



How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing

By Stu Heinecke

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The hard part just got easy.

You know how to sell—that’s your job, after all—but getting CEOs and VIPs to call you back is the tricky part. You’re in luck: That impossible-to-reach person isn’t so impossible to reach after all.

Hall-of-Fame-nominated marketer and *Wall Street Journal* cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers to reach those elusive executives by thinking outside the box and using personalized approaches he calls “Contact Campaigns.” Including presidents, a prime minister, celebrities, countless CEOs, and even the Danish model who became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. Now he shares his tactics and tips in this essential guide for anyone who needs to make contact.

In *How to Get a Meeting with Anyone*, Heinecke explains how you can use your own creative Contact Campaigns to get those critical conversations. He divulges methods he’s developed after years of experience and from studying the secrets of others who’ve had similar breakthrough results—results that other marketers considered impossible, with response rates as high as 100 percent. Through real-life success stories, Heinecke lays out 20 categories of Contact Campaigns that anyone can research and execute. Tactics range from running a contact letter as a full-page ad in *The Wall Street Journal* to unorthodox uses of the phone, social media, email, and snail mail to using personalized cartoons to make connections. He also packs in plenty of tips on how to determine your targets, develop pitches, and gain allies in your contact’s circle of influence.

How to Get a Meeting with Anyone provides you with a new toolkit you can put to work right away so you can make the connections that are essential to your success.

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How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing By Stu Heinecke Bibliography

- Sales Rank: #57183 in Books
- Published on: 2016-02-16
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.20" w x 6.20" l, .0 pounds
- Binding: Hardcover
- 240 pages

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Editorial Review

Review

"Stu Heinecke may be a one-of-a-kind cartoonist and marketer, but his ideas and examples for one-to-one marketing and selling should have any marketer creating their own audacious goals and asking themselves, 'Why not?'"

—*Forbes*

"In a super-connected world, we're actually anything but. Stu reminds us that in business, you actually have to connect on a human level to really succeed, and he is the Master guide on how to do that."

—**Bob Guccione, Jr., media entrepreneur and founder of *SPIN* Magazine**

"With this book, Stu gives you everything you could possibly need to get all of the meetings you could possibly want."

—**Bob Mankoff, cartoon editor at *The New Yorker***

"I highly recommend that all salespeople read Chapter 15 at least three times!"

—**Bonnie Wooding, president of Hywood Services and executive assistant to top business leaders for over 30 years**

"Stu is a master innovator and creative virtuoso. What he has put together in this book is a true gift to the reader. If opening important doors is important to your success, you can't afford NOT to read this book!"

—**Dan Monaghan, cofounder of WSI Digital**

"Building trust and adding value are critical to cultivating profitable business relationships. Stu Heinecke and his Content Marketing Strategies have greatly contributed to our success."

—**David Rosuck, vice president of marketing and innovations at Pacific Life**

"Go ahead and list a dozen or two impossible-to-reach, off-limits people that could change your life or career. Read and follow Stu's guidance. Then change your life forever."

—**Dean Batson, assistant director of the Arizona State University Alumni Association**

"Stu is one creative dude. Who else can run a campaign that catches the attention of a US President? Almost as crazy as using an AI to schedule a meeting :)."

—**Dennis Mortensen, CEO and founder of x.ai, producers of the world's first artificial intelligence assistant who schedules meetings for you**

"Stu's ideas helped me get a meeting with Amblin Entertainment and Stephen Spielberg, and continue to produce results for my company. Thanks to *How to Get a Meeting with Anyone*, now the entire world can get in on Stu's precious secrets!"

—**Jay Silverman, creator and executive producer of *The Cleaner* on A+E Networks, director of *Girl on the Edge*, and president of Jay Silverman Productions**

"Stu's secrets truly will show you—or your entire sales organization—*How to Get a Meeting with Anyone*."

