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Find your niche and get comfortable on some people missing out on what you have to offer. Become more influential, involve others in your ideas and products and build your brand. Focus on serving your customers (spend even more than advertising for that) and turn them into celebrities.

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By Simon Cocking, review of OVERSUBSCRIBED, How to Get People Lining Up To Do Business With You, Second edition, By Daniel Priestley. Published by Capstone, March 2020, Paperback original and e-book, £12.99, ISBN: 9780857088253. No matter how strong your products or services, finding customers in a competitive marketplace can be difficult.

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In Oversubscribed, entrepreneur and bestselling author Daniel Priestley explains why...and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money. Oversubscribed. Shows leaders, marketers, and entrepreneurs how they can get customers queuing up to use their services and products while competitors are forced to fight for business.

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Part I: Principles for Becoming Oversubscribed 7. Principle 1 Only Oversubscribed Businesses Make a Profit 9. Principle 2 The Only People That Matter are Your People 23. Principle 3 First Make Your Market Then Make Your Sales 37. Principle 4 People Buy When the Conditions are Right 53. Principle 5 Be Different and Set Your Own Rules 67

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People need to hear something about 7–15 times before they "get it" and remember it. If you're going to have 5,000 people "get it" you need to arrive at one way of "showing up" or describing what you do and then say it a lot. Content – People read all the time.

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