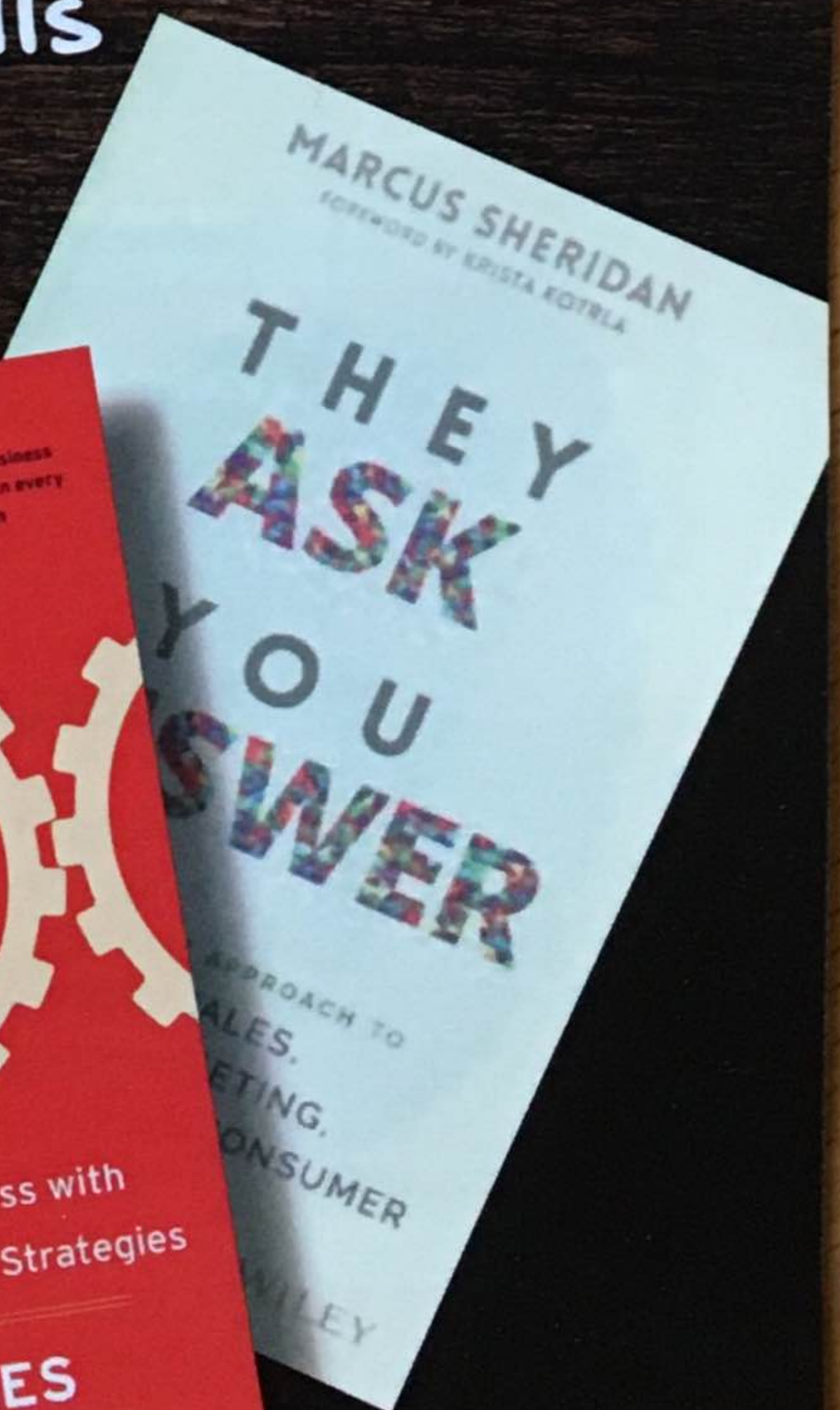
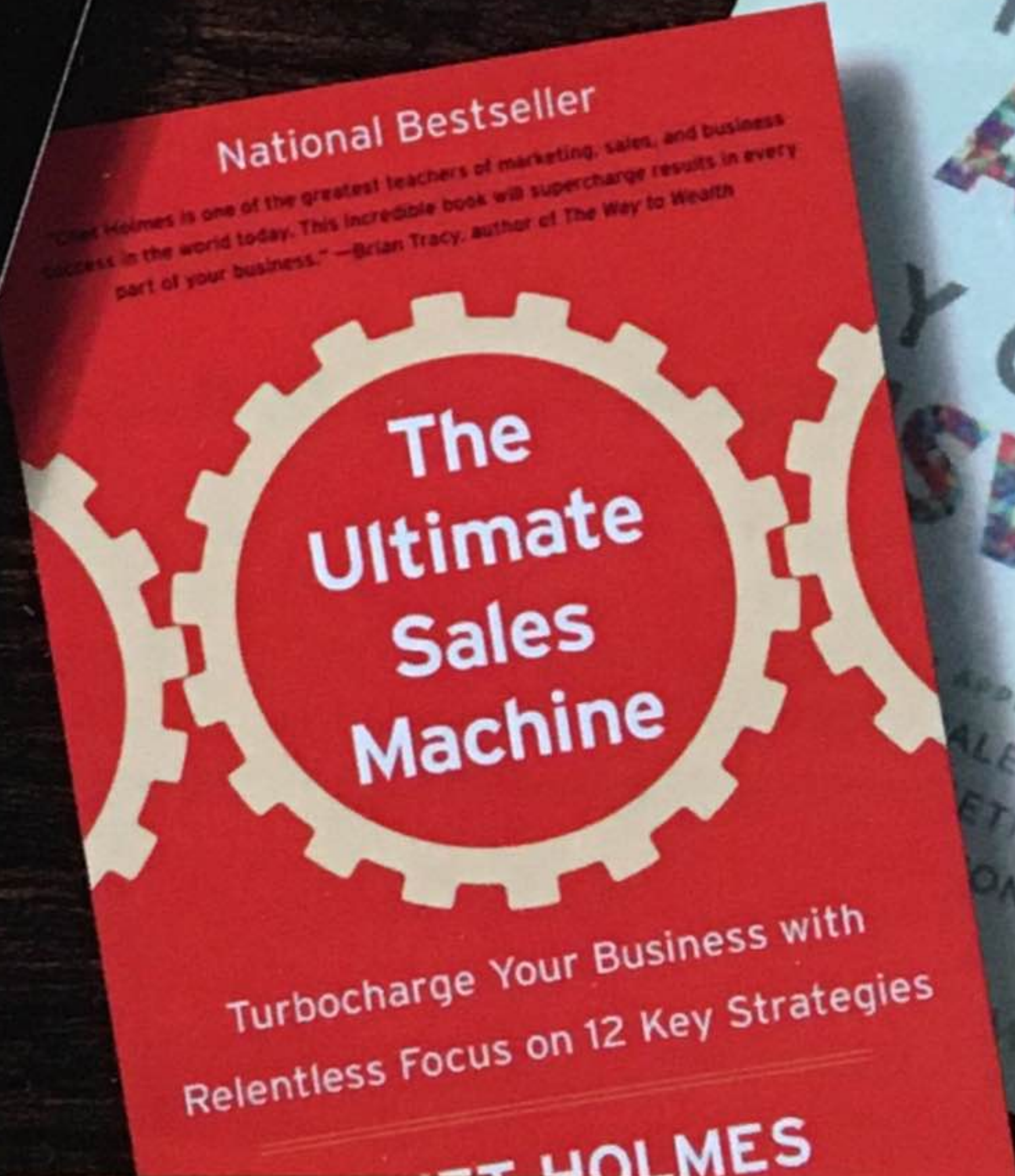
