

00 Klaff Fm Pitch Anything

The Leap of Your Life Learning from the Future Accidental Genius The Ultimate Sales Machine Start from Zero Just Breathe How to Master the Art of Selling Financial Services Follow Up Sales Strategies Chief Customer Officer
2.0 Ca\$hvertising POP! Disrupt You! Confessions of the Pricing Man The Lost Art of Closing Tax-Free Wealth Killing Sacred Cows Selling to VITO the Very Important Top Officer Higher Status Conversations That Sell No B.S. Wealth Attraction in the New Economy Practical Mastering The 16-Word Sales Letter (tm) In Business As in Life, You Don't Get What You Deserve, You Get What You Negotiate Start Small, Stay Small Flip the Script The Winner Effect Complete Book of Business Plans Millionaire Success Habits Winning the Professional Services Sale Rich Dad's Before You Quit Your Job The 3-Minute Rule Disrupt Yourself Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal Running Lean Say It Right the First Time A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms Ecommerce Analytics The Winner Effect Tao of Charlie Munger The Enneagram Made Easy

The Leap of Your Life

Ecommerce analytics encompasses specific, powerful techniques for collecting, measuring, analyzing, dashboarding, optimizing, personalizing, and automating data related to online sales and customers. If you participate in the \$220 billion ecommerce space, you need expert advice on applying these techniques in your unique environment. Ecommerce Analytics is the only book to deliver the focused, coherent, and practical guidance you're looking for. Authored by leading consultant and analytics team leader Judah Phillips, it shows how to leverage your massive, complex data resources to improve efficiency, grow revenue, reduce cost, and above all, boost profitability. This landmark guide focuses on using analytics to solve critical problems ecommerce organizations face, from improving brand awareness and favorability through generating demand; shaping digital behavior to accelerating conversion, improving experience to nurturing and re-engaging customers. Phillips shows how to: Implement and unify ecommerce analytics related to product, transactions, customers, merchandising, and marketing More effectively measure performance associated with customer acquisition, conversion, outcomes, and business impact Use analytics to identify the tactics that will create the most value, and execute them more effectively Think about and analyze the behavior of customers, prospects, and leads in ecommerce experiences Optimize paid/owned/earned marketing channels, product mix, merchandising, pricing/promotions/sales, browsing/shopping/purchasing, and other ecommerce functions Understand and model attribution Structure and socialize ecommerce teams for success Evaluate the potential impact of technology choices and platforms Understand the implications of ecommerce analytics on customer privacy, life, and society Preview the future of ecommerce analytics over the next 20 years

Learning from the Future

How can salespeople navigate the obstacle course of administrative assistants,

lower-level executives, and corporate guardians to reach their objective? This book offers innovative ideas and street-smart moves to reach the decision-makers in any organisation.

Accidental Genius

Words of wisdom from Charlie Munger—Warren Buffett’s longtime business partner and the visionary Vice Chairman of Berkshire Hathaway—collected and interpreted with an eye towards investing by David Clark, coauthor of the bestselling Buffettology series. Born in Omaha, Nebraska in 1924 Charlie Munger studied mathematics at the University of Michigan, trained as a meteorologist at Cal Tech Pasadena while in the Army, and graduated magna cum laude from Harvard Law School without ever earning an undergraduate degree. Today, Munger is one of America’s most successful investors, the Vice Chairman of Berkshire Hathaway, and Warren Buffett’s business partner for almost forty years. Buffett says “Berkshire has been built to Charlie’s blueprint. My role has been that of general contractor.” Munger is an intelligent, opinionated business man whose ideas can teach professional and amateur investors how to be successful in finance and life. Like The Tao of Warren Buffett and The Tao of Te Ching, The Tao of Charlie Munger is a compendium of pithy quotes including, “Knowing what you don’t know is more useful than being brilliant” and “In my whole life, I have known no wise people who didn’t read all the time—none, zero.” This collection, culled from interviews, speeches, and questions and answers at the Berkshire Hathaway and Wesco annual meetings, offers insights into Munger’s amazing financial success and life philosophies. Described by Business Insider as “sharp in his wit and investing wisdom,” Charlie Munger’s investment tips, business philosophy, and rules for living are as unique as his life story; intelligent as he clearly is; and as successful as he has been.

