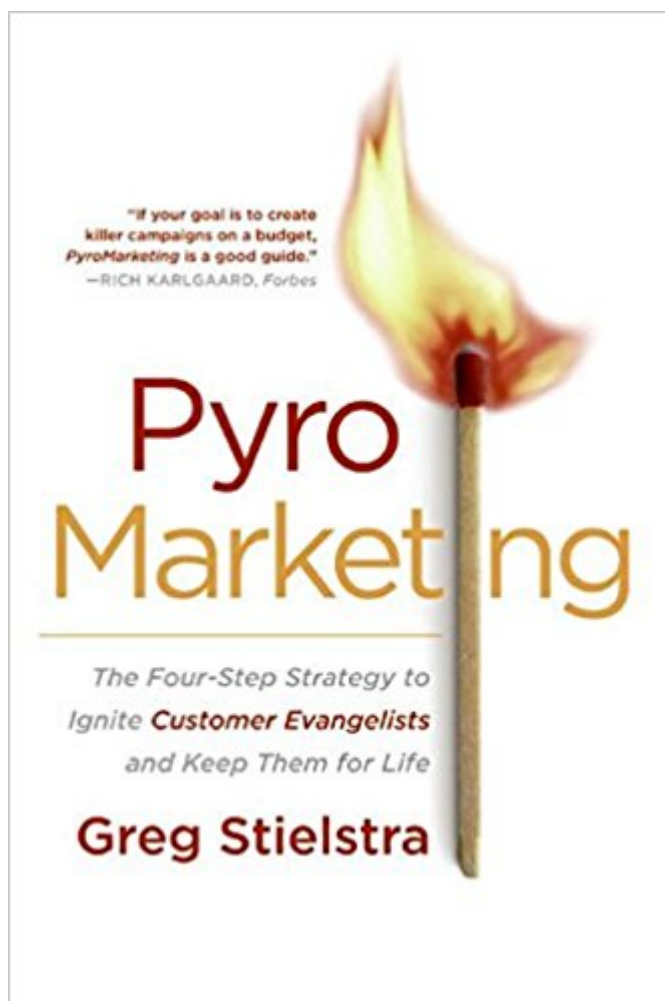


The book was found

PyroMarketing: The Four-Step Strategy To Ignite Customer Evangelists And Keep Them For Life



Synopsis

The era of mass marketing is ending—replaced by the power of customer evangelists unleashed through a systematic approach to word-of-mouth called PyroMarketing. Learn how the system that sparked a revolution in the Christian marketplace can fuel the success of your business. Word-of-mouth is the biggest influence on consumer purchases and its influence is growing. How do you tap its power? The key is not some new technology or advertising fad. The best way to understand the marketing process, the way messages are sent, received, acted upon, and spread, is to think of fire. PyroMarketing simplifies word-of-mouth to a four-step system that optimizes your advertising dollars by targeting the right customers and then converting them into unpaid sales and marketing evangelists. Tapping the latest research into the brain and human behavior, Greg Stielstra demonstrates how traditional marketing techniques are expensive, obsolete, and doomed to failure—while PyroMarketing principles deliver powerful results over the long-term and for less money. Illustrated with case studies including *The Purpose-Driven Life*, one of the bestselling books of all time, and the breakaway phenomenon *The Passion of the Christ*, PyroMarketing is a comprehensive strategy that can help any business reach and retain new markets.

Book Information

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Customer Reviews

During fifteen years in marketing for Zondervan and Thomas Nelson publishers, Greg Stielstra oversaw marketing for numerous bestsellers, including *The Purpose-Driven Life*. He currently works

as EVP and Director of Integrated Delivery for The Buntin Group. He lives in Franklin, Tennessee, with his wife, Amy, and their three children.

If you are not using the techniques outlined in *PyroMarketing* now, you will be in the near future. Why? Greg Stielstra discusses why mass advertising and mass marketing are failing to deliver customers via these traditional mediums. With thousands of messages coming at consumers everyday and the wide use of devices such as TIVO what's a marketer to do? In *PyroMarketing* readers will learn to begin a marketing campaign with the most likely customers who Stielstra calls the "driest tinder." With numerous references to "fire" throughout the book the point he drives home by using the analogy is that in order to start a fire you don't try to light a log on fire you light the "driest tinder" or the people most likely to be interested in your product or service. Stielstra discusses in great detail the successful application of this technique in the promotion of Mel Gibson's "Passion of the Christ" and Rick Warren's "The Purpose-Driven Life." As a book publicist and book marketing expert myself, I can attest to the importance of the valuable information found in *PyroMarketing*. Scott Lorenz, President, Westwind Communications[...]

I really wish you could give 4.5 ratings, because it wasn't quite a 5! I choose four because it was really great and helpful, but it's focus was from a christian marketing perspective. I think this was fine and have no problem with it, however, no examples were given when working with products not geared to the christian population. With all that being said, I think it is a great marketing resource and the ideas are valuable regardless of what you want to sell and generate interest in. It uses a great metaphor, fire, and makes it easy to understand! I am new to the marketing world, but definitely feel the advice from this book will benefit me and am excited to start using the knowledge I have gained. Terry M. Drake, LSW, NBCCHA, Author of "Live Happily, Ever After... Now!"

This book saved me thousand of dollars in marketing fees. It simplified a marketing process that I thought was complicated and way over my head. Thank you for this book Greg.

I love this book! It is timely, practical, and relevant. It must makes sense. Plus, you get sample the book if you are skeptical at the author's web-page at [...] The entire, unabridged book is available for download in MP3. I have read a lot of books on marketing. This one has changed my approach.

When I picked up "PyroMarketing" I expected to find another forced metaphor presentation of basic

marketing principles. The book has a bit of that.. but I quickly found the power of Stielstra approach. The 4 steps are presented in contrast to more standard reviews and were easy to follow in a fresh approach to marketing thought. It's familiar territory, but Stielstra's passion for modern branding and promotion done right, and the examples of the powerful campaigns he reviews have stuck in my mind and ignited a bonfire of ideas for my own projects. If you want to see a product or new idea catch fire and grow exponentially, "PyroMarketing" is a great place to start.

Could not finish it. Basic principles. Too much reliance on the analogy with fire. May have some value to those new to marketing, but there are many other better books on beginner concepts.

This is an outstanding book for anyone wanting to know more about marketing. I'm a Gary Halbert fan, and I've read and have a lot of books about marketing and this is without a doubt one of my top ten books to read and reread.

I'm reading the book now and it has opened my eyes to the WORK I must do in order to create more sales, but what I want to know is, does it work? Has anyone who has read this book actually tried the ideas and seen them work? Let me know if you have by replying to this comment. Thanks.

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