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Title: **Launch: How to Quickly Propel Your Business Beyond the Competition**. Formats: 255 pages, 6" x 9", hardcover: \$24.95; also available in Kindle, Nook and iBook formats. Author: Michael A. Stelzner. Publication date: Amazon and ebook release: June 6, 2011. U.S. and Canada bookstore release: June 21, 2011.

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In his book **Launch: How to Quickly Propel Your Business Beyond the Competition**, he explains in great detail, step-by-step, how he used free content and expert contributors to grow his business from \$0 to over \$1,000,000 in one year- a very generous offer for less than \$20. Social Media Examiner is a great model to follow for your online presence.

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Book Report: " **Launch: How to Quickly Propel Your Business Beyond the Competition** " by Michael Stelzner. During my first visit at the Social Media Marketing World convention in San Diego, I had the pleasure of hearing Mike Stelzner present the keynote address for the convention.

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*Propel Business Beyond Competition*. The book *Launch: How to Quickly Propel Your Business Beyond the Competition* consists of nine chapters, each of which are interconnected. Michael Stelzner in his book describes in detail the Elevation Principle. The Elevation Principle, according to the author, is a way to develop business by attracting the attention of the audience with the help of valuable information, working with outside experts and reducing advertisements.

*Propel Business Beyond Competition - Marketing Psycho*

In his book *Launch: How to Quickly Propel Your Business Beyond the Competition*, he explains in great detail, step-by-step, how he used free content and expert contributors to grow his business from \$0 to over \$1,000,000 in one year- a very generous offer for less than \$20. Social Media Examiner is a great model to follow for your online presence.

[Launch: How to Quickly Propel Your Business Beyond the ...](#)

The book is subtitled *How to Quickly Propel Your Business Beyond the Competition* and through 9 chapters, Mike uses a spacefaring analogy to show you how to do just that, adding rocket fuel and nuclear. Mike Stelzner's *Launch* is a book that every owner of a writing, blogging or content producing business should read.

[Amazon.com: Customer reviews: Launch: How to Quickly ...](#)

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