

marketing a love story how to matter your customers kindle edition bernadette jiwa

****Marketing a Love Story: How to Matter Your Customers Kindle Edition
Bernadette Jiwa****

Marketing a love story how to matter your customers kindle edition bernadette jiwa is more than just a catchy phrase—it's a transformative approach to branding and customer engagement that redefines how businesses connect with their audience. Bernadette Jiwa's insightful book invites marketers, entrepreneurs, and business leaders to rethink traditional marketing strategies by focusing on the emotional connections that foster genuine loyalty. If you're looking to build a brand that resonates deeply and matters to your customers, understanding the core principles in this Kindle edition could be the key to your success.

Understanding the Essence of Marketing a Love Story

When we talk about marketing a love story, we're not just referring to romantic narratives but rather the art of crafting a story that customers can emotionally invest in. Bernadette Jiwa emphasizes that customers don't just buy products or services—they buy the feelings, values, and identities that come with them. This book teaches us how to matter to customers by weaving authentic stories that reflect shared aspirations and values.

The Shift from Features to Feelings

Traditional marketing often highlights product features and specifications, but in today's saturated market, this approach rarely creates lasting impressions. Instead, Jiwa's framework encourages brands to pivot towards storytelling that evokes emotions. When customers feel understood and valued, their loyalty deepens. This shift is crucial for businesses aiming to stand out and build enduring relationships.

Why Storytelling Matters in Customer Engagement

Stories are powerful because they make brands human and relatable. Jiwa's marketing a love story approach invites brands to become storytellers who listen first and then share narratives that matter. By telling stories that

resonate with customers' lives, brands foster trust and create meaningful dialogues rather than just transactional exchanges.

How to Matter Your Customers: Key Takeaways from Bernadette Jiwa's Kindle Edition

Creating a brand that matters means going beyond the superficial and tapping into what truly moves your customers. Bernadette Jiwa's book offers practical insights on how to achieve this, especially in a digital age where genuine connections can be harder to establish.

1. Know Your Customer's Story

Before you can craft your brand's story, you must understand the stories your customers are living. Jiwa advocates for deep customer empathy—listening to their dreams, challenges, and motivations. This understanding helps brands tailor their messaging in ways that feel personal and relevant.

2. Build a Story That Reflects Shared Values

Customers want to align themselves with brands that reflect their worldview. According to Jiwa, marketing a love story is about identifying the common ground between your brand's values and those of your audience. When your story highlights this shared identity, customers feel a sense of belonging.

3. Be Authentic and Transparent

Authenticity is the cornerstone of meaningful marketing. The Kindle edition stresses that brands must be honest about who they are and what they stand for. Inauthentic storytelling can quickly backfire, while genuine narratives build trust and credibility.

4. Create Emotional Connections Through Consistency

Consistency in messaging, tone, and brand experience reinforces the love story you share with customers. Jiwa explains that every touchpoint—from social media posts to customer service interactions—should echo your brand's narrative, strengthening the emotional bond over time.

Implementing Marketing a Love Story in Your Business Strategy

Turning the concepts from Bernadette Jiwa's book into actionable strategies can transform how your business engages with customers. Here are some ways to incorporate the marketing a love story mindset into your marketing plan:

Craft a Compelling Brand Narrative

Start by defining your brand's core story—why it exists, what it believes in, and how it serves its customers. Use this narrative as the foundation for all your marketing efforts, ensuring it's clear, relatable, and inspiring.

Use Customer Stories to Enrich Your Brand

Invite customers to share their experiences and testimonials. Featuring real stories not only adds authenticity but also shows that your brand values its community. This user-generated content can be a powerful tool for deepening customer engagement.

Focus on Relationship Building, Not Just Sales

Shift your marketing focus from pushing products to nurturing relationships. This means engaging with customers through meaningful conversations, providing value beyond the product, and showing genuine care and appreciation.

Leverage Multi-Channel Storytelling

Utilize various platforms—blogs, social media, email newsletters, podcasts—to tell your brand's love story. Each channel offers a unique way to connect emotionally and reach different segments of your audience.