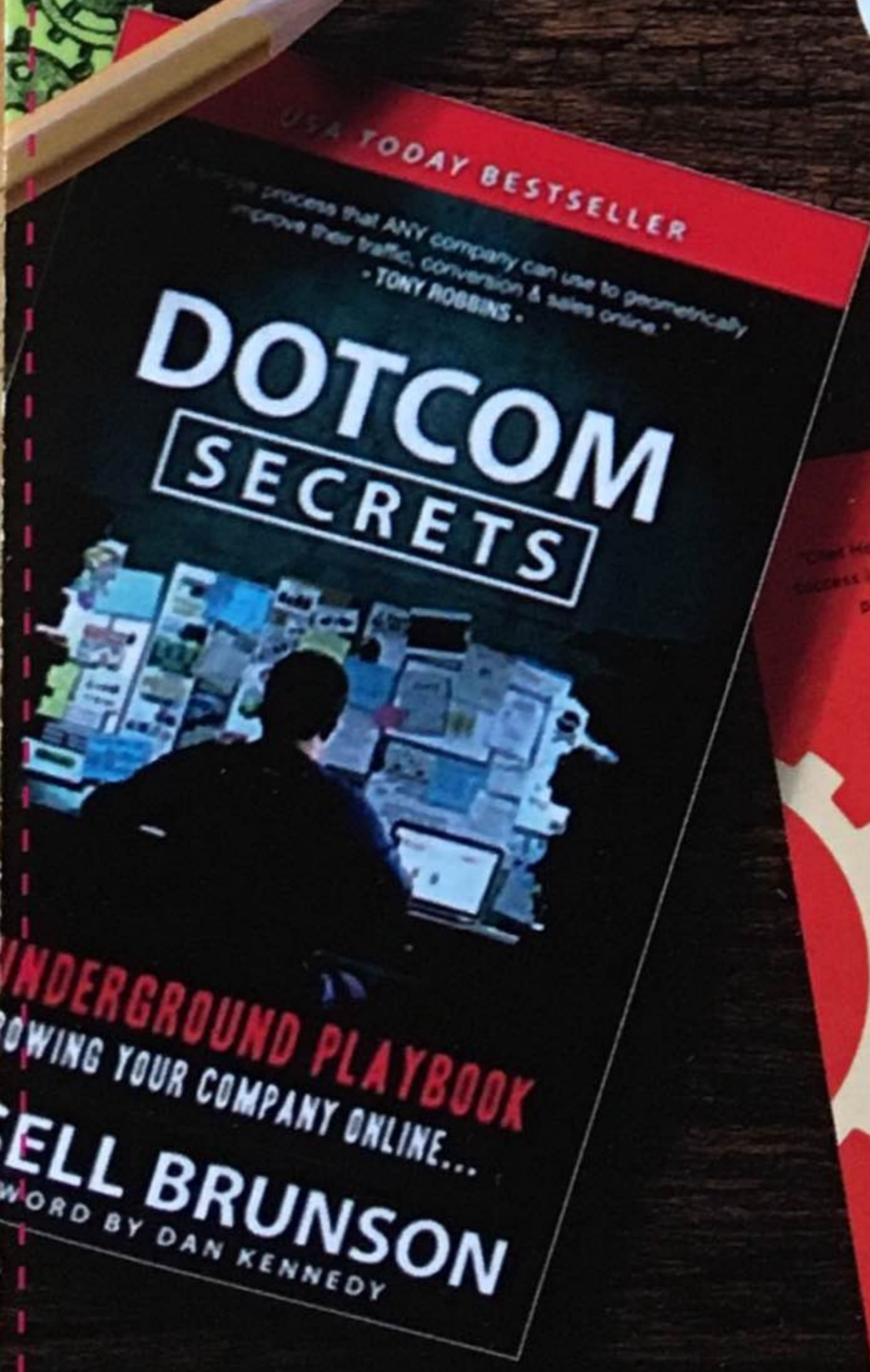


