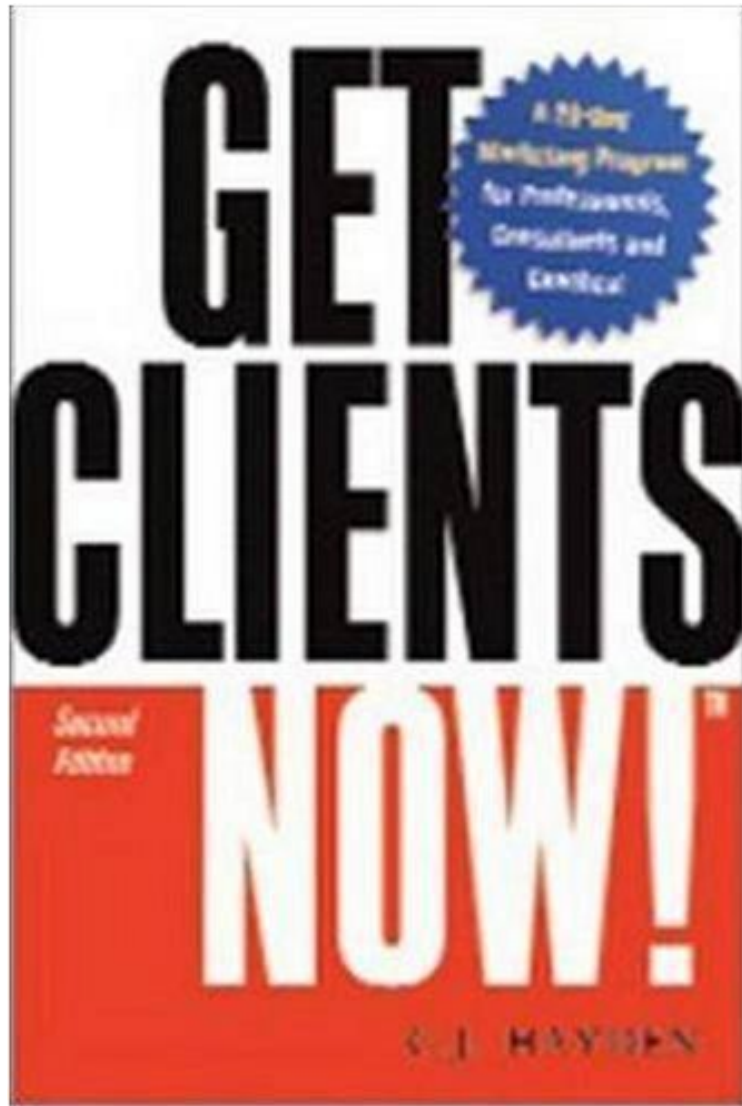


[Library ebook] Get Clients Now!(TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches

Get Clients Now!(TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches

C. J. Hayden

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C. J. Hayden : Get Clients Now!(TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches before purchasing it in order to gauge whether or not it would be worth my time, and all praised Get Clients Now!(TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches:

5 of 5 people found the following review helpful. Excellent. Very UsefulBy GradrufThis book gives an overall approach on how to develop a plan for getting clients for your service based business. It gives an extensive and in-

depth catalogue of individual tactics that you can use, and it provides a goal setting and tracking framework that helps you to define your marketing plan for your business, execute that plan and track your progress. It does not address product-based businesses, since its focus is service businesses. I would be very interested in finding a book that is as thorough as this one but that focuses on businesses that sell products. 13 of 14 people found the following review helpful. This system works! By Mitson I used the book when I took the course by the same title a few years ago. It worked so well that I became a facilitator of the program. I have facilitated it many times since and I have never had a person say they did not reach their goal of getting more clients during the course. This is a time-tested, proven system that works. I say that confidently every time I announce my courses - because it is! 1 of 1 people found the following review helpful. A must for consulting and other client-based businesses By Fwebb This book contains a set of exercises and activities which have, in at least two cases that I know of, brought small businesses from near-insolvency to client saturation. Without spending for advertising, there are multiple techniques and a framework for effective implementation to make a company visible to its potential clients. You should have a buddy to do the 28 days, but it doesn't have to be someone from your own company or even your own industry. You can find one through the companion website if needed. It's like Nike: just do it.

"Get Clients Now" empowers readers with practical, proven strategies for choosing the right marketing tactics for their situation and personality, diagnosing exactly what's missing in their marketing and fixing it, and replacing unproductive cold calling with the power of relationship marketing. Filled with hundreds of tool and techniques, as well as a powerful 28-day plan that enables readers to energise their marketing efforts and dramatically increase their client base, the second edition contains up-to-the-minute strategies for relationship-based marketing in the Internet age.

.com Get Clients Now: A 28-Day Marketing Program for Professionals and Consultants, by business coach C.J. Hayden, lays out a very precise marketing and sales system actually designed to be completely customized for optimal effectiveness by anyone in the service industry. Employing a "cookbook model" to help readers create this individualized action plan, it first shows how to determine which ingredients are missing from current marketing and sales activities and then suggests the specific tools and tactics that will immediately get a successful effort underway. The truly unique part of this book, however, begins in chapter 6, which breaks down Hayden's explicit four-week system into 28 separate sections that are meant to be read and acted upon one day at a time. The volume's final part, called "The Strategies," then outlines a collection of practical "marketing recipes" that correspond to various plans of attack determined earlier in the process. Each offers realistic tips (on topics such as direct contact and follow-up, networking and referral building, and writing and publicity) that directly correspond to the personal goals, strengths, and weaknesses readers already have identified. Further advice and inspirational anecdotes from recognized experts, along with additional resources, are also interspersed throughout the text. --Howard Rothman ...a brilliant and effective 28-day marketing program... readers can inject into their marketing efforts... and dramatically increase their client base... -- Bookwatch, June 1999...a step-by-step action plan for getting clients...a true cookbook approach that helps structure thinking and action. -- Stern's Management, Feb. 20, 2001...helps readers discover what is missing from their current marketing... activities and how to choose the best course of action. -- Accounting Today, April 25, 1999...provides readers with the inspiration and instruction necessary to attract new clients... a complete marketing and sales system... -- Business to Business, May 1999 Many professionals and consultants have no idea how to market... This book spells out a 28-day marketing program for them. -- Orange County Register Santa Ana, CA, April 12, 1999 About the Author C. J. HAYDEN (San Francisco, CA) is a Certified Professional Personal Coach, seminar leader, and popular speaker. She is the principal of Wings Business Coaching, a firm that teaches people in business to make more money with less effort.