

Jim Rosemary's Recommended Reading/Listening List

Check out the library first. If you like the book, buy it at Overstock.com or Half.com. Many of these books are available as audio programs; some are produced exclusively as audio programs. For a wide variety of audio programs, visit NightingaleConant.com. These items are listed in no particular order.

Sales

- “How to Master the Art of Selling”, Tom Hopkins
- “The Secrets of Power Negotiating”, Roger Dawson (audio)
- “High Performance Selling”, Don Hutson (audio)
- “Integrity Selling”, Ron Willingham
- “Sales Dogs”, Blair Singer
- “The Psychology Of Selling: The Art of Closing Sales”, Brian Tracy (audio)
- “No B.S. Sales Success”, Dan Kennedy
- “How To Sell Network Marketing Without Fear, Anxiety or Losing Your Friends!", Michael Oliver
- “Endless Referrals”, Bob Burg
- “The Greatest Networker in the World”, John Milton Fogg
- “Ziglar on Selling”, Zig Ziglar
- “The Joy of Selling”, Steve Chandler

Marketing

- “Selling the Invisible: A Field Guide to Modern Marketing”, Harry Beckwith
- “Guerilla Marketing”, Jay Conrad Levinson
- “The Great Formula” and “The Irresistible Offer”, by Mark Joyner
- “62 Free Ways to Grow Your Business Profits”, Jay Conrad Levinson (audio)
- “Guerilla Publicity”, Jill Lublin and Jay Conrad Levinson
- “The Ultimate Marketing Plan”, Dan Kennedy
- “The Ultimate Sales Letter”, Dan Kennedy
- “Being Direct: Making Advertising Pay”, Lester Wunderman
- “The Power of Outrageous Marketing”, Joe Vitale (audio)
- “Getting Everything You Can Out of All You've Got”, Jay Abraham
- “Secret Formulas of the Wizard of Ads”, Roy Williams
- “Tested Advertising Methods”, John Caples
- “Influence: The Psychology of Persuasion”, Robert B. Cialdini

Internet Marketing

- “Multiple Streams of Internet Marketing”, Robert Allen
- “Permission Marketing”, Seth Godin
- “Making Money on the Web”, Seth Godin (audio)
- “Unleashing the Idea Virus”, Seth Godin
- “The Big Red Fez”, Seth Godin
- “The Insider Secrets to Marketing Your Business on the Internet”, Corey Rudl
- “Online Success Tactics”, Jeanette Cates

Business Development

- “9 Lies That are Holding Your Business Back”, Steve Chandler and Sam Beckford
- “The E-Myth Revisited”, Michael Gerber
- “Good to Great”, Jim Collins
- “The One Page Business Plan”, Jim Horan
- “The Art of the Start”, Guy Kawakaki

Personal Development

- “The Science of Self-Confidence”, Brian Tracy (audio)
- “The Power of Focus”, Jack Canfield
- “The Power of Full Engagement”, Jim Loehr and Tony Schwartz
- “Get Out of Your Own Way at Work”, Mark Goulston
- “Reinventing Yourself”, Steve Chandler
- “Do One Thing Different”, Bill O’Hanlon
- “Following Through”, Steve Levinson and Pete Greider
- “Rich Dad, Poor Dad”, Robert Kiyosaki
- “Getting Things Done”, David Allen
- “Think and Grow Rich”, Napoleon Hill
- “Psycho Cybernetics”, Maxwell Maltz
- “Time Traps: Proven Strategies for Swamped Salespeople”, Todd Duncan
- “The Now Habit”, Neil Fiore
- “The Path of Least Resistance”, Robert Fritz
- “Secrets of the Millionaire Mind”, T. Harv Eker
- “Feel the Fear and Do It Anyway”, Susan Jeffers
- “What to Say When You Talk to Your Self”, Shad Helmstetter
- “Photo Reading”, Paul Scheele
- “Life Was Never Meant to be a Struggle”, Stuart Wilde

Small Business Websites

- www.StartupNation.com
- www.SmallBusinessTruth.com
- www.SBA.gov
- www.SCORE.org
- www.BizFair.org
- www.AllBusiness.com
- www.Toolkit.CCH.com
- www.PowerHomeBiz.com
- www.USChamber.com
- www.SmallBusinessAdvocate.com
- www.Entrepreneur.com

For more information on how your small business can be more successful with a website, contact:



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