Why the Kindle Edition Format Enhances the Value of Bernadette Jiwa's Book

The availability of **Marketing a Love Story: How to Matter Your Customers** in Kindle edition makes it accessible to a broad audience eager to embrace modern marketing wisdom. This format offers several advantages:

- **Portability:** Read the book anytime, anywhere, on multiple devices.
- **Searchability:** Quickly find key concepts and references with keyword search.
- **Interactive Features:** Highlight important passages, make notes, and share insights instantly.
- **Cost-Effective:** Often priced lower than physical copies, making it a budget-friendly resource.

For marketers constantly on the go or those who prefer digital libraries, the Kindle edition is a convenient way to absorb Bernadette Jiwa's transformative ideas.

Integrating Bernadette Jiwa's Principles with Modern Marketing Trends

The marketing landscape continually evolves with digital innovation, yet the core message of *marketing a love story how to matter your customers kindle edition bernadette jiwa* remains timeless. Here's how you can blend these principles with current trends:

Emphasize Personalization

Modern consumers expect personalized experiences. Using data ethically to tailor communications and offers aligns beautifully with Jiwa's call to know and matter to your customer's story.

Utilize Story-Driven Content Marketing

Content marketing thrives on storytelling. Blog posts, videos, and social media campaigns inspired by your brand's love story can foster deeper engagement and brand advocacy.

Focus on Community Building

Social media platforms offer opportunities to build communities around shared values and stories. Encouraging conversations and connections within your audience enhances the feeling of belonging and loyalty.

Practice Purpose-Driven Marketing

Consumers increasingly support brands with a clear sense of purpose. Jiwa's framework encourages businesses to articulate and live their purpose, creating a love story that customers want to be part of.

Final Thoughts on Marketing a Love Story How to Matter Your Customers Kindle Edition Bernadette Jiwa

Exploring Bernadette Jiwa's **Marketing a Love Story** through the Kindle edition is not just about learning marketing tactics but about embracing a mindset that prioritizes meaningful connections. By understanding your customers deeply, telling authentic stories, and consistently reinforcing your brand's love story, you can cultivate loyalty that transcends transactions. Whether you're a startup or an established brand, Jiwa's insights offer a powerful blueprint for crafting marketing strategies that truly matter in today's competitive marketplace.

Frequently Asked Questions

What is the main focus of 'Marketing a Love Story' by Bernadette Jiwa?

The main focus of 'Marketing a Love Story' is on creating meaningful connections with customers by telling authentic and engaging brand stories that resonate emotionally.

How does Bernadette Jiwa suggest businesses can better connect with their customers?

Bernadette Jiwa suggests that businesses should focus on understanding their customers' needs and emotions, and then craft stories that reflect those feelings to build trust and loyalty.

What makes 'Marketing a Love Story' relevant for Kindle readers?

'Marketing a Love Story' is available in Kindle edition, making it accessible and convenient for readers who want actionable marketing insights on the go.

Does the book provide practical marketing strategies or is it more theoretical?

The book offers a mix of both practical strategies and theoretical insights, helping readers apply storytelling techniques directly to their marketing efforts.

Can 'Marketing a Love Story' help small businesses improve their customer relationships?

Yes, the book is especially useful for small businesses as it emphasizes genuine storytelling to create deeper connections without requiring large marketing budgets.

What role does storytelling play in marketing according to Bernadette Jiwa?

Storytelling is central to marketing in Jiwa's approach; it is the way brands convey their values and missions to emotionally engage customers and differentiate themselves.

Is 'Marketing a Love Story' suitable for beginners in marketing?

Yes, the book is written in an accessible style and is suitable for beginners who want to learn how to use storytelling to enhance their marketing efforts.

How does the Kindle edition enhance the reading experience of this book?

The Kindle edition allows readers to easily highlight, take notes, and search the text, making it easier to reference key concepts and apply ideas to their own marketing.

