

Hosting A Customer Appreciation Event That Customers

A revelation for small business owners: creating a profitable business is possible without getting into a slash-and-burn price war with your competitors. Petty and Verbeck inspire you to live your passion and pass your enthusiasm on to your customers, without succumbing to the pressure to discount. Are you leaving thousands of dollars on the table? If you're not hosting memorable, measurable, and expertly crafted appreciation events for your customers, you may as well be. In this book, Collin Stover expertly teaches you: How to plan customer appreciation events with more confidence, creativity, and results. How to put "butts in seats" and get people to your business to show up to your event. Four easy ways to fund your event, so that you can host it for free (or even make a profit)! How to measure the success of your event, so that you are able to determine your return on investment for every event you host. How to avoid being ROBBED by your vendors at the event. And so much more!"
You already have the resources you need to build a powerhouse brand.If you believe you lack the money, people, time, or ideas to create a thriving brand, think again. In fact, you already have FIVE powerful marketing resources you can use right now to get big-brand results at low cost ... or no cost at all.Step One: Shift your mindset.International branding expert Brenda Bence has created the definitive guide to branding on a tight budget. After years as a mega-brander working across four continents and 50 countries for deep-pocketed consumer giants like Procter & Gamble and Bristol-Myers Squibb, she left the corporate world to start her own business. From scratch — and with almost empty pockets — Brenda used inventive, low-cost methods to build her own international brand that now serves clients in 25 countries with offices in the U.S. and Asia.Based on Brenda's successful low-cost branding workshops that receive rave reviews around the globe, Smarter Branding Without Breaking the Bank is a treasure chest of tips, tools, andtechniques to help SMEs and solo-preneurs achieve similar results at minimal expense.You will: Learn to leverage five existing assets to create a robust brand marketing plan* Craft a unique and compelling brand positioning using six proven elements* Dispel widely-held branding myths that could be holding you back from success* Apply lessons from dozens of real-world case studies from a variety of businesses* Create a permanent "marketing mindset" for you and your team*
I Love You Susie Blank lined Diary journal - 120 Pages - Large (6x9 inches) Everyone loves hearing original words from the people they love and care about. It is our hope to help bless your relationship with your Susie through this journal, We know that taking the time to sit down and journal about those we love has become a lost art in the hustle and bustle of the 21st century. But we want to encourage you to give it a go. Order Now & Celebrate your unique and perfectly imperfect love with the one and only who has your heart.

I Love You Susie

A Survival Guide for Working Across a Shrinking Planet

Travel Hosting Business

Marketing Your Consulting Services

Selling in the Comfort Zone

Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success

The Farm to Market Handbook

If you are thinking of starting your own business, wanting to grow your business, or getting into politics (on a local, state, or national platform), this book is a must for you. It is full of lessons that Sam has learned over his lifetime of experience that will help you make your own decisions as you move forward. Sam’s daughter, Jean-Marie, has been involved in business and politics her entire life. She ran for and became the Democratic nominee for the Commission of Agriculture

The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. There are 185 Hospitality Management degrees in the UK alone. This new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries. New online material makes it the most up-to-date and accessible hospitality management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from a sectoral level (lodging, restaurants/food service, time-share, clubs and events) as well as a functional one (accounting and finance, marketing, strategic management, human resources, information technology and facilities management). Its unique, user-friendly structure enables readers to find exactly the information they require at a glance – whether they require broad detail that takes a more cross-sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today.

Award-winning strategies to drive game changing meaningful results during the most challenging economy in decades Drawing from executive and thought leader Bob Paladino’s research and advisory experiences and collaboration with award-winning and high-performing organizations, this sequel his global best seller Innovative Corporate Performance Management: Five Key Principles to Accelerate Results provides a clear road map for executing enterprise strategy. Reveals a proven implementation model that has accelerated breakthrough results Shares over 40 new, innovative best practices common to Malcolm Baldrige, Balanced Scorecard Hall of Fame, Sterling quality, Fortune 100 Best, APQC, and Forbes award winners Provides a CPM Process Blueprint and diagnostic to score your organization and establish a plan for your award winning performance Offers a fresh approach to integrating proven methodologies proven by case companies that have been awarded over 100 awards Includes key process maps, strategic planning frameworks, strategy maps, customer and competitor intelligence methods, balanced scorecards, comparative tables, project plans, testimonials, charts, graphs, and screen shots of CPM, CRM, BSC and KM systems All-new case studies and best practice research are included from world-renowned enterprises as well as insights from executives who have won the most globally recognized awards in business.

