

Get Clients Now Tm A 28 Day Marketing Program For Professionals Consultants And Coaches

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GET CLIENTS NOW! provides a complete sales and marketing system that's simple to use, immediately effective, and can be customized to your own personal preferences, strengths, and business model.

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Get Clients Now! (TM) A 28-Day Marketing Program for Professionals, Consultants, and Coaches. by C. Hayden. On Sale: 05/08/2013. Price: \$19.95

Get Clients Now! (TM)

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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 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 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 moreNow 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

Get Clients Now! has helped thousands of independent professionals dramatically increase their client base. With this uniquely practical guide, it's easy to 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. A structured 28-day program then outlines exactly what they need to do to put it into action. Now fully updated, the third edition combines tried-and-true marketing practices with new ideas for reaching clients. 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 - Online networking and prospecting, social media, and internet marketing strategies that really work - Advice on integrating online and offline tactics - Tips for dealing with fear, resistance, and procrastination - And more. Complete with worksheets, exercises and all-new examples, Get Clients Now! remains the definitive guide on winning new business.

Finding a job is a confusing and anxiety provoking process for many individuals with Asperger Syndrome (AS) who may not know what they are qualified to do and may struggle to communicate their value to employers. This book describes exactly what it takes to get hired in the neurotypical workplace.

Professionals, consultants, and coaches! Build a powerful six-month marketing plan to sustain your success with the Get Clients Now!(tm) system. The One-Person Marketing Plan(tm) Workbook gives you a clear focus for all your marketing efforts, tells you exactly what to do and when to do it, helps you budget your time and money wisely, and creates consistency in your marketing. This workbook will teach you how to create a marketing plan that fits any budget, where to spend your effort for the best results, what mix of business types will meet your revenue goals, and how to choose the right tools and tactics for your situation. The One-Person Marketing Plan Workbook is based on C.J. Hayden's popular Get Clients Now! system. It's recommended as the "next step" after Get Clients Now! because it answers several questions the Get Clients Now! book doesn't address: How much marketing will it take to reach your sales and revenue goals? How much time and money can you afford to spend on marketing? How can you market for more than one line of business at the same time? How can you build a business model that supports your financial goals? Readers of Get Clients Now! will value The One-Person Marketing Plan Workbook as a companion workbook or a more advanced sequel. For new readers, The One-Person Marketing Plan Workbook can also stand alone.

When you i re recovering from a medical emergency, the work-life equation can be thrown into turmoil. Joan Friedlander, herself diagnosed with a chronic illness over twenty years ago, knows this personally and can show you how to get back in the game, whether you i re a self-employed entrepreneur, a small business owner, or re-entering the traditional job market. For those recovering from a health crisis, living with disability, or adjusting to life with a chronic disease, health comes first but professional life doesn' t have to suffer. The 6-step comeback plan in Business from Bed is designed to help you successfully integrate emotional, social, and physical healing with the practical aspects of rebuilding a business or career and getting back to work. With Business from Bed, you i ll learn how to: Rediscover your inherent value and design your ideal life Evaluate options for working from home Find invigorating and meaningful work Manage a prolonged illness and understand your body i s needs Talk to clients, bosses, and co-workers about your health Balance physical, mental, and professional well-being

Whether you ' re a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, An Insider ' s Guide to Building a Successful Consulting Practice is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to: Identify a market and narrow your focus • Make a smooth transition from employee to independent consultant • Sell effectively even if you ' ve never sold before • Establish visibility through speaking, writing, and networking • Build credibility by leveraging the credibility of others • Set prices based on value • Develop a marketing strategy and divide your time between marketing and delivering your services • Keep plenty of work in your pipeline • Adapt and thrive in any market condition • And much more Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

Small-business owners everywhere are working long hours, doing the wrong things in the wrong way, and getting no results for their efforts. Sloss tells business owners the critical, but often overlooked, secrets of thriving in any economy.

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 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.

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 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 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 Tomkin, 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.