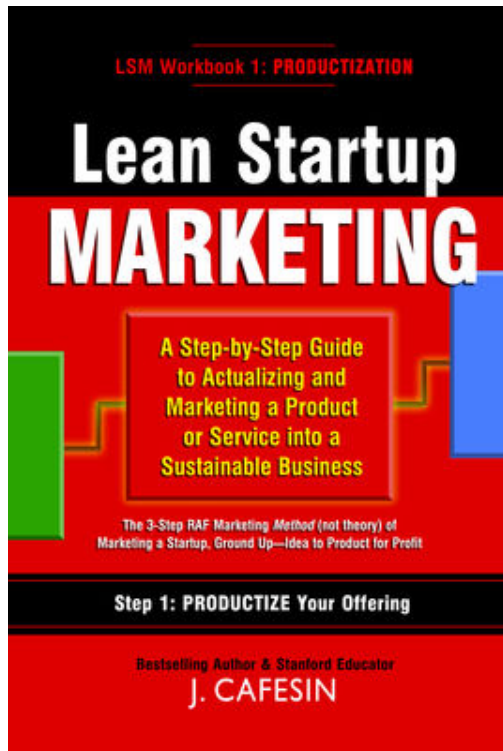


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Have an idea for a product or service, but have little money, and no clue how to create a business? Perhaps, you are currently marketing an offering that isn't selling much, and you'd like to get more attention from your marketing efforts?

- Lean Startup Marketing teaches the RAF Marketing Method of turning ideas into offerings of value, for profit. This three-step process gives you practical, doable steps to build a sustainable business, and get the greatest response on your marketing efforts, at launch, and beyond.

- Bestselling author, and Stanford marketing instructor, J. Cafesin, takes you on the journey of your professional career—creating your own business—from idea through launch, at little to no cost.

- LSM Workshop 1: PRODUCTIZATION, is the process of getting intimate with your idea, or developing product. Neglect to productize your offering, and at best, your

marketing efforts will get little traction. At worse, ignoring Productization leads to startup failure. Productization must happen before BRANDING (Workbook 2). Implementing the steps of Productization, in order, allows you to produce tightly targeted marketing campaigns that motivate viewers to click, try, or buy your offering.

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- MBA to marketing novice, Workshop 1: PRODUCTIZATION provides all the marketing you'll ever need to know to become proficient at marketing...anything.

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- Create Productization Lists filled with content to use in your branding, marketing and ad campaigns throughout the life-cycle of your business.

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- Identify Target Markets and Users who will likely buy your new offering.

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- Construct an Elevator Pitch to succinctly chat up your new venture.

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- Perform Competitive Analysis, and find differentiators that make your offering unique.

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- Choose an effective Profit Model to make money on your offering.

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- Project Horizontal and Vertical markets for current and future offerings.

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LSM is not marketing theory. Each workbook, filled with slides, challenges and assignments, is a

step-by-step guide you'll refer to again and again, to assure you are on the proper path to building a thriving business. The LSM series provides specific, low-budget, actionable steps for marketing your offerings, to sell directly, or launch your first offering as a profitable startup. It's time to become your own CEO, and create a career you love.

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<http://read.woobooks.info/fr-1452581684/burning-rider.html>

Un biker dangereux, un désir féroce... une passion brûlante. Kill est le lieutenant des Dark Soldiers, un groupe de bikers craint et respecté par tout le pays. Fier, droit et d'une loyauté sans borne, il n'hésite pas à être...

[PDF] Sodoma



<http://read.woobooks.info/fr-1451147780/sodoma.html>

" L'homosexualité dans le clergé est une question très sérieuse qui me préoccupe. " Pape François Le célibat des prêtres ; l'interdiction du préservatif par l'Église ; la culture du secret sur les affaires d'abus sexuels...

[PDF] The Missing Obsession (dark romance)



<http://read.woobooks.info/fr-1452103440/the-missing-obsession-dark-romance.html>

« Tu es enfermée ici, mais je le suis avec toi. Toujours. Ne l'oublie pas. » Que feriez-vous si vous vous réveilliez un matin dans une cellule, pris au piège d'un détraqué possessif et mystérieux ? Que feriez-vous si vous deviez lutter...

[PDF] Brute



<http://read.woobooks.info/fr-1444064626/brute.html>

Ils ont été créés. Emprisonnés. Mais jamais brisés. Brute a fait le serment de ne jamais coucher avec des humaines, car elles sont trop fragiles pour les étreintes brutales qu'il préfère. Mais la simple vue de Becca lui enflamme...

[PDF] Drive Me To Love



<http://read.woobooks.info/fr-1439189560/drive-me-to-love.html>

Avec lui, elle va repousser ses limites Avec elle, il va ouvrir son cœur Noah est la parfaite incarnation de tout ce que Mélissa déteste. Les étudiants ultra-populaires qui enchaînent les filles comme les soirées ? Très peu pour elle, merci...

[PDF] Eric Dupond-Moretti à la barre



<http://read.woobooks.info/fr-1451683952/eric-dupond-moretti-a-la-barre.html>

Il y a les procès historiques, les affaires médiatiques, il y a les acquittements parfois et les polémiques souvent. Et puis il y a l'homme derrière la robe d'avocat. Libre. En colère. Révolté. Éric Dupond-Moretti, à la barre, livre ses...

[PDF] Bodyguard et plus si affinités...



<http://read.woobooks.info/fr-1448151575/bodyguard-et-plus-si-affinites.html>

Catharina Gauthier est l'héritière d'une des plus grosses fortunes de Paris. Jeune, belle, travailleuse et talentueuse, elle reste néanmoins loin de la petite fille riche à laquelle on pourrait s'attendre. Après plusieurs lettres de menace et une...

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« Jubilatoire. » - The Times « Tout simplement génial. » - The Sunday Times « Le pouvoir au féminin à son meilleur. J'ai ri... J'ai pleuré. » - Daily Mail — Moi et Hugh... On a décidé de faire un break...

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AVANT, ELLE CONTRÔLAIT SA VIE. AFTER, TOUT A CHAVIRÉ... Tessa est une jeune fille ambitieuse, volontaire, réservée. Elle contrôle sa vie. Son petit ami Noah est le gendre idéal. Celui que sa mère adore, celui qui ne fera pas de vagues. Son avenir est...

[PDF] Jasper



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Jasper Jamenson a passé sa vie à servir la meute Redwood, dans l'attente du jour où il rencontrera son âme sœur. Lorsque son chemin croise celui de Willow, il sait immédiatement qu'il a trouvé celle qu'il protégera par-dessus...

[PDF] Colocs & Sex Friends



<http://read.woobooks.info/fr-1449462766/colocs-sex-friends.html>

Colocs et sex friends ? Ça promet ! Blessée, paniquée et démunie, Sarah fuit Miami pour Chicago, espérant trouver refuge chez son frère Scott. Tous les colocs de Scott l'accueillent à bras ouverts, lui offrent une chambre, de...