Jason Myers and Merrilee Kimble ask the simple question: Will you act and succeed, or will you fold? In Guerrilla Marketing Volume 1, Jason Myers and Merrilee Kimble reviewed the strong foundational elements of Guerrilla Marketing. They provide a summary at the beginning of Guerrilla Marketing Volume 2 that is a great refresher for those who are currently using Guerrilla Marketing tactics in their businesses, and a good overview for those who are new to Guerrilla Marketing. Guerrilla Marketing Volume 2 includes many Guerrilla Marketing tools, tactics, and tips to give readers even more options to choose from. Jason and Merrilee are thrilled to continue Jay Conrad Levison’s vision and are thrilled for the profits readers will generate in the pages that follow. For those who are new to Guerrilla Marketing or want to learn more, Jason and Merrilee offer a FREE online companion course (visit gMarketing.com/Club) to help readers build their rock-solid Guerrilla Marketing foundation. In the companion course, they’ll dive deeper with video tutorials, exercises, and the tools readers need to build that crucial foundation from which their Guerrilla Marketing success will be born. The remaining sections of Guerrilla Marketing Volume 2 share today’s Guerrilla Marketing tactics, tools, and tips which are options that every business needs to succeed and generate profits. Readers will find a toolbox of information and resources to choose from to build a strong Guerrilla business and drive their competition mad.

A Tale of Rags, Riches, Romance & Retail

The High-Performing Real Estate Team

The Boy With The Scar

The Accidental Business Nomad

A Brief Guide to Writing like You're Doing Math

How to Create a Profitable Business from Your Small Farm

Reflections

49 Marketing Secrets is a book that was conceived to fill the void on marketing books that is tailored to the small business owner. Many of the problems I have solved with my clients are marketing problems: they don't understand marketing, they don't know who to trust, they don't know what to do. The objective of the book is to provide an inexpensive and safe place for mall business owners to turn to receive trusted advice from people who have been there. The book was written by marketing experts and business owner and it describes what they implemented to grow their business. We can all become great marketers. In this book you will discover: 9 Winning Marketing Strategy 8 Branding and Corporate Image Strategies 6 Media Strategies 3 Networking strategies 9 Technology-Based Marketing Strategies 6 Event Strategies 8 Sales Strategies.

Within this book is a step by step guide on how to effectively network in any industry. Meet your next boss,business partner,or huge client and win them over with strategic networking and business etiquette. You will learn: How to overcome your fear of meeting people Gain confidence in yourself Determine how to always get a yes Increase revenue through relationship building My name is Qulia Bryant and with networking I was able to increase my business contacts by 46 percent in seven months. As a full time real estate agent I am constantly meeting people and putting myself out there in front of audiences that I have no relation to. At first it was terrifying but over time I have learned that it is as simple as riding a bike. Now I maximize every networking event and have increased my sales goals year over year. After reading this book you will also learn how to maximize every networking opportunity. Go from someone who they do not know, to someone who they all want to know