The Ultimate Sales Machine

THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say "yes" (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical

Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

Start from Zero

The First How-To Strategy Guide to Transmedia Storytelling “Phillips’s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story.” —David Gale, Executive Vice President, MTV Cross Media “Transmedia storytelling is a bold and exciting new arena for creativity and innovation. . . . Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling.” —Michelle Satter, Founding Director, Sundance Institute Feature Film Program “An excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!” —Jeff Gomez, CEO, Starlight Runner Entertainment “A no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling.” —C. C. Chapman, coauthor of Content Rules and Amazing Things Will Happen Includes Q&A sessions with the world’s leading experts in transmedia storytelling About the Book: What is transmedia storytelling and what can it do for you? It’s the buzzword for a new generation—a revolutionary technique for telling stories across multiple media platforms and formats—and it’s rapidly becoming the go-to strategy for a wide variety of businesses. If you work in marketing, entertaining, or advertising, transmedia storytelling is a must-have tool for pulling people into your world. Why do you need A Creator’s Guide to Transmedia Storytelling? If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Pictures—at a fraction of the cost. You’ll learn how to: Choose the right platforms for your story Decide whether to DIY or outsource work Find and keep a strong core production team Make your audience a character in your story Get the funding you need—and even make a profit Forge your own successful transmedia career With these proven media-ready strategies, you’ll learn how to generate must-read content, must-see videos, and must-visit websites that will only grow bigger as viewers respond, contribute, and spread the word. You’ll create major buzz with structures such as alternate reality games and fictional character sites—or even “old-fashioned” platforms such as email and phone calls. The more you connect to your audience and the more you get them involved in the storytelling process, the more successful you will be. This isn’t the future. This is now. This is how you tell your story, touch your audience, and take your game to the next level—through transmedia storytelling.

Just Breathe

The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

How to Master the Art of Selling Financial Services

Tax-Free Wealth is about tax planning concepts. It's about how to use your country's tax laws to your benefit. In this book, Tom Wheelwright will tell you how the tax laws work. And how they are designed to reduce your taxes, not to increase your taxes. Once you understand this basic principle, you no longer need to be afraid of the tax laws. They are there to help you and your business—not to hinder you. Once you understand the basic principles of tax reduction, you can begin, immediately, reducing your taxes. Eventually, you may even be able to legally eliminate your income taxes and drastically reduce your other taxes. Once you do that, you can live a life of Tax-Free Wealth.

Follow Up Sales Strategies

Embark on 7 Learning Adventures to Create a Business From Scratch. This book includes research on "who" is most likely to be successful in entrepreneurship across 26 different personality factors. No hype. No BS. No fluff. This is a comprehensive book full of examples to draw from. Start From Zero gives you the repeatable path to create a meaningful and profitable business without being dependent on any person, any platform, or anything. See new research on the top personality traits pulled from 30 successful entrepreneurs. Learn by example from

15 employees who became entrepreneurs. Much of the world believes you have to be smart, gifted, or lucky to make it with your own business. That's only true to a certain extent. You can actually screw up a lot and still get rich if you get the right things done right. This is the only book that will show you how to successfully start from zero when you have nothing. Not even confidence. Start From Zero is the result of over 10 years of research, based on tested principles, with a methodology that will still be relevant a hundred years from now. If you are frustrated with your income and earning potential, this book is for you. Start From Zero teaches you how to install the 4 brains you need to create income & scalable products from scratch. Whether you are a frustrated employee, a time-strapped business owner, or a curious 16 year old wondering if you should attend college, Start From Zero delivers the goods. My hope is this book helps make entrepreneurship accessible to the entire world. I have personally helped thousands of people become free with this exact process. All of them started from zero. Many of them started as employees. You can be next. Put these principles into practice for 90 days and learn the skills to make success more likely in any endeavor you choose!

Chief Customer Officer 2.0

Whether negotiating a critical agreement, closing a deal, or advancing one's goals, almost every interaction involves some kind of negotiation, yet so few understand the process.

Ca\$hvertising

A successful entrepreneur who has influenced one million business owners as an advisor and business coach provides new tactics and strategies to help business owners attract opportunity, increase personal value, and change their lives. Original.

POP!