# Top 10 Marketing Books

For Entrepreneurial Small Business Owners

By

Julian Mills



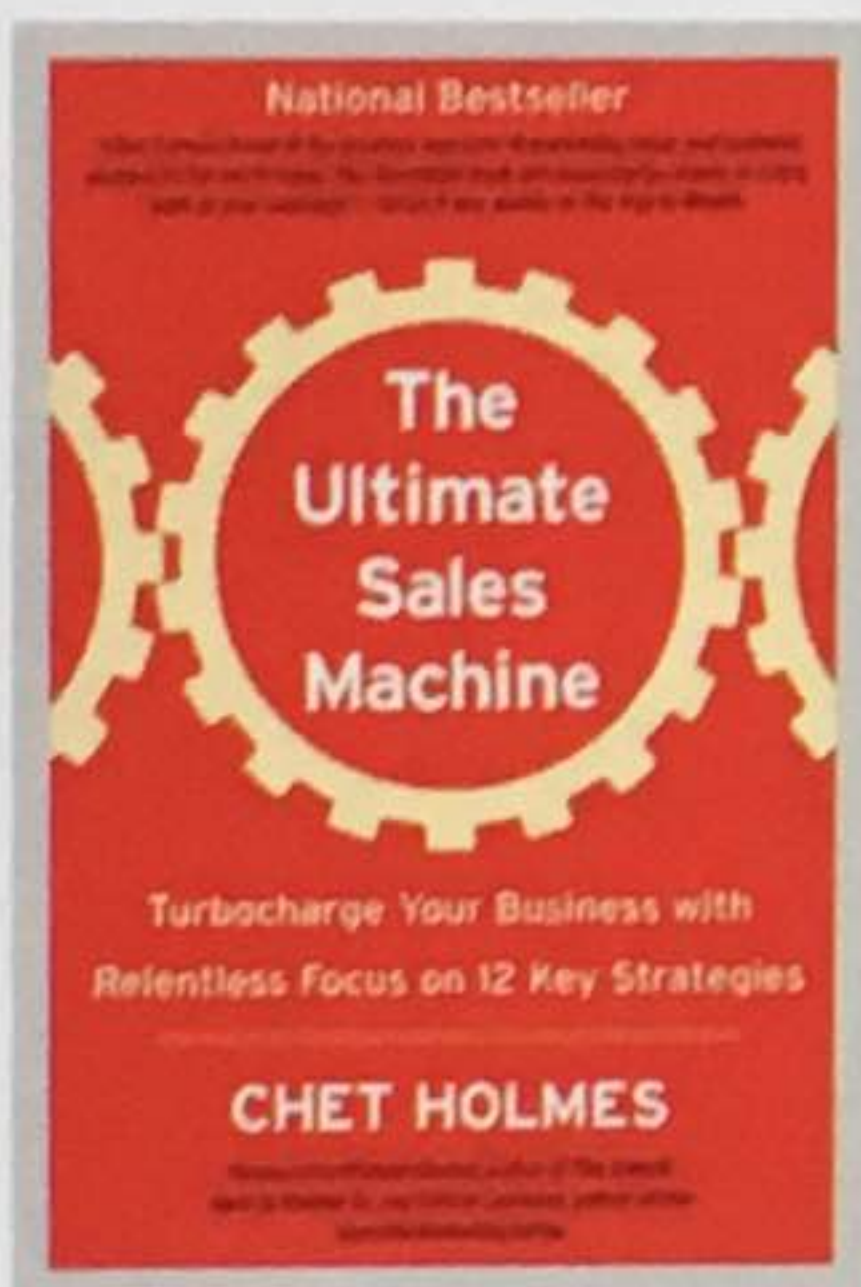


# Top Ten Marketing Books For Entrepreneurial Small Business Owners

Over a 24 year marketing career and having read hundreds of marketing books here are my top 10 marketing business books for entrepreneurs. Now, these books will only resonate with you if you own or work in a small entrepreneurial business where generating sales is key. I would also be delighted to hear from you what books you would recommend.

