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Expert Briefs:

**Nicole Dean Asks Successful
Marketers the Questions
You Wish you Could**

**“What Business
Books are You
Reading Right Now?”**

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By Nicole Dean
Of www.NicoleontheNet.com

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About Nicole



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without working every day or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Einstein & Luke.

Please stop by Nicole's blog and sign up for updates

nicole on the net
News from Nicole Dean the Mostly-Sane Marketer!

click here to grab my RSS feed

Who is Nicole Dean?

- Successful Internet Marketer
- Cutting-Edge Affiliate Manager
- Blog & Site Content Expert
- Outsourcing Success Story
- Heckuva Writer
- All-Around Fun Person to Know

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What are Successful Marketers doing that you're not?
[Click to Listen Here](#)
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to receive all the latest fun and learning for free!

[Http://www.NicoleontheNet.com](http://www.NicoleontheNet.com)

Also check out her podcast for inspirational audio with successful marketers:

<http://www.nicoleonthenet.com/category/podcast/>

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It's another [Expert Briefs](#), where I ask really smart business owners to answer your burning questions.

If you've missed past Expert Briefs, you can click on the undies to see them all →



Did you know the average CEO reads 60 books a year?

I didn't know either until recently. Wow.

The number of books you read is supposedly a pretty good indicator of your level of success.

Considering we're each CEOs of our businesses, that's something to take into consideration.

It got me thinking about how much I love to read.

Plus, I'm in the middle of launching a new book that I contributed to and am very proud of.



The book JUST hit the bookshelves. 😊

[Click for Paperback version](#) | [Click for Kindle version](#)

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Plus, books are on my brain because I'm finishing my own book and getting it to the publisher this week.

That's why this week's question is...

**What are you reading right now?
Like what book is currently
on your night stand,
in your Kindle – Nook or iPad,
on the back of your toilet,
or in your purse?**

Connie Ragen Green says:

When I first read that the average CEO reads about 60 books a year, I thought it was a typo, but it was not.

Then I took a look at how many books I was reading at the time. It was about 3 a year back then. Right then I promised myself that I would read more, and since that time – about 5 years now – I have read two books each month. This has given me greater knowledge and exposure to a wide variety of authors and subjects and widened my perspective on topics I previously knew very little about.

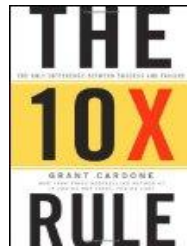
I used to enjoy reading mysteries and novels, but now most of what I read is on business and entrepreneurship. I also prefer reading a physical book to one on Kindle or Nook.

Currently I am reading 'The 10X Rule' by Grant Cardone, rereading 'Your Portable Empire' by Pat O'Bryan, and just starting 'The Millionaire Messenger' by Brendon Burchard.

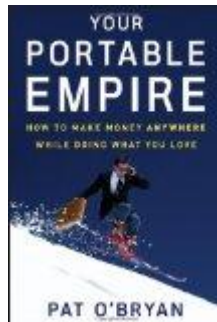
Business Books Connie is Reading



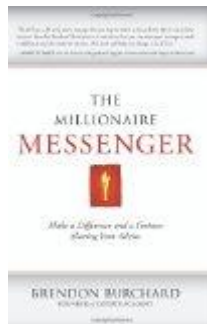
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[The 10X Rule: The Only Difference Between Success and Failure](#)



[Your Portable Empire: How to Make Money Anywhere While Doing What You Love](#)



[The Millionaire Messenger: Make a Difference and a Fortune Sharing Your Advice](#)

Mark Mason says:

I love to read too. But I must say that Internet Marketing has cut in to my reading time. I used to read at night. Since I started working on internet marketing at night, it is really hard for me to find time to read. So, I compensate by buying audio books from Audible.com.

At the moment, I am finally listening to Rework by by Jason Fried and David Heinemeier Hansson. These guys are the founders of 37Signals. The book recognized that because of

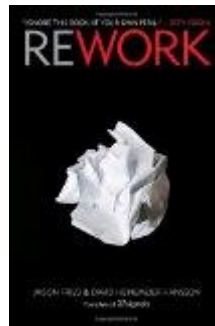


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the internet, [outsourcing](#) and other business technology, anyone can start a business. Business things that used to be hard are now simple. And this fact changes everything.

Highly recommended.

