

This book takes you up-close and personal with sixteen of the best marketing minds in the country. Collectively they have added billions of dollars to the bottom lines of businesses. Now, in one place, you can discover all of their secrets and tap into the same knowledge that others pay thousands of dollars to learn. **IN THIS BOOK YOU WILL DISCOVER...** Specific questions you need to ask to create a powerful marketing plan How to build a market-leading brand without having to pay for advertising A step-by-step formula to create joint ventures with large multinationals The latest tips to become number one on Google and generate serious web traffic How to tap into the power of the media and generate loads of free exposure Insider tips to receive an endless amount of targeted referrals And over 100 other low-cost marketing strategies that really work **FEATURING WRITTEN MATERIAL BY...** **ANDREW GRIFFITHS** Describing himself as a “serial entrepreneur”, Andrew has developed an international reputation that has reinforced his six best-selling books. **MICHELLE GAMBLE AND JANE TOOHEY** In 2001, with Michelle based in Sydney and Jane in Melbourne, the pair created Marketing Angels, a marketing consultancy that develops and implements marketing strategies for small to medium enterprises **WILLIAM SCOTT** With over 500 employees across Australia, William’s hands-on and accountable nature has seen him win contracts with some of Australia’s largest multinational companies. **SHAUN STENNING** Shaun is now the general manager and co-owner of Sure Fire Marketing, one of the fastest-growing internet marketing businesses. **DR MARC DUSSAULT** As founder and managing director of Jay Abraham Asia Pacific, Marc now promotes the exponential strategies and mindset that allowed him to reach financial independence at age 42. **DARREN STEPHENS** For more than 20 years, Darren has taught internationally, speaking to and motivating thousands of people in over 14 countries on how to create business, personal and financial success. **MARGARET BUTLER** Margaret’s commitment, and passion for innovative design and creativity, has built a business that thrives on pioneering categories and designs that invoke emotion and stability in any space. **BRETT MCFALL** Brett created more courses that taught business owners his copywriting methods and in 2004 he co-created The World Internet Summit, a multimillion-dollar company that is the biggest internet business event in the world, with yearly events all over the globe. **STUART GORDON** After a year-long stint as a sales representative he founded Giant Promotional Products in 1997. Giant provides promotional products to a wide range of companies in industries as diverse as IT, banking, insurance, finance and automotive. **KERWIN RAE** Over the past seven years, Kerwin has trained over 350 consultants on business development, marketing, sales and peak performance strategies. **MALCOLM AULD** Since 1987, Malcolm has worked in the US, Asia and Australia running advertising agencies for Ogilvy & Mather Direct, J Walter Thompson, Euro RSCG Partnership and his own agency, Malcolm Auld Direct (MAD). **SHARON TIEMAN** When Sharon bought The Caterers Warehouse, it had no systems in place and no marketing, but within three years it has become a multimillion-dollar business with an online presence serving national and international clients. **SCOTT WILSON** In 2004, Scott started his own business called The Entrepreneurial Copywriter. Scott is passionate about helping business owners and entrepreneurs make more money from their businesses. **TONY GATTARI** In March 2002, Tony stepped down as CEO of Uniqueworld to set up a new company, Achievers Group Pty Ltd. Some of his large business clients include, Cisco, Australia Post, Domayne, LG Electronics. **MAL EMERY** Mal went from being an illiterate academic failure to a best-selling author, the buyer and seller of more than 30 businesses.

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