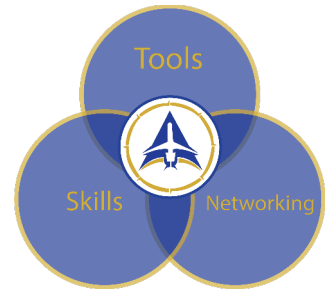


# Aviation Sales & Marketing 2020 Book Club Selections



**JANUARY**

**UNLEASH POSSIBLE**  
A MARKETING PLAYBOOK THAT DRIVES SALES

**FEBRUARY**

**PREDICTABLE PROSPECTING**  
HOW TO RADICALLY INCREASE YOUR B2B SALES PIPELINE

MARYLOU TYLER  
COAUTHOR OF THE BESTSELLER PREDICTABLE REVENUE  
JEREMY DONOVAN  
AUTHOR OF THE INTERNATIONAL BESTSELLER HOW TO DELIVER A TED TALK

**MARCH**

NEW YORK TIMES BESTSELLER  
OVER 2 MILLION COPIES SOLD

**THE SPEED OF TRUST**  
The One Thing That Changes Everything

STEPHEN M. R. COVEY  
with Rebecca R. Merrill

**APRIL**

**NO B.S. MARKETING TO THE AFFLUENT**  
SECOND EDITION  
NO HOLDS BARRED TAKE NO PRISONERS  
GUIDE TO GETTING REALLY RICH

Dan S. Kennedy  
with Nick Nanton, J.W. Dicks and Team,  
The Dicks + Nanton Celebrity Branding Agency

Foreword by Joe Vitale, bestselling author of The Attractor Factor

**MAY**

**THE CONNECTOR'S WAY**  
A STORY ABOUT BUILDING BUSINESS ONE RELATIONSHIP AT A TIME

PATRICK GALVIN

**JUNE**

**THREE FEET from SEVEN FIGURES**  
One-on-One Engagement Techniques to Qualify More Leads at Trade Shows

by DAVID SPARK

**JULY**

**NO B.S. GUIDE TO BRAND-BUILDING BY DIRECT RESPONSE**  
THE ULTIMATE NO HOLDS BARRED PLAN TO CREATING & PROFITING FROM A POWERFUL BRAND WITHOUT BUYING IT

Dan S. Kennedy  
with Forrest Walden & Jim Cavale  
OF IRON TRIBE FITNESS

**AUGUST**

2019

**THE MARKETING BOOK**

JASON MCDONALD

**SEPTEMBER**

**CONSULTING SUCCESS**  
The proven guide to start, run and grow a successful consulting business

Michael Zipursky

**OCTOBER**

**THE DIRECT MAIL REVOLUTION**  
SPECIAL OFFER INSIDE

HOW TO CREATE PROFITABLE DIRECT-MAIL CAMPAIGNS IN A DIGITAL WORLD

ROBERT W. BLY  
AUTHOR OF THE MARKETING PLAN HANDBOOK AND THE DIGITAL MARKETING HANDBOOK

**NOVEMBER**

**THE SOCIAL MEDIA MARKETING WORKBOOK**  
2019

JASON MCDONALD

**DECEMBER**

**12 Month Digital Marketing Planner**  
The Workbook To Help You Organize and Plan Your Social Media, Content and Paid Advertising

BRANDON BRESHEARS