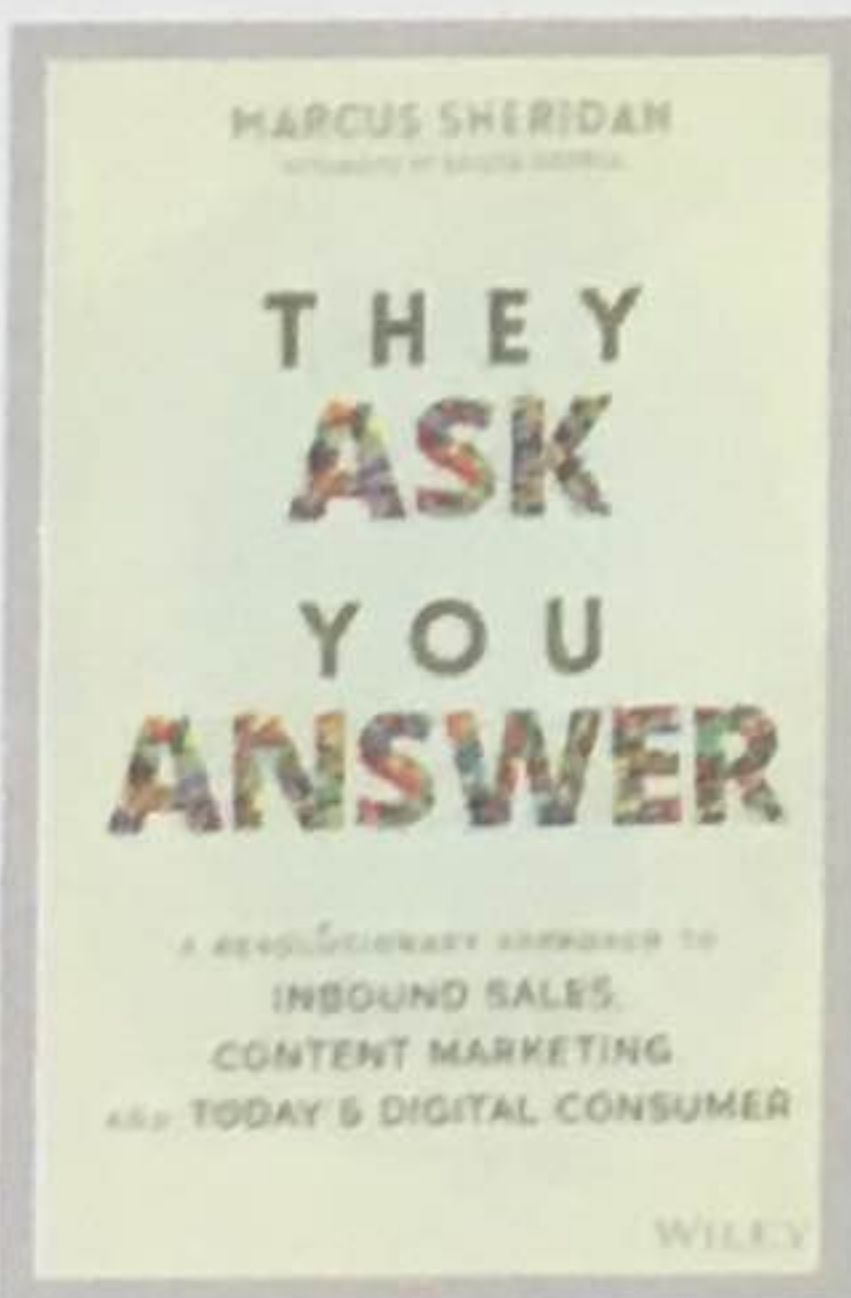


Julian Mills



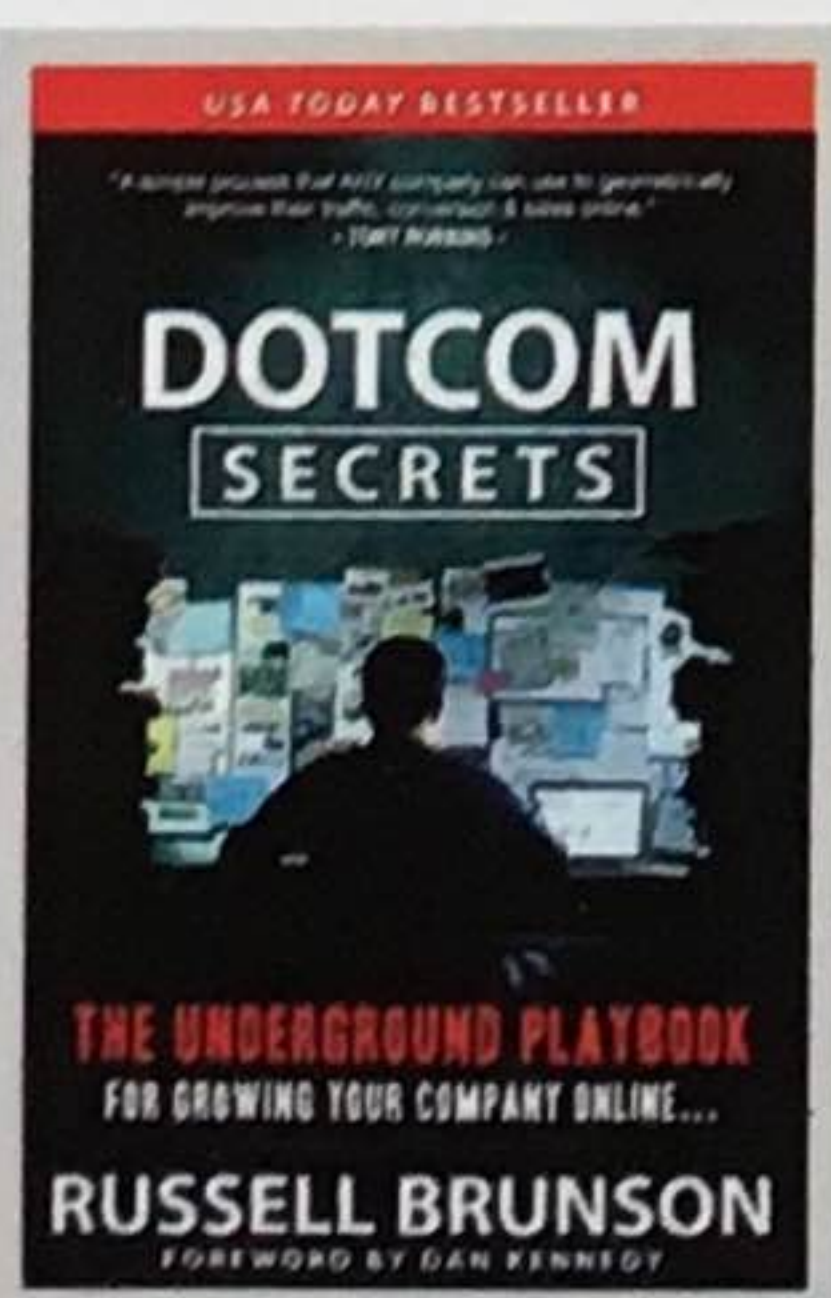
## 1. The Ultimate Sales Machine by Chet Holmes

What can I say about this book? If you are in marketing and sales you should read this book. Sadly, Chet passed away in 2012 and so it appears a little dated with regards to internet marketing, but the principles are timeless and I am sure this will become a classic sales/marketing text. Only 3% of people are ready to buy at any time when we are advertising. But what about the other 97%? How do you tap into these people and generate sales? The Dream 100 concept is a powerful strategy that all serious marketers should have in their toolkit.



## 2. They Ask You Answer by Marcus Sheridan

Mention blogging, content marketing, keywords, CMS, SEO to most business owners and their eyes glaze over with the thought of technical marketing mumbo jumbo. But this book is a practical 'how to' guide totally focused on what customers are looking for and how you can deliver education online that ultimately draws customers to you, rather than you chase them. This book contains timeless marketing principles, not quick fix, flavour of the month, gone tomorrow solutions that are so prevalent in internet marketing.

