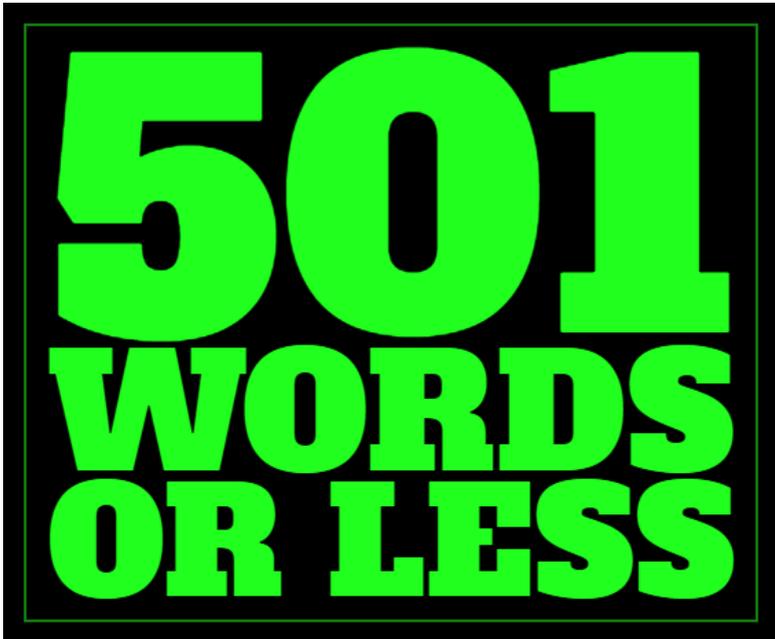


# **Marketing in**



**All you need to know about  
selling, marketing, publicity,  
promotion, and giving  
people what they want!**

**John Kremer**

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**All of marketing consists in creating relationships.**

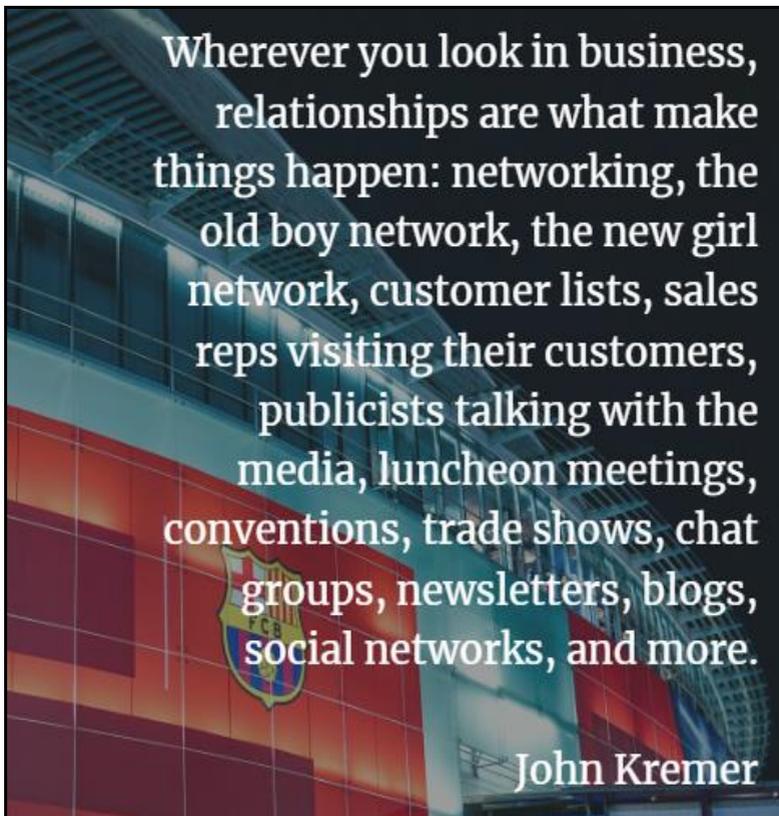
**Real relationships: friends, lovers, partners, customers, warriors, fans, and followers.**