Business Book Mark is Listening to



[Rework](#)

[Felicia Slattery](#) says:

Hi Nic-

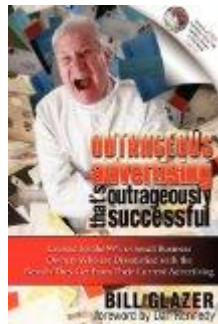
I'm reading Bill Glazer's *Outrageous Advertising* and a book called *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*.

And I'm current revising for the 2nd edition *Cash in on Communication*. 😊

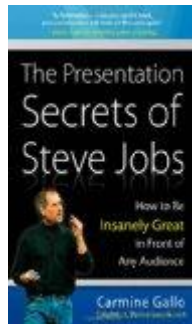
Business Books Felicia is Reading



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Outrageous Advertising That's Outrageously Successful: Created for the 99% of Small Business Owners Who are Dissatisfied with the Results They Get From Their Current Advertising



The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

Kelly McCausey says:

Right now I'm reading Mom Blogging for Dummies by my friend Wendy Piersall. I'll admit I jumped ahead to page 307, that's where Wendy shares information from the interview she did with me about podcasting. (You should have seen the smile on my face when I found a big screenshot on my site in there!)



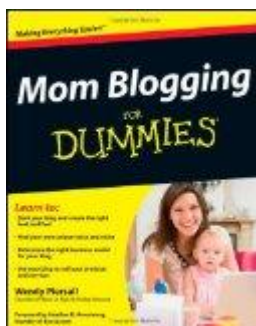
In all the years that the 'For Dummies' brand has been around, I have never opened one of their books before. Mom Blogging for Dummies is a great 'first impression' for me though. Wendy did a fabulous job presenting blogging for moms interested in doing it as a business.

With her own experience as a blogger and blog network owner, plus the expertise she reached out for from other interesting and successful mom bloggers, she is delivering the goods in this book. From

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platforms and pre-planning to legalities and ethics to all of the different ways you can make money from a blog.

Business Books Kelly is Reading



Mom Blogging For Dummies For Dummies (Computer/Tech)

Lain Ehmann says:

So funny that you say that books are on your brain. Books are ALWAYS on my brain! I read somewhere in the neighborhood of 150-200 books a year.

They usually fall into some distinct categories:

- Business books
- Memoir (the stranger, the better!)
- Kids' books (the girls and I always have at least one read-aloud bedtime book going)
- "Cozy" mysteries.

I'm also an Amazon "Vine" voice, which means I'm one of the top reviewers on the site and get the opportunity to receive and review pre-releases. So fun, but it means I have a huge pile of books waiting to be read!

Right now, I'm really in love with my Kindle. Not only does it keep the piles on my bedside table to a minimum, I also get instant delivery of books I want to read.

Top of the queue on my Kindle is the "End Malaria" compilation put together by Michael Bungay Stanier. It includes blog-post-length essays

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from visionaries such as Tom Peters, Brene Brown, Gary Vaynerchuk, and dozens more.

Each one is like a little slice of inspiration pie, and is the perfect thing to read and mull over while falling asleep. 😊 But the best part is that the entire purchase price goes to fight malaria, a very preventable disease.

Oh, and my daughters and I are reading *The Wheel on the School*, a Newbury winner from like 50 years ago. It's a charming story of a town in Holland and a group of kids who live there who're trying to bring storks back to the town. I think it's a little slow, but they love it!

Business Books Lain is Reading



[End Malaria](#)

[Susanne Myers](#) says:

I used to be good about reading one book at a time before starting another... then I started reading business and marketing books. I do a lot of reading at night, right before going to sleep. Works great for reading fiction, but if you eat and breath marketing like I do and start reading about some great new strategy, it doesn't work out so well. I'd read a good book, get a few pages into it and hop back out of bed to boot up my computer and start implementing.



After quite a few sleepless nights (with a young child that needed to get ready for school early in the morning), I had to change my reading habits. I now read at least two books at a time. In the morning and throughout the day, I tend to read business books. At night, I stick to fiction only. It works out well and I get plenty of sleep most nights



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Right now I'm reading the Sword of Truth series by Terry Goodkind for fun. It's on my night table and I go grab it when I get overwhelmed with work or just need to relax and clear my head for a bit during the day.

