

From the Authors of the *New York Times* Bestseller *Call to Action*



Waiting for Your Cat to Bark?

**Persuading Customers
When They
Ignore Marketing**

BRYAN & JEFFREY EISENBERG

with Lisa T. Davis

Foreword by Murray Gaylord, VP of Brand Marketing, Yahoo!

Waiting For Your Cat To Bark

Leesa Barnes



Waiting For Your Cat To Bark:

Waiting for Your Cat to Bark? Bryan Eisenberg, Jeffrey Eisenberg, 2007-09-09 Evolving from the premise that customers have always behaved more like cats than Pavlov's dogs *Waiting for Your Cat to Bark* examines how emerging media have undermined the effectiveness of prevailing mass marketing models. At the same time, emerging media have created an unprecedented opportunity for businesses to redefine how they communicate with customers by leveraging the power of increasingly interconnected media channels. Bryan and Jeffrey Eisenberg don't simply explain this shift in paradigm. *Waiting for Your Cat to Bark* introduces Persuasion Architecture as the synthetic model that provides business with a proven context for rethinking customers and retooling marketers in a rewired market. Readers will learn why many marketers are unprepared for today's increasingly fragmented in-control audience that makes pinpoint relevance mandatory. How interactivity has changed the nature of marketing by extending its reach into the world of sales, design, merchandizing, and customer relations. How Persuasion Architecture allows businesses to create powerful multi-channel persuasive systems that anticipate customer needs. How Persuasion Architecture allows businesses to measure and optimize the return on investment for every discreet piece of that persuasive system. There's some big thinking going on here. Thinking you will need if you want to take your work to the next level. Typical, not average, is just one of the ideas inside that will change the way you think about marketing. Seth Godin, Author *All Marketers Are Liars*. Are your clients coming to you armed with more product information than you or your sales team know? You need to read *Waiting for Your Cat to Bark* to learn how people are buying in the post-Internet age so you can learn how to sell to them. Tom Hopkins, Master Sales Trainer and Author *How to Master the Art of Selling*. These guys really get it. In a world of know-it-all marketing hypesters, these guys realize that it takes work to persuade people who aren't listening. They've connected a lot of the pieces that we all already know plus a lot that we don't. It's a rare approach that recognizes that the customer is in charge and must be encouraged and engaged on his/her own terms, not the seller's. *Waiting for Your Cat to Bark* takes apart the persuasion process, breaks down the steps, and gives practical ways to tailor your approaches to your varying real customers in the real world. This book is at a high level that marketers better hope their competitors will be too lazy to implement. George Silverman, Author *The Secrets of Word of Mouth Marketing*. How to Trigger Exponential Sales Through Runaway Word of Mouth. We often hear that the current marketing model is broken, meaning the changes in customers, media distribution, and even the flatness of the world make current practices no longer relevant. Yet few have offered a solution. This book recognizes the new reality in which we operate and provides a path for moving forward. The authors do an outstanding job of using metaphors to help make Persuasion Architecture clear and real-life examples to make it come alive. Finally, someone has offered direction for how to market in this new era where the customer is in control. David J. Reibstein, William Stewart Woodside, Professor Wharton Business School of the University of Pennsylvania and former Executive Director, Marketing Science Institute. If you want to learn

persistence get a cat If you want to learn marketing get this book It s purrfect Jeffrey Gitomer Author The Little Red Book of Selling **App Savvy** Ken Yarmosh,2010-08-31 How can you make your iPad or iPhone app stand out in the highly competitive App Store While many books simply explore the technical aspects of iPad and iPhone app design and development App Savvy also focuses on the business product and marketing elements critical to pursuing completing and selling your app the ingredients for turning a great idea into a genuinely successful product Whether you re a designer developer entrepreneur or just someone with a unique idea App Savvy explains every step in the process with guidelines for planning a solid concept engaging customers early and often developing your app and launching it with a bang Author Ken Yarmosh details a proven process for developing successful apps and presents numerous interviews with the App Store s most prominent publishers Learn about the App Store and how Apple s mobile devices function Follow guidelines for vetting and researching app ideas Validate your ideas with customers and create an app they ll be passionate about Assemble your development team understand costs and establish a workable process Build your marketing plan while you develop your application Test your working app extensively before submitting it to the App Store Assess your app s performance and keep potential buyers engaged and enthusiastic **Waiting for Your Cat to Bark?** Bryan Eisenberg,2008-01-01 Introduces Persuasion Architecture PA as the synthetic model that provides bus with a proven context for rethinking customers How interactivity has changed the nature of marketing by extending its reach into the world of sales design merchandizing How PA allows bus to create powerful multi channel persuasive systems that anticipate customer needs How PA allows bus to measure optimize the return on investment for every discreet piece of that persuasive system Includes 80 minute video seminar CD Call to Action Bryan Eisenberg,Jeffrey Eisenberg,2006-10-29 Call to Action includes the information businesses need to know to achieve dramatic results from online efforts Are you planning for top performance Are you accurately evaluating that performance Are you setting the best benchmarks for measuring success How well are you communicating your value proposition Are you structured for change Can you achieve the momentum you need to get the results you want If you have the desire and commitment to create phenomenal online results then this book is your call to action Within these pages New York Times best selling authors Bryan and Jeffrey Eisenberg walk you through the five phases that comprise web site development from the critical planning phase through developing structure momentum and communication to articulating value Along the way they offer advice and practical applications culled from their years of experience in the trenches *Out Front with Stephen Abram* Stephen Abram,2007-01-15 Stephen Abram has the knack for seeing and expressing the obvious long before most people become aware of the issue With bibliography of Abram s works and recommended reading list this volume gives perspective on the future of the library profession challenges preconceptions and helps librarians stay ahead of the learning curve Always Be Testing Bryan Eisenberg,John Quarto-vonTivadar,2009-12-30 Stop guessing start testing and enjoy greater success with your website If you re looking for

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Riches in Niches Susan A. Friedmann, 2007-01-01 In *Riches in Niches: How to Make It BIG in a Small Market* Susan explores the multiple factors that separate the experts from the service professionals who may have identical if not better skills but whom no one has ever heard of. [Podcasting for Profit](#) Leesa Barnes, 2008 Provides a plan for using the fast growing world of video and audio podcasting to promote a business and turn a profit. **Digital Marketing Excellence** Dave Chaffey, PR Smith, 2022-07-22 Now in its sixth edition the hugely popular *Digital Marketing Excellence* is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools. Written by two highly experienced digital marketing consultants the book shows you how to: Draw up an outline integrated digital marketing plan; Evaluate and apply digital marketing principles and models; Integrate online and offline communications; Implement customer-driven digital marketing as part of digital transformation; Reduce costly trial and error; Measure and enhance your digital marketing; Learn best practices for reaching and engaging your audiences using the key digital marketing platforms. This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics, ethics and privacy; Predictive Analytics; Machine Learning and Artificial Intelligence. Including new international case studies and up to date examples throughout this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject *Digital Marketing Excellence* 6th edition provides a vital reference point for all digital marketing students and managers involved in digital marketing strategy and implementation. Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises. *Advanced Web Metrics with Google Analytics* Brian Clifton, 2012-03-30 This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager. Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their

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Unveiling the Magic of Words: A Review of "**Waiting For Your Cat To Bark**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Waiting For Your Cat To Bark**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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