

GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT

21 Ways You
Can Out-Think,
Out-Perform, and
Out-Earn the
Competition

"Real, applicable action steps that can't miss."*

"A mother lode of techniques to turn your customers into your best sales force."*

"Phenomenal...articulate...amazing."*

"Gives you the edge you need during these times of great opportunity."*

JAY ABRAHAM

Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

Jay Abraham

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Great book with 376 slightly yellowing pages and light indent on page 3 where a pencil price has been rubbed out, with dust cover, fast dispatch, UK SELLER

Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition Details

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Giáp V?n minh says

This book is very useful for who want to build excellent entrepreneur. I think Jay Abraham go ahead, so many companies follow to be bigger now.

Recap what I am impressed:

* Strategy: Preeminence.

1/ Give the first product with low cost. To get more customer.

- No risk to the customer, Increase the Guarantee. Get Higher Conversion from Potential to client/customer.
- Build the automation backend take care of the customers/clients.
- Use networking with peer friends, Key Leader Opinion who have the raving fan.
- Test A/B everything, use the KPI to find out the best case.

2/Ensure they are happy with your products/services, they have no risk when being your customer, Jay called

- Client (Your company protects them by best value, no risk).

You should Passionate about your products/service/company. BUT you should fall in LOVE with your clients.

- Add on value products/service Opportunity, Clients buy more.
- Up/down sell interval time (Period products), repeat buying.
- Test A/B everything to get the KPI, which is the best case? Where are errors point in the system?

The purpose of testing: Find out the maximum performance from every marketing effort. Set KPI, measure, compare.

3/Make clients shout out WOW, then you get more new client/customers.

Building/Putting a Referral System: Ensure Your Clients get Benefit from your company. They would like to Share/introduce with their relation.

- One WOW client get more new customers/clients.
- One happy client, client trust your service, you get more new customer/client.

The stage for getting Referrals:

- Aware of good service. If not, improve it (take care).
- Honor what you do.
- Show interest in current clients by asking them.
- Explain about how important about Quality of Service, respect your client share their opinion about your business service: logical and emotional reasons they should give you referrals.
- Give a special discount when a new client gets from referral advice for trial.
- Keep frequent contact with who provided referrals. Thanks to them/Reward them about that.
- Ask for referrals when clients are most receptive. If they have their own relationship (vendors/clients/employees/relatives/neighbors/association members).

4/Solve/Take care when clients stop willing to buy from you:

The reasons:

- Long time no contact. They intend to come back but you are far than other (inconvenient).

- They unsatisfying last purchase experience.
- They don't have your service demand, even you are the best.

Anyway, you should:

- Should contact the client by interval time.
- Take care them. Priority by who largest amount then down to.
- Ask them about how they feel about your service. Is there anything getting wrong or not satisfy?
- Have a solution to solve their problem by fixing your system and their case.
- Get all their feedback, you have the information about your service. It's GEMS of your business.
- Customer/Client would like how you solve their problem when they meet. You can show some special case. Gain your guarantee.

* Three way to increase business:

1. Increase the number of clients.
2. Increase the average size of the sale per client.
3. Increase the number of times clients return and buy again.

=> Jay strategy ensure all (1), (2), (3). The result LCV = (1) x (2) x (3), great increasing.

Bruce Harpham says

An excellent overview of methods to achieve business growth. Abraham introduces the fundamentals such as using direct mail and telemarketing. The book shines in describing ways to set up barter deals, rent lists, and the importance of emphasizing customer lifetime value. It is a marketing book that one could read more than once.

Suggestions for the next edition of the book:

1) the Internet marketing section needs a major update. Social media, pay per click etc are not even mentioned. i would also like to see an update and more detail on the telemarketing aspect as rules have evolved in that area.

2) Fully developed case studies. There are many "case studies" summarized in a short paragraph of two. There just isn't enough "meat" in the examples here. I appreciate that there is a need to maintain client confidentiality. However, the lack of details frustrated me. I would recommend a future edition to include an appendix with 3-5 fully detailed case studies with scripts showing how these deals were done (especially for the more unconventional methods such as barter).

Tyson Brown says

This is a pretty old book that was recommended to me by a very successful email marketer and i am glad he did. A lot of the things Jay talks about in this book are 100% applicable to current businesses right now, and i still can't believe how many people don't use these tactics. Now i don't own a business but there are ways you can leverage the ideas he puts forth and use them being an employee which is what i plan to do until i get my side business off the ground. I actually couldn't take notes because i feel as though i would have to highlight the whole book. There is such much knowledge base in this book that i am going to have to refer to it every

few months, it's just that type of book. I give this book a 10/10 because for any business owner wanting to increase revenue spending \$30 on something like this can give you an ROI in an hour of action easily.

Sunil Nair says

Rock solid advice. The book was written some 17 years ago... the fundamentals, however, remain the same. A must-read book for any marketer or entrepreneur who wants to make it big. It's loaded with ideas that you won't even have the time to execute.