**All of marketing consists  
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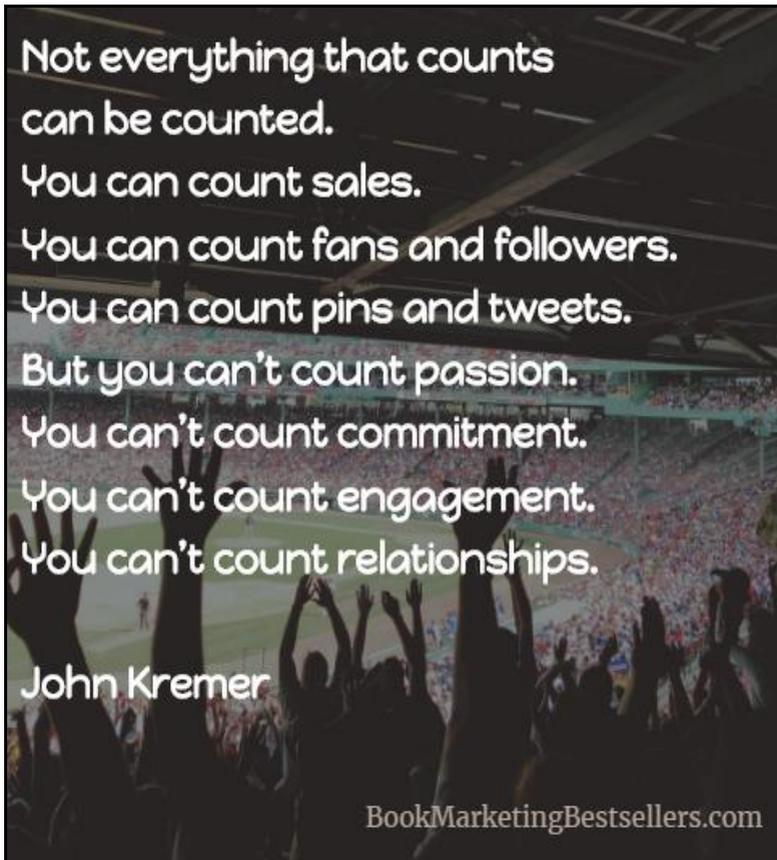
**Real relationships:  
friends, lovers, partners,  
warriors, fans.**



**Wherever you look in business, relationships are what make things happen: networking, the old boy network, the new girl network, customer lists, sales reps visiting their customers, publicists talking with the media, luncheon meetings, conventions, trade shows, chat groups, newsletters, blogs, social networks, and more.**



John Kremer



**Not everything that counts can be counted.**

**You can count sales.**

**You can count fans and followers.**

**You can count pins and tweets.**

**But you can't count passion.**

**You can't count commitment.**

**You can't count engagement.**

**You can't count relationships.**

**Giving back or giving forward is the one true law of marketing.**

Giving back or  
giving forward  
is the one  
true law of  
marketing.

John Kremer

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**All businesses should include love for their customers as part of their brand strategy.**

