



There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed!

By Joe Vitale



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Praise for *THERE'S A CUSTOMER BORN EVERY MINUTE*

"Joe Vitale has created an entertaining, educational, and motivational manual—with the help of P.T. Barnum—that belongs in every hotel room alongside the Bible. Then, guests might read his inspirational book first, and give thanks to God for this worthy discovery."

—Alan Abel, media hoaxer, author, consultant and lecturer on "Using Your Wits to Win"

"If you're going to excel in business, learning about a showman like Barnum and applying some of the lessons he taught can give you valuable insights. Joe Vitale has captured ten of these lessons (he calls them 'rings of power') and shows how you can apply them in a way that will open your eyes and stretch your imagination. There's a lot of money-making and fun wisdom here."

—Joseph Sugarman, Chairman, BluBlocker Corporation

"Finally someone does it!!! Joe Vitale reveals the REAL P.T. Barnum! Vitale highlights the outrageously astute marketing of Barnum. Barnum's driving belief certainly was that there IS a customer 'born' every minute. You will glean a number of useful 'new' marketing ideas that you can instantly use in your business. And you will learn about one of the savviest marketers of a time gone by. Fun, exciting, insightful, and packed with ideas! Genius!"

—Kevin Hogan, author of *The Science of Influence* and *The Psychology of Persuasion*

"I love this book. If you'd like to know the real story about one of the most fascinating characters in American history, told by a master storyteller (and the person who probably knows more about him than anyone else), read this book. Barnum is not the guy portrayed by the legend attached to his name. He is much, much more, and Vitale tells his story with the can't-put-it-down passion and excitement he's become so well known for."

—Bill Harris, President, Centerpointe Research Institute

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Editorial Review

From the Inside Flap

Famous entrepreneur and showman P.T. Barnum is perhaps best known today for having said, "There's a sucker born every minute." But, surprisingly, Barnum never said such a thing. In fact, he believed that there was a customer born every minute, and this belief—that everyone was a potential buyer—was just one of the many solid business principles that led him to a long and successful career.

There's a Customer Born Every Minute reveals the lost wisdom of this great business pioneer. Barnum was much more than a showman; he was a dedicated businessman and entrepreneur with a razor-sharp mind. In this delightful and absorbing new edition, Joe Vitale reveals the secrets of Barnum's success and shares the ten key business practices that Barnum developed and lived by.

But this is much more than a retelling of old business wisdom. Barnum's business principles were straightforward, effective, and timeless; and now Vitale shows you how to apply and adapt those key principles to your own business. Whether you run an established company or plan to start your own entrepreneurial venture, these principles will help you achieve your goals. What worked yesterday still works today, even in the current fast-paced and highly competitive environment.

Vitale reveals Barnum's genius for making money and highlights the tactics he used throughout his career as a newspaperman, politician, entrepreneur, promoter, and finally, as a showman. Plus, this new edition includes even more rare material by and about Barnum, including advertisements, photos, letters, an in-depth interview with the man himself, and the entire text of his famous speech, "The Art of Money Getting."

Far more entertaining than the typical business book, *There's a Customer Born Every Minute* is both a practical resource packed with true business wisdom and a fascinating look at one of the greatest characters—and one of the greatest business minds—in American history.

From the Back Cover

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About the Author

Joe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. His other books include *The Attractor Factor*, *The E-Code*, and *Life's Missing Instruction Manual*, all from Wiley. Learn more at www.mrfire.com.

Users Review

From reader reviews:

Georgia Lopez:

People live in this new morning of lifestyle always try and and must have the spare time or they will get great deal of stress from both everyday life and work. So , whenever we ask do people have free time, we will say absolutely sure. People is human not really a huge robot. Then we question again, what kind of activity do you possess when the spare time coming to an individual of course your answer may unlimited right. Then do you ever try this one, reading books. It can be your alternative in spending your spare time, typically the book you have read is actually There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed!.

Irene Gonzales:

Reading can called head hangout, why? Because if you are reading a book specially book entitled There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed! your head will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely will end up your mind friends. Imaging each and every word written in a reserve then become one contact form conclusion and explanation that maybe you never get before. The There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed! giving you a different experience more than blown away your head but also giving you useful facts for your better life on this era. So now let us explain to you the relaxing pattern this is your body and mind will be pleased when you are finished looking at it, like winning a game. Do you want to try this extraordinary spending spare time activity?

Myra Hackett:

Do you one of the book lovers? If so, do you ever feeling doubt if you are in the book store? Make an effort

to pick one book that you find out the inside because don't judge book by its include may doesn't work at this point is difficult job because you are frightened that the inside maybe not because fantastic as in the outside search likes. Maybe you answer is usually There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed! why because the wonderful cover that make you consider regarding the content will not disappoint you actually. The inside or content is definitely fantastic as the outside or maybe cover. Your reading 6th sense will directly direct you to pick up this book.

Robert Oshea:

What is your hobby? Have you heard in which question when you got learners? We believe that that query was given by teacher to their students. Many kinds of hobby, Every person has different hobby. Therefore you know that little person just like reading or as reading through become their hobby. You have to know that reading is very important along with book as to be the point. Book is important thing to incorporate you knowledge, except your own teacher or lecturer. You get good news or update regarding something by book. Numerous books that can you choose to use be your object. One of them is this There's a Customer Born Every Minute: P.T. Barnum's Amazing 10 "Rings of Power" for Creating Fame, Fortune, and a Business Empire Today -- Guaranteed!.

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