What makes Bernadette Jiwa's approach to marketing unique in 'Marketing a Love Story'?

Jiwa's approach is unique because it prioritizes empathy and emotional connection over traditional sales tactics, encouraging marketers to see their customers as people rather than targets.

Are there any real-world examples included in 'Marketing a Love Story'?

Yes, the book includes real-world examples and case studies that illustrate how storytelling can successfully transform customer relationships and brand

perception.

Additional Resources

Marketing a Love Story: How to Matter Your Customers Kindle Edition
Bernadette Jiwa

marketing a love story how to matter your customers kindle edition bernadette jiwa is a compelling read that delves into the nuanced art of customer engagement through storytelling. Bernadette Jiwa, acclaimed marketing strategist and author, presents a fresh perspective that shifts the focus from traditional sales tactics to creating meaningful connections with customers. This Kindle edition offers marketers, entrepreneurs, and business leaders insightful strategies on how to make their brands not just heard but genuinely felt. The book stands out in the crowded market of marketing literature by championing the power of narrative to foster loyalty and relevance in an increasingly competitive business landscape.

Understanding the Core Premise of Marketing a Love Story

At its essence, "Marketing a Love Story: How to Matter Your Customers" challenges the conventional notion of marketing as a transactional activity. Jiwa argues that marketing should transcend the mere promotion of products or services and instead focus on cultivating emotional bonds. This approach aligns with the growing body of research indicating that emotionally connected customers are more valuable—they buy more, stay longer, and recommend brands to others.

The Kindle edition of this book ensures accessibility and convenience, allowing readers to engage with Jiwa's ideas on the go. It emphasizes that effective marketing is less about broadcasting messages and more about telling stories that resonate deeply with target audiences. The narrative-driven approach is designed to make brands matter by positioning them as part of the customer's own story.

The Power of Storytelling in Modern Marketing

Storytelling has become a cornerstone of contemporary marketing strategies, but Jiwa's work specifically highlights how stories can transform a brand's relationship with its customers. The book explores how stories:

- Create emotional resonance that fosters loyalty beyond price or convenience.

- Humanize brands, making them approachable and relatable.
- Communicate values and missions that align with customers' identities.
- Differentiates the brand in saturated markets.

The Kindle edition includes case studies and practical examples that illustrate these points, showing how companies have successfully used storytelling to matter more to their audiences.

Key Themes Explored in the Kindle Edition

Bernadette Jiwa's book is structured around several key themes that dissect the anatomy of love in marketing. These themes help readers understand how to craft and communicate narratives that matter.

1. Customer-Centric Narratives

Rather than focusing on what the brand wants to say, Jiwa's approach prioritizes what the customer needs to hear. The book stresses the importance of empathy in storytelling—understanding the customer's desires, challenges, and aspirations. This customer-centric angle ensures that marketing messages align with genuine needs, making them more impactful.

2. The Intersection of Authenticity and Consistency

Jiwa discusses the delicate balance brands must strike between being authentic and maintaining consistency across all touchpoints. Authentic storytelling requires honesty and transparency, which builds trust. Meanwhile, consistency reinforces brand identity and helps customers form a clear, lasting impression.

3. Emotional Engagement Over Features

The Kindle edition critiques traditional marketing's heavy emphasis on product features. Jiwa advocates for shifting the narrative towards the emotional benefits of a product or service—how it makes the customer feel or improves their life. This shift is essential for creating memorable and meaningful brand experiences.

Comparative Insights: Marketing a Love Story vs. Traditional Marketing Books

When compared to traditional marketing guides that often focus on metrics, advertising channels, and sales funnels, Bernadette Jiwa's "Marketing a Love Story" offers a more humanistic and philosophical approach. While many marketing books emphasize optimization and targeting, Jiwa's work explores why customers choose to engage deeply with brands in the first place.

This Kindle edition stands out by:

- Prioritizing emotional connection as the foundation of marketing success.
- Encouraging marketers to think beyond transactions to relationships.
- Providing actionable frameworks for storytelling that are adaptable across industries.

