

[Free and download] Call to Action: Secret Formulas to Improve Online Results

## Call to Action: Secret Formulas to Improve Online Results

Bryan Eisenberg, Jeffrey Eisenberg  
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The screenshot shows the homepage of Future Now, Inc. The header includes the company logo and tagline "PERSUADING VISITORS TO TAKE ACTION SINCE 1998". A navigation menu lists "HOME", "ABOUT US", "SERVICES", "RESEARCH", and "CONTACT US", along with a phone number. Below the menu, there are links for "Conversion Assessments", "Persuasion Architecture", "Client Samples", "Publications", "GroKDotCom", and "Bios". The main content area features a large blue "Call to Action" title with a hand cursor pointing to it. A red box highlights the subtitle "Secret Formulas to Improve Online Results". Below this, the authors' names "NEW YORK TIMES BEST-SELLING AUTHORS BRYAN & JEFFREY EISENBERG with Lisa T. Davis" are displayed. At the bottom, there are two buttons: "Download" and "Read Online".

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**Bryan Eisenberg, Jeffrey Eisenberg : Call to Action: Secret Formulas to Improve Online Results** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Call to Action: Secret Formulas to Improve Online Results:

0 of 0 people found the following review helpful. Great compact bookBy Bernardo SalinasGreat simple book, very happy with this purchase.I hope this small review is useful in your buying decision :)0 of 0 people found the following review helpful. You know your friends are reading this - buy the book now (what's your CTA?)By KYGur194Still working my way through the book (life happens). What I've read so far is good.12 of 14 people found the following review helpful. Overall Very Good .... butBy Igor MA good book for anyone who markets online, BUT what was said in 300 pages could have been summed up in about 70. As soon as I saw that the writers had their own consulting firm and have a seminar coming soon, I understood that this book is going to be more like a grabber and in a way it was.Even though it gave few good ideas and something to think about for a person who has already been marketing online for over 3 years now, the purpose of this book was to get a reader all hyped up, energized, excited and call the

author because it talks about how smart marketing online is important, BUT rarely gives you exact pointers you can use on Monday. I am glad I read this book, BUT I wish it was under 100 pages for what info it had.

Call to Action includes the information businesses need to know to achieve dramatic results from online efforts. Are you planning for top performance? Are you accurately evaluating that performance? Are you setting the best benchmarks for measuring success? How well are you communicating your value proposition? Are you structured for change? Can you achieve the momentum you need to get the results you want? If you have the desire and commitment to create phenomenal online results, then this book is your call to action. Within these pages, New York Times best-selling authors Bryan and Jeffrey Eisenberg walk you through the five phases that comprise web site development, from the critical planning phase, through developing structure, momentum, and communication, to articulating value. Along the way, they offer advice and practical applications culled from their years of experience "in the trenches."

Bryan and Jeffrey Eisenberg are #1 in the online conversion game and there is no #2. -- Patrick Byrne CEO, Overstock.com  
Steve Krug nailed Web marketing philosophy in Don't Make Me Think. Now it's time to get practical. -- Jim Sterne, Author  
The Eisenbergs will forever be remembered as the breakthrough pioneers of internet marketing. I guarantee it. -- Roy H. Williams, Author  
About the Author  
Bryan Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, Inc., based in New York City.  
Jeffrey Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, a consulting firm focused on helping clients persuade and convert their Web site's traffic into leads, customers, and sales.  
Lisa T. Davis is a partner and Director of Content for Future Now.