—**Mark Cira, CEO and founder of PrintSF for Salesforce.com**

“I get several hundred unsolicited emails a day and at least several dozen calls from people hoping to develop a business relationship with Williams-Sonoma, Inc. Stu’s mailer was one of the very few that got right through to me. My assistant brought it in and said ‘look at this.’ I called him. Very creative—and effective.”

—**Pat Connolly, EVP, CMO, Williams-Sonoma, Inc.**

“It’s true that many a truth is said in jest but not all are guaranteed to make you laugh out loud or provide attention for your message from a high-level decision maker. Stu Heinecke can show you how in *How to Get a Meeting with Anyone*.”

—**Pete Wilson, former Governor of California**

“Stu Heinecke’s ability make contact through unique methods is phenomenal. He’s a creative genius.”

—**Rick Dees, legendary radio personality**

“In a time of great need, it’s too late to start a relationship. Stu has bridged that ominous chasm between lack of access and the beginning of an important relationship using clever approaches to discharge the everyday tensions we all experience in business.”

—**Russ Klein, CEO of the American Marketing Association**

“In *How to Get a Meeting with Anyone*, Stu Heinecke opens your eyes to new creative and proven techniques that are a prescription for success for any sales force that wants to open doors and build lasting relationships—and have fun doing it!”

—**Sandy Athenson, VP and general manager at Immucor Transfusion Diagnostics**

“Success in sales—or any career for that matter—is heavily dependent upon reaching the right people, in the right way, at the right time. By following Stu’s methodology, you are likely to form strong and lasting relationships, which will ultimately be critical to your success.”

—**Sid Kumar, global head of inside sales at CA Technologies**

About the Author

If ever there were someone born to write a book like *How To Get A Meeting with Anyone*, **Stu Heinecke** is that person. A *Wall Street Journal* cartoonist, Hall of Fame-nominated marketer and author, Heinecke discovered the magic of "Contact Marketing" early in his career, when he launched a Contact Campaign to just two dozen Vice Presidents and Directors of Circulation at the big Manhattan-based magazine publishers. That tiny \$100 investment resulted in a 100% response rate, launched his enterprise and brought in millions of dollars worth of business.

Heinecke is the host and author of the *How To Get A Meeting with Anyone* podcast and blog, and founder and president of Contact, a Contact Marketing agency, and cofounder of Cartoonists.org, a coalition of famed cartoonists dedicated to raising funds for charity, while raising the profile of the cartooning art form. He lives on an island in the pristine Pacific Northwest with his wife, Charlotte, and their dog, Bo.

Users Review

From reader reviews:

Jeffrey Sandoval:

Book is to be different for every grade. Book for children right up until adult are different content. As it is

known to us that book is very important normally. The book *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* ended up being making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The guide *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* is not only giving you much more new information but also to get your friend when you truly feel bored. You can spend your personal spend time to read your e-book. Try to make relationship with the book *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing*. You never experience lose out for everything should you read some books.

Angel Huitt:

The experience that you get from *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* will be the more deep you digging the information that hide in the words the more you get serious about reading it. It does not mean that this book is hard to understand but *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* giving you excitement feeling of reading. The article writer conveys their point in certain way that can be understood by means of anyone who read it because the author of this book is well-known enough. This particular book also makes your current vocabulary increase well. Making it easy to understand then can go to you, both in printed or e-book style are available. We propose you for having that *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* instantly.

Mary Logsdon:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their down time with their family, or their very own friends. Usually they performing activity like watching television, gonna beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Can be reading a book can be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the publication untitled *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing* can be very good book to read. May be it may be best activity to you.

Richard King:

What is your hobby? Have you heard in which question when you got learners? We believe that that question was given by teacher to their students. Many kinds of hobby, Everyone has different hobby. Therefore you know that little person like reading or as reading through become their hobby. You should know that reading is very important in addition to book as to be the thing. Book is important thing to incorporate you knowledge, except your own teacher or lecturer. You see good news or update in relation to something by book. Amount types of books that can you choose to use be your object. One of them is actually *How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing*.

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