Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling (2nd Revised edition)

By Michael Port

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling (2nd Revised edition), Michael Port, The new edition of the bestselling business development guide Book Yourself Solid, Second Edition reveals why self-promotion is a critical factor to success, giving you a unique perspective that makes this guide much more than an ordinary "how to" manual for getting more clients and raising a business profile. Book Yourself Solid, Second Edition enables you to adopt the right promotional perspective and provides the strategies, techniques, and skills necessary to get more clients and increase profits. Through verbal and written exercises, you'll discover the keys to developing a strong marketing plan and brand image. * Features unique, personalized, updated social media marketing strategies for service professionals * Provides new pricing models and sales strategies for simpler selling * Delivers fresh networking and outreach strategies guaranteed to take only minutes a day * Offers new solid product launch strategies and tactics for creating instant awareness * Author a New York Times bestseller, TV personality, and highly recognized professional speaker...

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