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2: Get “Into”
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3: Create a
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Admission and
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Openly; Step 4:
Get Your Sales

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Pages: 240:

ISBN:

9781440511905:

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infomercials,
etc., to use in
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businesses
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restaurants, and
sales.

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best, most
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promotable
message possible
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that truthfully
Sales
represents the
'goods' you
have, and that
message has to
highlight a
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will equip
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readers with the
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tools they need
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to find their
own USP for all
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services, or
businesses and
teach them which
delivery methods
are the best for
their situation.

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has been updated

to include new

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techniques,

including voice

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mail and

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examples and

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will learn how
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to: * Research
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the competition
Sales
* Build customer
interest *
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publicity
department with
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budget * And
more!

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a radical,

dramatically

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clients,

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prospects are

attracted and in

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products,

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practices are
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is a "change
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movement" that
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itself in over
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niches, business
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starts with one
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of trying to
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in on the few
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essential skill
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areas that make
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difference. Too

many managers

jump at every

new trend, but

don't stick with

any of them.

Instead, says

Holmes, focus on

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improvement—one
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practice them
over and over
with pigheaded
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you how to tune
up and soup up
virtually every
part of your

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spending just an
hour per week on
each impact area
you want to
improve. Like a
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who hits nothing
but backhands
for a few hours
a week to
perfect his
game, you can
systematically

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area. Holmes
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come from a

diverse range of
backgrounds, and

enjoy

international

reputations in

their chosen

fields.

Robert Collier

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was decades
ahead of his
time in writing
down ways for

man to improve
his lot in life.

He wrote "Secret
of the Ages"

during an active
and successful

life developed
upon basic ideas

which opened up
new vistas of

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living for
countless
multitudes of
people. Brought
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worked as a
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prolific writer
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needs. As an
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sales savvy and
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also help you
structure your
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emotional
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author and chief
growth

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heard of him?

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