A MUST-READ BOOK FOR WOMEN ENTREPRENEURS“Just 1.8% of women-owned businesses generate more than \$1 million in annual revenues, compared with 5.3% of all U.S. firms.” – Wall Street Journal/Small Business, March 2012. Lynn Bardowski is one of those exceptional women business owners. Known as the Million \$ Party Girl, Lynn is a risk-taking, working Mom, who discovered her inner Visionista when she was least expecting it; overcoming mommy guilt, fear, and failure to become a multimillion-dollar revenue-generating entrepreneur. As a business coach, sales trainer, and national speaker, Lynn has mentored thousands of women entrepreneurs-leading with her heart and teaching how to think BIGGER and manifest abundance.Her 10 Success Secrets, shared with passion and purpose, will give you practical advice to get from here to there. Lynn's desire for you to be super successful is apparent on every page. Her insightful and down-to-earth storytelling will inspire you to take action and make your dreams come true!Lynn's vision, “To empower a gazillion women to discover their glow,” was her motivation for sharing the lessons learned over the last twenty-two years as a direct sales entrepreneur. Come and get your glow on!Learn more about Lynn: www.milliondollarpartygirl.com

Despite the simplicity of the gifts and good gestures by her fellow classmates, Maybella Jean Wishywashy cannot seem to get a handle on what to give to or do for her teacher on her special day and so just ends up going overboard in everything she does. Reprint.

1500 Great Marketing Tricks That Will Drive Your Business Through the Roof

Success Secrets of a Million Dollar Party Girl

Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little Or No Cost

Rock Your Network Marketing Business

25 Quick Tips for Creating Memorable Customer Appreciation Events in Order to Maximize Profits and Create Fast Small Business Success!

Direct Selling For Dummies

Before You Start a Business, You Need to Understand It

"This is the Indiana Jones of international business." - Csaba Toth An unvarnished, story-driven, practical guide to working across cultures. The book features real stories of companies going global and highlights the realities of doing business overseas in a post-globalization world. Each story gives fascinating insights and lessons into the cultural realities and unexpected surprises of modern globalization. The Accidental Business Nomad is for anyone working in a more global environment and who is looking to gain critical insights and communications skills needed for a shrinking world. As Managing Director of TSL Marketing's Leadership Nomad group, Kyle Hegarty has deciphered the culture code of doing business in Asia and the fastest growing markets. Hegarty reports on his triumphs and failures, including tales where unexpected lessons abound. The result is a no-holds-barred, gritty, and unvarnished guide to doing business across cultures. Readers will learn: Why up to 70 percent of international ventures fail due to cultural issues, and how to avoid becoming a casualty How to navigate the invisible language of cultural misunderstandings Cross-cultural communications skills everyone in business needs to know The art and science of personality profiling and quick short-cuts to understanding people What outsourced call centers can teach us about the future of global communication How to find inspiration and innovation in the most unlikely of places

151 Quick Ideas to Increase Sales will help you do all this and more. It will break down the walls between the sales function and the other promotional elements in a typical marketing mix, allowing for a more synergistic approach to sales.

101 Advisor Solutions: A Financial Advisor's Guide to Strategies that Educate, Motivate and Inspire is a must read for any financial advisor looking for tools, techniques, strategies and real world solutions to conquering common challenges! This book is designed to help you build a better business...one solution at a time.

*The International Encyclopedia of Hospitality Management covers all of the relevant issues in the field of hospitality management from both a sectoral level: * Lodging * Restaurants * Clubs * Time-share * Conventions As well as a functional one: * Accounting & finance * Marketing * Human resources * Information technology * Facilities management Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more cross-sectional view across each subject field, or more focussed information which looks closely at specific topics and issues within the hospitality industry today. Section Editors: Peter Harris - ACCOUNTING & FINANCE Oxford Brookes University, UK Zheng Gu - ACCOUNTING & FINANCE University of Nevada, Las Vegas, USA Randall Upchurch - CLUB MANAGEMENT & TIMESHARE MANAGEMENT University of Central Florida, USA Patti Shock - EVENT MANAGEMENT University of Nevada, Las Vegas, USA Deborah Breiter - EVENT MANAGEMENT University of Central Florida, USA David Stipanuk - FACILITIES MANAGEMENT Cornell University, USA Darren Lee-Ross - HUMAN RESOURCES MANAGEMENT James Cook University, Australia Gill Maxwell - HUMAN RESOURCES MANAGEMENT Caledonian Glasgow University, UK Dimitrios Buhalis - INFORMATION TECHNOLOGY University of Surrey, UK Allan Stuttts - LODGING MANAGEMENT American Intercontinental University, USA Stowe Shoemaker - MARKETING University of Houston, USA Linda Shea - MARKETING University of Massachusetts, USA Dennis Reynolds - RESTAURANTS & FOODSERVICE MANAGEMENT Washington State University, USA Arie Reichel - STRATEGIC MANAGEMENT Ben-Gurion University, Israel*