Such a focus makes it especially relevant for businesses looking to build long-term equity rather than quick wins.

Features of the Kindle Edition

The Kindle format enhances the reading experience with features such as:

- Searchable text for easy reference to key concepts.
- Highlighting and note-taking capabilities, useful for marketers applying the lessons.
- Instant access to updates or related content from Bernadette Jiwa.
- Portability, allowing busy professionals to read during commutes or breaks.

These features support readers in digesting and implementing Jiwa's insights effectively.

Critique: Strengths and Areas for Consideration

While "Marketing a Love Story: How to Matter Your Customers" offers profound insights, it may not cater equally to all marketing professionals. Its narrative-driven approach requires a mindset shift that some data-driven marketers may initially find challenging. The book leans heavily on qualitative aspects of marketing, which, although vital, might benefit from complementary quantitative data or case studies with measurable outcomes.

On the other hand, the strength of the book lies in its ability to inspire marketers to rethink their relationship with customers. Its focus on emotional engagement is backed by psychological principles and real-world examples, making it a valuable resource for those seeking to deepen brand loyalty in a saturated market.

How This Book Fits Into Contemporary Marketing Trends

In today's digital age, customers are bombarded with advertisements and often develop resistance to overt marketing. Jiwa's emphasis on storytelling and emotional relevance aligns perfectly with trends such as content marketing, brand purpose, and experience-driven consumer engagement.

The book also resonates with the growing importance of brand transparency and ethical marketing, as customers increasingly seek brands that reflect their personal values. By encouraging marketers to "matter" to their customers, Jiwa addresses the fundamental challenge of standing out authentically in a noisy marketplace.

Practical Takeaways for Marketers from the Kindle Edition

Bernadette Jiwa's "Marketing a Love Story" is not just theoretical; it offers practical advice that can be implemented immediately:

1. **Identify the emotional core** of your brand story and communicate it clearly.
2. **Listen actively** to your customers' stories to tailor your marketing accordingly.
3. **Build consistency** across all customer touchpoints to reinforce your narrative.

4. **Focus on creating meaningful experiences** rather than just selling products.
5. **Use storytelling techniques** such as character, conflict, and resolution to engage audiences.

These actionable points help marketers shift from transactional to relational marketing models, fostering deeper customer loyalty and advocacy.

The Kindle edition of "Marketing a Love Story: How to Matter Your Customers" by Bernadette Jiwa is an essential read for anyone seeking to transform their marketing approach. It challenges the status quo and offers a roadmap to creating brands that customers love and remember, not just because of what they sell, but because of how they make people feel.

Marketing A Love Story How To Matter Your Customers Kindle Edition Bernadette Jiwa

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Marketing Bernadette Jiwa, 2014 Bernadette's back, and just in time. This is her finest work, a book that ought to be read by everyone on your team, and somehow hidden from your competitors. -SETH GODIN One of the biggest challenges we face as entrepreneurs and innovators is understanding how to make our ideas resonate. We tend to have no shortage of ideas, but we struggle to tell the story of how they are going to be useful in the world and why they will matter to people. Marketing is the way we communicate how our ideas translate to value for people in a marketplace. Marketing has become a necessary evil for every business, but what if we adopted a different view of it? What if marketing was less about promotion or coercion and more about reaching out to people and helping them to solve problems? What if marketing was how we found more ways to do better work and to matter to our customers? What if marketing was where we began our journey towards understanding what people need and want? What if it was our vantage point for seeing the world through the eyes of our customers? How different would marketing be then?

marketing a love story how to matter your customers kindle edition bernadette jiwa:

Meaningful Bernadette Jiwa, 2015 The most important book for your boss to read this year. -SETH GODIN Empathy, relevance, and affinity-three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world. -GUY KAWASAKI A must read for any entrepreneur or marketer. It's full of lots of aha moments with a concrete tool that you can implement immediately. This book should be added to every marketer's toolkit! -DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITY This book and the Story Strategy Blueprint inside are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers. Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful storyteller. -ANTONIO ZEA, Global Director, Football Footwear, UNDER ARMOUR As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet. -LEE TONITTO, CEO, AUSTRALIAN

MARKETING INSTITUTE One of Inc Magazine's Top Business Books of 2015. Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world-to create an idea that flies. But for every groundbreaking business that started this way, a thousand others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something-and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become meaningful to others-helping them to see what's possible for them. Our ideas fly when we show others their wings.