**Also love for employees, partners, suppliers, and so on.**



**Ask.**

**That's where the magic and the power is—in doing that which you know you need to do.**

**No matter what the obstacles.**

**No matter what your trepidation.**

**No matter how impossible it might seem.**

**Nothing happens unless you do it.**

**No media or market can respond to you until you ask for a response.**

**No sales, no TV interviews, no major reviews, nothing—until you ask.**

**Ask today.**

**Ask.**

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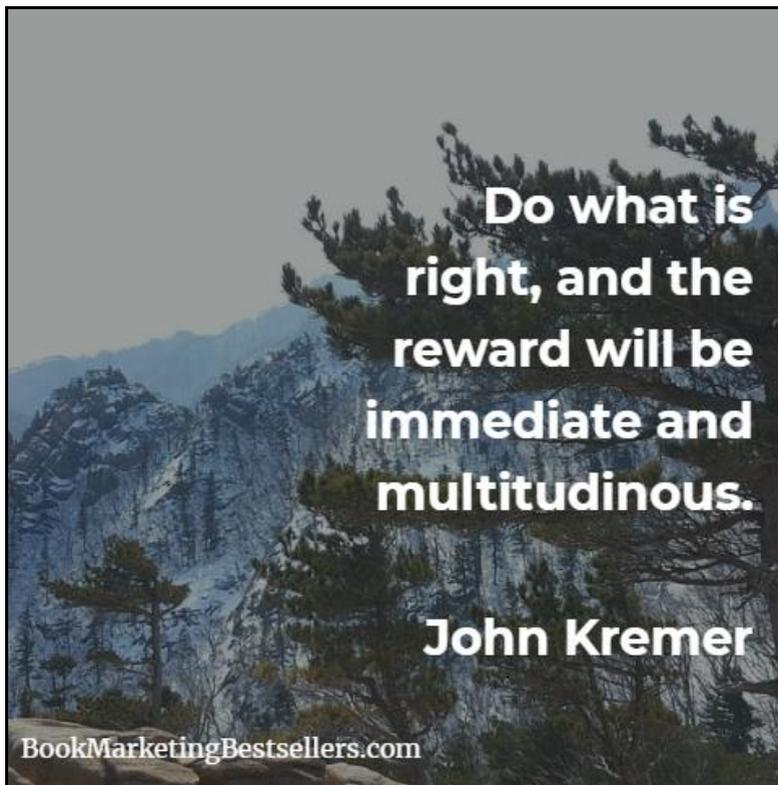
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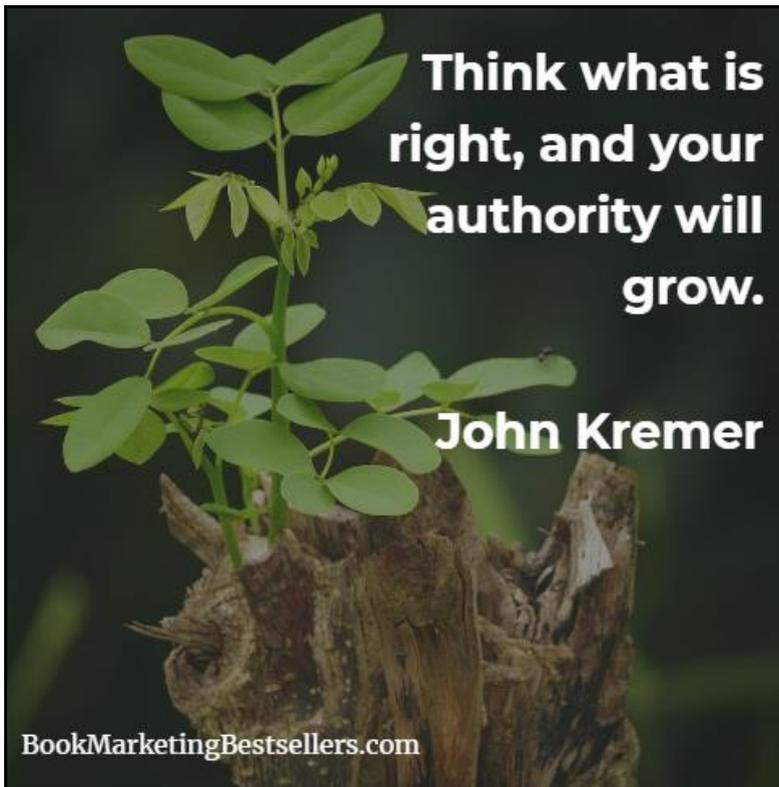
**Ask today.**

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**Do what is right, and the reward will be immediate and multitudinous.**



**Think what is right, and your authority will grow.**



**Think what is  
right, and your  
authority will  
grow.**

**John Kremer**

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**The first secret of success is very simple:  
Tell the truth.**

**That is how you build relationships with  
potential customers.**

**This first secret does not change, no  
matter how successful you become.**

**You must always tell the truth.**



**Give and share.**

**Be generous.**

**It will come back to you in a thousand ways.**

Give and share.

Be generous.

It will come back  
to you in a  
thousand ways.

