

The Never Cold Call Again Online Playbook: The Definitive Guide to Internet Marketing Success

By Frank J. Rumbauskas Jr.

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An all-in-one guide to online marketing from the *New York Times* bestselling author of *Never Cold Call Again*

In *Never Cold Call Again,* Frank Rumbauskas shows salespeople how to achieve sales greatness without using those dreaded old tactics like cold calling. Now, in *The Never Cold Call Again Online Playbook,* he gives small business owners, independent professionals, and entrepreneurs a complete, all-in-one guide to the best practices of effective online marketing.

The best marketers know all the secrets of using the Internet to fuel business growth. With *The Never Cold Call Again Online Playbook,* you'll have access to all the best proven Internet marketing wisdom, tactics, strategies, and tools. You'll learn how to develop a complete online marketing system that boosts sales and brings in customers galore.

- A comprehensive toolkit for creating a complete, powerful, and effective online marketing program for your business
- Written by online marketing guru Frank Rumbauskas, bestselling author of *Never Cold Call Again* and *Selling Sucks*
- A revolutionary system for increasing sales without tired old selling tactics that no longer work anyway
- How to explode your business with social media sites like Twitter and Facebook

For anyone who owns or operates a business and wants to increase their sales, profits, and visibility online, *The Never Cold Call Again Online Playbook* is the ultimate practical resource.

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Editorial Review

From the Back Cover

A follow-up to the *New York Times* bestseller *Never Cold Call Again!*

"I've witnessed myself how Frank uses the Internet to create powerful streams of income online AND I WAS BLOWN AWAY! This book is not theory but bottom-line strategies from a master. Read it immediately and just do what he tells you to do."
—Robert G. Allen, bestselling author of *Multiple Streams of Income*

"Rumbauskas understands what it takes to build a REAL Internet marketing business in the shortest time possible. He doesn&#39t follow the rules of business—he creates them."
—Armando Montelongo, America's top real estate investor and star of A&E's *Flip This House*

"If your Internet marketing playbook is circa 2008, it's old and becoming obsolete. If you want to do big things online today, tomorrow, and forevermore, buy this book."
—Michael Port, author of *The Think Big Manifesto*

"This book is a great resource for getting a leg up on your competition by dominating in your niche online. Highly recommended reading!"
—Joel Comm,

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