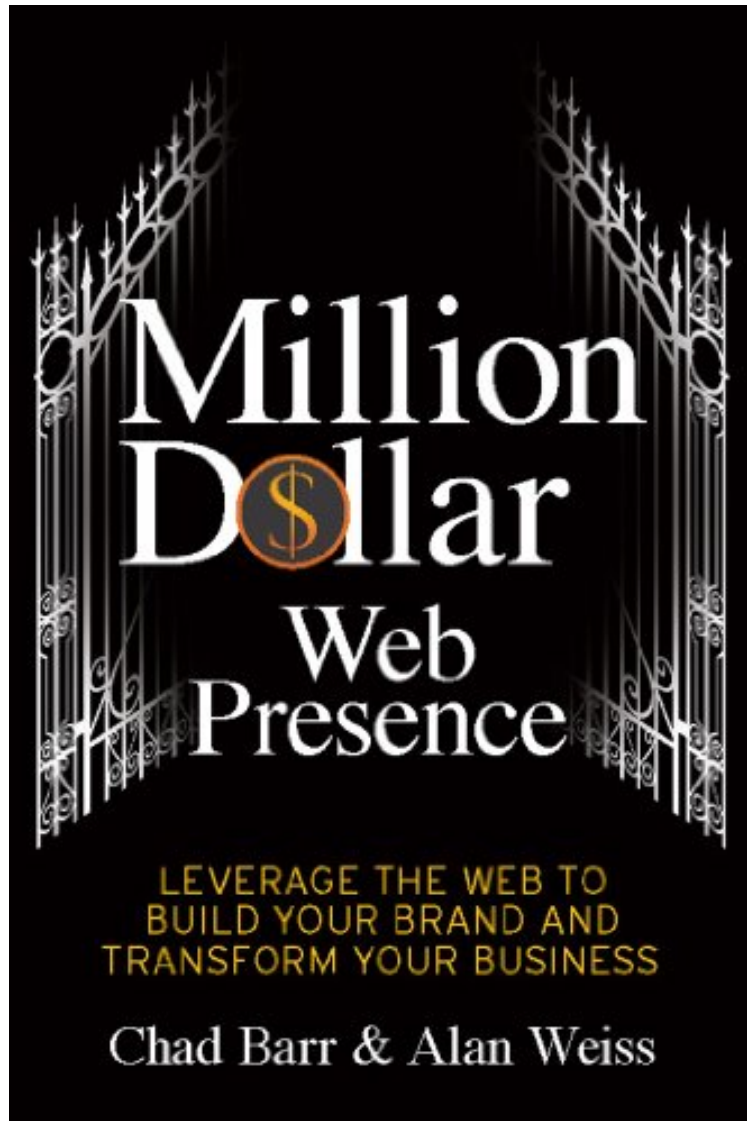


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## Million Dollar Web Presence: Leverage The Web to Build Your Brand and Transform Your Business

*Chad Barr, Alan Weiss*

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**Chad Barr, Alan Weiss : Million Dollar Web Presence: Leverage The Web to Build Your Brand and Transform Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Million Dollar Web Presence: Leverage The Web to Build Your Brand and Transform Your Business:

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especially for those already conversant with internet business, having been written in 2011. Those just starting out will find the book quite useful, with the added advantage that you'd know where to turn to for help in designing a great website with effective functionality. Tom Martin's *Invisible Sale* and Michael Hyatt's *Platform* rank higher in my estimation but they give no idea where to turn to for help regarding website design compared to this book. For those of us living outside the US, the biggest challenge we face is getting website designers of repute. So this book, which for all intents and purposes, is a great marketing tool for Alan and Chad, get's a good pass mark of 4 stars from me. 7 of 7 people found the following review helpful. Million Dollar Value By Thomas Schramski This is the best book I have read about creating a web presence in the professional services marketplace, bar none. It is very clearly written with hundreds of specific examples and the suggestions are presented in a very accessible manner. Most web presence-related publications are overwhelming or too technical or just boring. A few are inspiring. This book is definitely one of the latter. Tom Schramski, PhD President Salience Consulting Group 0 of 0 people found the following review helpful. Cuts through the crap... By Jordan This really is another great work in the 'Million Dollar' series. So many internet marketing books are filled with old advice or worse: marketing gimmicks that force your users to sign up to see your site. But this book cuts through the crap. It affirms, among other things, that generating valuable content should be your primary goal. If you're tired of the myths surrounding internet marketing, this book really lays out what you need, what works, what doesn't, and why. I highly recommend it.

Hidden among the chaos and hype, there are secrets to success on the web. Globally renowned internet expert Chad Barr and business strategist and bestselling author Alan Weiss, reveal them - and show you how to use them to amplify your web presence and profits. Using the unmatched reach of the web, entrepreneurs are empowered to take a more tactical, brand-driven approach to attracting new clients and reinforcing the relationships with their current clientele quickly raising the bar to produce better results for their brand and their business. Starting with their website, Weiss and Barr reveal five critical areas that can be immediately enhanced to emphasize credibility and instantly build trust among visitors. Entrepreneurs also discover how to outfit their site with new tools, products and offerings that pull visitors in, keep them captivated, and compel them to keep coming back. Weiss and Barr then coach thought leaders in capitalizing on today's social web, delivering a strategic plan to uncovering opportunity in online communities, social networks, and other popular platforms allowing them to showcase their greatest business draw: their expertise. Entrepreneurs also learn which components are critical to their success as a thought leader, gaining valuable insight into trending technologies like mobile devices to help them in determining which avenues are of the greatest gain. Offering support such as assessments, real-life examples, screen shots, and access to free downloads, tutorials, and more, Weiss and Barr deliver a comprehensive plan to help entrepreneurs enhance their online efforts and strategically elevate their brand, and ultimately, their business.

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