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Ultimate Guide to Platform Building (Ultimate Series)

Wendy Keller

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Ultimate Guide to Platform Building (Ultimate Series) Wendy Keller
Your business relies on you for its survival, and its life-blood is sales. Build a robust platform is the most effective and sustainable way to attract prospects and convert them into customers.

Literary agent and expert platform consultant Wendy Keller shares the secrets behind how to select the right promotion strategies for your business, market your products and services, develop an enthusiastic customer base, and ultimately create a strong platform that distinguishes your business from the rest--all without spending a fortune.

Keller provides you with platform-building methods that are practical, proven, and easily implemented by anyone, this book helps build your brand perception to:

- Develop content that converts fans into customers
- Create a platform strategy that multiplies your marketing efforts overnight
- Showcase your brand, product, or company and attract new opportunities

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