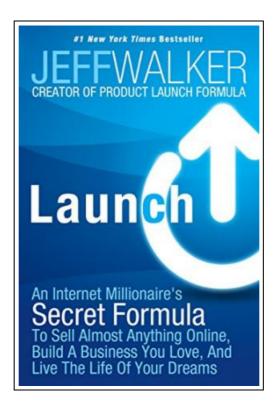
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Morgan James Publishing, 2014. Hardback. Condition: New. Language: English . Brand New Book. Is your product or business going to achieve nearly instant momentum and sales, or will it start off slow and fade away from there? The start of every business is critically important. and every truly successful product or business starts with a successful launch. Unfortunately, most entrepreneurs put all their focus into getting the doors open, without giving much thought to creating a great launch. It doesn t have to be that way. Since 1996 Jeff Walker has been creating hugely successful launches in our increasingly digital world. Bootstrapping his first Internet business from his basement, he quickly developed an underground zero-budget process for launching new products with then-unheard of success. But the success-train was just getting started - once he started teaching his formula to other entrepreneurs the results were simply breathtaking. Tiny home-based businesses started doing launches that sold tens of thousands. hundreds of thousands. and even millions of dollars in just a few days. What you have in your hands is the treasure map into that world - an almost secret digital society of entrepreneurs who have learned to create cash-on-demand paydays with their product launches and business launches. Whether you have an existing business with existing products, or whether you have a service-based business and you want to develop your own products so you can leverage your time and your impact, or whether you re still in the planning phase and haven t quite started yet. His is your owners manual on how to start. This formula is how you engineer massive success. Now the question is are you going to start slow, and fade away from there? Or are you ready to engineer a launch that will change the future of your business and...

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