



Stop Marketing, Start Selling: Your guide to doubling online leads, customers, and revenue.

Shaun Tinney, Jon MacDonald

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Your guide to doubling online leads, customers, and revenue.

The basic value proposition of any business is to help people get what they want. A website is no different. Nobody watches TV for the commercials, or visits your website to check out your latest marketing campaigns. If they're on your site, your marketing worked. Now it's time to help them get what they came for.

The Good (<http://thegood.com>), an ecommerce and lead generation advisory, has condensed their learnings from over a decade in the ecommerce space.

Their battle tested process for growing online revenues for brands large and small is shared in this comprehensive and actionable path to doubling online leads, customers and revenue.

This book offers a step by step guide to making websites that convert.

"In the age of empowered customers the best possible business case is to put the needs of your customers first. This book is a practical, no-nonsense approach to doing just that. It may not always tell you what you want to hear, but it certainly tells you what you need to hear." —Gerry McGovern, Author, CEO of Customer Carewords

"When you invite guests to your house, you want them to enjoy themselves and leave happy. You should have the same mindset with your website. In this book, The Good shows you how to create a customer experience that converts." —Stephen Lease, Founder, Simplify & Go

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