Barely one in a hundred businesspeople knows these facts about creating powerful advertising. Do You? FACT! Sixty percent of people read only headlines. Your headline must stop them or your advertising will likely fail. FACT! Captions under photos get 200 percent greater readership than non-headline copy. FACT! Ads with sale prices draw 20 percent more attention. FACT! Half-page ads pull about 70 percent of full-page ads; quarter-page ads pull about 50 percent of full-page ads. FACT! Four-color ads are up to 45 percent more effective than black and white. New York's biggest ad agencies use dozens of these little-known secrets every day to influence people to buy. And now—thanks to Cashvertising—you can, too. And it won't matter one bit whether you're a corporate giant or a mom-and-pop pizza shop. These techniques are based on human psychology. They work no matter where you're located, no matter what kind of product or service you sell, and no matter where you advertise. In fact, most don't cost a penny to use. Like a wild roller-coaster ride through the streets of Madison Avenue, Cashvertising teaches you the tips, tricks, and strategies that New York's top gun copywriters and designers use to persuade people to buy like crazy. No matter what you sell—or how you sell it, this practical, fast-paced book will teach you: How to create

powerful ads, brochures, sales letters, Websites, and more How to make people believe what you say “Sneaky” ways to persuade people to respond Effective tricks for writing “magnetic” headlines What mistakes to avoid at all costs! What you should always/never do in your ads Expert formulas, guidance, tips and strategies

Disrupt You!

Today's buyers want more from sales professionals than a simple consultation. What they're hungry for are meaningful, collaborative conversations built on mutual value and trust, that result in a Win3 where they, the seller, and the organization, achieve a winning outcome. Conversations That Sell introduces sales professionals to the collaborative conversation skills they need to capture the buyer's attention and secure business. Based on the author's five-step sales system, What's in It for Them (WIIFT)--Wait, Initiate, Investigate, Facilitate, Then Consolidate--the book shows readers how to: * Prepare for an effective sales call * Identify sales opportunities and the factors that drive buyers to act * Adjust their approach to the type of buyer--Achievers, Commanders, Reflectors, and Expressers * Make conversations flow easily * Address problems, opportunities, wants, and needs * Work through objections * Advance and close sales * And more Packed with valuable tools and examples, salespeople in all industries will discover how to increase their short- and long-term sales success by keeping the focus of every conversation where it belongs--on the buyer.

Confessions of the Pricing Man

Debunks nine myths about effective money management and describes the principles that lead to true financial success and prosperity.

The Lost Art of Closing

Hailed by Tony Robbins as the “definitive breathwork handbook,” Just Breathe will teach you how to harness your breath to reduce stress, increase productivity, balance your health, and find the path to spiritual awakening. Big meeting jitters? Anxiety over a test or taxes? Hard time focusing? What if you could control your outcomes and change results simply by regulating your breath? In this simple and revolutionary guide, world-renowned pioneer of breathwork Dan Brulé shares the Breath Mastery technique that has helped people in more than fifty countries reduce anxiety, improve their health, and tap infinite stores of energy. Just Breathe reveals the truth that elite athletes, champion martial artists, Navy SEAL warriors, first responders, and spiritual yogis have always known—when you regulate your breathing, you can moderate your state of well-being. So if you want to clear and calm your mind and spark peak performance, the secret is just a breath away. Breathwork gives you the tools to achieve benefits in a wide range of issues including: managing acute/chronic pain; helping with insomnia, weight loss, attention deficit, anxiety, depression, trauma, and grief; improving intuition, creativity, mindfulness, self-esteem, and leadership; and much more. Recommended “for those who wish to destress naturally” (Library Journal), Just Breathe will help you utilize your breath to benefit your body, mind, and spirit.

Tax-Free Wealth

Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

Killing Sacred Cows

The tenth book in the series provides firsthand accounts of the author's startup companies, what he learned from his successes and failures, and other topics a reader needs to know in order to start a company and quickly develop it.

Selling to VITO the Very Important Top Officer

Chet Holmes has been called "one of the top 20 change experts in the country." He helps his clients blow away both the competition and their own expectations. And his advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference. Too many managers jump at every new trend, but don't stick with any of them. Instead, says Holmes, focus on twelve critical areas of improvement—one at a time—and practice them over and over with pigheaded discipline. The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a week to perfect his game, you can systematically improve each key area. Holmes offers proven strategies for: Management: Teach your people how to work smarter, not harder Marketing: Get more bang from your Web site, advertising, trade shows, and public relations Sales: Perfect every sales interaction by working on sales, not just in sales The Ultimate Sales Machine will put you and your company on a path to success and help you stay there!

