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# Invisible Selling Machine

5 Steps To Crafting an  
Automated, Evergreen Email Campaign  
That Literally Makes Sales While You Sleep



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## Synopsis

What if you really could automate and perpetuate your entire sales process, and literally makes sales while you slept at night? Well, thanks to modern marketing automation tools (along with a handful of carefully crafted email messages), making sales while you sleep is not only possible... it's downright simple! In the Invisible Selling Machine, entrepreneur, Ryan Deiss, walks you through all 5 phases of the prospect/customer lifestyle, and shows how each step can be automated and perpetuated to invisibly convert strangers into friends, friends into customers and customers into raving fans. This book is for startup founders, small business owners, marketing professionals, consultants, service professionals, authors, speakers, and even brick and mortar butcher, baker and candlestick makers. In short, if you want to grow your business and your customers just happen to have an email address... this book is for you.

## Book Information

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## Customer Reviews

This book provides a strong system for email marketing and lead generation. I'm always a little disappointed when most of the examples come from "get rich quick" or "How to make money web

sites." I would have like to see more examples from the real world.Still, all in all worth a read.

Ryan Deiss has been in the internet marketing game for a long time. He has proven systems that work, and work well. In Invisible Selling Machine he spells out exactly what to do to create solid conversion funnels that work.If you want a reliable resource to get a clear understanding of funnels, get this book.

Ryan Deiss does not disappoint with this little gem. It's packed with great how-to information, exact email templates, and all of the phycology behind what goes into his billion-email-per-month selling machine. Just implementing a few of these ideas has literally added a few thousand to my monthly revenue, and I'll continue to do so for a number of clients in the future. Gotta love Digital Marketer!

In a time where your business has to have some sort of online component to survive, email marketing is really the only truly scalable and set and forget way of a consistent revenue stream. Ryan Deiss goes into a lot of depth in explaining the different types of email campaigns that you should set up - and for me having been the kind of guy who normally sends one email to his list every month, this was a real eye opener.You can pretty much copy paste the email scripts Ryan provides and you should be good to go. The book's style is actually like a giant promotional email - I guess that's what the author does best, right?Now to start crafting some email campaigns...

Before reading this book I thought email marketing was dead. Turns out I just was not doing it the right way. This is very good info whether you are new to online business or a veteran. I gave it four stars rather than five stars only because it seems longer than necessary.

The author clearly explains email marketing, he goes through a whole litany of examples of how to properly and effectively implement your email marketing plan. The book is easy to read and easy to follow. I enjoyed the story he told in the beginning of the book about the IRS being on his back and how he had the support of his wife. Great Business and Marketing Book....

Clearly explains how to write an email follow up series and teaches you how to use email magnets to get the option then how and why to segment your list.

Fantastic book. I'd already read Brunson's DotComSecrets, started testing his email marketing

approach, and wanted a more comprehensive idea of what makes email marketing work. And this book delivered just that. If you're like me, and like having a clear gameplan, you'll like this book. It takes a lot of nebulous ideas and makes them practical. Great book for those that want an implementation plan (and not just theory) around email marketing.

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