



PROSPECTING MADE EASY

FRANCES METCALFE



Prospecting Made Easy A Short Guide To Sourcing Future Customers

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Prospecting Made Easy A Short Guide To Sourcing Future Customers:

Prospecting Made Easy Frances Metcalfe, 2015-01-04 This is a short absolutely to the point guide to finding prospects to sell to There s no padding to distract or frustrate you when all you want is for the author to get to the meat of the matter The book may not be very long but it s one that every salesperson should have within easy reach on their shelf *Real Estate Prospecting* Loren K. Keim, 2008 In the Real Estate industry as in most sales professions prospecting is a dirty word Far too many people enter the field of Real Estate believing they can wait for the phone to ring and earn a great living Unfortunately many new agents set themselves up for failure by this approach to the business A real estate professional s goal is to list and sell real estate One of the primary keys to being successful is to identify those people who truly want or need to move and find a way to meet with them This concept of identifying and targeting likely buyers and sellers is called prospecting and it is a process not an event *The Complete Guide to Self-Publishing* Tom Ross, 2001-12-18 This new updated edition of the industry standard shows writers how to get full control over their careers by self publishing Writers will see how the publishing industry works and learn how to make it work for them Packed with maximum profit minimal risk ideas the Complete Guide to Self Publishing 4th Edition provides readers with Step by step guidance on every aspect of publishing and marketing a book Appendices that list marketing contacts government help and vendors including names and addresses Updated advice on e publishing and electronic rights everything the writer needs to know to tackle this dynamic new medium Production tips that can cut design and printing costs Proven sales letter formats cover designs and catalog sheets Dynamic marketing strategies for publicity advertising and sales specifically what works and what doesn t **The Complete Guide to Self-Publishing** Marilyn Ross, Sue Collier, 2010-07-12 Take Control of Your Destiny Bottom line You want to get published You want to control the future of your manuscript and your writing career Best selling author Marilyn Ross and publishing expert Sue Collier show you how to make your own success whether you re a published author entrepreneur corporation professional or absolute newcomer to writing In this expanded and completely revised 5th edition of the bible of self publishing over 100 000 copies sold they empower you to publish your own work with minimal risk and maximum profits You ll find Complete step by step guidance on publishing and marketing a book Ways to leverage social media marketing to build your platform and make yourself stand out from the crowd A thorough explanation of the difference between POD self publishing subsidy publishing and true self publishing and how to decide which is the best option for you Practical advice on making the decision between offset printing and print on demand How to leverage the Internet to create buzz and promote your book with killer PR The latest information on e publishing A detailed marketing plan and timetable to keep you on track Proven marketing strategies to get free publicity reach nontraditional buyers and sell books Information packed appendices with marketing contacts organizations and vendors complete with names addresses and websites Valuable case studies and examples of how other publishers excel An in depth discussion of exclusive distributors plus

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