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Storytelling 2 Success: The Hero Maker Blueprint to Connect Faster and Deeper with Your Clients and Prospects

By Doug Kliewer

Createspace, United States, 2014. Paperback. Book Condition: New. 210 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.Who is the Hero of your business story? The answer to this question is the breakthrough to sustainability in your business. But skipping this step can be detrimental to your business and whether or not you will be opening your door tomorrow. It is a problem that each one of us as business owners must solve, but the question then becomes, Who is that Hero to solve it? Storytelling 2 Success: The Hero Maker Blueprint uses the science and art of storytelling to open the doors to the hearts of your business clients and prospects. By implementing this technique into your marketing, you will create a gateway to increased connection and profitability to any business. We are told by many so called experts to have as many touches with prospects as possible. But it is the connection of that touch where the breakdown happens. We can spend all the marketing dollars we want, but unless our prospect connect to our message, we are flushing money down the drain. Why is focus on this connection critical to either...



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