

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

By C. J. Hayden

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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.

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