

The Complete Guide to Infomercial Marketing - eBook Edition: Updated with Foreword from Jessica Hawthorne-Castro



The Father of the Modern Infomercial now gives you all the insights and know-how you need to use this powerful marketing tool to sell more products and increase your revenue. Covers all the business basics you need to plan and develop infomercials and provides step-by-step guidance to help you: -- Develop winning strategies and identify the right audience for your product -- every time-- Determine if an infomercial is right for your product-- Find the best creative approach and produce it cost effectively-- Plan, budget, measure, and evaluate performance for maximum payoff-- Develop efficient support and fulfillment operations-- Extend your profits through savvy aftermarketing and retail tie-ins

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