

USE SOCIAL MEDIA,
VIDEO, AND PODCAST
TO SELL FROM ANYWHERE

JEFFREY GITOMER

New York Times Bestselling Author

GO LiVE!

TURN VIRTUAL CONNECTIONS INTO
PAYING CUSTOMERS

FOREWORD BY
TARA COUNTERMAN

GO
LiVE!

WILEY

**Video and Virtual
will shorten
your time
to success...
sales success,
life success, and
legacy**

Jeffrey Gitomer

King of Sales

**The best time to
start a podcast
was 10 years ago.
The second
best time
is now.**

Jeffrey Gitomer

King of Sales

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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Library of Congress Cataloging-in-Publication Data is available:

ISBN 9781119647133 (Hardcover)

ISBN 9781119647195 (ePDF)

ISBN 9781119647140 (ePub)

Editors: Jennifer Gluckow and Lisa Elmore

Page designer: Mike Wolff

Cover Design: Wiley

Cover Image: © Avector/Getty Images

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1



FOREWORD

The Golden Ticket to Your Success!

You and I are living in a time in which innovation is your golden ticket to success. A time when technology creates opportunities, connections, and big booming businesses – born in even the smallest of towns. Your town?

I am speaking from personal experience. At the age of 18, I started my first business, which freed me from three retail jobs where I was working 90+ hours a week. It was enough to catch the entrepreneur bug and, while network marketing wasn't a final destination, I picked up the ability to learn and leverage social media and the internet to sell my product and myself.

Since then I have been down a few different paths to find my place as a digital marketer. Then I stumbled headfirst into podcasting. I knew I was home.

Instead of following the pack and doing what I had witnessed in the podcast industry, I asked myself... where is there room for innovation? Where can I make this an extremely effective space to prime, nurture, and connect with my audience to turn them into fiercely loyal buyers?

I questioned everything.
I evaluated everything.
I took action, and I started winning.

The online space and tools available to me as a marketer, even as a college dropout, allowed me to build a multi-six-figure business in just under a year. And to get the full picture, it was all from a spare guest room turned office, with a laptop that had far outlived its life, in a tiny town in Indiana. A town so small actually... my email list has more people.



And guess what? I'm not the exception anymore... I am the new rule.

The digital tools you have available as a business owner today are vast, far more superior, easier to use, and as life-changing for you as they were for me.

The live, digital, and virtual game is shifting, and you have an amazing and untapped opportunity to learn how to leverage your time, creativity, and services to make a difference – all while finding financial freedom for yourself, the same way I got mine.

The key is, and this is the tricky part, you have to love what you do, be willing to dive in deep, make mistakes, and learn as you go. There is no one better to teach you this than the King of Sales himself.

When I jumped on a Zoom call with Jeffrey and Jennifer, I am not going to lie, I was nervous. Sweaty palms and a few extra heartbeats while I was waiting to join the Zoom room.

I had performed an audit for their podcast, *Sell or Die*, and even though they had millions of downloads, successful businesses, and were best-selling authors, what I saw was extremely typical for the podcast industry.

It was identical to every single audit that had come before it, if I am being completely honest (and midwestern people are completely honest). A great podcast – but what was it doing in terms of building their business?

Pretty much nothing.

I am never sure how the initial response is going to go when I deliver the news, “Hey, we need to completely redo the entire way that you are using your podcast.”

But Jeffrey and Jennifer Gitomer know the power of creativity and innovation.



They understand the power of questioning the status quo to find a better way, and then take action.

I remember days, even weeks later getting messages from them referencing what we worked through on that Zoom call still continuing to land. Big breakthroughs and shifts came through as we began our work together in this new direction, and continuing to work better week by week

It's hard to think that the whole live, virtual, and podcast industry is doing things wrong. You watch your mentors, the people you look up to, and all the other people around you running a webinar or launching a podcast the same way. You think, "This must be how it's done. This is what breeds success in the online space. Then you just start plugging away replicating the steps they took." Eh, not quite.

