

The 18 Secrets Of Successful Marketing

Marketing Secrets

**Simple ideas
to turbo-charge your growth
and separate you from the crowd**

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Introduction A common misconception that many professionals have is that they will draw customers simply by handing out a few business cards. They have forgotten that they themselves are a business and, like any business, they have competitors and need a plan to compete. Some may be lucky by being located in an area or profession that doesn't have much competition, others may be in a heavily competitive market with lots of competition, making it more difficult to not only attract new customers but even retain the customers they do have. If the profession that you decided to do business in has low barriers to entry, then not only is there already lots of competition, but over time you can expect even more to enter the market especially with the future trends of business models pointing to consolidation and bundled services. These newcomers will not only crowd the market with competition reducing already thin profit margins, but there will be an attempt to cannibalize already established customers bases

making some industries nearly impossible to even make a living in. That's why we've written this booklet. We know that many of these techniques and strategies by themselves will yield immediate bankable results. But we don't want you to stop there. Eventually, over time and through a consistent and repetitive process, you will see your business explode with new referrals and you will have a steadily growing and loyal customer base. Tags: pdf

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