



Amazon's Dirty Little Secrets: How to Use the Power of Others to Market and Sell for You

Greg Jameson

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Many people believe that Amazon's success is the direct result of a strong user shopping experience. This however is only part of the reason why Amazon is the number one ecommerce company in the world for almost two decades. The real reason behind Amazon's success is that they have mastered the art of getting other people to market and sell for them. From affiliate partners that drive traffic, to online reviews and ratings where customers tell other customers why they should buy a product, to getting free publicity from shows like Oprah or 60 Minutes, Amazon is the online company to emulate. "Amazon's Dirty Little Secrets" will show you how you can accomplish this for your company.

"Amazon's Dirty Little Secret" is getting others to do their marketing and sales for them. This is so powerful that Greg created an acronym using the word POWER+.

P – Plenty of traffic

O – Offer something for free

W – Win their trust

E – Engaging experience

R – Request an action

+ – additional tips & secrets

Anyone engaged in Internet sales and marketing will benefit from the specific examples in this book.

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