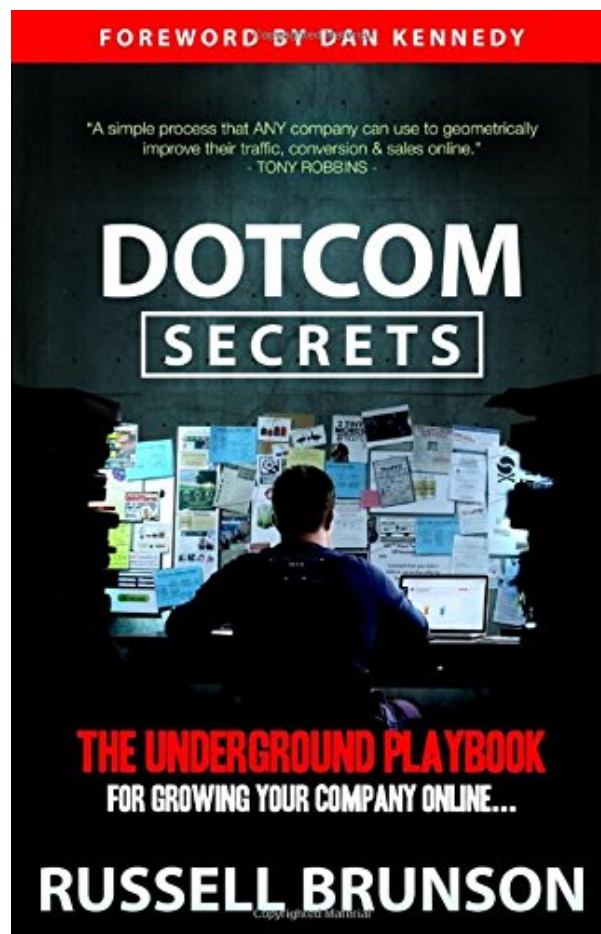


# **DOTCOM SECRETS: THE UNDERGROUND PLAYBOOK FOR GROWING YOUR COMPANY ONLINE BY RUSSELL BRUNSON**



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**FOREWORD BY DAN KENNEDY**

"A simple process that ANY company can use to geometrically improve their traffic, conversion & sales online."  
- TONY ROBBINS -

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When you implement each of these secrets, you will transform your business and your website from a flat, two-dimensional company into a three-dimensional sales and marketing machine that allows you to outspend your competitors, acquire an almost unlimited number of new customers, make (and keep) more money, and most importantly, serve more people. That is what this book is about.

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- Published on: 2015-04-28
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Most helpful customer reviews

67 of 73 people found the following review helpful.

The Online Business Bible

By Alan Tutt

Having had an online business since January 2003, I've read many, MANY books about online marketing, and have even purchased some of the big-ticket courses, such as Jeff Walker's "Product Launch Formula" and Mike Filsaime's "Butterfly Marketing". I've even had a chance to review Frank Kern's "Mass Control" and "List Control" products. Others I've learned from include Rich Schefren, Glenn Livingston, Todd Brown, Mark Joyner, Terry Dean, Yanik Silver, Jim Edwards, Willie Crawford, Jimmy D. Brown, Dan Kennedy, and the list goes on and on.

I can say, without a second's hesitation, that Russell Brunson's "DOTCOM Secrets" book trumps all of them.

This book has just the right mix of high-level strategy and low-level tactics to make it a solid playbook for

anyone who wants to make their online business a profitable one, while operating with the highest degree of ethics and integrity. It has shown me where I have made many mistakes along the way, and as I implement the ideas, I'm finding that it's easier to attract the right customers who resonate with my materials, and help them see the value in owning my higher-end products.

The only downside to this book is that it doesn't address the technical side of things, and this means that a newbie will need to go elsewhere for the final implementation. The good news is that once you have implemented the information here, you won't have to rebuild everything again, because you'll have done it right the first time.

4 of 4 people found the following review helpful.

**THIS IS AN UPSELL**

By Nick W

FULL DISCLOSURE - THIS BOOK IS AN UPSELL however, the book and the theory are absolutely A1. Russ provides an amazing look into the world of building a company online and selling products online. Throughout the book he is trying to upsell you on his programs, his coaching, etc. Good read but idk about the upsells

1 of 1 people found the following review helpful.

**Just a 255 Page Sales Pitch!**

By Amazon Customer

The first part of the book explaining sales funnels and value ladders is great. However, then he starts explaining the AC (Attractive Character) and then later a "sales pitch" he tried on his wife to let him "go out the guys". My wife is not stupid. If i tried something like she would have seen it coming the proverbial mile away and laughed in my face. Towards the end of the book you will begin to feel like you are reading the transcript notes of "get rich quick" seminar and then you realize before even finishing the book that it is just one big sales pitch for his online marketing software at \$300/month.

He is apparently not the first to make the attempt. Look at the reviews of other books "related" to this one. They are all the same. They end with a sales pitch to buy into their online software. (BTW, you can get this book for free on his website by just paying S&H). I guess he'll just take the money from poor saps like me that stumbled upon his book on Amazon. I should have known better with a quote from Tony Robbins on the back. Oh Well. Sorry Mr. Brunson, you are just an everyday scam artist. I would like to earn my money the honest way! Just my 2 cents...

P.S.

Here is a 1 page article that can sum up his whole 255 page strategy.

[...]

See all 315 customer reviews...

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