Higher Status

Want to deliver a pitch or presentation that grabs your audience's ever-shrinking attention span? Ditch the colorful slides and catchy language. And follow one simple rule: Convey only what needs to be said, clearly and concisely, in three minutes or less. That's the 3-Minute Rule. Hollywood producer and pitch master Brant Pinvidic has sold more than three hundred TV shows and movies, run a TV network, and helmed one of the largest production companies in the world with smash hits like The Biggest Loser and Bar Rescue. In his nearly twenty years of experience, he's developed a simple, straightforward system that's helped hundreds—from Fortune 100 CEOs to PTA presidents—use top-level Hollywood storytelling techniques to simplify their messages and say less to get more. Pinvidic proves that anyone can deliver a great pitch, for any idea, in any situation, so your audience not only remembers your message but can pass it on to their friends and colleagues. You'll see how his methods work in a wide range of situations—from presenting investment opportunities in a biotech startup to pitching sponsorship deals for major sports stadiums, and more. Now it's your turn. The 3-Minute Rule will equip you with an easy, foolproof method to boil down any idea to its essential elements and structure it for maximum impact. Simplify. Say

less. Get More.

Conversations That Sell

There's a bold decision in your life you've been waiting to make, and every day passing by is a reminder of what hasn't happened. Conveniently tucked in a box labeled 'someday,' the fear of the unknown has taken a grip on your life and put your dreams on hold. Until now. Whether your leap is quitting the soul sucking job and starting your own business, taking a bold chance on love or finally going all in on your dreams, *The Leap of Your Life* is the ticket to get you there. All while having the time of your life and ensuring you don't wake up years down the line with a sinking feeling of regret. Author and high-performance coach Tommy Baker has helped thousands of everyday people identify and take their leap, step into courage and create a life they can't wait to wake up for. After interviewing 250+ of the world's most powerful entrepreneurs, thought leaders, experts, spiritual teachers and athletes he discovered a common theme: They all took a leap, even if they were full of fear—and it radically transformed their experience of life. If you're ready to: Re-define risk and stop playing small Step into the boldest version of yourself Give yourself permission to take a chance Live the Hero's Journey of your life story Eradicate regret and 'what could have been' . . . then look no further and order *The Leap Of Your Life* now!

No B.S. Wealth Attraction in the New Economy

An innovative approach to winning more profitable sales in the growing professional services industry In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services. In response, *Winning the Professional Services Sale* argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy--the way that works best for each client. This new approach gives buyers what they now want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.

Practical Mastering

If you want to succeed in sales, you need to know how to close. Anthony Iannarino, star sales blogger, consultant, speaker, and author of the national bestseller *The Only Sales Guide You'll Ever Need*, lays out the new rules of closing. Closing the deal is the most crucial step in the sales process. Yet most salespeople are following outdated, incorrect, and harmful advice telling them to aggressively and forcefully go for the hard sell--or else to sell so softly that they are afraid to ask for any commitments at all! They've heard "Always Be Closing" and "Never Be Closing." But neither of those mantras are true in the complex sales landscape we have today. Closing now is all about building trust with your clients and moving them down the path of 10 commitments.all the way to the dotted line. Iannarino

argues that in a world with many competitors vying for the same clients and with clients who can do their own research, closing a sale is really about gaining commitments and doing all you can to build a relationship with your prospective client. In his rebuttal to conventional and disappointing "sales wisdom", Iannarino will teach readers to:

- Develop deep relationships with clients by implementing closing strategies that build trust and help prospective clients understand the value of committing to move forward in the process.
- Proactively, but not aggressively, ask for commitments without guilt or embarrassment about being pushy, manipulative, or self-oriented--all things that destroy trust.

In a field rife with misperceptions about how to close a deal, Iannarino's book will be necessary reading for all sales people--to help them streamline the sales process and win more deals, faster.

The 16-Word Sales Letter(tm)