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Marketing: a Love Story: How to Matter to Your Customers Daniele Foster, 2014-11-26

Marketing is the process of communicating the value of a product to customers, for the purpose of selling that product (goods or services). Another simple definition of marketing is managing profitable customer relationships. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.

marketing a love story how to matter your customers kindle edition bernadette jiwa:

The Right Story Bernadette Jiwa, 2019-01-26 Sometimes bad ideas succeed, and we can't stop them. Sometimes good ideas fail and we can't save them. But we can learn from those failures and improve our chances of success in the future. In the intervening years, I've realised that there is no such thing as a bad idea or a good idea. There is only the wrong story or the right story. The right story is one that is trusted. It is believed because it is told by the right person, for the right reasons, in the right way, at the right time, to the right people. The success or failure of our ideas depends on us telling the right story. We can only do that by being clear about the change we want to create, and why-and then bringing enough of the right people with us on the journey. It's up to us, the changemakers of today and tomorrow, to galvanise those people we hope to bring on the journey with us. That's what this book is about. It's not just about helping you to change someone's mind. It's about how you can get better at articulating the change you want to create and understanding the people you want to influence-so you can build upon what they already believe and ultimately shape the future you and they want to see.

marketing a love story how to matter your customers kindle edition bernadette jiwa:

The Fortune Cookie Principle Bernadette Jiwa, 2013 This should be the next book you read. Urgent, leveraged and useful, it will change your business like nothing else. SETH GODIN -Author *The Icarus Deception* It's not how good you are. It's how well you tell your story. Big corporations might have huge marketing and advertising budgets but you've got a story. Your brand story isn't just what you tell people. It's what they believe about you based on the signals your brand sends. 'The Fortune Cookie Principle' is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve. The most successful brands in the world don't behave like commodities and neither should you. A great brand story will make you stand out, increase brand awareness,

create customer loyalty and power profits. Isn't it time to gave your customers a story to tell? 'The Fortune Cookie Principle' will show you how. ADVANCE PRAISE FOR THE FORTUNE COOKIE PRINCIPLE It's so easy to overcomplicate what great brands and new businesses need to do to resonate with their consumers. The simple questions asked in this book help you to de-mystify that process. It encourages you to think beyond what you do to why you do it and why that matters to your customers. Had this been available when I was driving Sales and Marketing Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an entrepreneur I simply apply these principles each and every day. Wendy Wilson Bett-Co-Founder Peter's Yard Yes, you need a great product, but without a compelling story, success is improbable. The 'Fortune Cookie Principle' is an easy-to-read guide that will help any marketer or business owner begin to ask the right questions about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Let's face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers. This book will give you a new perspective on your marketing, and help you move from talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led economy. Joe Pulizzi-Founder Content Marketing Institute The wisdom in this book is better than any fortune. Read and apply! Chris Guillebeau-Author \$100 Startup This book is an inspiration. Bernadette ignites real-world experience with a true passion for helping businesses move to the next level. Mark Schaefer-Author Return on Influence Full of inspiring stories about what makes businesses unique (and successful) in today's supersaturated markets. David Airey-Author Work For Money, Design For Love. If you're someone who cares about why you do what you do and how you do it, this book is for you. Tina Roth Eisenberg-Founder of Tattlly

