy his other books, programs, courses, conferences, etc. And to a great extent, that's true.But what those negative reviewers seemd to largely miss - is that Kennedy (in all of his products, including the 'NO BS' series) is only practicing what he preaches/teaches/writes about in those books and products - to ALWAYS include a back-end, follow-on, up-selling/cross-selling offer or call-to-action, so that you can build a list of people who've bought any of your books/products, and then continue to offer that list other opportunities to acquire more of your 'stuff'on a consistent, on-going basis.Dan calls it "building your herd" (a group of people who recognize the merit in 'it,' want 'it,' and are willing to buy 'it,' whatever 'it' is... if it comes from you [or Dan Kennedy]).All this is not to say there's no value in the 'No BS' series... far from it.Each of the books is chock-full of wisdom (both orthodox and off-the-wall), ideas, tips, examples, caveats, etc... presented in a humorous, sometimes caustic styel... and this latest book, 'NO BS Price Strategy,' is no exception.In it, Dan deals with the 'sacred' cows of what you (believe) youcan or can't do with your pricing, knocks down the barriers that get in the way of using pricing as an aggressive profit-building tool, and gives you permission to get out there and give new/different ways of pricing your products/services.As a business coach, one of the first things I ask new clients to do is - raise their prices... and after the anguished 'I'll lose all my clients' plea, I explain that the biggest challenge, the greatest resistance to raising prices is almost never in the mind of the person being asked to pay for something (especially if the value has been well-presented), rather it's almost always between the ears of the person who's setting the prices (think about what a Big Mac used to cost [I remember when they were 35 cents], versus what they

charge for ’em today [nearly $4.00], and yet people still buy them at about the same rate).Dan covers this aspect, and a myriad of other, provocative concepts, ready to implement into your business... in ’NO BS Price Strategies.’ So, if you’re the one in your company who sets prices, and you’re an open-minding, ambitious, and a willing to ’move outside your comfort’ kind of person, then this book is for you... and your business will never be the same.On the other hand if yours is a skeptical, stuck in the ’way things are,’ ’people will never pay more’ mindset... and you’re not willing to allow yourself or your company to become ’more,’ then give this book a pass and leave a ton of future profit on the table... choice is yours.Dave HarringtonOttawa, Canada

Helpful book for sure. Worth a solid 4 stars, but not enough for 5 stars as a standalone book. Additional resources will be necessary, including one or more of Kennedy’s other books such as marketing to the affluent, trust based marketing, as well as Sales oriented books like "Crush Price Objections" by Reilly, etc.

Kennedy’s No B.S. books have been great guides to marketing (and business) success for years, and this one on price is equally good.Kennedy and his co-authors give you the psychological barriers to higher pricing and how to overcome them, plus example marketing pieces and strategies from wildly successful entrepreneurs.Not a nuts and bolts how to book, but there’s enough here to make it worth your while.

Really great advice. I could do with fewer jabs at President Obama, but the advice and thought process in here are sound. I’ve already made changes to how I approach pricing and sales in my business because of this book. A great companion book to this is Zig Ziglar’s Secrets of Closing the Sale.

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