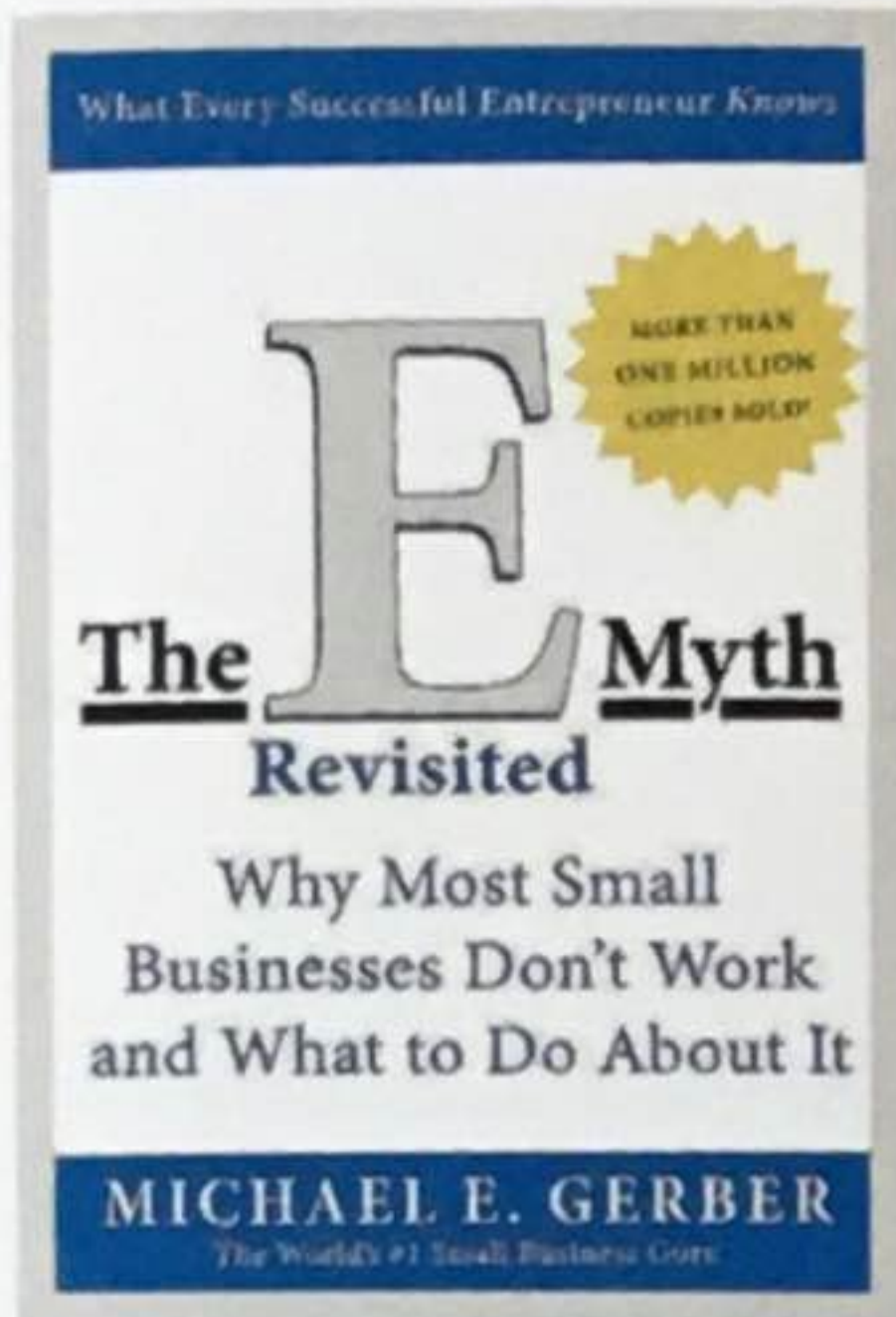


## 3. DotCom Secrets by Russell Brunson

Fantastic book as it gives the small business owner a solid foundation by which to structure their marketing. Do you just sell one product? Russell introduces the concept of product ascension. His products range from free to \$1M a year consulting. This is game-changing thinking for most small businesses.

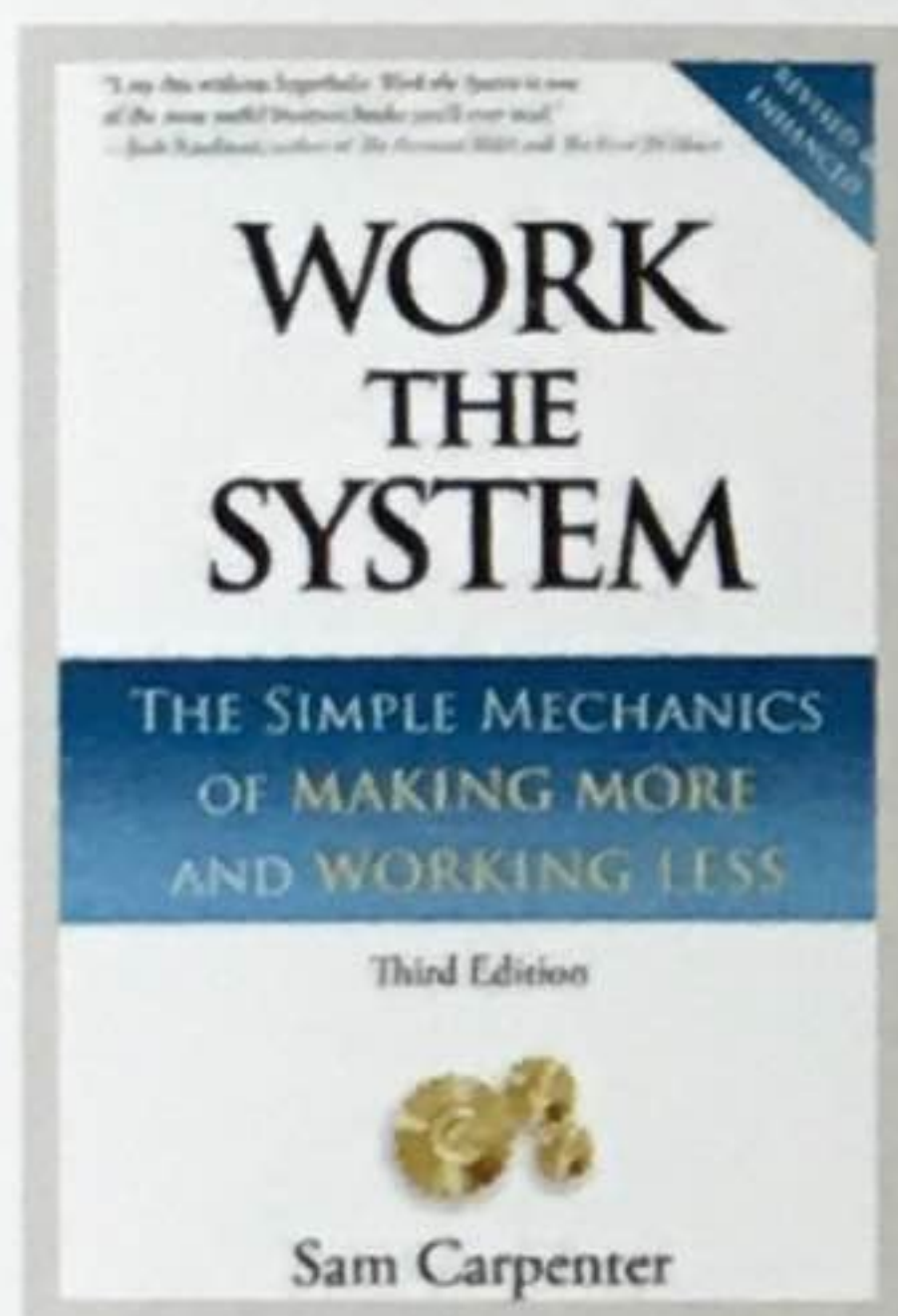


## 4. Emyth Revisited by Michael Gerber



Another top selling publication. As with Work the System (5) this is all about organising your business for success. Michael walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature corporate. Most importantly, the author draws the vital, often overlooked distinction between working on your business rather than working in your business.

