



# It's Not About You, It's About Bacon: Relationship Marketing in a Social Media World

*Brian Basilico*

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**It's Not About You, It's About Bacon: Relationship Marketing in a Social Media World** Brian Basilico  
**If you are looking for a “How-to” social networking book, then this is not for you.** This is a “Why-to” book. If you have been overwhelmed and confused by all the conflicting examples and theories about why social networking works for some and not for others, this book will be an eye-opening breath of fresh air.

You will learn why relationships, both new and nurtured ones, are golden for you and your business. This book will demystify using the internet and social media to successfully market your business. In this ever-changing world of instant gratification and measurable communications, you need to know the tools and methodologies that create real interaction and engagement.

*It's Not About You, It's About Bacon*, will help you get noticed, become memorable and top of mind, and grow your brand and business through tested and proven face-to-face and social networking techniques.

## **ABOUT THE AUTHOR**

**Brian Basilico** is a nationally recognized speaker, author, trainer and adjunct professor. He brings over 30 years of marketing experience to his award-winning internet marketing company, B2b Interactive Marketing, Inc.

Brian is a syndicated blogger, and has been featured as a guest expert in Entrepreneur and Inc. magazines, as well as various news articles, radio shows and podcasts.

## **REVIEWS**

“A powerful book, full of wisdom, yet presented in a joyful, upbeat manner. This book has profound implications for how we can successfully market ourselves and our businesses within the rapid pace of change. A must read.”

- **Al Ritter**

“When we needed a partner to share insights on social media marketing we turned to Brian Basilico. Brian’s relationship-building insights are fun, funny and right on target. This book is a must-read for anyone wanting to up their branding, marketing and networking skills!”

- **Rich Kizer & Georganne Bender**

“Brian is ahead of the curve with his advice on sorting through the maze of networking avenues to be the one your customers and prospects know, like and trust. He shares why you need to build relationships with people rather than trying to interest and sell to the masses through electronic interaction...and he shows you how to do it. It’s a must read for today’s entrepreneurs.”

- **Lillian D. Bjorseth**

"Communication with people where they are and treating them as human beings is the main message throughout “It’s Not About You: It’s About Bacon.” In fact, there’s something for everyone in this book. Whether you’re a foodie who loves bacon, an animal-lover, a baseball fan, or a Disney-lover, you’ll find a metaphor in this book that speaks directly to you about relationship marketing. That is exactly what makes

this book a perfect model for what Brian Basilico explains in this fun, yet packed-solid manual on using social media, marketing and getting results. Highly recommended!"


- **Felicia J. Slattery**, M.A., M.Ad.Ed.

“Brian Basilico is a man I know, like and trust. His new book will teach you exactly what, why and when to use social media. Just as he has taught me over the past 6 years. This book’s techniques are proven and steadfast using brain-based technologies that every person uses every day whether they know it or not. Brian will teach you—just as he has taught thousands of others—the magic of using social media to build relationships with your clients or customers, and dispel the myths of creating a brand image and how it actually works.

Relationships are built on knowing, liking and trusting. Brian Basilico and “It’s Not About You, It’s About Bacon” is incredible. Trust me, you will read it more than once!”

- **Sally Rutledge-Ott**, ACE, NFPC

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#### **Angel Sutton:**

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#### **Lynn Jordan:**

Playing with family in a park, coming to see the sea world or hanging out with close friends is thing that usually you could have done when you have spare time, in that case why you don't try thing that really opposite from that. 1 activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love *It's Not About You, It's About Bacon: Relationship Marketing in a Social Media World*, it is possible to enjoy both. It is very good combination right, you still would like to miss it? What kind of hangout type is it? Oh can occur its mind hangout guys. What? Still don't have it, oh come on its known as reading friends.

#### **Patrick Reyes:**

You could spend your free time you just read this book this reserve. This *It's Not About You, It's About Bacon: Relationship Marketing in a Social Media World* is simple to deliver you can read it in the playground, in the beach, train in addition to soon. If you did not get much space to bring typically the printed book, you can buy the e-book. It is make you better to read it. You can save the particular book in your smart phone. Consequently there are a lot of benefits that you will get when one buys this book.

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