Book Giveaway: My 5 Favorite Online Marketing Books

I am an avid reader. Almost to a fault. I often read way too many books and forget to actually apply what I learn. Not so with five books in particular...and I want to give to you.
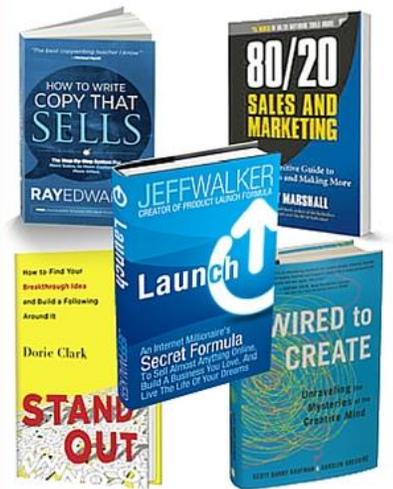
Over the past two years I've read five books which have transformed or ARE transforming my business. They are:

Launch by Jeff Walker

This is the one that got my entire current business started. It's what taught me about this whole idea of "launches" and literally LAUNCHED my current business.

This book is Jeff's playbook for running multi-million dollar launches and his advice applies to any industry.

It is THE book on product launches. Jeff has a lot of enhanced training (like Product Launch Formula), but this book is super in-depth.

You can seriously take what you learn in this book and turn it into a huge business, just like he has done.

How to Write Copy That Sells by Ray Edwards

This is another MUST-HAVE book for any business owner or person who wants to sell anything anywhere. The title of the book gives away exactly what the book is about. It teaches you how to write copy that sells.

You might have never heard of Ray but he is a LEGEND in online business. He is a copywriter who has written copy for Tony Robbins, Jeff Walker, Jack Canfield and more. Now, he reveals his playbook to the public.

I used Ray's tactics to literally transform my business last year. I've written about it.

This is another one of those playbooks in which Ray teaches everything he knows that can possibly fit into a 150-page book.

80/20 Sales and Marketing by Perry Marshall

I've followed Perry for more than ten years now.

When I started my first online business, I "discovered" him through a friend and have been a huge fan ever since.

He wrote this book almost three years ago and I decided it wasn't for me. Until another friend suggested it.

Oh. My. Gosh. I haven't even FINISHED this book yet and already it's paying off BIG TIME.

There is a part in the foreword (yes, the FOREWORD) that is worth tens of thousands of dollars in my business already. Then...the introduction. WOW! This is a super slow read on purpose but AMAZING!

Stand Out" by Dorie Clark

FUN FACT: Dorie and I were born in the same hospital in the same small town. Crazy!

If you've ever wanted a step-by-step tactical guide to building a following around your big idea, this is it.

This book is full of hundreds of simple ideas to build a platform from nothing or take yours to the NEXT LEVEL!

I interviewed Dorie about the book last year. Listen to the full interview here.

Wired to Create by Scott Barry Kaufman and Carolyn Gregoire

This book is less tactical that all the others, but just as important.

A huge part of marketing is creativity and this book will help you unlock your creative genius. It will not show you how to write better copy, design a better landing page, or recruit more affiliates. But it will show you how to use the tools you are learning better.

There is a LOT of psychology but you MUST read this to understand your creative mind better and get your best ideas OUT.

And the Best Part...

The best part of these books is that you can win them all by clicking here.

Combined they cost $77.87 but you can get them free. Pretty sweet, huh?

What are your favorite online marketing books?