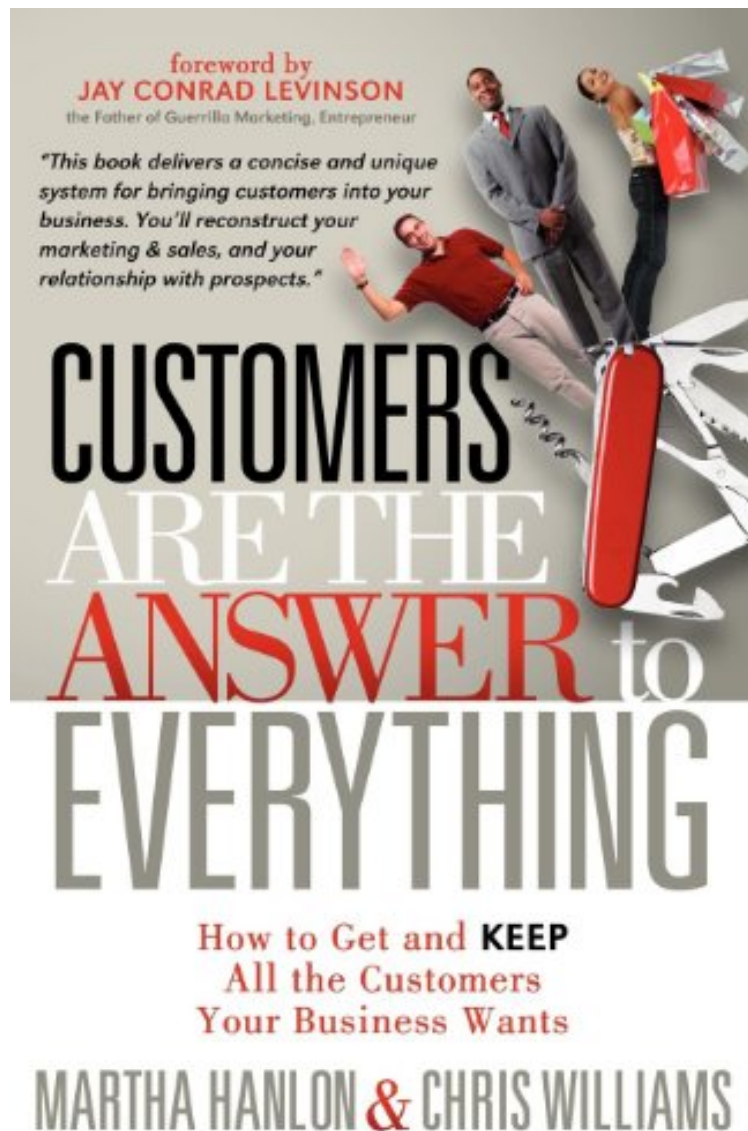


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## Customers are the Answer to Everything: How to Get and Keep all the Customers Your Business Wants

Martha Hanlon, Chris Williams

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1 of 1 people found the following review helpful. The new practical and creative marketing guide By William Mattox As I read "Customers Are The Answer to Everything" I was first impressed by the straight forward approach to identifying my ideal customer and then the specifics of how to "Activate" them. There was a lot of new information that I had not read in all the other books in my library. I found myself automatically doing the exercises and benefiting from the clarity they brought. This book made it easy! As a Business Acceleration Coach, working with hundreds of clients has shown me that the single biggest issue in this economy is the need for marketing and sales. Almost all businesses can produce more than they can sell which is what makes this book so relevant. It is now the first book that I recommend to all of my clients worldwide. I highly recommend this book for all businesses both small and large and gave it a solid 5 stars! It should be a required read for all entrepreneurs and start-up companies to gain an understanding of how marketing really works and how to make it work for you. Will Mattox - Coaching Services.com

0 of 0 people found the following review helpful. An Excellent Read with Compelling Insight By WPI I am a small business owner dedicated to reading a book a month (well, actually it's a goal to read more...). This book caught my attention thanks to an insightful truth that customers are everything. That's genius - a simple truth that often subsides in the daily mayhem of running a small business. Part 1 of this book was intriguing because of the topics Preeminence and Positioning. Very insightful stuff here. Part 2 really hit it home for me that serving your customers is job one. There are reminders that if I lose sight of my customer's needs, then I also lose sight of why my business exists. Part 3 - Very actionable things I know I should be working on - including my time management and keeping my corporate team producing too! This book was a great read and well worth my time invested - totally meets my expectations so I give it 5 stars.

0 of 0 people found the following review helpful. It's true - customers really are the answer to everything By Joshua Leeger This is a great book with critical concepts inside. If you've ever read anything by Jay Abraham, you'll find most of the same stuff here, but with some extrapolations and real-world examples that are really powerful additions to Abraham's work.

The goal of "Customers are the Answer to Everything" is to show each individual business how they can find customers suited for them and---even better---how their ideal customers can find them. The book content is unique and appealing, and easy for any business to execute. The premise is based on the author's experience of working with over 2300 clients just like you. We have uncovered 9 leverages that will catapult any business into action. These leverages focus on getting customers through the door. You'll identify the key leverages for your business. And you will be pleasantly pleased that all the leverages are either FREE or very affordable to execute. They do not require any special systems or big marketing budgets. All businesses deserve to have all the customers they want. They say it's true; The Year of the Entrepreneur. We say it's true; The Year of the Customer. Customers make the Entrepreneur.

It does for small business what so many have forgotten. It shines the light on the marketing foundation every business needs and wants. Then it delivers a series of affordable and easy-to-implement activities and solutions that will really appeal to your customers.

-- HEIDI KRUPP, CEO, Krupp Communications, Inc Most books are filled with positive ways to pump you up. Customers Are the Answer to Everything offers a wealth of specific, tangible tactics that you can start using now. It inspires fresh and new approaches to bring prospects and customers into your business.

--JIM BRITT, Author, Do This. Get Rich! If your product, service or issue isn't catching on, Martha Hanlon and Chris Williams will show you how to change that and fast and affordably. -- JOHN LIMBOCKER, Internet Dominator CEO and Godfather of SEO The wonderful book you hold in your hands delivers a clear, concise and unique system for bringing customers into your business. You'll reconstruct your business marketing and sales, but more important, you'll adjust your relationship with your prospects and customers.

-- JAY CONRAD LEVINSON, Entrepreneur and best-selling author of Guerrilla Marketing These are the very marketing and sales strategies that our business is using to attract new clients. The strategies are created with the budgets of small business owners in mind, and most cost little-to-nothing to implement.

--PETER IVETT, Director, Viventeacute; Endlessly curious, opinionated and knowledgeable on the essentials of attracting customers, Martha and Chris are clear-eyed about what coaches need to do to build their business. --KAREN KIMSEY-HOUSE, CEO, Coaches Training Institute There are two new superstars on the marketing horizon, Martha Hanlon and Chris Williams We have two new names on the marketing horizon who have the talent and insight to stand beside the greatest marketers of our time.

--JILL LUBLIN, Master PR Strategist, international speaker and author of three best-selling books including Get Noticed, Get Referrals "Marketing and sales represent the two most important activities for any entrepreneur. Martha and Chris map out a clear, compelling, yet practical process for entrepreneurs to build the business of their dreams. It's a fresh, new, and current approach to bring customers into your business for a long, long time.

-- LORAL LANGEMEIER, CEO/Founder of Live Out Loud, international speaker, money expert and best-selling author of the Millionaire Maker 3 book series and Put More Cash In Your Pocket. [www.liveoutloud.com](http://www.liveoutloud.com)