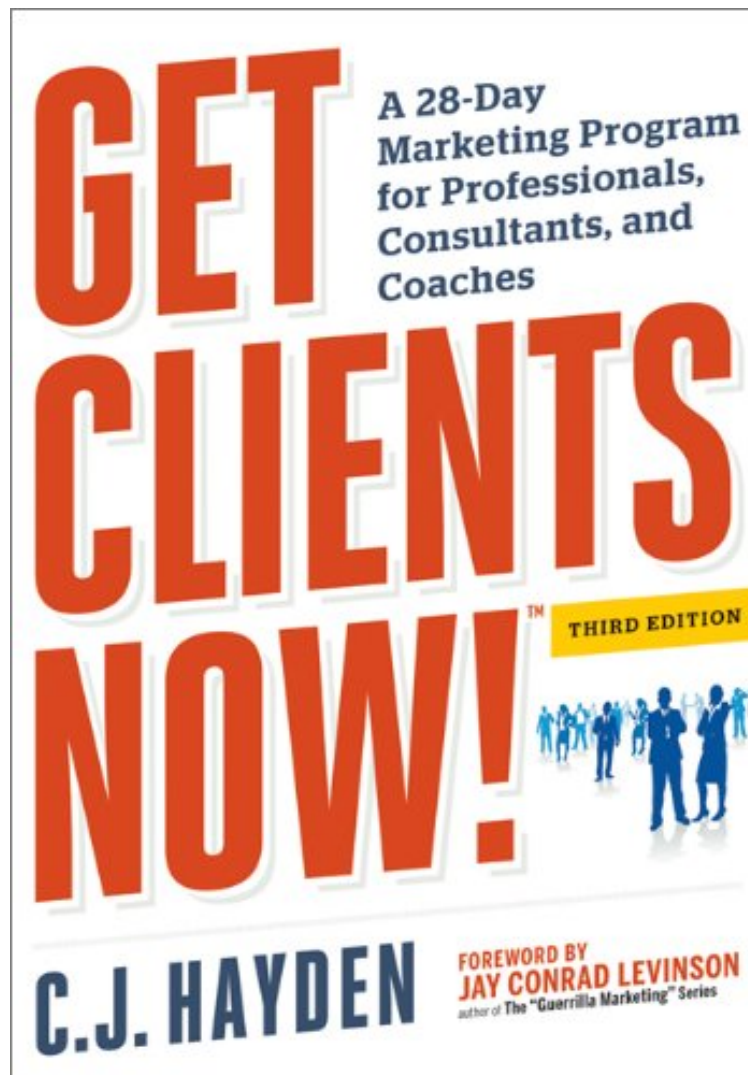


[Free] Get Clients Now! (TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches

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! 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.

"A brilliant and effective 28-day marketing program for professionals and consultants..." -- Bookwatch "If you've been waiting for the phone to ring, you're better off reading Get Clients Now!" -- Alan Weiss, PhD, bestselling author of Million Dollar Consulting "...presents the two most important elements for a successful marketing program for consultants: an easy, yet structured process to follow, and the motivation to get started and keep at it." -- Rick Freedman, author of Building the IT Consulting Practice From the Back Cover Every independent professional needs a foolproof marketing and sales plan that constantly generates new clients and prospects. The go-to guide for successful professionals, consultants, and coaches, Get Clients Now! offers proven methods for creating and implementing a winning program to build a client base that exceeds your wildest expectations. Using a simple cookbook model, you'll identify the "success ingredients" missing from your current marketing activities, and create a personalized marketing plan drawn from a menu of options. Next, you'll get detailed recipes for the tools and tactics that will make your customized plan work, and a structured, easy-to-follow 28-day program for putting your plan into action. Throughout you'll find insightful tips for overcoming the fear, procrastination, and resistance that can keep you from succeeding. Using detailed worksheets and exercises, based on your personality and situation, you'll be able to pinpoint the strengths of your business, and make them the cornerstone of your no-fail marketing and sales system. Featuring helpful examples and contributions from experts in marketing and motivation, this powerhouse guide shows you how to leverage the "magic formula" for successful marketing: choosing simple, effective tactics and using them consistently. This completely revised third edition includes a wealth of information for taking advantage of new developments in the online world. You'll also get advice on integrating your online and offline marketing approaches, and learn how to: • Use social media to your advantage. • Employ Internet marketing techniques such as blogging, broadcast e-mail, and search engine optimization. • Prospect and network online. • Build high-touch relationships in a high-tech world. The definitive how-to guide to winning new business, Get Clients Now! has been road-tested by readers since 1999, and taught by hundreds of licensed facilitators. Thousands of independent professionals have taken their businesses to the next level with this step-by-step plan -- why not you? Advance Praise for Get Clients Now!: "Terrific book. The combination of a system filled with how-to wisdom, and a game plan for following it step by step all the way to a successful outcome. Get this book, internalize C.J.'s teaching, and you'll find yourself serving a lot more people, thus making a lot more money." -- Bob Burg, author of Endless Referrals and co-author of The Go-Giver "Whether you're just starting your business or ready to take it to the next level, Get Clients Now! provides a clear roadmap to reach your goals. Make sure to follow the day-by-day marketing plan outlined in the book. You'll create endless opportunities to do what you love -- and get paid well for it!" -- Jill Konrath, author of SNAP Selling and Selling to Big Companies "The most common question people ask me is: 'How do I get clients?' Thank goodness for C.J. and this incredible program. Now whenever someone asks me that question, I'll just hand them this book. Read it. Then use it. By this time next month, you'll have new clients, new profits, and a big smile on your face." -- Dr. Joe Vitale, star of The Secret and author of The Attractor

Factor and Spiritual Marketing C.J. Hayden is a Master Certified Coach, popular speaker, and principal of Wings for Business LLC. Since 1992, she has helped thousands of self-employed professionals to earn a better living doing what they love. C.J. has written more than 400 articles for publications and websites such as Home Business, Rain-Today, and About.com, and taught marketing for John F. Kennedy University, Mills College, and the U.S. Small Business Administration. About the Author C. J. HAYDEN is a Master Certified Coach, popular speaker, and principal of Wings for Business, LLC, a firm that teaches self-employed professionals to make more money with less effort.