– John Kremer

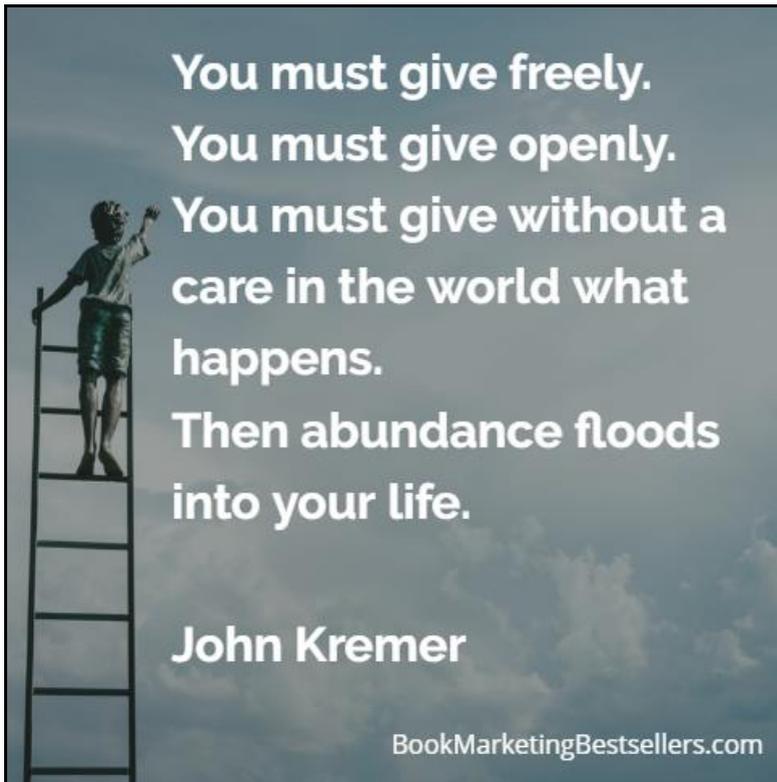
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**You must give freely.**

**You must give openly.**

**You must give without a care in the world what happens.**

**Then abundance floods into your life.**



**If businesses understood the force of love, there would be no recession.**

**If businesses understood  
the force of love, there  
would never be a  
recession.**

**John Kremer**



**Love is the driving force for all marketing.**

**Or it should be.**

**Without love, it's all just politics, not business.**



**Making friends is always right.**

**Building relationships is always right.**

**Love is always right.**

**Marketing is ultimately just that: sharing love.**



**Making friends is always right.**

**Building relationships is always right.**

**Love is always right.**

**Marketing is ultimately just that:**

**Sharing love.**

**— John Kremer**

**<http://www.bookmarket.com>**

**If your aim is small, the results will be small.**

**If your aim is large, the results will be large.**

**Very simple math.**

**But absolutely accurate.**



**Marketing should be fun.**

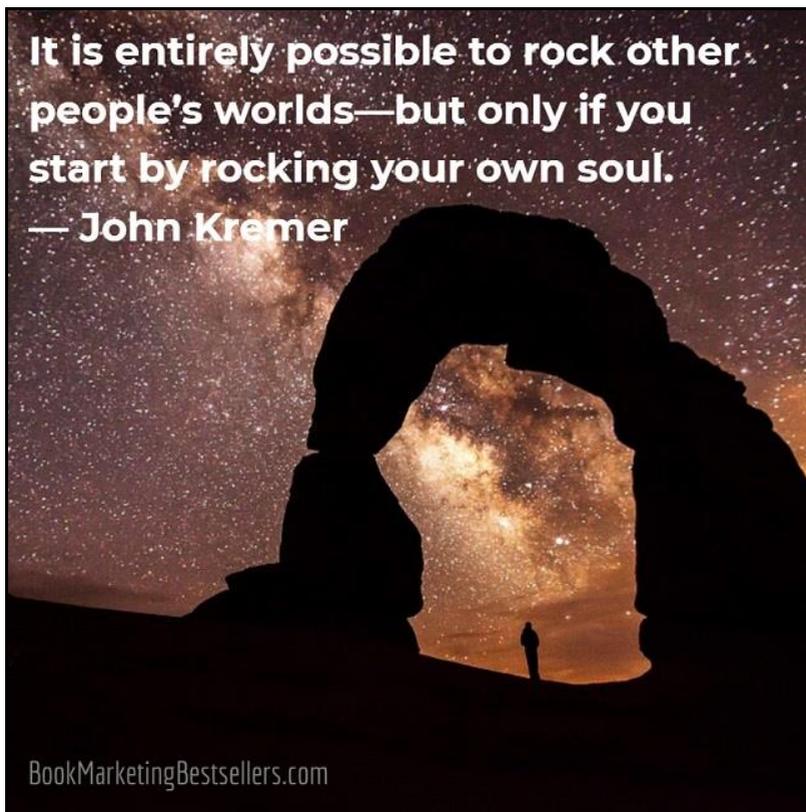
**Only if it's fun will you do it well.**