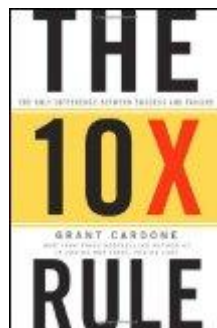
As far as business books go, I'm still reading my way through the 10X Rule by Grant Cardone. I love the book, but I have to tell you it's been an interesting experience. I usually feel pretty productive when I'm reading a book. I take notes and take action. With this though, I am reading a few pages and then feel like I have to put it down, sit at my computer and get to work... He talks a lot about taking massive action and does so very convincingly. I actually feel bad about curling up on the couch to read his book when I could be blogging, writing articles, creating new products etc. I highly recommend the book, but be ready to get to work once you start reading it 😊

I'm also reading through [Carrie Wilkerson's Barefoot Executive book](#). I didn't plan to read another book, but came across it during her recent book launch. I don't like recommending anything I haven't checked out myself, so naturally I bought the book and started reading it. I'm liking it a lot and keep switching back and forth between reading chapters of both books.

By the way, both business books are on my kindle. I love reading on my kindle and since we do a lot of traveling I always have my personal library with me. The one thing I don't like is the fact that I can't have my kindle turned on during take-off and landing on a plane. That's one of the reasons why I'm reading a paperback version of the Terry Goodkind books. The other reason is that I bought the first two books in the series at the bookstore (before I got my kindle) and feel like I should have the complete series in the same format.

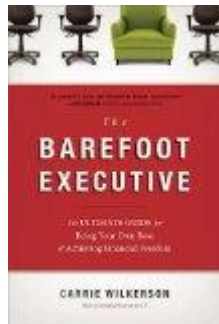
Other than that, I buy and read most books on the kindle. Love the fact that I can order it from home and have it on my kindle a minute later. Instant gratification.

Business Books Susanne is Reading



[The 10X Rule: The Only Difference Between Success and Failure](#)

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The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom

Nicole Dean says:

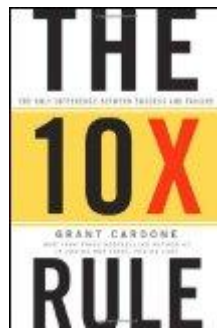
I haven't been reading nearly as much as I'd like to be lately. Hence the reason for the question.

I ask my friends for book recommendations so that I know what to order today when I order my copy of the **36 Things you Need to Know Now!** book for the launch – so that I can get free shipping! lol.



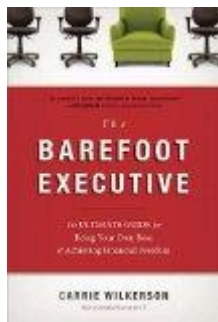
I always have at least two books going at a time. One in my purse and another one on my nightstand.

Business Books Nik is Reading (It might look familiar) 😊



The 10X Rule: The Only Difference Between Success and Failure

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[The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom](#)



[Huge Profits With Affiliate Marketing: How To Build An Online Empire By Recommending What You Love](#)

And, of course, today, I will be ordering my copy of this book:



36 Things you Need to Know Now!

[Click for Paperback version](#) | [Click for Kindle version](#)

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I hope you've enjoyed this report.

Warmly,
Nicole Dean

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Resources from Nicole...

Learn the Secret of the Pros.

Learn the secret shortcut that many niche bloggers use to stop working so darned hard while producing great content for their readers: www.EasyPLR.com

Is your Blog Lifeless? Give it CPR!

If you struggle to come up with new Blog posts, you know it can be draining. Sometimes in our frustration, we let our blogs get pretty lifeless. Breathe life back into your blog – without writing your fingers to the bone. www.BlogCPR.com

Need More Traffic to Your Blog? Steal It!

Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: [Blog World Tour](#)

Sell your Product on Clickbank.

For infoproduct marketers, Clickbank is a hands-free way of selling online. Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? Check it out here: www.BusyMarketersGuides.com/selling-on-clickbank

Outsource your Business.

Jimmy D. Brown called her Wonder Woman when she was his Affiliate Manager. Why? She got more done in a day than he thought she'd accomplish in a month.

Check it out here: www.OutsourceWeekly.com

Protect Your Online Business BEFORE Disaster Strikes

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You're One Cup of Coffee Away from Disaster. You've probably thought "I sure hope that I don't spill this coffee into my laptop." Wow. Scary to think about, isn't it? What would the ramifications be if you did? And, how long would it take you to recover from that?

And, that's just from a cup of coffee. Heck, that's an accident. What about intentional malice? Hackers, viruses, identity theft — eek! Learn how to protect yourself now, before it's too late:

www.BusyMarketersGuides/protect-your-online-business