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Marketing Fastrack Aurora Winter, 2021-08-17 GOLD BOOK AWARD WINNER, BEST NEW BUSINESS BOOK: PINNACLE, FALL 2021 Do you want to create a short book rapidly ... and still get massive results? You are in the right place! This short book, *MARKETING FASTRACK*, attracted \$250,000 of new business in just 90 days. Do you want more clients, patients, and customers? Do you want to create a lead magnet? This book is a must-read. You will get to see the exact words, email, video, and follow-up sequence so you can model success. See how you could attract new business with a short book you can create over a weekend. Bestselling award-winning author Aurora Winter, MBA, reveals how to use storytelling for business success. Aurora is a successful serial entrepreneur. She helps her clients turn their words into wealth, wisdom, and wonder. Now she would like to help you. *MARKETING FASTRACK* reveals how she used a little book as a lead magnet to launch a successful new business, and she shows you how you can do the same. LEARN: * Why a book is the best marketing tool for experts, entrepreneurs, leaders, and professionals * 3 marketing mistakes even smart people make (and what to do instead) * How to use a short book to attract new business * Ways you can benefit from becoming a published author * Why combining online and offline marketing works best. * How to create a book the easy way by speaking (rather than typing) * Actual results achieved by a book based on ONLY ONE HOUR of talking * And more! This little gem of a book is not some ivory-tower theory but is written by a go-getter with a track record of success. - Kelly Sullivan Walden, bestselling author Aurora Winter is a marketing expert who has launched three 7-figure businesses. She has a simple 3-step recipe you can use right away. - Jenny Toste, CBS-TV Aurora gives you step-by-step instruction to leverage your talents and skills so you can move forward. - Diane Burton, bestselling author, TEDx speaker This short book is a quick, easy read for busy entrepreneurs, experts, and other professionals. Do yourself a favor and start reading *MARKETING FASTRACK* today!

marketing a love story how to matter your customers kindle edition bernadette jiwa:
Simple Story Selling Rob Drummond, 2017-02-16 Storytelling is a great way to build profitable, long-lasting relationships with your customers. The trouble is, telling stories in your marketing can feel intimidating. The trouble is, telling stories in your marketing can feel intimidating. In the end,

you skip the story altogether. You focus instead on features, benefits and prices, just like everyone else in your market. You write safe marketing, that fails to stand out or express opinion. The problem is, potential customers can never get to know the 'real you', and can never understand your uniqueness. Simple Story Selling reveals a proven seven-step process anyone can use to eliminate writer's block, and tell stories that sell. Your competitors can copy your offers and copy your pricing, but they can never copy the relationship you have with your best customers. Discover the secrets of Simple Story Selling, and build a moat around your business.