"Scenarios are now a part of every successful manager's toolkit. This book is the first comprehensive guide to the latest developments in scenario thinking written by today's leading practitioners in the field." -Napier Collyns, a pioneer of scenario planning at Dutch/Shell now Managing Director, Global Business Network (GBN) "In twenty years of helping companies create and plan for their futures, I have never come across a book that dealt with the use of scenario-based planning as comprehensively as this one." -David Kelley CEO, IDEO Product Development the creators of the Apple Mouse "This book is the greatest reference today on scenario planning-the preeminent tool for those who believe that the future belongs to those with the imagination to create it. The combination of scenario planning and strategy formulation can be a wondrous right brain process that galvanizes teams with a compelling vision and common purpose." -David E. Schnedler Director, Corporate Planning Sun Microsystems, Inc. "Organizations must create intellectual and organizational tension around distinctly different views of the future. Learning from the Future demonstrates why scenarios are ideally suited to generate such tension and how to use scenario learning as a steppingstone to superior strategies." -Richard Pascale, Associate Fellow of Oxford University and author of *Managing on the Edge: How the Smartest Companies Use Conflict to Stay Ahead* "An invaluable guide to the mind-stretching benefits of scenarios that are fully embedded in the strategic thinking process. It should be required reading for any management team embarking on scenario development so they can realize the benefits and evade the pitfalls." -George Day, Geoffrey T. Boisi Professor and Director of the Huntsman Center for Global Competition and Innovation Wharton School, University of Pennsylvania

In Business As in Life, You Don't Get What You Deserve, You Get What You Negotiate

In *Disrupt Yourself*, innovator and digital media expert Jay Samit reveals how to achieve your goals and permanently alter the status quo through the art of self-disruption. In today's ever-changing and often-volatile business landscape, adaptability and creativity are more crucial than ever. Samit describes how specific strategies that help companies flourish - challenging assumptions, pinpointing one's unique value, and identifying weaknesses in the structure of current

industries - can be applied at an individual level. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses - including Richard Branson, Steve Jobs, YouTube, the BBC, Virgin Media and many more - Samit shows how personal transformation can reap entrepreneurial and professional rewards. Disrupt Yourself offers clear and empowering advice for anyone looking to break through a creative barrier; anyone with a big idea but no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

Start Small, Stay Small

The revised and updated edition of the bestselling self-published title, teaching budding entrepreneurs and business people the secrets to creating a life of wealth and security.

Flip the Script

Gold Medal Winner--Tops Sales World's Best Sales and Marketing Book "Fast, fun and immensely practical." —JOE SULLIVAN, Founder, Flextronics "Move over Neil Strauss and game theory. Pitch Anything reveals the next big thing in social dynamics: game for business." —JOSH WHITFORD, Founder, Echelon Media "What do supermodels and venture capitalists have in common? They hear hundreds of pitches a year. Pitch Anything makes sure you get the nod (or wink) you deserve." —RALPH CRAM, Investor "Pitch Anything offers a new method that will differentiate you from the rest of the pack." —JASON JONES, Senior Vice President, Jones Lang LaSalle "If you want to pitch a product, raise money, or close a deal, read Pitch Anything and put its principles to work." —STEVEN WALDMAN, Principal and Founder, Spectrum Capital "Pitch Anything opened my eyes to what I had been missing in my presentations and business interactions." —LOUIE UCCIFERRI, President, Regent Capital Group "I use Oren's unique strategies to sell deals, raise money, and handle tough situations." —TAYLOR GARRETT, Vice President, White Cap "A counter-intuitive method that works." —JAY GOYAL, CEO, SumOpti About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million—and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation. Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn't an art—it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money—and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business

because his method is much better than anyone else's. And now it's yours. Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience—and you'll have more funding and support than you ever thought possible.

The Winner Effect

Get what you want at work the first time and every time Being a business professional is all about managing, motivating, and leading, or, in other words, getting people to do what you want. And, far and away, the most important tool for accomplishing this objective is language. Written by an internationally recognized expert on business communications, this book offers managers deep insights into the power of language and how to wield it effectively in any organization. Loretta Malandro arms readers with more than 200 power words and phrases designed to help readers become better managers, leaders, and coaches. She also reveals communication secrets such as emotional triggers, victim versus ownership language, escape phrases, as well as language for "softening the edges," reframing, accountability, and recovering from communication gaffes. Malandro also provides: Invaluable insights into the emotional power of words Priceless techniques to connect with and move an audience Tips on recognizing "killer words" and overcoming the trouble they can cause An arsenal of strategies, scripts, work sheets, and self-tests for gauging current communication skills and pinpointing weaknesses

Complete Book of Business Plans

Why do some ideas break out and others fade away? What causes people to become so excited about a product that they can't wait to tell their friends? How can an idea be communicated so that it catches fire in people's imaginations? Popular author, consultant, and workshop leader Sam Horn identifies what makes an idea, message, or product break out, and presents a simple and proven process?POP! (Purposeful, Original, Pithy)?to create one-of-a-kind ideas, products, and messages that pop through the noise, off the shelf, and into consumers' imaginations.

