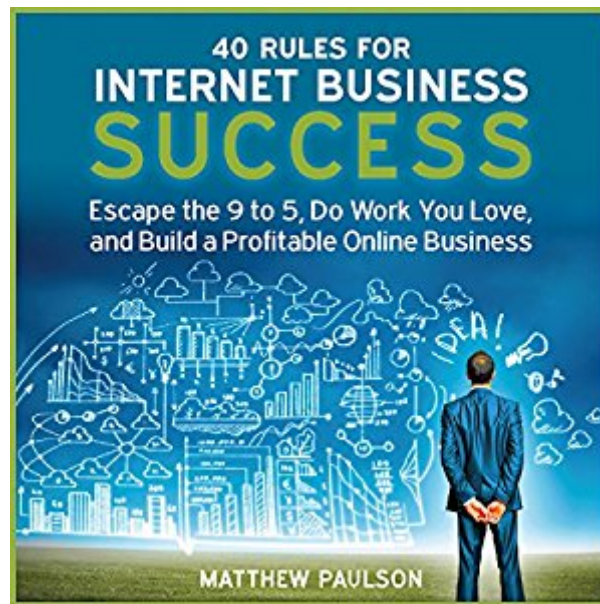


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# 40 Rules For Internet Business Success: Escape The 9 To 5, Do Work You Love, And Build A Profitable Online Business



## Synopsis

Listen to this audiobook and you will learn from an entrepreneur who created a seven-figure internet business from scratch. Matthew Paulson, Founder of Analyst Ratings Network, Lightning Releases, and GoGo Photo Contest, has weathered the failures and triumphs of being an entrepreneur for nearly a decade. 40 Rules for Internet Business Success is his collection of core principles and strategies he used to grow his business. By listening to this audiobook, you will learn to: Throw away your business plan! Create a scalable business model that actually works. Identify a target market that is desperate for your company's products and services. Launch your first product or service faster by building a minimum viable business. Create a reliable and repeatable marketing strategy to keep new customers coming. Build systems that make your business run like a well-oiled machine. Maximize your company's earnings potential with the three keys of revenue growth. No matter what your goals are for online business success, 40 Rules will help you turn your dream of owning a profitable Internet business into reality.

## Book Information

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## Customer Reviews

I manage sales & marketing for our firm including inside sales, web advertising, automation, social and other digital strategies for lead generation. I found Matt's book well written and packed with relevant ideas on how to improve and scale my operation. This is an extremely easy read and I was able to complete the book in a single weekend. One of my favorite things about the book is Matt revealing all of his sources and tools including various blogs, podcasts, and programs from expert entrepreneurs. I now have a bunch of bookmarks and podcasts to consume which will allow me to

continue down the path to Internet and digital success!

Matthew's book is an excellent resource, filled with practical, down to earth wisdom for anyone pursuing their desire to be an entrepreneur. The chapter format makes it easy to digest and the personal anecdotes allow the reader to identify with each piece of advice. Sadly much of the wisdom in the book will be wasted unless there is follow through but for the minority who take the book, chapter by chapter, and apply all of the actionable steps, success will be within your reach.

I picked up Matthew's book because I am a customer of one of his services and because I'm involved in a couple of Internet-based businesses. Although my businesses are not involved in direct marketing -- I nevertheless found the book extremely useful. What I really liked about '40 Rules' was that Matthew was not trying to sell anything. He is offering 40 nuggets of hard-earned wisdom that should be of interest to most Internet entrepreneurs. The information provided was both 'precise' and 'concise' -- a rare combination IHMO. Organized into 40 topics with action steps after each short chapter - it provides an easy read and I'm sure will be valuable as a reference tool. I certainly wish more authors would adopt similar styles.

A must have book for anyone that is overwhelmed with all the different ways to start an internet business and is looking for a great road map from someone that is walking down the path of internet business success. If you are looking forEven if you already have a business up and running Matt gives great actionable tips that you'll be able to go to a specific chapter and get a starting point for enhancing an existing business in whatever area you're trying to improve.Matt is giving you the proven game plan, you just need to add the will to work hard!

This book is amazing. I cannot put it down. The more I read, the better it gets; not just in terms of content (which is quite helpful for an entrepreneur just starting out in the internet marketing world), but also because of Matthew Paulson's writing style. It is engaging, entertaining, and applicable right from Rule #1. Thank goodness I'll be able to apply his advice before making a ton of rookie mistakes! Matthew is a successful internet business expert; and if you want to dive into any internet venture, you must read this book first.

This book has a wealth of great information in it for anyone just starting to toy with the idea of opening an on-line business. Some of it... Most of it will be obvious to anyone who has spent some

time and effort in the area, but the point of this book is to save you time and effort and it does that very effectively. The author is clear and methodical. I will refer back to this book as I continue to build my on-line film site wondervista (I learned a lot about marketing from this book too)!

Love it! If you want to learn how to start an online business or improve one that you have already, you need to read this book. It is chalked full of valuable lessons that have come from Matt Paulson's 8 years of running multiple online businesses. Not only does he tell you what works, but also what you need to avoid as well. I already have been referencing it several times and I know I will continue to do so.

A great read. There are tips and goals throughout each chapter to aid in creating and maintaining an online business. Even if you're looking to start a physical store, the rules can relate beyond online. I'm glad I have this in my kindle library to reference in my future endeavors.

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