



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

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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