Marketing For Dummies

Network Marketing Perfect Niche: Baby Boomers: How to Recruit Boomers Into Your Multi Level Business

Networking Beyond the Introduction

Financial Services Sales Handbook

35 Types of Marketing... Explained

151 Quick Ideas to Increase Sales

Do + Make: The Handbook for Starting Your Very Own Business

Get ready to sell like you’ve never sold before! Ever wonder if your next job didn’t have to feel so much like a..well, job? Then you might be ready for direct selling, where you remove the middleman and sell products directly to consumers! In Direct Selling For Dummies, you’ll tap into your entrepreneurial spirit and learn the basics of how to get started, pick the best selling model, and achieve success in this rapidly growing industry. You’ll also discover: Expanded info on online and social media selling, which has replaced in-home selling as the predominant sales method A guide to transforming your home office into a productivity dream Instructions on how to host online or Facebook-hosted direct-selling parties Perfect for anyone looking to join the 7.7 million direct sellers already working in North America, Direct Selling For Dummies can help you break into a fun, exciting, and lucrative new industry! Are you ready?

The classic, bestselling marketing guide, updated for the digital era Marketing For Dummies, 5th Edition is the ultimate handbook for boosting your business. Whether you're a small mom-and-pop shop, a local nonprofit, or a mid-size business looking to grow, the right marketing approach can make your company or organization stand out from the crowd. This book shows you how to find, reach, and engage with your customers in a way that brings in business. This new edition, updated to align with the latest marketing revolution, introduces you to essential techniques including search engine, guerilla, global, and behavior marketing. You'll learn where to find your people, and how to give them what they want–how they want it–using behavioral techniques. You'll discover inexpensive online marketing and promotion tools, proving that budget doesn't have to be an insurmountable obstacle. You'll find up-to-date marketing plans, resources, and examples throughout to help you get out there and get your business noticed today! Today's marketing treats every aspect of customer interaction—including customer service and the product itself—as an opportunity to grow. This book shows you how to harness the power of these techniques to drive traffic, boost sales, and move your business forward. Turn web visibility into real-world traffic and sales Reach the right people at the right time Develop a cohesive marketing plan for any budget Source locally, market dynamically, and connect with your community Whether you're looking for fundamental marketing skills, seeking guidance on social media and analytics, or need a full-blown comprehensive web marketing strategy, this book has you covered. Marketing For Dummies, 5th Edition helps you open the door to a new, more successful phase of business.

DANGER! Guess who’s being pushed out of the life boat? Baby Boomers, and they are looking to join your business. This niche is perfect for our industry. But what you don’t know is how to market to boomers, what to say to them, how to write an ad directed at them, how to show them that your business and or product will satisfy their secret wants, needs and desires... By reading this book, you will have the ability to ‘read the minds’ of your chosen niche, so you can directly speak to them by showing them how their needs will be met by your opportunity. By using this book you’ll never run out of ‘what to say’ or what to write – because you’ll know what boomers need. PS - In this book I have ALSO shared with you the secret desires of networkers – that’s right – us! I do that as a mini-case study so you can understand just how profound and deep this training is. Download your copy now and full your team with this solid, well connected and hard-working niche.

Transform your real estate business into a sales powerhouse In The High-Performing Real Estate Team, experienced real estate coach Brian Icenhower shares the systems and secrets of top real estate agents and brokerages. The book offers actionable systems and processes that can be immediately implemented to take you, your fellow agents, and your team or brokerage to the next level. Focusing on the 20% of activities that drive expansion, this book shows you how to create renewed enthusiasm, productivity, engagement, and exponential growth at your real estate team. With this book, you will: Discover how to create a viral goal that spreads throughout your team and drives change Learn to focus on core activities that result in the majority of your growth and productivity Cultivate personal responsibility with public accountability and accelerate growth with a custom team dashboard that measures metrics for success Written for real estate agents, teams, brokerages and franchise owners, The High-Performing Real Estate Team is an indispensable resource that will guide you toward growth while providing you with the resources and downloadable materials to reach your goals faster.

