



# Launch: How to Quickly Propel Your Business Beyond the Competition

*Michael A. Stelzner*

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If you've been let down by the undelivered promises of marketing, this book is for you. **Launch reveals a new way to grow your business that involves focusing on the needs of others, giving gifts, working with outsiders, and restraining your marketing messages.** These principles are precisely the opposite of traditional marketing. Yet they work. And they are the future. If you follow the formula outlined in this book, you can attract countless customers and prospects, resulting in amazing business growth.

This book will show you how to:

- Create highly sharable content that meets people's needs
- Identify and work with outside experts, many of whom will gladly promote your content
- Attract and retain raving fans that will help your business grow
- Creatively market and sell to people who will gladly purchase your products and services

*Launch* isn't like other marketing books. Rather than making keen observations about others who've achieved success, the ideas and principles in this book were developed, refined, and practiced by the author to great success. Pick up a copy for yourself and one for a friend.

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