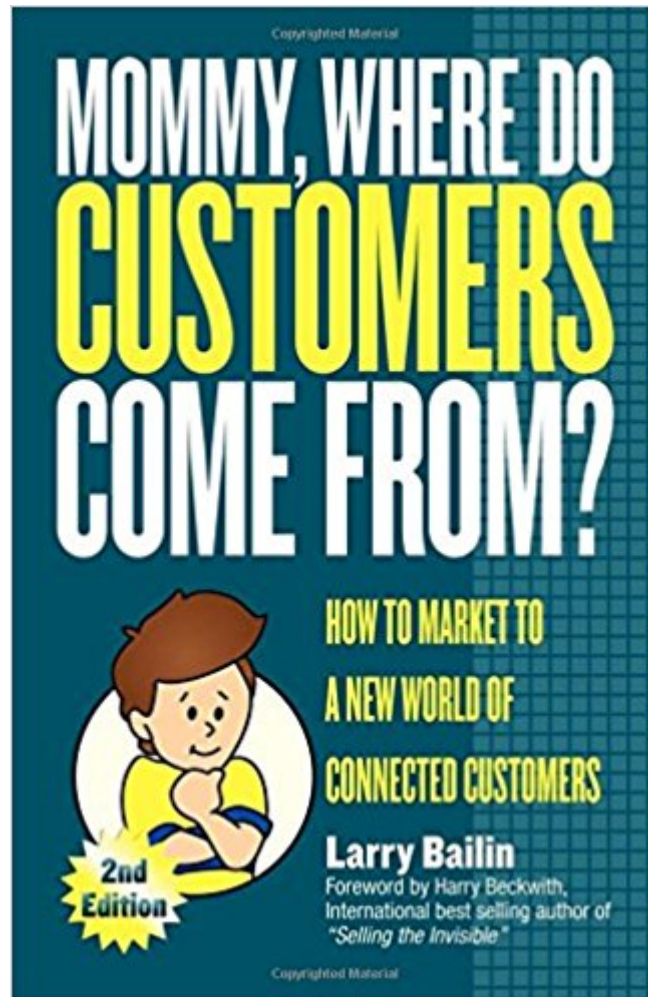


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# Mommy, Where Do Customers Come From?: How To Market To A New World Of Connected Customers



## Synopsis

Looking for a marketing book that ...Tells it like it is?... Can help you keep up in an ever changing world?... Is the right fit no matter your business type or size? Mommy, Where Do Customers Come From? covers all aspects of marketing and selling products and services to a new breed of customer. Customers have become less loyal, more demanding and have more choices. With the proliferation of vehicles such as the Internet, Email, BLOGs, Podcasts and others, reaching the right customer with the right message is harder than ever before. Mommy, Where Do Customers Come From? deals with these issues and breaks down barriers like no other marketing book. Helping businesses decipher and deal with this changing online landscape and its effects on the ever changing customer is the purpose of this book. Allowing a business of any size, location or type to not only understand when something needs to be done, but what that something is and what the outcome should be. Mommy, Where Do Customers Come From? puts the business back in control of the message that is in front of its customers. Empowering readers to take action by taking an active role in the understanding and execution of their visible details. In this book, we strip away the nonsense from the common sense to uncover connective marketing messages that allow businesses to create what they really need the most sales.

## Book Information

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## Customer Reviews

Although now a tad dated (2007), still a great little read on the fundamentals of web sales and marketing, with references to related, useful books throughout. The author takes a very straightforward approach, debunks a lot of hype regarding "magic marketing" techniques, and also

provides enough in-your-face humor along the way to keep you laughing.

As a marketing student, this book was great! It cut through a lot of the white noise that I'm used to seeing and it's refreshing to get advice from someone who's as experienced as Larry. This book is straight to the point and funny too! I highly recommend it to anyone looking to get more familiar with the world of internet marketing and I can guarantee that you'll implement something new into your marketing strategy!

If you don't do email on the run, don't understand what a smart phone does, don't know what a podcast is and don't know that "Managed properly, the web can do a great deal for you and your business," this book is for you. If you are completely inexperienced in web site design and marketing, Mommy provides a good fundamental primer. If you are unaware that "Text that is located at the top of the page may be the most important part of your site," don't know what "Above the fold" means, that consistency in style is important, or what web analytics are, this book will provide some good information. Mommy has its moments. It's basic, and for the right reader it will be valuable. But in the end, it's not really talking about "A New World of Connected Customers." It's really talking about a previous generation of internet users, Web 1.0, not the current constantly tripping, twittering, blogging, We-Thinking mass of consumers that businesses need to worry about today. For businesses that are still coming up to speed with the web, that may be enough. If you've been on the web a while, maybe not so much. You can read my complete review at [...]

Larry Bailin writes in a way that's easy for anyone to read. His points are simple, and easy to follow. If you own a business and need to know how to sell online then I suggest you buy this book. Read it and take some of his advice and then turn to his role models for even better ideas. He talks about his role models and their books a lot within this one.

The world of marketing has been turned on its head. What worked in business even a couple years ago is totally different now in this age of social networking, blogs, podcasts, wikis et al. Marketing methods and skill sets that were cutting edge in 2006 are now "old school." The good news is that "Mommy, Where Do Customers Come From" is the exact instruction manual you need to stay cutting edge. Written in an engaging manner, the book's depth and detail belies its simplistic title. Author Larry Bailin is a marketing genius and he isn't bashful about sharing his methods or opinions. I've read almost every great marketing book over the last 20 years: From Seth Godin's "Permission

Marketing" to Malcolm Gladwell's "Tipping Point". Though this is the author's first book, it's not a stretch to say Larry Bailin's "Mommy, Where Do Customers Come From" should be mentioned in the same sentence. If staying on the cutting-edge of marketing is important to you, you won't be disappointed.

I've had the good fortune of meeting the author and watch him at work. Larry truly embodies his own teachings. Too often have I found web sites that suffer from some half-assed attempt at content management and organic seo. Either the person built their own site without any real knowledge of web development, or, they worked with a programmer who built them a site and did not provide any follow up services or even a little guidance in how to turn this digital real estate into a customer conversion machine. Mommy, Where Do Customers Come From? will lay out in an easy to follow and entertaining format the what why and how of attracting customers to your web site. Buy the book, read it, and contact Larry if you need help.

I was fortunate to see Larry at a conference in NV last month and received a pre-release copy of the book. Larry presents one of the most entertaining - and educational - seminars out there. The book allowed me to "bring him back to the office" so to speak and share what I learned with my staff. I pointed them to to get their own copy (mine was getting dog-eared and I simply didn't want to share it anymore!) as required reading. I will have any new staffers read it as well. Thanks to Larry for rolling his sleeves up and writing a book that everyone and every level can - and absolutely should - read to better understand the new customer and new marketing mediums. I'm also buying some for clients - hoping to make my life easier when discussing Internet marketing. To sum it all up...I usually don't write reviews, but I wanted to share this. As an ad agency executive I found the book to be extremely informative, and just a really good, unassuming read. BTW Larry: I am formerly from NJ...I miss the no-holds-barred mentality. Thanks for bringing me back!

Being in sales my entire career, when I picked up this book, I thought I was in for another "how to" book. Instead, what I got was a, "Yo, this is what you are NOT doing and too bad if you don't like it!" No beating around the bush with this book. I think it reads this way because the author is that passionate about marketing and wants us all to be successful marketers. There are a lot of really solid, nuggets, advice and tips in here that are often overlooked. For a new author, Mr. Bailin offers great insight that will help virtually anyone in any type of business. So stop, take a breath, put on your thick skin and get reading this book!

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