A Step-by-Step Plan for a Secure Retirement

The Art of Gathering

International Encyclopedia of Hospitality Management

How We Meet and Why It Matters

The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events

Smarter Branding Without Breaking the Bank

Event Planning

How to Become a Network Marketing ROCK STAR

The experts at Entrepreneur provide a two-part guide to success. First, learn the nuts and bolts of starting a travel hosting business, including everything from writing your property listing to dealing with guests who break the rules. Then, master the fundamentals of business startup including defining your business structure, funding, staffing and more. This kit includes: • Essential industry and business-specific startup steps with worksheets, calculators, checklists and more • Entrepreneur Editors’ Start Your Own Business, a guide to starting any business and surviving the first three years • Interviews and advice from successful entrepreneurs in the industry • Worksheets, brainstorming sections, and checklists • Entrepreneur’s Startup Resource Kit (downloadable) More about Entrepreneur’s Startup Resource Kit Every small business is unique. Therefore, it’s essential to have tools that are customizable depending on your business’s needs. That’s why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You’ll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you’re suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you’ll get answers to the “how do I get started?” questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you’re likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

Business owners and salespeople hate the imposing and rejection that go with selling, but have to generate sales. This book shows you how to grow your business quickly, easily and inexpensivelyf without old-fashioned selling.

This bestselling all-in-one guide to the event planning business is back and better than ever, fully updated and revised to reflect the very latest trends and best practices in the industry. This handy, comprehensive guide includes forms, checklists, and tips for managing events, as well as examples and case studies of both successful and unsuccessful events. Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

5 Keys to Dramatically Increasing Sales and Commissions

International Encyclopedia of Hospitality Management 2nd edition

Giftology

Guerrilla Marketing Volume 2

The Event Marketing Playbook - Everything You'll Ever Need to Know About Events

49 Marketing Secrets (That Work) to Grow Sales

Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth

Does it feel like you work in a "red ocean filled with sharks?" Eat or be eaten. Fierce competition. Continual battling over scarce resources. What if there was another path? What if you could create your own blue oasis where profits are higher, marketing is as natural as breathing, and competition is nearly nonexistent? This nirvana can be a reality when you practice the principles of Giftology. In this unusual un-marketing resource you'll discover... *Why Giftology isn't an expense...it's an investment that can pay off with huge dividends. *How to practice Giftology on a tight budget... it's easy and very effective. *How Giftology turns existing clients into your best salespeople. *Why (and how) gifts with a relatively low value can trump something expensive. *When is the best time to send gifts? (The answer may surprise you.) *How to unleash a "Referral Factory," a small army of influencers vouching for you--no gimmicks, no catches. *Find out how Giftology can transform your supply chain. *The ten worst gifts... definitely avoid these. (This info's available in the expanded bonus resource. Just click the link inside! It's my gift to you.) The average person is hit with at least thirty thousand messages a day, courtesy of that "red ocean filled with sharks." Giftology neutralizes that deadly philosophy and equips you with every tool you need to make your message a priority. Every time. Get your copy today! Leading the High-Performing Company demystifies performance. This transformational guide provides the crucial tools and insights to grow your business and outperform peers. It pinpoints how successful leaders and companies position themselves to lead in their industries. Explore the symbiotic nature of leaders and the businesses they lead. Learn why life is better for everyone when the business is performing at its best. Discover the actions necessary to leverage your organization to new heights and grow as a leader. This book is based on the author’s professional career—leading at an executive level and working with high-performing organizations through the good and bad times. Real-world examples bring the concepts to life based on the experiences of the author, as well as accomplished leaders. You’ll walk away with actionable insights to accelerate your business today.