Millionaire Success Habits

The 16-Word Sales Letter(tm) is a copy system that has generated over \$120 million dollars for Agora Financial in the last two years alone. It's a simple formula that could help you generate millions in online sales No matter how competitive your niche is.No matter what kind of product or service you're sellingAnd no matter your level of experience.That's because it can not only help you identify a new big idea for your market, but also help you structure your sales message for maximum emotional impact. If you're a copywriter, marketer or entrepreneur, you're about to discover a secret that could help you dominate your market, crush your competitors, and potentially add millions to your business and personal bank accounts.Advanced Praise for The 16-Word Sales Letter(tm) "This is the book I've been waiting for. For years, I've been asking myself: How can a guy whose native language is not even English be one of the best U.S. copywriters in history? Now I

have the answer nicely reduced to a simple, understandable formula. And the best thing is that it's a usable formula. Anyone seriously interested in copywriting should discover Evaldo's secret." --Bill Bonner, Founder of Agora. "It's not often that I come upon a copywriting strategy that feels new to me. And even less frequently do I encounter one that is both new and exciting. Evaldo Albuquerque's "16 Word Sales Letter(tm)" is such a strategy. I'm going to recommend this as a must-read to all my copywriting proteges." --Mark Ford, best-selling author and chief growth strategist for Agora."Evaldo is the world's greatest copywriter you've never heard of. Why haven't you heard of him? Because while others are selfpromoting heck, while they're eating, sleeping and relaxing he's cranking out the next blockbuster. He never stops. He's a 9-figure sales machine and our business's secret weapon. This book is your blueprint to how the machine dominates. Read it and put it into action. Your royalty check will thank you." --Peter Coyne, founder of Paradigm Press, Agora Financial's largest imprint. "I'm recommending this book to everyone in my company, and making it required reading for all new hires. When it comes to books on "writing" I try to read everything new, and no matter how many books I pick up, I rarely find any ideas that are innovative (or even useful), but this book shattered my expectations--I found page after page packed with fresh ideas. It's engaging to read, and very easy to implement the writing techniques. Evaldo has uncovered a new way to write sales copy that is perfect for today's buyers; I really love this book, and after you turn the first two pages, you'll see exactly why. It's a must-read primer for anyone who writes sales copy. Read this book--and learn from one of the best." --Oren Klaff, best-selling author of Pitch Anything and Flip the Script "Few people know his name. Yet, those at the highest levels of direct response advertising consider Evaldo Albuquerque the Michael Jordan of modern financial copywriting. His new book, The 16 Word Sales Letter(tm), reveals for the first time the secret to his astonishing success. In split tests, the selling formula Evaldo reveals in his book has won, repeatedly, against ad copy written by the world's top copywriters. When asked at a recent seminar I gave what are the two best books I've ever read on copywriting, my answer was Breakthrough Advertising by Eugene Schwartz and The 16 Word Sales Letter(tm) by Evaldo Albuquerque." --Caleb O'Dowd, www.roitips.com

Winning the Professional Services Sale

When he was twenty-three, Jason Capital woke up one morning with only twenty-three dollars to his name, feeling stuck and overwhelmed. He realized that he wasn't going to win the game of life based on what he learned at school and from his parents. But Capital turned it around in less than a year by applying High Status techniques. He's now the World's #1 Success Trainer, and with the guidance he provides in this invaluable volume, you too can harness this cutting-edge technology, take control of your own destiny, and become a person of power, influence, and remarkable achievement.

Rich Dad's Before You Quit Your Job

Whether you're a financial services expert or novice, you understand the business. You've worked hard to gain your product knowledge. You watch industry trends. But, do you know how to talk to clients so they'll listen? The Art of Selling Financial

Services depends upon the collaboration of listening and understandably communicating to clients. Learning how to quickly gain the trust of others, get them to like you, take your advice, and become long-term clients is the foundation for every successful business. Tom Hopkins has been training in the financial services industry since 1990 and he has developed methods to help you communicate to your clients and you understand what your clients want from you. Once you know what clients want, you can learn how to provide it! Financial services representatives have turned to Tom Hopkins for years for his proven-effective, professional selling strategies which have helped them learn how to help more of their clients make financial planning decisions. How to Master the Art of Selling Financial Services, will help you: Learn effective ways to talk with clients and calm their fears Ask the right questions to get clients talking about their needs Implement client feedback so that you can provide your best service Increase your sales ratios with closing strategies that make sense to your clients Grow your business with powerful, yet simple referral strategies Tom Hopkins' methods will teach you how to master the art of selling financial services more effectively and efficiently than ever before!

