



# Simple Success Secrets No One Told You About (The Business Pro's Essential Toolkit Book 1)

*John Carlton*

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For over 30 years, John Carlton has been a notoriously successful copywriter, consultant, and mentor to thousands of entrepreneurs looking to break away from the pack and start earning the big bucks.

His first course, “Kick Ass Copywriting Secrets of a Marketing Rebel”, taught the new generation of online marketers how to create killer ads (and everything else needed for a real biz). His breakthrough book “The Entrepreneur’s Guide To Getting Your Shit Together” is must-reading for everyone in business (or wanting to get into business).

And “The Rant”, his blog at [www.john-carlton.com](http://www.john-carlton.com), has been providing insider advice, tactics and advice since 2004. For free.

This latest series of books (The Business Pro’s Essential Toolkit”) organizes the vast archives at the blog into clear categories, bringing the best stuff straight to you in an easy-to-read format. No more searching through the years for the specific themes John writes about – it’s all right here in one tidy package.

The first book is a collection of articles aimed at living well, at every stage in your entrepreneurial adventure. A quick peek at the Table Of Contents will give you a good idea of what’s at stake. It’s far too common to burn out, to fail, to struggle endlessly as an entrepreneur...

... when a few simple insider pieces of advice can quickly move you into a smooth groove where wealth and happiness on all fronts can be achieved easily.

This is the kind of life-changing advice you can only hear from a grizzled professional with decades of experience to share. John’s unique formula, throughout his career, was to make every mistake possible (because he was always pushing boundaries)... find out what went wrong, and fix it by learning his lesson, securing new resources, developing new skills, whatever it took...

... and then getting back into the game to do it successfully.

There’s no theory here. It’s all hard-won lessons and advice that comes from the reality of doing business in the real world... where people aren’t always who they say they are, where promises are rarely kept, where the way things actually get done are counter-intuitive and must be learned.

Entrepreneurs who try to do everything themselves, alone and without the advice and counsel of a wise veteran... are too often doomed to failure. There are just too many moving parts in the business world. You need mentors, and serious help navigating the many new challenges you will constantly face.

That’s where John comes in. He’s been a mentor to many of the now well-known marketers out there, and has personally coached a majority of the top copywriters now on the “A-List”. You’ll recognize many of the testimonials here as Big Dogs in business today.

This book, and the entire series, is an organized quick read that is crammed with essential advice, tactics and strategies used by the best marketers alive.

Here is the advice you've always craved, from an experienced, caring mentor who's seen it all, been around the block a few times, and is willing to share it all with you.

A new adventure in business and life awaits...

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