At a very young age, Vito Pirri was in a car accident and suffered from childhood cancer that scarred his face. At first, these scars defined him as he was bullied by peers and fell behind in school. But while Vito was falling behind academically, he was not failing in life. He turned his disability into a driving force that compelled him to succeed. After working in his father’s fruit market at an early age, he began managing a competitor’s store at the tender age of 17. From there, he would go on to be a business and marketing innovator and open and operate more than 15 different businesses – mostly (but not exclusively) in the produce, health food, and home renovations and landscaping fields. The Boy With The Scar has something for everyone. As an autobiography, Vito’s life story makes for good reading. As a motivational book, his drive and passion will inspire readers to work for their dreams. And as a guide on how to be successful in business, it is a valuable resource for both budding and experienced entrepreneurs.

Acquiring, retaining, and developing clients are the major steps for any successful business; failure to accomplish these steps is the major reason many professionals and firms fail to achieve their full potential.The financial services industry is currently facing its biggest challenge: increased competition; smarter buyers who want to deal with professionals instead of sales people; and the emergence of social media, including Facebook, Twitter, LinkedIn, and Google. The Financial Sales Handbook: A Guide to Become a Top Producer is for experienced professionals as well as for those who want to make the transition from managing work to more effective selling. The book is also for professionals who want to sharpen their skills. It is intended as the nucleus for corporate training programs as well as for self-employed professionals who must market and sell to stay in business.

Step-By-Step Startup Guide

How to Grow Your Business Without the Rejection and Stress of Traditional Selling

The Art and Science of Using Gifts to Cut Through the Noise, Increase Referrals, and Strengthen Client Retention

25 Quick Tips for Event Planning Success: the Ultimate Guide to Throwing a Party They Will Never Forget (and Maybe Even Envy)!

Ultimate Small Business Marketing Guide

Fill in the Blank Book to Show Love and Appreciation to Susie for Susie's Birthday Or Valentine's Day to Write Reasons Why You Love Susie

Teacher Appreciation Day

"Hosts of all kinds, this is a must-read!" --Chris Anderson, owner and curator of TED From the host of the New York Times podcast Together Apart, an exciting new approach to how we gather that will transform the ways we spend our time together—at home, at work, in our communities, and beyond. In The Art of Gathering, Priya Parker argues that the gatherings in our lives are lackluster and unproductive—which they don't have to be. We rely too much on routine and the conventions of gatherings when we should focus on distinctiveness and the people involved. At a time when coming together is more important than ever, Parker sets forth a human-centered approach to gathering that will help everyone create meaningful, memorable experiences, large and small, for work and for play. Drawing on her expertise as a facilitator of high-powered gatherings around the world, Parker takes us inside events of all kinds to show what works, what doesn't, and why. She investigates a wide array of gatherings—conferences, meetings, a courtroom, a flash-mob party, an Arab-Israeli summer camp—and explains how simple, specific changes can invigorate any group experience. The result is a book that’s both journey and guide, full of exciting ideas with real-world applications.

The Art of Gathering will forever alter the way you look at your next meeting, industry conference, dinner party, and backyard barbecue--and how you host and attend them.

This book shows you how to be wildly successful and accelerate your sales in any economic climate. Debbie Bermont reveals the Business Success Formula that is timeless, universal and will work for you no matter which way the economy is headed. This formula works for the start-up company, for someone who's been in business for years, for the sales professional who is trying to get more sales and for large corporations.

The three principles behind the formula are the same for every company. Once you understand how they work and put them into practice, you will see that the applications are universal and the impact on your sales will be incredible.

