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Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition ” by David Newman is an outstanding book for anyone that needs a boost in their marketing efforts. I met Newman a couple of years ago at a workshop he was giving and found him to be a dynamic and energetic speaker with a tremendous amount of great ideas and practical advice on marketing.

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David Newman Explains the Meaning of “ Focus on Your Peeps ” David Newman is a nationally-recognized marketing expert and Author of the Amazon #1 Best-seller, Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits and Crush Your Competition.

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profits, and crush your competition. [David Newman; Recorded Books, LLC.; Gildan Media Corporation.] -- Small business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, ...

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Expertise with an audience, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you 're trying to build your speaking platform? In Do It! Speaking, Newman shares advice that helps you: Develop your speaking-driven revenue streams. Quickly commercialize your knowledge in today ' s economy. Bolster your visibility, credibility, and bank account. Become a better messenger of your company ' s message and dominate your marketplace. Do It! Speaking shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself.

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"Nick Boothman's brilliant stroke is to guarantee that within the first 90 seconds of meeting someone you'll be communicating like old trusted friends....[Then he] shows how to turn those instant connections into long-lasting, productive business relationships." ---Marty Edelston, Publisher, BottomLine/Personal Whether you're selling, negotiating, interviewing, networking, or leading a team, success depends on convincing other people-and convincing other people depends on making meaningful connections. Nicholas Boothman, an expert on

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Forging instant relationships, shows how to use the tools that belong to all of us-face, body, attitude, and voice-to make a dazzling first impression, establish immediate rapport and trust, and master the people-to-people skills that will help you persuade others to embrace and act on your ideas.

Why can 't we convince others? And why won 't people listen? We say great things to people. We offer great products to prospects. We share our vision and passion with others. And they don 't believe us, they don 't buy, and they don 't share our vision and passion. We say great things, but people don 't believe us or act on our message. Why? Well, we don 't need more good things to say. Instead, we need to learn how to get people to believe and trust the good things we are saying already. It 's not about the price. It 's not about the salesman 's breath. It is not about the leader 's PowerPoint presentation. It is all about the magical first few seconds when we meet people. What happens? In the first few seconds, people make an instant decision to: 1. Trust us. Believe us. Or, in the first few seconds, people make an instant decision to: 2. Turn on the salesman alarm. Put on the "too good to be true" filter. Be skeptical. Look for "the catch." This decision is immediate, and unfortunately, usually final. Tom "Big Al" Schreiter shows us exactly how to build a bond of trust and belief with prospects in seconds. How? By talking directly to the decision-making part of the brain, the subconscious mind. In this book, "How To Get Instant Trust, Belief, Influence And Rapport! 13 Ways To Create Open Minds By Talking To The Subconscious Mind," we will learn easy four- and five-word micro-phrases and simple, natural techniques that you can master within seconds. Yes, this is easy to do! Our message should be inside of

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Other people's heads, not bouncing off their foreheads. Our obligation is to get our message inside of their heads so they will have options and choices in their lives. Now, if we can't get people to trust and believe our message, then we will effectively be withholding our message from them. Use these short, easy, tested, clear techniques to build that instant rapport with other people. Then, everything else is easy. If you are a leader, a salesman, a network marketer, an influencer, a teacher, or someone who needs to communicate quickly and efficiently, this book is for you. Order your copy now!

Publishers Weekly says "Ramnarayan provides a detailed, contemporary primer that illuminates the promise and peril of the brave new world of social media. Ramnarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to competitors who do." WHAT OTHERS ARE SAYING ABOUT THE BOOK "Sujata Ramnarayan's excellent book does several things that I have not seen in other treatments of this subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social media where it can best impact business performance. I highly recommend the book." - Gordon Wyner, Editor-In-Chief, Marketing Management "This practical guide to social media marketing cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media's influence in corporate marketing. By showing how building quality content in social media is no longer an option

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for corporations, this is also a lesson in building a brand by listening to your customers. "

-Rajesh Subramaniam, SVP, Global Marketing and Customer Experience, FedEx Services

"Owned social media presence is critical to generating earned media, which is where the growing value and rewards come in for social media marketing. This important book will help you to understand these concepts and reality to better evaluate, plan, and execute your social media marketing efforts." - Devin Redmond, CEO and Co-Founder, SocialiQ Networks

"Are you overwhelmed by the changing digital landscape? If so, Sujata's book is a must read with actionable insights, tips on digital sharing, and more." -Porter Gale, Former VP of

Marketing at Virgin America and author of "Your Network is Your Net Worth" ABOUT THE

BOOK Like most marketers, you are drowning in social media noise and chaos. Businesses have simply jumped in without tying social media outcomes to any business objectives. The purpose of this book is to help you: - See how social media fits into your overall marketing strategy - Understand how best to develop social media with allocation among different tools - Figure out the extent to which social media is relevant to your business or department, and how best to implement it given an increasingly digital world of sharing and an empowered customer voice Whether you are a senior manager experienced in social media marketing or a novice, this book will help clarify how social media fits into your overall marketing strategy, how much you should be allocating given the return on investment, and at what time frame you should be looking, depending on the specific metrics adopted. This book will help you focus more and understand all the different elements to which you need to be paying attention. If you are a novice, the glossary and additional resources sections at the end of the book should be helpful.

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Newman

When Good Communication Skills Aren't Enough Telling the story of your business is about more than writing grammatically correct proposals and emails or speaking to investors without using “ ums ” and “ uhs. ” To get your message across, you have to find a dynamic way to reach your vast audience of stakeholders, consumers, and competitors. Business communication expert Jill Schiefelbein shows you how, delivering an education on how to build a communication-savvy business that retains employees, secures investors, and increases your bottom line. Taking a page from the playbooks of 27 successful companies, entrepreneurs, and brands like Southwest Airlines, the Truth Initiative, Avocados from Mexico, Convince & Convert ’ s Jay Baer, and primetime television host and speaker Jeffrey Hayzlett, you ’ ll learn how to: Apply the four-stage listening matrix to drive your audience to action Use sales call outlines that facilitate buy-in to avoid death by sales script Create value-filled, magnetic marketing that educates and attracts buyers Add value to your products and services with videos and webinars Develop persuasive presentations with the TEMPTaction model So grab a highlighter, get a pen, or sharpen a pencil and start crafting your communication strategy today.

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profession and help you make the decision to create the life of your dreams. He shows you how to find prospects, present your product, help them become customers or distributors, and much more.

All profits from the sale of Shiftability will be donated to charity water.org. Acclaimed business leaders Mitch Little and Hendre Coetzee share their decades of expertise in this innovative guidebook focused on helping you succeed in the sales force. The ways we do business and engage with customers are constantly changing in our high-tech, global world. Sales professionals must also change their methods to reach clients. In their book, Mitch and Hendre show how to achieve the mind-set shift you need first in order to have the capacity to change your methodologies. Mitch's expertise comes from leading sales and marketing teams at Microchip Technology, which reached its one-hundredth consecutive quarter of profitability in 2015. Hendre is a transformation specialist and advises business executives and boards on reaching their full potential. Together, these experts identified six core shifts—some surprising—that will empower sales professionals and lead to success. The sales world will continue to undergo dramatic changes. New strategies and methods are essential, but they require the right mind-set. Shiftability lays the necessary mental groundwork sales professionals need in order to implement these changes in methodology and thrive in a new environment. Brent Adamson, author of *The Challenger Sale* and *The Challenger Customer*, reiterates the importance of adaptability in the sales profession in his foreword.

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