Karla Cristobal says

With specific, real-life examples, as well as helpful concepts (like the Principle of Preeminence) to maximize client-business owner relationships, this book is simply a handbook for entrepreneurs hoping to grow their business. Written with clear, straightforward, and conversational prose, one can take time to study the principles and case studies from the book.

Adam says

This book is the future for my business and management

Alejandro Sanoja says

Good book with a lot of actionable information.

Who Should Read This: Small Business Owners - Entrepreneurs - Sales People - Copywriters - Speakers - And anyone else who is looking to influence others by adding value and getting money in return.

This book shares the same style as the Harvey MacKay or Dale Carnegie books. It does NOT have a clear order, it just shares a LOT of wisdom, insights, and actionable advice. This does not take away from its value, but you have to read it slowly to let the knowledge sink in (or apply it as soon as possible) so that it sticks.

It shares MANY valuable ideas, which makes it difficult to summarize. I would categorize it as an action-oriented, common sense, sales/marketing business book.

Some of my HIGHLIGHTS:

"The USP is the nucleus around which you build your success, fame, and wealth. So you'd better be able to state it."

"But don't waste all your time on nickel-and-dime thinking. Learn to be an ethical opportunist who creates breakthroughs."

"Quantity does not matter in lead generation. Quality and convertibility are what's important."

Mark Manderson says

Hands down one of the top 5 business books I've ever read as contains a wealth of knowledge.

Few of the takeaways:

ONLY 3 WAYS TO INCREASE BUSINESS:

Increase number of clients. Increase average size of sales per client. Increase the number of times clients return and buy again.

Split test everything.

Always look for complementary products to upsell.

Cara says

Recommended by Corbett Barr <http://www.corbettbarr.com/5-books-th...>

...

Some good stuff at the beginning, tapering off into more obvious and trite strategies as it goes on. I guess I found this an easy read because I already knew a lot of what's in it. By the end, it gets into seriously outdated advice about internet marketing, which is pretty funny. (Ex. Don't waste time trying to get into every search engine. Instead, focus on the top eight: Lycos, Alta Vista, HotBot, Northern Light, Excite, InfoSeek, WebCrawler, and Yahoo! A lot has changed since 2000.)

Notes:

- Test everything.
- Be on the lookout for breakthroughs and opportunities. Try to come up with 30 breakthroughs in 30 different areas of your business/career in 30 minutes (!). Also identify opportunities you're not taking advantage of.
- Strategy of preeminence: being the best at what you do, ensuring clients' satisfaction. Customer: someone who buys stuff. Client: someone under your protection. They trust you, and you help them solve their problems, whether it's an upsell, a downsell, or a referral. You do the same for the people they care about.
- It's difficult and expensive to get new clients. Break even or take a loss to remove the barriers to the first sale, then make money as they keep buying from you.
- Add benefits and do better-than-risk-free guarantees. Be awesome enough to back it up. Figure out client's true need and put together a package that addresses that need.
- Work with other businesses to cross-sell, host an offer to their clients, or affiliate market your stuff. Ex. carpet company works with realtors, get dead-end leads from companies in same line of business
- Set up a referral engine
- For all the people who have stopped buying from you, find out why. If they're dissatisfied, make it right. If they just got off track, get them back. If they don't need your service any more, ask for referrals. Cutting attrition is like getting new clients but cheaper.

Then it degenerates into direct mail, renting lists, telemarketing, outdated internet advice.

- Bartering is an interesting opportunity. Trade your goods for theirs, all at retail price, and everyone feels like they got a great deal because actual costs are so much less. Do intermediate trades if needed to make a deal--ex. restaurant credits <-> tv advertising <-> car
 - Communicate with everyone.
 - Have goals and work toward them.
-

Trudy says

The book provided me with unique marketing strategies some of which I have never heard of. Highly recommended for business people.

Ryan_hg says

This book is priceless. Jay Abraham is a legend in his own rights. This book offers practical idea of how to accelerate your business to the next level. One of the rare book that really opens up your mind. Though this book was first published on 2000, and many things have changed since then, the practical ideas offered by this book are priceless and applicable even in this fast changing times that we live in. Read it, definitely worth every second of your time

Jay says

Jay Abraham is a legend in marketing circles. This book is the single best business book I've probably ever read. He breaks things down into simple concepts to help you focus on what really matters to achieve results. It's been very useful for impacting strategy of our new company...

Justice Mandhla says

The book provided me with unique marketing strategies some of which I have never heard of. Highly recommended for business people.

Nguyen Luan says

Jay Abraham has single handedly transformed the minds of many entrepreneurs across the globe.

This business book has been a success in the business world for a number of reasons. Whether it is tactics, mindset, strategy you name them, this book is a perfect solution to all the modern day business challenges

and for those craving for success.

Unlike most authors, Jay's book outshines other authors for one reason: He knows what he is talking about.
Other Books..!

Aubree Deimler says

You can tell this book is a bit dated (It didn't include Google as one of the top search engines!) But many of the marketing ideas presented are timeless. I came away with many actionable steps and ideas.