**And only if you do it well will you touch other people's hearts, minds, bodies, and souls.**

**It is entirely possible to rock other people's worlds—but only if you start by rocking your own soul.**

**— John Kremer**

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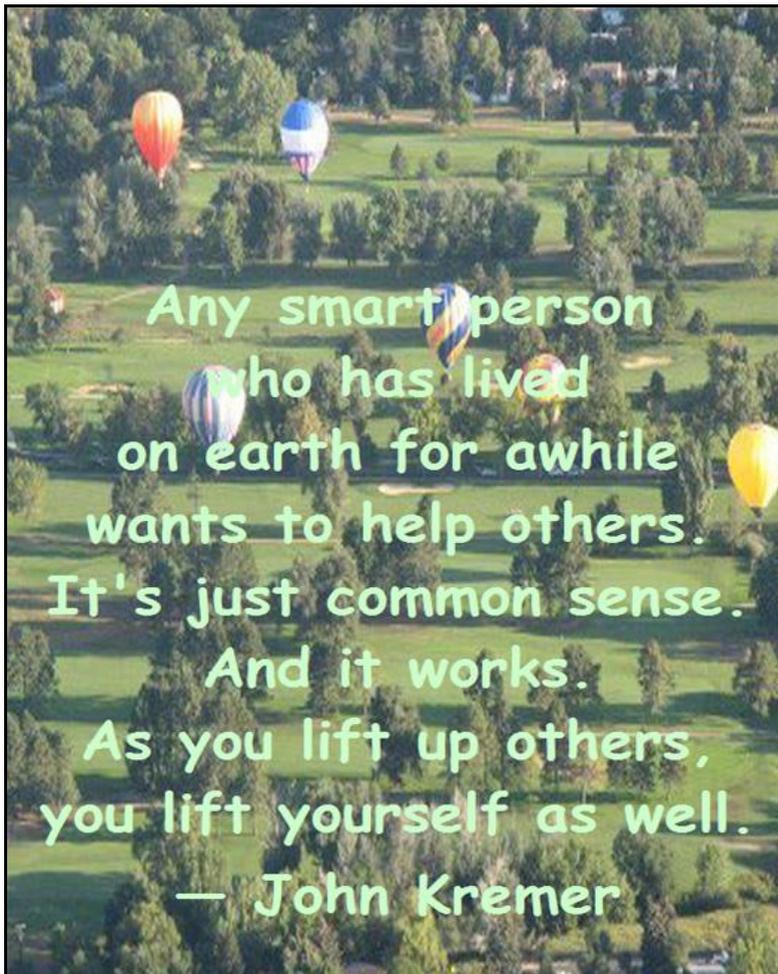


**The secret to marketing: Help others.**

**That's how you build relationships.**

**That's how you sell more.**

**Short, sweet, simple, and absolutely true.**



Any smart person  
who has lived  
on earth for awhile  
wants to help others.  
It's just common sense.  
And it works.  
As you lift up others,  
you lift yourself as well.  
— John Kremer

**To create effective relationships, you must keep your word.**

**Without trust, there are no relationships.**

**Without relationships, you have no marketing, you have no sales.**

**It really is that simple.**



**What is the most important thing you  
want to do this year?**

**Do that today.**



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The image shows a Pinterest profile for John Kremer. The profile picture is a circular photo of John Kremer, a man with a beard, holding a book. The background of the profile is a collage of various book marketing tips and graphics. Some visible text includes "Case With GRITS", "BECAUSE YOU HAVE SOMETHING TO SAY", "DON'T BE WHITE", and "STORYTELLING".

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