The follow-up to the bestselling The Power of Zero, providing a blueprint to build a guaranteed, tax-free income stream that lasts for the long run. American retirees face a looming crisis. We are living longer than ever before, and most experts predict a dramatic rise in tax rates within the next ten years. The hard truth is that no matter how much you save, you are likely to outlive your money or watch it be taxed into oblivion. But when traditional retirement distribution strategies won't provide sufficient income in the face of higher taxes, what can you do? Tax-Free Income for Life lays out a comprehensive, step-by-step roadmap for a secure retirement. McKnight shows how the combination of guaranteed, inflation-adjusted lifetime income and a proactive asset-shifting strategy can shield you from longevity risk and the cascade of unintended consequences that result from higher taxes. It's an innovative and proven strategy that maximizes return while effectively neutralizing the two biggest risks to retirement savings. If ever there were a solution for the American retiree, it's guaranteed tax-free income for life.

Do+Make: The Handbook for Starting Your Very Own Business is the second book in a two-part series. Following up book 1, Who ' s With Us? From Wondering to Knowing if You Should Start a Business in 21 Days, readers get the opportunity to build their very own business as they journey through the pages of each interactive chapter. While millions of people are thinking about starting a business each day, brave and curious dreamers who read this book will be given the tools and steps needed to make their vision a new way of life. In these pages, Angela Lussier expertly shares her experiences, teaches you what you need to know to get started, and leaves you with an entire business blueprint created by, and for, you. No longer wonder what business ownership might be like. Stop waiting and start creating your new future by picking up this book.

A Professionals Guide to Becoming a Top Producer

Tax-Free Income for Life

Outrageous Business Growth

Innovative Corporate Performance Management

A Transformational Guide to Growing Your Business and Outperforming Your Competition

101 Advisor Solutions: A Financial Advisor's Guide to Strategies that Educate, Motivate and Inspire!

How to Write an Essay like an Equation

Get Your Head Out of the Clouds, This is Business is a no nonsense business book that will help business owners with understanding the importance of mentally preparing their minds for business. Rather than giving advice on how to start a business, where to find great resources, Get Your Head Out of the Clouds, This is Business addresses the issues that many business owners have with staying in business... oftentimes it’s because they are not mentally prepared for the ups and downs of business ownership. So Get Your Head Out the Clouds because your business will not succeed if you think business is about unicorns and rainbows, sugar and spice and everything nice. You will have terrible clients, business alliances, payment issues and a lot of other issues that can send you running back to corporate America if you are not ready mentally. This book challenges the readers through a series of honest questions at the end of the chapter. The Get Your Mind Right Challenge questions ask the tough questions and force the business owner to answer honestly without filters and pretenses. If you are ready to mentally prepare yourself for business then start with Get Your Head Out of the Clouds, This is Business, then pick up other books to help you start your business. A mind is a terrible thing to waste, but a mind that doesn't understand business is even worse.

Are you looking for a short, simple, systematic approach to writing? Pick up any other writing book, for any ability level, and you'll find a labyrinth of options, nuances, and caveats when straight-forward explanations would better serve most writers. In "How to Write an Essay like an Equation," Eric Sentell (PhD, Writing, Rhetoric, and Discourse Studies) distills over a decade of experience teaching college writing into covering only writing's essentials with only the necessary amount of detail and explanation. In this book, you will learn about the types of audiences every writer faces, the power of purpose in writing, the main genres of academic and professional writing, the BLUF and how to find it, PEE Paragraph Structure, Content-Lexical Ties, editing for clarity and concision, using sentence boundaries, a short and practical style guide, the power of diction, and simple strategies for improving the writing process. Each chapter concludes with thought-exercises and writing activities to reinforce and build on what you learn. This is a book for busy people who need practical, straight-forward solutions to the challenges of writing: people who write at work; students who struggle with writing; students whose professors don’t (or can’t) teach writing; students preparing for college entrance exams; international students who need to prepare for Western writing; high school teachers preparing students for college; home-schooling parents who want to provide excellent instruction; and anyone who craves the “one right answers” of writing. Customer and Editorial Reviews: “The book will teach you how to highlight your main ideas, link thoughts and sentences, and edit your own work. You want this book if you find writing to be a fuzzy, amorphous activity and want clear steps to follow for creating solid written work.” — Rebecca Helton, Edge for Scholars “An essay can be quite similar to an algebra equation in terms of development and structure.” This statement helped me to realize that I was actually making writing an essay harder than it needed to be. If you pick up any other book on writing it is long and drawn out. It complicates things and you leave not understanding what you just read. This book isn’t like that. Not only is it short, but it is easy to comprehend. Eric Sentell also states in the very beginning that this book is for those who are busy and need a straight-forward explanation. I am a college student and I don’t have time to scour the internet for an explanation of how to write the essay that I waited until the last minute to write (don’t pretend you haven’t done it). This book is easy to read and comprehend, short and cheap. It is totally worth the money. My only complain is that I didn’t have this earlier in my college journey!! -- Sherry Peppers As a homeschool mom of 4, I would highly recommend this book to anyone who wants to understand the basics of writing as well as to anyone who wants to improve their writing. The book covers a broad range of writing topics that help in understanding who you’re writing to, how to develop a paragraph, and how to make your paragraph more interesting and concise. Most of the paragraphs are short which helps the reader understand and retain the information better. I also liked the use of bullet points. It made the material direct, concise, and easier to learn. I personally learned different writing tricks with this book, and I gained a better understanding of basic concepts and writing techniques that I had heard over and over in traditional English books but never fully grasped before. Good writing still takes time and practice, but this book helps lay a good foundation of how to get started and how to develop skills to improve your writing. -- Lisa Reavey This was excellent for me. I felt like it created simple, direct way to write professionally. Would definitely recommend. -- Kristin McKinnis

