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The Obvious

John Willard



The Obvious:

The Obvious Choice Jonathan Goodman, 2025-01-14 Trying to win the internet is a gloriously inefficient way to build a business No matter your goals The Obvious Choice offers 15 essential lessons on profit and success that are timeless because they prioritize the humans who buy from you and not erratic and temperamental algorithms Jonathan Goodman one of the world's leading experts on helping people simplify their business reveals proven frameworks for increasing efficiency praying to the social media gods less and mastering the art of finding your customers Backed by a wide range of case studies Goodman shows how modern marketing technology has led us astray That start ups and established organizations alike have bought into the misguided idea that they need to become famous on the internet just to make a few sales If you're having trouble finding your way the problem isn't you The problem is what you've been made to believe it takes to succeed This book is for any marketer business owner coach or entrepreneur who wants an easier way to make more money help more people and have more freedom by avoiding wasted time and resources on dead ends and ineffective methods Specifically you'll learn how to Build trust in business relationships through community specificity and familiarity Apply the four step content creation framework designed for business owners not influencers to get more customers because likes don't pay the bills Improve profitability by cutting out the work not worth doing Algorithms change humans don't No matter who you are and no matter what you sell your customer is a human And yet marketing these days feels so inhuman Filled with frameworks entertaining stories and admittedly bad Dad jokes The Obvious Choice is a much needed recalibration and at times a refreshing slap for a business generation that's lost its way Buy this book to learn how to earn more and compete less in this much needed approach to success in a crowded marketplace

Beyond the Obvious Phil McKinney, 2012-02-07 The Killer Questions Your Company Should Be Asking Generating and executing great ideas is the key to staying ahead in a rapidly changing world It seems so basic Why is it so hard to actually get right According to innovation expert Phil McKinney the real problem is that we're teaching people to ask the wrong questions about their businesses or none at all There has to be a better way In Beyond the Obvious McKinney will help you use his proven FIRE Focus Ideation Rank Execution Method to dig deeper and get back to asking the right questions the ones all companies must ask to survive Full of real world examples this book will change the way you operate innovate and create and it all begins with battle tested questions Phil has gathered on note cards throughout his career Shared for the first time here these Killer Questions include What are the rules and assumptions my industry operates under What if the opposite were true What will be the buying criteria used by my customer in 5 years What are my unshakable beliefs about what my customers want Who uses my product in ways I never anticipated These questions will reframe the way you see your products your customers and the way the two interact Whether you're a company of thousands or a lean startup Beyond the Obvious will give you the skills and easy to follow plan you need to make both the revolutionary changes and nuanced tweaks required for success Praise for Beyond the Obvious

Human beings are creatures of habit so getting ourselves and our teams to think beyond the obvious is a challenge we face all the time Phil McKinney is an innovation expert and his killer questions and hit the spot anecdotes provide a great way to get out in front of opportunities we otherwise won't see Geoffrey Moore author of *Crossing the Chasm* and *Escape Velocity* I've always believed that asking the right questions is the essence of design Phil McKinney proves that point with this wonderful set of killer questions that will jumpstart or greatly enhance your innovation efforts B Joseph Pine II co author *The Experience Economy* Infinite Possibility Product Innovation is a prerequisite to building great brands Phil's questions are a prerequisite to building innovative products Satjiv S Chahil former global marketing chief Apple

In Search of the Obvious Jack Trout, 2008-12-22 This is the first book that states the obvious Marketing is a mess Marketing guru Jack Trout intends to make a lot of people who made the mess very uncomfortable Advertisers are criticized as people who look for the creative and edgy not the obvious They will not be happy Marketing people are criticized for getting hopelessly entangled in corporate egos and complicated projects They will not be happy Research people are criticized for generating more confusion than clarity They will not be happy Some big companies are criticized for their ill fated marketing programs or lack of proper strategy They will not be happy Wall Street is criticized for putting too much emphasis on growth that is unnecessary and can be destructive to a brand They will just ignore this criticism and continue trying to make as much money as they can But this is a book not written to make people happy but to explain to marketers what their real problem is Only then will they begin to look for the obvious solutions that will separate their products from their competitors in a way that is equally obvious to customers All this comes with no jargon no numbers no complexity and a great deal of common sense

The Complete Works of Geoffrey Chaucer: Romaunt of the rose. Minor poems Geoffrey Chaucer, 1899 **The Second Death and the Restitution of All Things** Andrew John Jukes, 1878 *The Dialectics of Liberation; Edited* David Graham Cooper, 1968 *The Case for Home Rule* Justin Huntly McCarthy, 1887 **Notes and Queries and Historic Magazine**, 1898 *The Complete works of Geoffrey Chaucer* Geoffrey Chaucer, 1894 **The Eclectic Magazine of Foreign Literature, Science, and Art**, 1889 *The Liberal platform. Historic facts and current problems: a book of reference for platform speakers [&c.] to imperial, British, and Scottish subjects of the day [publ. by the Liberal publication department and the Scottish Liberal association. Ed. by W.K. Rose and R.M. Smith].* Liberal publication dept, 1895 **Fraser's Magazine**, 1880 **Atlantic Reporter**, 1897 *Planning & Changing*, 1970 *International Record of Medicine and General Practice Clinics* Edward Swift Dunster, James Bradbridge Hunter, Frank Pierce Foster, Charles Eucharist de Medicis Sajous, Gregory Stragnell, Henry J. Klaunberg, Félix Martí-Ibáñez, 1897 **Select Cases and Other Authorities on the Law of Property** John Chipman Gray, 1889 **Drunk on Love** Vipul Rikhi, 2023-08-30 KABIR is a name that has resounded powerfully in the Indic imagination for over 500 years But who is Kabir And what is it about his vision and his poetry that make him such a vital force an irresistible voice Drunk on Love argues that Kabir is not just one person but an idea that belongs to the people of

India who have preserved and nurtured it as a living tradition over an incredible span of time In a flowing conversational style the book captures his life as told through popular legends his poetry which has been quoted and translated extensively and his vision which it explores in depth through key concepts such as Jheeni Raam Guru Sahaj Shoonya and others An essential introduction to the phenomenon that is Kabir Drunk on Love presents the poet as he is described quoted and loved in popular imagination **A Scientific Demonstration of the Future Life** Thomson Jay Hudson,1897 Reports of State Trials Great Britain. State Trials Committee,1888 A Treatise on Equity Jurisprudence John Willard,1875

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