This is the case with anything in business, isn't it?

You watch and mimic. You follow those with status, blue checkmarks, and book deals. Virtual and podcast must be the same, right? Right?

I'm challenging you to look through a different lens and to clearly define what virtual success means to you. In the online world of sales, I want you to ditch the notion that popularity = success.

My husband and I have two girls, 3 and 5. When we talk about what our role is in their lives as parents, what our deepest desires are for them, it always comes down to the same thing: "Happy, healthy, and successful in their *own* definition."

Those definitions cannot come from us; they have to come from them. Just like your definition has to come from you. We can guide our children, but ultimately their success and happiness must come from their own choices.

What does success look like for *you*? What is *your* definition of success? Certainly not the same as everyone else's.



My guess is that your definition has more to do with the impact you have on people, the lifestyle you live or seek to live, and the absence of a semi-panic attack every time you log into your bank account.

If I had to also guess, I would say that the number of followers, video views, or comments on your Instagram posts didn't make it into that definition. When you focus on connections, mastering digital marketing, impact-driven sales, and innovation, those numbers don't matter.

Popularity does not = success. Always remember that.

Jeffery is going to teach you how to be the new rule in a world that has evolved more quickly than anyone could have imagined.

Master the concepts he shares in this book and you will be able to harness the power of social media, video, and podcasts to sell from anywhere, regardless of the number of followers you have.

It's time to *Go Live!* with your vision, and claim your version of virtual success.

A handwritten signature in black ink that reads "Tara Counterman". The script is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Tara Counterman
Founder of Profitable Podcast Productions



PREFACE

Here's what's in this book...

**The Power of Understanding through
audible and visible clarity.**

SEE ME – VIDEO – HEAR ME! Who? YOU!

Tell me, talk to me. Don't send text to me.

**Understand me better by listening
to my tone and hearing and or
watching my emotions.**

**The cost of misinterpreting a text message
or a message sent in text by email.**

**The power of broadcasting emotionally
and being understood, agreed with,
believed, and trusted.**

**The power of podcasting. Having
your own show with unlimited
Marketing AND Sales value.**

**Profitability Secrets and our two million
download *Sell or Die* podcast broken down
to easily understand and implement.**



The sales and monetary value of going LIVE.

The sales value and strategies of virtual.

The sales value and strategies of video.

**Your next 10 years of emerging sales
strategies...**

2020-2030 is Your Time

The ONE WORD...

When I say, "video," what one word comes to mind?

When I say, "Make your own video," what one word comes to mind?

When I say, "Make your own video and send it to a customer to try to make a connection or a sale?" what one word comes to mind?

When I say, "virtual meeting," what one word comes to mind?

When I say, "virtual sales call," what one word comes to mind?

When I say, "Zoom coffee meeting with the prospect or customer," what one word comes to mind?

When I say, "Start your podcast," what one word comes to mind?

When I say, "Have a Facebook Live every week," what one word comes to mind?

When I say, "Start your YouTube channel," what one word comes to mind?



When I say, “Do a daily Instagram Story,” what one word comes to mind?

When I say, “Embed a video in all your sales emails,” what one word comes to mind?

When I say, “Add a video to all your LinkedIn communications,” what one word comes to mind?

The word is NOW! If you want
two words they would be...
RIGHT NOW!

BUT if I ask you, “How is your
virtual and video prowess?”
your answer would be...
“not right now!”

A stylized, handwritten signature in black ink, likely belonging to Jeffrey Gitomer. The signature is fluid and cursive, with a prominent loop at the end.

Jeffrey Gitomer
King of Sales



**P.S. Check your
calendar...**

**This book was
written in 2020
for the next decade,
not 6 months following
the global pandemic.
The dates may vary –
the principles of new
connecting, presenting,
and selling strategies
will not.**



**Live, Virtual, Video,
Distance Presenting,
Distance Learning, and
Distance Selling are
here for at least the
next decade and will
intensify as years pass.**

Jeffrey Gitomer