The 3-Minute Rule

What makes a winner? Why do some succeed both in life and in business, and others fail? And why do a few individuals end up supremely powerful, while many remain powerless? Are men more likely to be power junkies than women? The 'winner effect' is a term used in biology to describe how an animal that has won a few fights against weak opponents is much more likely to win later bouts against stronger contenders. As Ian Robertson reveals, it applies to humans, too. Success changes the chemistry of the brain, making you more focused, smarter, more confident and more aggressive. The effect is as strong as any drug. And the more you win, the more you will go on to win. But the downside is that winning can become physically addictive. By understanding what the mental and physical changes are that take place in the brain of a 'winner', how they happen, and why they affect some people more than others, Robertson answers the question of why some people attain and then handle success better than others. He explains what makes a winner - or a loser - and how we can use the answers to these questions to understand better the behaviour of our business colleagues, employees, family and friends.

Disrupt Yourself

NEW EDITION, REVISED AND UPDATED When it comes to creating ideas, we hold ourselves back. That's because inside each of us is an internal editor whose job is to forever polish our thoughts so we sound smart and in control and so we fit into society. But what happens when we encounter problems where such conventional thinking fails us? How do we get unstuck? For Mark Levy, the answer is freewriting, a technique he's used for years to solve all types of business problems and generate ideas for books, articles, and blog posts. Freewriting is deceptively simple: start writing as fast as you can, for as long as you can, about a subject you care deeply about, while ignoring the standard rules of grammar and spelling. Your internal editor won't be able to keep up with your output—you'll generate breakthrough ideas and solutions that you couldn't have created any other way.

Levy shares his six secrets to freewriting as well as fifteen problem-solving and creativity-stimulating principles you can use if you need more firepower—seven of which are new to this edition. Also new to this edition: an extensive section on how to refine your raw freewriting into something you can share with the world.

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal

The first easy—and fun—guide to the Enneagram, the fascinating and revealing method of understanding personality types, for the beginner, the expert, and everyone in between. This witty and informative guide demystifies the ancient Enneagram system with cartoons, exercises, and personality tests that reveal our motivations and desires and show how to put that knowledge to use in our everyday lives. The 9 Types of People: The Perfectionist: Motivated by the need to live life the right way, improve oneself and others, and avoid anger. The Helper: Motivated by the need to be loved and appreciated and to express your positive feelings towards others. The Achiever: Motivated by the need to be productive, to achieve success, and to avoid failure. The Romantic: Motivated by the need to understand your feelings and to be understood to search for the meaning of life, and to avoid being ordinary. The Observer: Motivated by the need to know everything and understand the universe, to be self-sufficient and left alone, and to avoid not having the answer or looking foolish. The Questioner: Motivated by the need for security, to feel taken care of, or to confront your fears. The Adventurer: Motivated by the need to be happy and plan fun things, to contribute to the world, and to avoid suffering and pain. The Asserter: Motivated by the need to be self-reliant and strong, to make an impact on the world, and to avoid being weak. The Peacemaker: Motivated by the need to keep the peace, merge with others, and avoid conflict.

Running Lean

What makes a winner? Why do some succeed both in life and in business, and others fail? The 'winner effect' is a term used in biology to describe how an animal that has won a few fights against weak opponents is much more likely to win later bouts against stronger contenders. As Ian Robertson reveals, it applies to humans, too. Success changes the chemistry of the brain, making you more focused, smarter, more confident and more aggressive. And the more you win, the more you will go on to win. But the downside is that winning can become physically addictive. By understanding what the mental and physical changes are that take place in the brain of a 'winner', how they happen, and why they affect some people more than others, Robertson explains what makes a winner or a loser - and how we can use the answers to these questions to understand better the behaviour of our business colleagues, employees, family and friends.

