



# **Dirty Little Secrets of Buzz: How to Attract Massive Attention for Your Business, Your Product, or Yourself**

*David Seaman*

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"Excellent reading for those who are interested in publicizing a cause, a book, a blog, or just about anything."  
"

### Bookfoolery and Babble

"Seaman gave The Buzz some tips on how we could become internationally famous. If it doesn't work, we're going to hold a Paris Hilton rally."

### The Arizona Republic

"Seaman's advice to politicians: "If you're not cool, don't try to be cool. Most people in their 20s and 30s don't need [you] to make us laugh. We already have comedians who do it."

### TheHill.com

Practice the **Black** Art of **BUZZ**

*Would you like to spark a media frenzy ... for free? Do you want to jumpstart your sales and profile in a jaw-dropping way? How would you feel about unleashing your message on the entire world?*

In **Dirty Little Secrets of Buzz**, veteran promotional stunt-planner David Seaman reveals a brand-new, counterintuitive approach to traditional marketing and PR. Find out how controversy, scandal-mongering, and social networking can turn your message into a viral sensation.

Inside are sixty-one secrets for getting millions of eyeballs turning toward you or your business, including:

- Enemies are more important than friends
- A dog and a blog can increase repeat customers
- Put MySpace, Facebook, and the social networking revolution to work for you
- Google juice: hot links from highly rated sites
- TV doesn't make you - you make you
- Get ten thousand visitors for free through StumbleUpon

**Dirty Little Secrets of Buzz** is a powerful how-to collection of all the secrets no one talks about - secrets you won't find in any other marketing book or program.

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