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Proven Strategies for Getting Clients to Hire You (or Your Firm)

## Robert W. Bly

Author of The Copywriter's Handbook

Siddappa N.Byrareddy

**Selling Your Services** Robert W. Bly,1991 Selling Your Services Robert W. Bly, 2025-08-22 From the author of the Copywriter's Handbook comes Robert W Bly's Selling Your Services Proven Strategies for Getting Clients to Hire You Or Your Firm If you sell any kind of service whether professional personal or technical this book will give you the information you need to bring in large numbers of sales at the fees you want Start Your Own Home Business After 50 Robert W. Bly, 2013-05-01 Written for people who are old enough to know who they are what they want and what skills they are best at this guide shows exactly how to build a successful and profitable business Older people are among the world s most successful entrepreneurs with a wealth of in depth experience education and mature judgment that younger people can t match they also care more about creating financial security and doing what they want Business consultant and serial entrepreneur Robert Bly teaches how to find the right home business opportunity determine the target market for that business sell the right product to the market at a profit manage the business without wasting time effectively market the business comply with all laws regulations and taxes for the business and generate enough income for retirement Covering every aspect of building a successful business not just the broad outlines this book also provides senior oriented information on computer equipment the internet and social media marketing Public Relations For Dummies Eric Yaverbaum, 2025-01-31 Understand what it takes to develop successful public relations campaigns Effective public relations PR can help level the playing field between you and your competitors You don't necessarily need a big budget to establish brand awareness and a positive reputation With enough practice anyone can learn to think like a PR specialist Public Relations For Dummies helps you understand the mechanics of PR and gives you all the tools you need to succeed This friendly guide gives you practical insights on using the many components of PR to create successful campaigns You ll learn how to assemble a PR plan create a budget develop winning ideas cultivate media contacts create pitches leverage social media and podcasts secure public speaking engagements and beyond Plus this new edition covers the latest technology for reaching more people and analyzing your results No business jargon in this book just clear simple information and advice on making PR work for you Understand the purpose and process of public relations management Choose the right PR tactics to meet your specific goals Use social media including TikTok to your advantage Connect with people who can help you build your brand's reputation This Dummies guide is great for small business owners and people who want to learn more about doing PR for larger companies Nonprofit organizations and influencers will also love these tips on getting noticed Gettina Started in Speaking, Training, or Seminar Consulting Robert W. Bly, 2002-03-14 How to make a living speaking training and running workshops and seminars Expert Bob Bly shares his secrets for earning 1 000 to 5 000 aday or more as a self employed speaker lecturer or trainer Heshows readers step by step everything they need to know to become polished speakers create winning presentations find a marketniche set fees get bookings and much more Aspiring speakerswill learn

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