Say It Right the First Time

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally

avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have \$6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms

In today's volatile business landscape, adaptability and creativity are more crucial than ever. It is no longer possible-or even desirable-to learn one set of job skills and to work your way up the ladder. At the same time, entrepreneurs with great ideas for new products or technologies that could change the world often struggle to capture the attention of venture capital firms and incubators; finding the funding necessary to launch a start-up can feel impossible. The business leaders of our future must anticipate change to create their own opportunities for personal satisfaction and professional success. In *Disrupt You!*, Jay Samit, a digital media expert who has launched, grown, and sold start-ups and Fortune 500 companies alike, describes the unique method he has used to invent new markets and expand established businesses. Samit has been at the helm of businesses in the ecommerce, digital video, social media, mobile communications, and software industries, helping to navigate them through turbulent economic times and guide them through necessary transformation so that they stay ahead of the curve. In *Disrupt You!*, he reveals how specific strategies that help companies flourish can be applied at an individual level to help anyone can achieve success and lasting prosperity-without needing to raise funds from outside investors. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses-including Richard Branson, Steve Jobs, Elon Musk, YouTube, Circ du Soleil, Odor Eaters, Iams, Silly Putty, and many more-Samit shows how personal transformation can reap entrepreneurial and professional rewards. *Disrupt You!* offers clear and empowering advice for anyone looking to break through; for anyone with a big idea but with no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

Ecommerce Analytics

Follow Up Sales Strategies simplifies the process of following up to get more sales. Did you know that 80% of sales are made between the 5th and 12th contact? Yet,

only 10% of sales people make more than 3 contacts. This book is going to teach you how to become part of that elite 10% who follow up with a system that works. This book will teach you how to: . Develop effective follow-up habits for life. . Shift your mindset and priorities to support new follow-up skills. . Gain more high-value clients and win them over for life. . Get more organized with a proven follow-up system. . Stand out from your competition. . Systematize your business to increase your bottom line. . Make more sales with ease.

The Winner Effect

5 Leadership Competencies To Build Your Customer-Driven Growth Engine Chief Customer Officer 2.0 is a hands-on resource packed with tools for Chief Customer Officers and leadership to work together to earn customer-driven growth. A sequel to the 2006 classic Chief Customer Officer, this new update, with over 90 percent new material, is based on Jeanne Bliss's twenty-five years of extensive experience as a Chief Customer Officer, and her work coaching Chief Customer Officers and executive teams for the past ten years. Chief Customer Officer 2.0 is based on a five-competency framework that successfully launched multitudes of Fortune 100 and Fortune 500 companies through their customer experience transformations. The framework addresses the issues that remain prominent, including siloed organizations and the need for clear goals and metrics, as well as new factors, like social media, that have altered the customer relations dynamic forever. You'll learn the five key competencies embraced by world-class leaders and the role of the Chief Customer Officer in uniting the organization to build and embrace these new competencies. This book provides practical guidance on how to make those competencies part of the way your company develops products, goes to market, enables and rewards people, and conducts annual planning. The discussion includes an exploration of what goes wrong in companies that stumble, so you can sidestep their mistakes and avoid their fate. By embracing employees and customers, and delivering an experience they want to have again, you'll pave the way for lasting success and drive better business decisions. Over the past decade, consumers have gained unprecedented power to speak out directly, forever changing the way companies relate to their customers. The customer experience has become a major driving force behind business growth, and this book provides a framework for making it a part of every aspect of doing business. Treat your customers like the assets they are Craft a more comprehensive customer care strategy Avoid the common pitfalls that cause major damage Unify the company around the customer experience With concrete, practical advice updated for the changing consumer landscape, Chief Customer Officer 2.0 is an essential resource for every leader accountable for the customer experience.

Tao of Charlie Munger

Readers have turned to The Complete Book of Business Plans for almost 10 years for advice and information, making it one of the bestselling business planning books of our time. Authors Brian Hazelgren and Joseph Covello have gone back to the drawing board on this updated edition, providing readers with more than a dozen brand-new business plans. The Complete Book of Business Plans also includes revised and updated information on how to get started, what questions to ask and how to finalize a business plan that will get you off the ground and

running. For business owners just starting out or seasoned veterans that want to bring their business to the next level, The Complete Book of Business Plans is the only reference they need to get the funding they're looking for.

The Enneagram Made Easy

Guiding you through the history and emergence of modern mastering techniques, then providing practical hints and tips on how to use them in your set up, Practical Mastering is the book for anyone interested in tackling this elusive art form. Providing you with solid mastering theory underpinned by years of professional experience and hands-on advice for getting the most out of your set up while honing your ears to efficiently and effectively listen to your mixes in order to create perfectly polished master tracks.

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