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THE HERO METHOD FOR SMALL BUSINESSES: THE SURPRISING TRUTH ABOUT FACTS VS. FEELINGS - COMMUNICATION SECRETS THAT INCREASE RESPONSE AND REVENUE (PAPERBACK)



Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The business communication model we ve been using to create content is actually the cause behind our high bounce rates! To fix that, we need to stop relying on the state of the art, self-centered, Features/Advantages/Benefits messaging model; we need to stop pulling and pushing people through our sales pipelines. Instead, every piece of communication we put out there needs to be...

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- Authored by Kathryn Gillett
- Released at 2017



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Completely essential study ebook. This is for all those who statte there was not a well worth reading. I realized this book from my dad and i recommended this publication to find out.

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