



## Rules of the Hunt: Real-World Advice for Entrepreneurial and Business Success

Michael Dalton Johnson

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This is a friendly and inspirational book filled with honest and down-to-earth advice that you would expect from a trusted friend and mentor.

Rules of the Hunt is unusual in that you won't find any trendy advice, complex theories, or unrealistic promises. The author points out that there is no magic formula for success. He holds that winning in business and life is about gaining an accumulation of small advantages. This book is written to give you a treasure trove of those advantages.

Each 'rule' is a genuine insight from the author's own experiences, both successes and failures. With humor and great clarity, the book covers ideas and mistake to avoid in Sales and Marketing, Leadership, Operations, and your Personal Life.

Rules of the Hunt gives proven advice on how to build all the skills necessary to **sell** more,**market** like a pro and run a company successfully. Rules is the definitive business how-to guide not only on sales and marketing, but also on **leadership**, **negotiating**, **motivating** people, **time management**, **bartering** and **recruiting**. Broken up into hundreds of memorable, actionable rules, Rules of the Hunt can be read in any order by busy business professionals who need practical advice, not fluff.

In short, *Rules of the Hunt* is written for marketing and sales people, entrepreneurs, business owners and anyone wanting to accelerate their business career. This isn't your typical entrepreneurial how to succeed book. It's down to earth, easy to read and packed full of useful information. The best part is, you don't have to read it from cover to cover.

"To say that *Rules of the Hunt* is one of the most unusual business books I've ever read or reviewed would be an understatement."

#### -- Ivana Taylor, Editor, Small Business Trends

This book was written to sharpen your business skills and accelerate your growth and profits. It's delivered in a friendly, often humorous way through brief business anecdotes, short tutorials, case histories, an occasional rant, and a few horror stories. And, in true mentor form, Johnson helps you preserve both your physical and mental health during your hunt for business success.

In essence, *Rules of the Hunt* teaches you what business schools simply can't. Learn the real-world things you need to know.

Get your copy of *Rules of the Hunt*, and you'll have everything you need to outfox the competition, track down big profits, maintain your integrity and return home early.

Straightforward, easy to understand, pragmatic, and devoid of subjective theories and ideologies, *Rules of the Hunt* simply tells it like it is with humor and honesty. Nothing more, nothing less.

#### Praise for Rules of the Hunt

"An easy but powerful read that's guaranteed to give you fresh insights into entrepreneurial success."

--Jill Konrath, author of SNAP Selling and Selling to Big Companies

"This is a great book, full of ideas, examples, stories and rules for increased business success and profitability."

--Brian Tracy, author of Million Dollar Habits

"I love everything about this book... If you are an entrepreneur or small-business owner, you can't make a better investment in your future success!"

-- Carol Kinsey Goman, Ph.D., speaker and author of The Silent Language of Leaders

"Rules of the Hunt gives the keys to unlock many of mysteries of attaining business and life success. I highly recommended it."

--Chris Widener, bestselling author of The Art of Influence and the Leadership Rules

"Rules of the Hunt is amazingly hard hitting and informative, yet written in the most straightforward language I have ever seen in a business book."

--Garth Moulton, President and cofounder, OtherScreen, and cofounder, Jigsaw Data Corporation

"I have never read a business book with so much wisdom--and so many useful ideas--on virtually every page. And all of it presented with no wasted words."

--Bob Bly, copywriter, consultant, and seminar leader



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