## 5. Work the System by Sam Carpenter



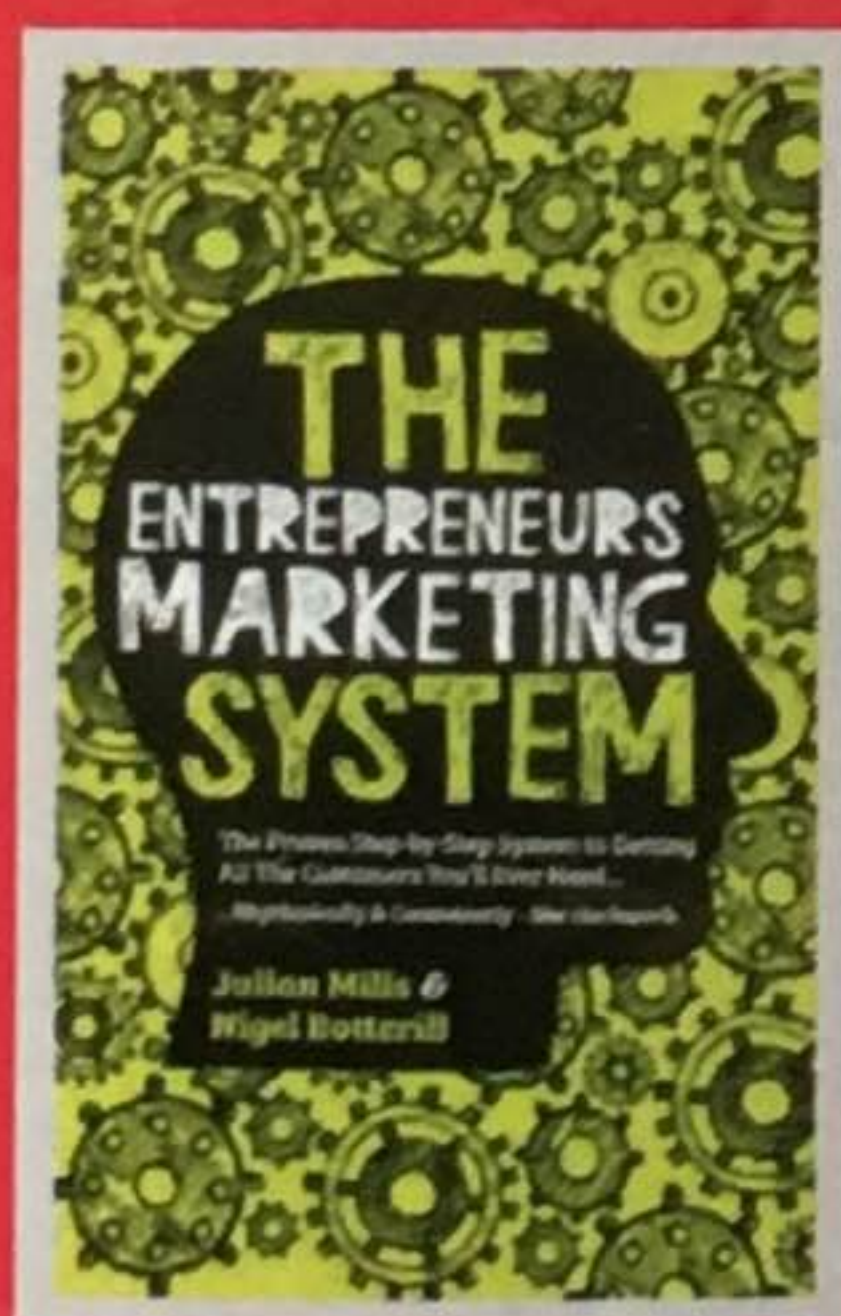
So many small businesses are run on a wing and a prayer. No formal systems and this holds them back from greatness. In his book Sam uses his business as a case study - taking it from him personally working an 80 hour week, fighting bankruptcy and all the stress to a hugely successful business where he just has to work a couple of hours a week. Systems are key to business growth.

### Where are books 6 to 10?

To see the full list of 10 books go to  
[www.julianmills.co.uk/10books](http://www.julianmills.co.uk/10books)



