



Kick Ass Social Commerce for E-preneurs: It's Not About Likes—It's About Sales

John Lawson, Debra Schepp

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It's not about Likes—it's about sales.

You're not alone. Almost all businesses are marketing online these days—everyone tweets, posts to social networks, and blogs. What you're doing now is not enough to make your business stand out.

Forget what all the self-proclaimed “social media gurus” are telling you. Being active on social media and being successful in social commerce are not the same things. Simply getting a bunch of followers or Likes doesn't cut it anymore.

In *Kick Ass Social Commerce for E-Preneurs*, award-winning digital media strategist John Lawson gives you a straight-shooting, no-holds-barred guide to social commerce. In other words, he shows you how to make money online using social media.

One of the most-respected and listened-to voices in the worlds of e-commerce and small business, Lawson stands alone because he can actually back up his words. Lawson is a multi-platform PowerSeller, whose internet businesses have rung up millions of dollars in sales.

In *Kick Ass Social Commerce for E-Preneurs*, Lawson and bestselling e-commerce author Debra Schepp take you step-by-step through:

Creating a business plan using a simple, effective template, a proven blueprint for all stages of marketing—from start-up to empire

Employing the best social commerce strategy for Facebook, Twitter, LinkedIn, YouTube, and the hottest new social media sites

Building a thriving e-commerce business and keeping it vibrant and growing

What are you waiting for? Read this book and start kicking social commerce ass.

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