

Propel yourself to the top of your field!



Jeff Davidson

... is an award-winning lecturer, columnist, media personality, entrepreneur and author of 18 successful business books, including the colossal best seller *Blow Your Own Horn: How To Market Yourself And Your Career*. One of only 2,800 Certified Management Consultants worldwide, he is a highly sought-after speaker, commentator and writer. He has had more words published than William Shakespeare.

Selling Yourself

Strategies for Successful Self-Promotion

by Jeff Davidson

How can you become a recognized expert in your field? Attract the lucrative clients and customers you really want? Reap greater financial rewards? Get a coveted promotion?

If you want to increase your visibility, stand out from the crowd and build a high profile, Jeff Davidson, in *Selling Yourself: Strategies For Successful Self-Promotion*, will teach you the secrets to effective self-promotion and help you gain the respect and success you deserve.

Today's Most Powerful Tool For Success

Drawing on his own successful self-marketing efforts as well as the insights of today's top business leaders, Jeff gives you literally hundreds of outstanding strategies ... so you can match each method to your personal skills and career goals.

When you begin using this powerful promotional tool, you'll develop the marketing skills you need to achieve success — no matter what your age, income or occupation.

- *Entrepreneurs:* Discover how to become a leading authority in your industry ... make yourself a quoted "expert" in trade publications ... advertise twice as effectively at half the cost ... and parlay your leadership status into bottom-line profits.

- *Sales Representatives:* Gain invaluable techniques to help you anticipate customer needs ... boost your energy level ... sell more profitably by telephone ... and generate qualified leads.

- *Corporate Employees:* Find out why it pays to work harder when your boss is out of town ... where to find a career mentor ... and how to assure you get the promotion and raise you want.

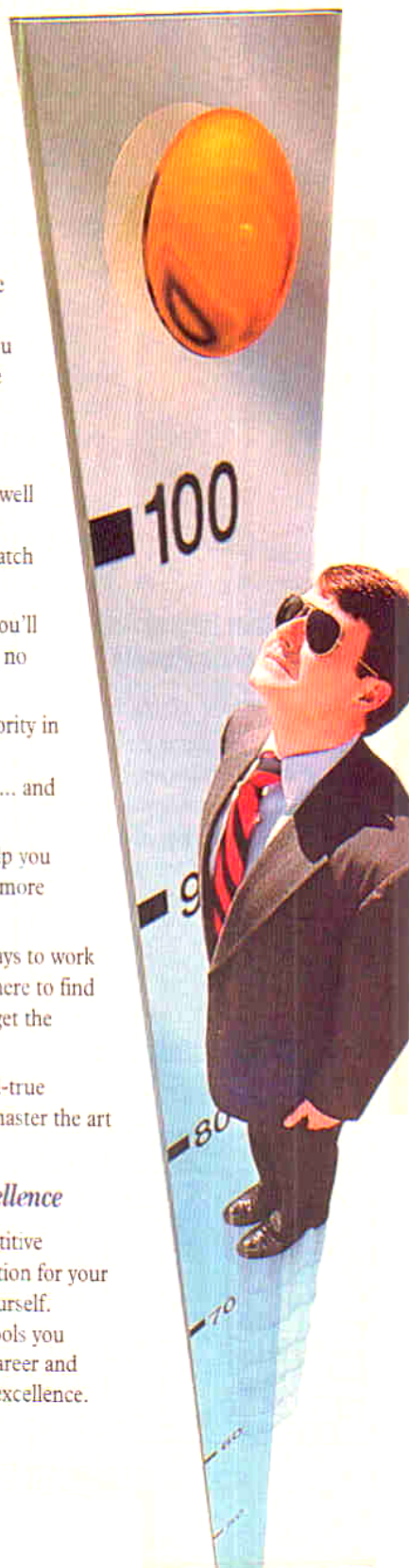
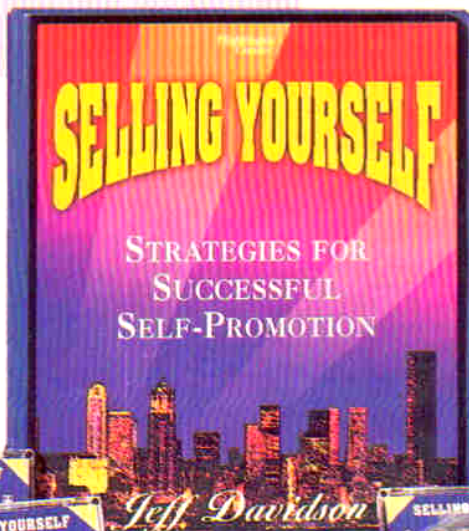
Each cassette packs dozens of tried-and-true techniques and tactics that enable you to master the art and science of self-promotion.

Build A Reputation For Excellence

To thrive and prosper in today's competitive business climate, you need to gain recognition for your accomplishments and make a name for yourself. This powerful program will give you the tools you need to advance your career and build a reputation for excellence.

Six Audiocassettes

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