### Shameless plug - I just had to mention my book ;-)



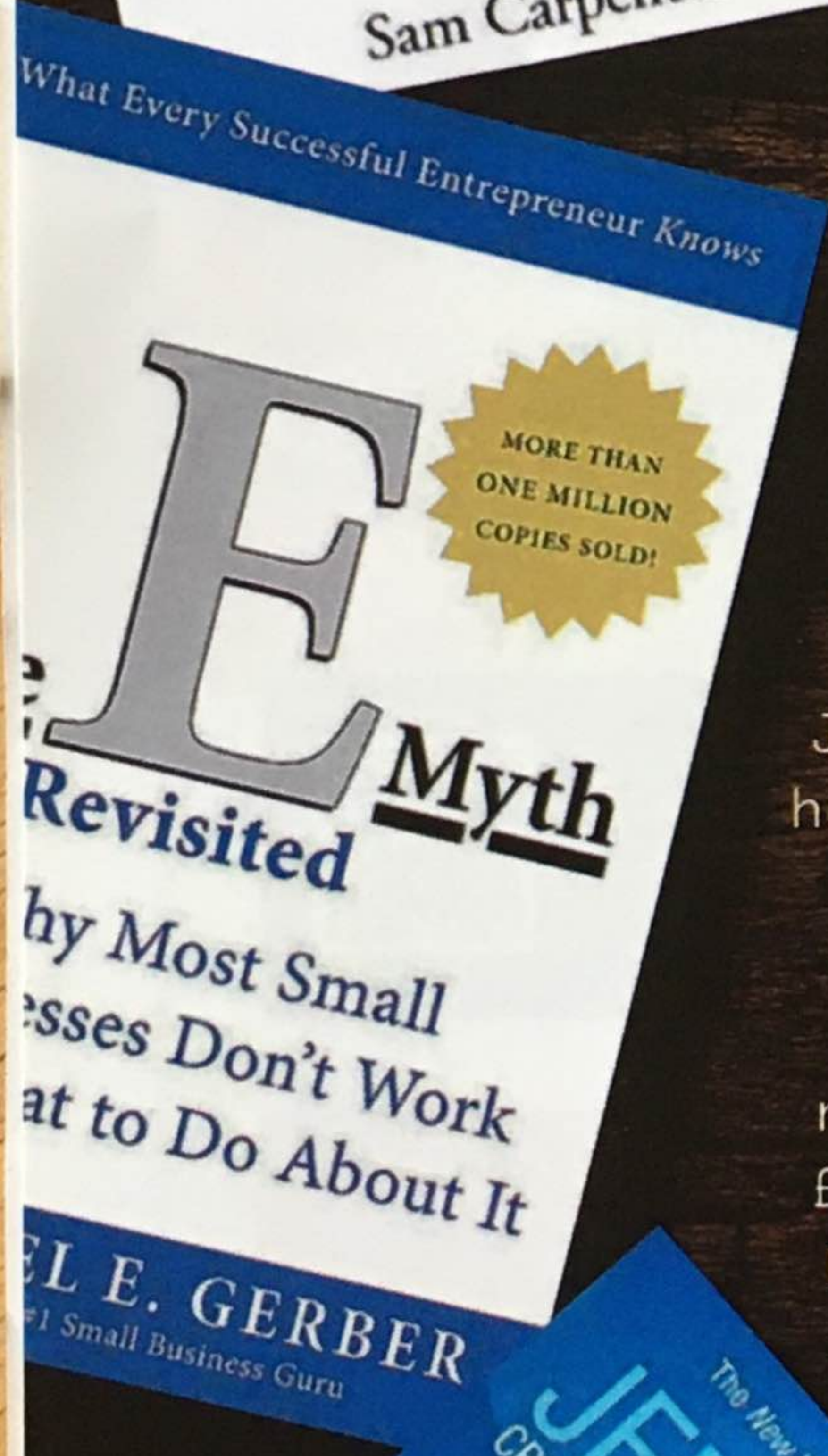
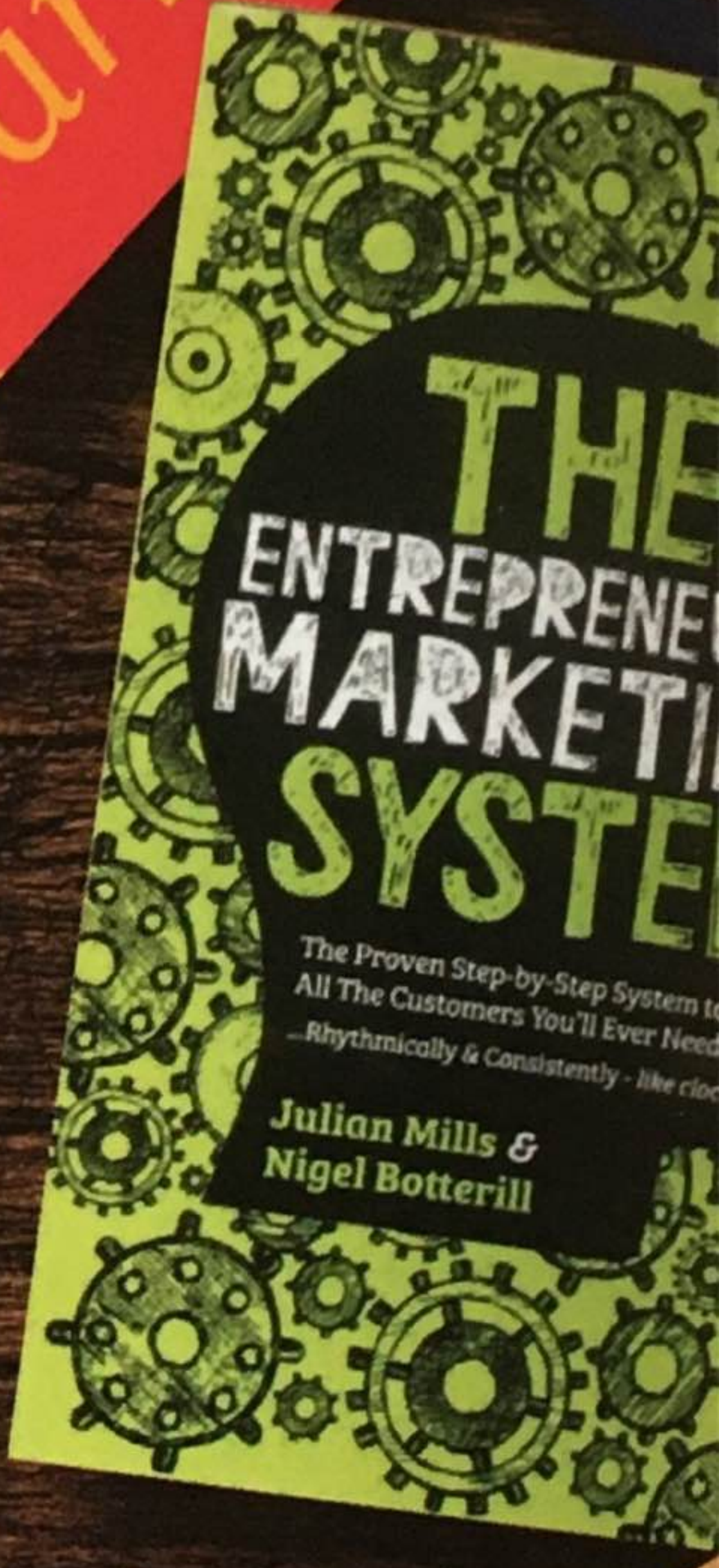
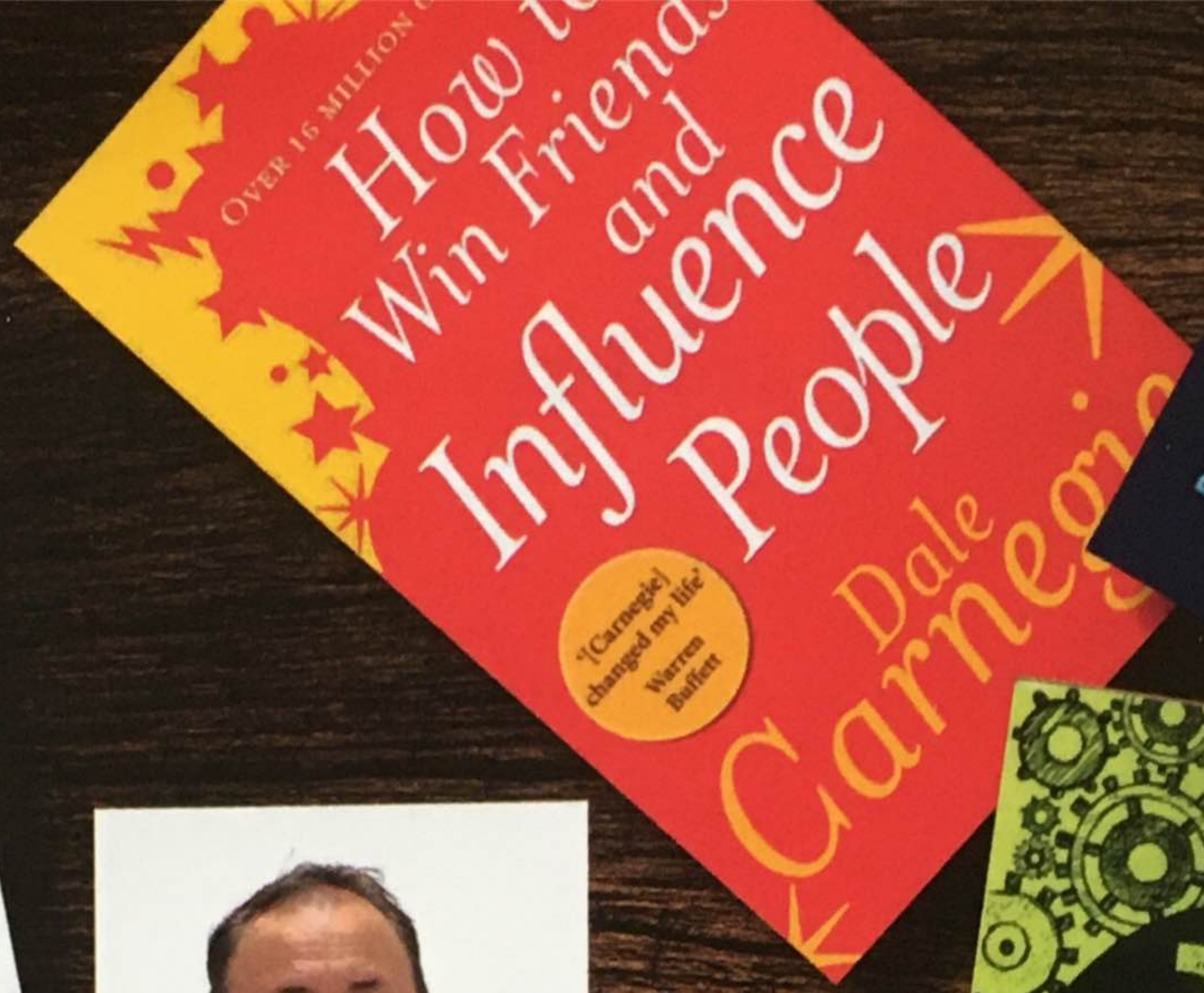
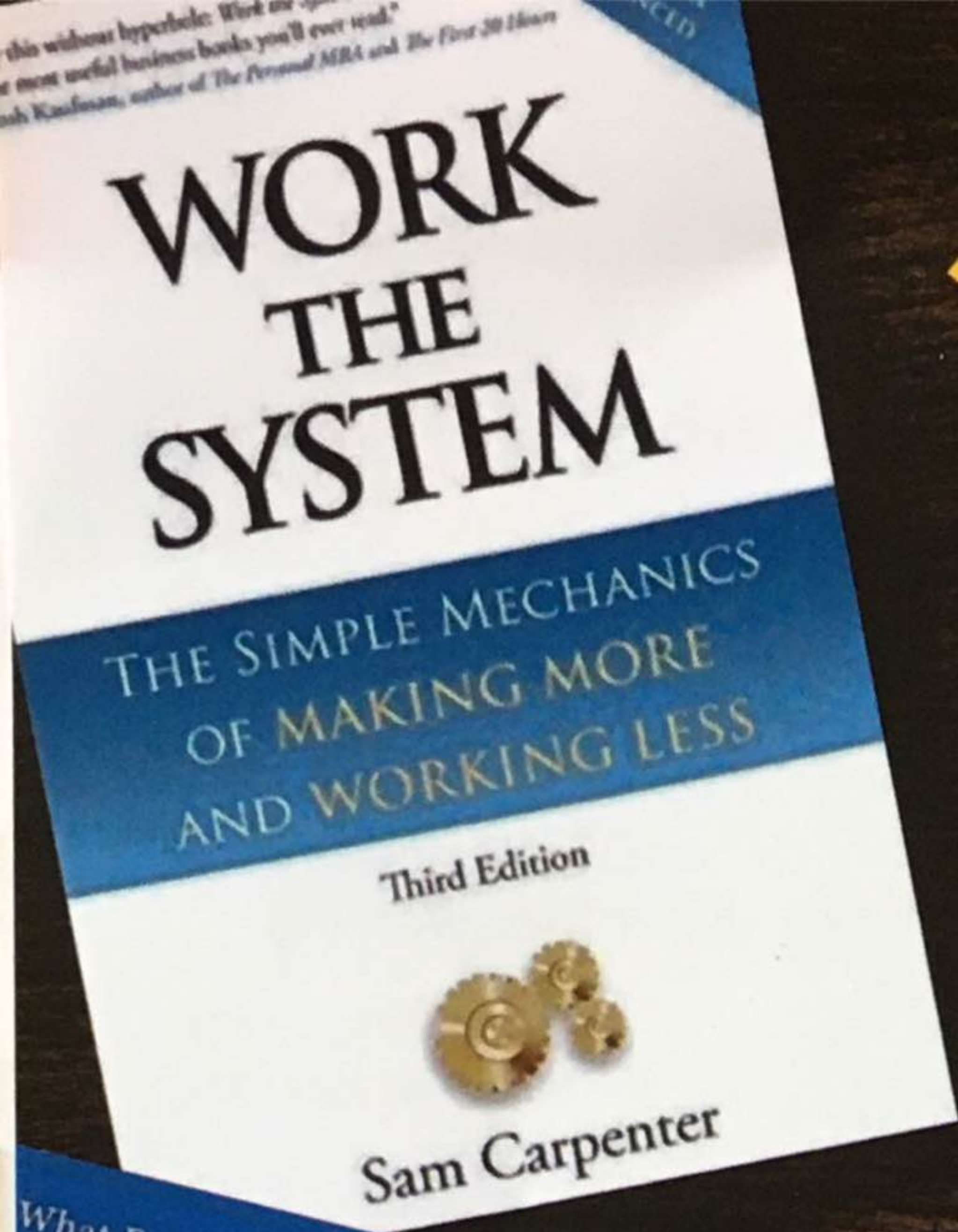
### The Entrepreneurs Marketing System by Julian Mills and Nigel Botterill

In The Entrepreneurs Marketing System Nigel Botterill and myself have outlined a marketing system that has taken the best part of 10 years to hone, refine and test. It gives entrepreneurs a proven step-by-step system to get all the customers they'll ever need.... Rhythmically & consistently - like clockwork.

I have a limited number of free copies available, you just pay the postage and packing. Go to [www.julianmills.co.uk/get-book](http://www.julianmills.co.uk/get-book)







# Julian Mills

website: [www.JulianMills.co.uk](http://www.JulianMills.co.uk)

Julian Mills has over the past 24 years helped hundreds of business owners to rhythmically acquire and retain customers by systemising and automating their marketing. His marketing campaigns have generated £50M+ in sales for his clients. He is an Entrepreneurs Circle Certified Coach and a leading Keap & Infusionsoft Certified Partner.

