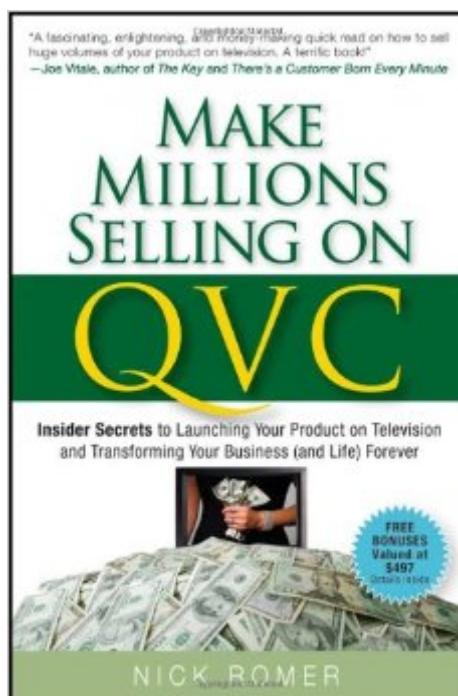


The book was found

Make Millions Selling On QVC: Insider Secrets To Launching Your Product On Television & Transforming Your Business (and Life) Forever



Synopsis

Make Millions Selling on QVC is more than just a guide to getting you and your products in front of millions of potential customers; it's an inside look at how the largest television retailer in the world operates. The information and advice found throughout these pages will give you a distinct edge in this competitive business and allow you to exceed your professional expectations and enjoy the success you deserve.

Book Information

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Customer Reviews

I purchased this book several years ago in preparation for my own appearance on QVC as a guest. My company had been selling their product on QVC for several years and asked me to give it a shot. This book gave some good pointers and sped up my learning curve. However, since things change quickly in QVC's world I found the book to be a little out-dated (even back in 2008, when I first read it.) Also, the author's experience was of selling small, inexpensive gadgets in a 7 minute slot which, although helpful to other small entrepreneurs, it is just one slice of life at QVC. I was scheduled to guest on one hour slots while selling a thousand dollar item, as are other reps for large companies that work with QVC, however, I could not find a book that was written from that perspective. Still, this book is well written and was very helpful. By the way, one of the things that have changed since the author's time with QVC is that the "guests" now have to take both an on-line class at home and an in-person class at the QVC headquarters before they are allowed to appear on the air. The latter class even includes a practice session with an actual QVC host which is video recorded and is followed by a critiquing session. QVC is a great company and the author

captures some of the excitement of on-air, live televised selling. This is a good book to own.

Who among us has not dreamed of seeing our product making thousands of dollars in a few short minutes on a shopping channel? This book and a good product are all you need. The secrets of how to do exactly that are shared by someone who has "walked the walk". Nick Romer's entire book is a goldmine, but I found two chapters in particular to be worth the cost of the book: the chapter on how to find or create hot products and the chapter on common mistakes and how to avoid them. Nick explains how marketing works in this country and he drives his points home with examples from his own experience or from that of others he knows. This book is the real deal! ~Mary Russell Sarao, co-author of, The Everything Inventions & Patents Book and Inventing on a Shoestring Budget as well as co-columnist for 2 for the Money column in Inventors Digest Magazine.

I bought this a long time ago. Read through it and loved it. I recently went back through it. I think there are great tips and advice in here. Also how the industry works. I didn't know much about QVC and I feel it helped me figure out how they work.

I was looking for a book that was full of information that I could use - not someone's memoirs. This book saved me hundreds of hours and thousands of dollars in research and hard knock lessons. I was on the wrong path - and thanks to the incredible information in this book, I'm now on the right path. For anyone who has an idea for a product, or has a product and is looking for how to market it - this is the book for you. Whether you are looking for the QVC market, the mass market, or a niche market - this is the book for you. You will find the information you need to get on the right path.

This book is a step-by-step roadmap to successfully understanding the path you need to follow to get your product on QVC. Because the book is not long, it provides succinct information on virtually all aspects of what you need to do and - most importantly - what you must avoid doing to successfully launch your product on QVC. I recommend the book to all who believe in their product but don't mind spending a little time with someone who walks the walk.

You know this book was ok. I guess it depends on what you are looking for. The author gives a good effort to get you to understand how to find a good "QVC Product". But really that is up to you. You will get a glimpse at the steps it takes to get on QVC and what happens once you get there. But be realistic. This or any book will not be the magic bullet that will make you rich.

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