Do you want to host an event so expertly designed that your guests will swear you enlisted the help of a professional event planner? If so, this is the only book for you... In this book, Collin Stover expertly teaches you: • How to plan events with more confidence, creativity, and success. • How to put “butts in seats” and get people to show up to your event. • How to make your birthday party, graduation party, wedding, fundraiser, or business event the best any of your guests will have ever experienced • How to avoid being ROBBED by your vendors at the event. • And so much more!

The second edition of this comprehensive guide introduces new marketing, advertising, sales and public relations techniques to the 1,500 proven ideas from the first edition. It adds dozens of new high-tech strategies required to stay one step ahead in today’s highly competitive global marketplace. Off- and online resources have been updated and new ones—including blogs and new websites—have been added.

A Business of Consulting Resource

Get Your Head Out of the Clouds, This Is Business

How to Become a Network Marketing Rock Star

Leading the High-Performing Company

Five Key Principles to Accelerate Results

Are you interested in learning how event marketing can drastically improve your business and profits? Are you tired of getting nowhere fast? The event marketing playbook is a strategic guide that explains how to setup, promote and profit from events. Whether you are planning events for a nightclub, conference, trade show, executive retreat, golf outing, corporate or customer appreciation events, company dinner, holiday party, fundraising gala, team building events or even product launch events, this book will teach you how to create events that attract new customers, referrals and a consistent flow of sales that you can rely on. This book will teach you the importance of event marketing, reveal 26 ideas on how to get paid more money, and best practice examples and templates for the event planning process. If you want to learn everything you ' ll ever need to know about event marketing, this is the book for you! What is inside of this book? >> Event Marketing Basics Benefits of Event Marketing 26 Ideas for Getting Paid More Event Marketing Goal Guide Examples of the Event Planning Process Sample Event Action Plan >> 3 Month Event Marketing Timeline Top 10 Ways to Generate Sales at the Event 5 Social Media Strategies for Event Promotion Top 3 Event Management & Ticketing Systems 10 Questions You Need to Ask Venues 21 Types of Venues Who Will Accommodate >>How to Attract Corporate Sponsors 15 Types of Staff You Need to Hire 11 Reasons Sponsors Will Give You Money 8 Strategies to Generate Massive Exposure Where to Hire Temporary Event Staff >> Top Revenue Generation Strategies 10 Ways to Increase Revenue on Event Day Over 15 Event Marketing Resources with Links FAQ's on Events and Getting Started

In The Farm to Market Handbook, veteran dairygoat farmer Janet Hurst teaches you how to create a marketing plan for your farm products and earn money from your farm.