marketing a love story how to matter your customers kindle edition bernadette jiwa:
The Business of Love Heavenly Kimes, 2015-12-28 Prescriptions to Finding and Keeping a good Man I started out talking about business and wanting to do business book cd's and dvd's. Upon the release of my first book, Dr. Heavenly Business Prescriptions, I went out to celebrate with some friends who revealed to me that they had their business affairs in order. What they needed was a man to share their successes with. It made me think that more women need tips on how to have a relationship or how to get a man and keep him. On this particular evening, we were at a restaurant with two other couples. One of the ladies was an executive at a Fortune 500 company and was making well over six figures annually. Her boyfriend was unemployed and had previously worked in the Real Estate industry but had become a casualty of the housing market bubble. He was also 10 years younger than her. As the night went on, we noticed that he was totally disrespecting her. He called her a bitch and told her to just eat her food. This was a successful beautiful black woman that was allowing this nothing ass (excuse my language) man or someone who was irrelevant in my eyes to abuse her verbally. After pulling her aside during a trip to the restroom, I asked Why are you with him? Her response blew me away and was the catalyst to me knowing that I needed to write this book. Heavenly, I'm with this guy because when I'm not with him I can't concentrate on my business. I love him. She explained. As I stood there in amazement, I asked, What is love if he's going to treat you this way? She replied, It's okay, Heavenly, that he called me a bitch. I told her it's not okay to let a man disrespect her. With that in mind, I felt that women needed a book that spoke directly on how to get a good man and keep him. Some men are not worth having. Many women are successful in business or their careers, but they need help with building strong, sustainable relationships. Looking into my own relationship, what it took to actually get my husband to see that I was the one was pretty basic. I was just myself. However, that was not the answer my girlfriends wanted to hear. Most of them felt that there had to be more to it and maybe they're right. I was curious myself because it seemed to have become the consensus among many single women whom I have come in contact with. On the other side, I have also had multiple conversations with women who have gone through divorce and their challenge was not finding a man, but understanding how to keep him once they do snag him. The divorce rate among Americans was often discussed and the 50% rate that many claim had been disputed. Sure, it may not be that 50% of marriages end in divorce, but I would venture to say that it is a substantial number. This statement stuck with me as I had been hearing it more recently. These women I encountered were having issues with finding the right man. What I have realized is that finding him and keeping him is definitely a job, but it must be a job you love to work if you are going to make it a success. This type of conversation caused a light bulb to go off in my head. What could I do to help not only the women in my circle but also the women across the country who were dealing with the same or similar issues? The reality is that it is not easy for women to find a good man. And to be honest, it is not easy for a man to find a good woman. Nonetheless, it is well worth the effort when you do find him or her. I keep hearing the phrase, How to Find and Keep a Man and so, I decided to dig deeper into this. I decided to have a session with a few friends to discuss these issues and lend my knowledge and experiences. I informed them all that this would not be a bitch or a bashing session, but rather, an outlet to provide solutions for women who are battling relationship challenges. It would be about six strong females coming together to learn from each other's experiences. The goal to seek the oh so elusive relationship satisfaction that

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The ART of M. A. R. K. E. T. I. N. G. (tm) Paolo Massimilla, 2021-02-14 What's the secret to boosting your sales? Mastering THE ART of M.A.R.K.E.T.I.N.G.TM . It's also the secret to moving your organization from the current status quo to becoming a radical success. The awarded marketing expert, Paolo Massimilla, offers this easy-to-read book with fresh insights to help you take correct actions and embrace the right attitude to accelerate the success of your business. In this easy-to-read book, he shows you how to create value for your costumers through the understanding of their behaviors. This is a book for non-marketers and marketers alike, to help build the kind of mindset shift required to be successful in this dynamic and ever-changing sales environment. It doesn't matter if you are a freelance professional, the owner of a small or medium enterprise, or just someone who is passionate about marketing, developing the mindset of a marketer will give you a competitive advantage. If you are stuck trying to get through the next project or are chasing the next level of your business to make it profitable, or maybe even struggling to survive, this book offers a new approach to a more powerful and effective way to run your business. Mastering THE ART of M.A.R.K.E.T.I.N.G.TM requires that you are aware of customer and consumer behavior, so you can create the correct atmosphere and put in place the process that will align your brand with promising expectations. The acronym, M.A.R.K.E.T.I.N.G.TM is the framework presented by Paolo's valuable insights to equip you to make positive difference in your business and sell more effectively. In his book: you first learn to understand the MOTIVATION behind your customers' behaviors. You can then reshape their ATTITUDES and BELIEFS in order to influence their decisions. In order to be successful, you need to RADICALLY RETHINK your current strategies. You master KNOWLEDGE CREATION and leverage your EMOTIONAL CONNECTION with the customers. You embrace and advance powerful research and communication tools TECHNOLOGY has afforded us in this digital revolution. You build long-lasting relationships with customers and offer them immeasurable INTRINSIC VALUE with your brands. You get right into the minds of consumers by taking the NEUROPSYCHOLOGY super-highway. And you cultivate a holistic attitude to marketing by adopting the GESTALT APPROACH to interpret perceptions and find alignment in your multi-dimensional mind frame. Paolo truly believes that mastering THE ART of M.A.R.K.E.T.I.N.G.TM is the key to making a positive difference in our world, where ethics and honesty will help you develop and sustain profitable growth, and create meaningful connections with People.

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