

Get More Clients: Learn How to Talk About What You Do

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Get More Clients: Learn How to Talk About What You Do

By Michael Port

One of the main reasons that solo-professionals, service professionals and small business owners fail to build thriving businesses is that they struggle to articulate exactly what they do in this new vibrant, branded and authentic way...and most importantly what specific Invest-able Opportunities they bring to the table.

They aren't compelling and the message comes off as bland and confusing. As a result, they miss countless opportunities to meet and recruit potential clients. Can you personally relate?

Until you are able to clearly articulate exactly what you do, and the Invest-able Opportunities that you offer, and the all the benefits that clients will experience as a result of working with you, you will be missing out on enormous opportunity for growth and success.

Remember people don't buy products or services. And they certainly don't buy the technical name that represents your profession (i.e. graphic designer, consultant, financial planner, etc.) They buy solutions to their problems...solutions that you can personally deliver because of your unique abilities and your personal and professional experience.

If you're a yoga teacher, I think you'll agree that saying you're a yoga teacher is not particularly compelling. I may already have a preconceived notion of what a yoga teacher does or is like. However, saying "...I help professional women reclaim their bodies from the evil corporate empire and access their true feminine qualities of mystery, intimacy and sensuality...living part two of the life they were meant to live!" may start a more interesting conversation.

It may also get a chuckle... which is a good thing.

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E-Commerce, Earn While You Learn!

By Gina Novelle

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You build it and they will come is the battle cry of Web Page Designers. Many people are hooked on this idea. Well it's not that easy or is it?

There is a way to try E-commerce before you jump in with the big dollars. During this trial period, you could learn to build your own web page, play in the retail market, and yes Earn While You Learn. Build your E-commerce business like you built your current business. Do it yourself so you don't have to rely on high dollar transit programmers. How?

Use Auction Sites as your playground. You would be surprised to learn the return you could achieve with just a little bit of knowledge. As our clients know, we don't teach anything we don't actually work in! When we decided to earn while we learned, we picked eBay. In addition to making money, we learned valuable information about E-commerce, and:

Lessons in shipping

Lessons in customer support.

Lessons in accepting online credit cards

We now have over 100 E-commerce clients with repeat clients. During our auctions, our website hits increase dramatically. So before you jump into E-commerce, first learn to walk slowly and then run. What's the cost of eBay? If you accept credit cards, and learn some tricks, the cost of listing, and credit card fees runs approximately six percent of the sales price. You can learn more about our eBay clients at www.thirdpocket.com, a support site for the self-employed.

Ms. Gina Novelle has been freelance writing in the computer market for years. She wrote several articles for Pinnacle Publishing from 1990-1995. She teaches businesses how to harness the power of technology to maximize efficiency and productivity. Ms. Novelle uses Enhanced Technology Methods. What is Enhanced Technology Methods? You can see her slide show at ww.computeteaching.net.



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