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Title: Get Clients Now! (TM), 3rd Edition; Author(s): C.J. Hayden, Jay Conrad Levinson; Release date: May 2013; Publisher(s): AMACOM; ISBN: 9780814432464

~~Get Clients Now! (TM), 3rd Edition [Book]~~

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Re-contact 3 former clients each week 3. Send handwritten notes to 2 people each week who have referred clients to me in the past 4. Contact 3 possible venues (groups/associations) each week about speaking opportunities 5. Contact 3 recruiters each week to cultivate referral partnerships 6. Reach out to 5 potential clients on LinkedIn every week 7.

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Foreword The Prospect of getting clients—now!—is a delightful concept. It ' s a noble endeavor for any business; it ' s a desired pot of gold at the end of your rainbow. It is ...
- Selection from Get Clients Now! (TM), 3rd Edition [Book]

~~Foreword by Jay Conrad Levinson—Get Clients Now! (TM ...~~

Get Clients Now A 28 Get Clients Now! is a complete marketing and sales system for consultants, coaches, and anyone who markets a professional services business. This book contains a 28-day program for sales and marketing success that has. been road-tested by readers since 1999, and delivered by over 300 licensed. Get Clients Now! (TM): A 28-Day

Knowing where to spend your marketing dollars was a lot easier in the days when the choices were commercials, magazines, and billboards. But now life in twenty-first-century America has become one gigantic 24/7 commercial, with no limit to ways of getting your brand in front of your customers. But where to begin? Has marketing become just a game of throwing darts in the dark, or is it still possible to effectively target your audience?For years, Get Clients Now! has helped thousands of independent professionals dramatically increase their client base by learning how to

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Replace scattershot marketing and networking efforts with proven and targeted tactics. Using a simple cookbook model, the book helps readers identify the ingredients missing from their current marketing activities, select the right strategies and tools from a menu of options, and create a completely customized action plan that can be fully implemented in only 28 days! Readers will learn:

- How to choose the best marketing tactics for their situation and personality
- Hands-on approaches for replacing unproductive cold-calling with the power of relationship marketing
- Proven and effective online networking and prospecting, social media, and internet marketing strategies
- Advice on integrating online and offline tactics
- Tips for dealing with fear, resistance, and procrastination
- And more

Now in its third edition, this definitive guide has been updated with worksheets, exercises, all-new examples, and tried-and-true marketing practices for reaching new clients. Stop throwing a hundred fishing poles out into the vast ocean. Instead, learn where to most effectively take the net and scoop up your customers!

Presents a marketing program that shows readers how to locate, land, and keep new clients

This spiritual how-to book helps readers discern what they are called to do, find the courage to respond to that call, and stay on course to make that vision a reality. Schuster first explains what it means to be called to something larger--then to find the life that best fits.

In this book you will explore the "3 ways to grow any business." They are: 1) Increase the number of clients you presently have 2) Increase the number of times a client visits your business/website 3) Increase the amount of money

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your client spends during each visit. That's how I came up with the Title: More Clients... More Often... More Money From those "3 ways," I have come up with 70 strategies for you to consider implementing into your business. Each strategy has a definition of what it is, an example of how someone has used it, a few suggestions on how you could implement it into your business and an "ideas" page for you to take notes. I guarantee there is something in here for you to make a bunch of money and grow your business.

Whether you're a layman or a professional coach, this easy-to-read guidebook will show you how to motivate, manage and empower others to succeed at their business or personal goals. Within these pages you'll: take the mystery out of coaching; erase the notion or myth that coaching is difficult

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can put into action the next day. We discuss many different digital marketing tools, from email and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be guided through a brainstorming session on how to apply a digital marketing tool to your business. Ready to connect with your customers and grow your business? Good - let's get started!

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Learn the relationship-building secrets that lead to lifelong clients, repeat customers, and endless referrals In today's commoditized marketplace, no matter what product or service you sell, there's probably someone somewhere able to offer it cheaper, faster, and maybe even better. So how do you differentiate yourself from your competitors? The Connectors shows that the only thing that truly sets you apart is the quality of your relationships with your clients and customers. Everyone knows that relationships are important in business. Yet most people would admit that their relationships could be better—but don't spend time working on the underlying skills. This book explains how to develop better, more profitable connections—as illustrated proven by some of the world's most successful professionals. Even if you're not a "people person," you can dramatically grow your business or your career through a few simple approaches to relationship-building. The Connectors presents a five-step methodology that lead to lifelong clients, repeat customers, and endless referrals. Inside, you'll learn how to: Stop networking and start truly connecting Create an avalanche of referrals and an army of happy customers Become a "connector," even if you've never been a "people person" Find your social IQ—and improve it Put relationship-building principles to work daily Focus on others and reap the rewards yourself Ask the right questions—and sell without selling Differentiate yourself through the impact you have on others In The Connectors, Maribeth Kuzmeski, founder of Red Zone Marketing, LLC, and consultant to Fortune 500 firms, shows you how to build profitable, long-lasting business relationships.

What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The

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book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.l.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do

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well by your employees so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.

Bored, single and without a care in the world, Cindy Parsons spends her days illustrating pictures and comics for her clients, yet she dreams of something more. In her life, she

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always wanted to be a detective, but unfortunately, she didn't really have the chops. Forced to the sidelines due to her own inability to pass a police exam, Cindy spends her days drawing and watching detective shows. Then...one day she receives an email, it's strange and short. "It was him all along. He's going to kill you too, I hope I'm not too late." Such an email, Cindy quickly finds, was not meant for her at all! Can she find out who the email was meant for before it was too late? Join Cindy Parsons on her first exciting adventure as an amateur detective. With no training except for the copious hours of police dramas that she watched, follow her as she looks to crack the case of a lifetime. She'll face many challenges in her quest to find out the truth of the mysterious email, the police, her own fears and a complex web of mystery that will take her further than she had ever gone before. Can she solve the case, avoid getting thrown in jail for meddling and overcome her own naiveté in order to find out the truth of the email that was sent to the wrong person!

How do you stand out in a sea of sameness? What's Your Purple Goldfish (WYPG?) is about differentiation via added value. Marketing to your existing customers via G.L.U.E (giving little unexpected extras). The end result is increased sales, happier customers and positive word of mouth.

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