

Write your own ticket to business success

Selling Yourself

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 ... *Selling Yourself* reveals how to successfully promote yourself step by step.

Today's Most Powerful Tool For Success

Jeff Davidson, a bestselling author who has had more words published than Shakespeare, draws on his own self-marketing efforts as well as the insights of today's top business leaders to provide literally hundreds of outstanding strategies for reaching your goals and achieving success.

Entrepreneurs: Discover how to become a leading authority in your industry... make yourself a quoted "expert" in trade publications ... and parlay your status into bottom-line profits.

Sales Representatives: Gain invaluable tips to help you anticipate customer needs ... sell more profitably by telephone ... and generate qualified leads that amount to big business.

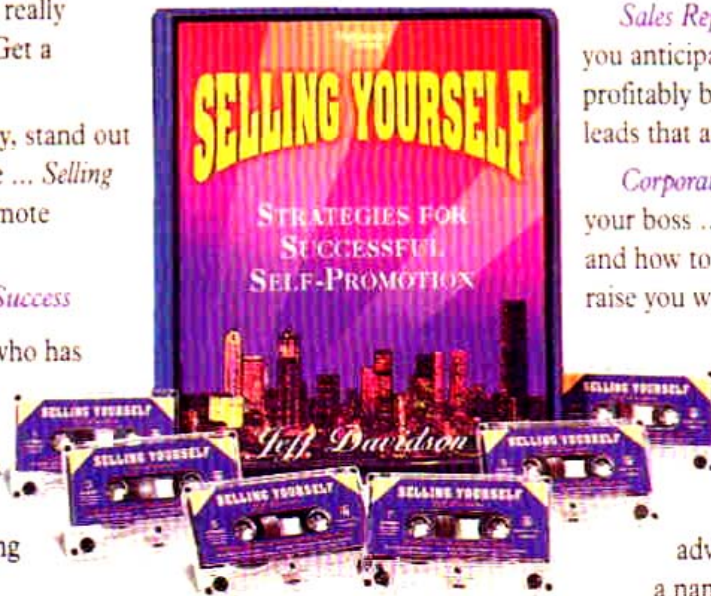
Corporate Employees: Find out how to impress your boss ... where to find a career mentor ... and how to assure you get the promotion and raise you want.

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

Gain the tools you need to advance your career and make a name for yourself.

Six Audiocassettes

12590AS \$59.95



CALL TOLL-FREE  24 HOURS A DAY
1-800-525-9000