

# Online Library Hidden Profits Get More Sales Bigger Profits And Greater Freedom By Unlocking The Invisible Revenue Sources

## Hidden Profits Get More Sales Bigger Profits And Greater Freedom By Unlocking The Invisible Revenue Sources That Already Exist In Your Business

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Hidden Profits shows you the simple steps to doubling your profits by unlocking assets in your business you never knew existed. You'll discover the proven growth points any business can harness to increase sales and maximize customer values while creating more freedom for yourself. All without spending a single penny more on advertising. More than just a simple 'how to' book, Richard walks you through each technique in detail with clear ideas, practical examples and real life case studies drawn from his years of experience in building his own successful online businesses and working with others. Read this book and see how a few simple changes can bring radical results for your business.

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Every so often a book comes along with a brand new, innovative and startling approach to an everyday subject. On the subject of business communication, that book is The Hidden Profit Center. While most business leaders agree--without much real thought-- that communication is important, author Helen Wilkie contends they have no idea just how important. In fact, when people communicate ineffectively at work, it costs companies money. Real, hard dollars-- and lots of them. Inspired by books like "The One Minute Manager and "Who Moved My Cheese?, Wilkie has written a deceptively simple fable that makes the shocking cost of poor communication unmistakable. Written for busy people, this small but invaluable book can be read in less than two hours--perfect for a business flight.

The Conversion Equation is a no-nonsense guide for business owners to ensure their business gets more prospects, closes more sales, and makes more money immediately. Times have moved on, yet businesses haven't changed their sales and marketing. Buyers are more knowledgeable and the traditional lead generation techniques of direct mail, exhibitions, telemarketing are no longer effective. The days of persuasion selling are gone while 61% of business owners say lead generation is their top challenge. Most businesses are doing marketing all wrong and wasting valuable time, spending hard-earned money, and using up limited

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energy on marketing that is not proven and does not work. In *The Conversion Equation*, best-selling author Dr. Terri Levine shares a proven process that has grown 8 multi-million-dollar businesses for her personally and has helped more than 6,000 business owners worldwide. She shows what is being done wrong in marketing and how to quickly shift to what works that is little known by almost all business owners. *The Conversion Equation* provides a process that can grow any business in any environment or situation. Terri teaches how to first have the right inner mindset, framework, and beliefs to generate qualified leads and have them close themselves. She combines her knowledge of human behavior and blends it with her *Conversion Equation*. The unique approach of this information is why her clients create more income fast.

Investing in Canadian real estate is a business that requires specialized knowledge in many areas. Once you acquire enough expertise, you can start saving and making money in both good and bad economic times. Dave Ravindra, a successful real estate investor and coach, guides you through the finer steps of real estate investment in this step-by-step guidebook. He explains how you can □ gain insight into the different types of fixer uppers; □ pick out the projects that will make the most money; □ estimate costs involved in various projects; □ repair the items that will give you the best return. You'll also learn how to choose a real estate agent who can help you accomplish your objectives and how to differentiate between properties that are worth fixing up and properties that aren't worth saving. Ravindra has helped thousands of people throughout the world with his specialized knowledge of real estate investments. Hone your understanding of the many facets of real estate with the guidance of *Hidden Profits in Fixer Upper Properties* .

The must-read summary of Rafi Mohammed's book: "*The Art of Pricing: How to Find the Hidden Profits to Grow Your Business*". This complete summary of the ideas from Rafi Mohammed's book "*The Art of Pricing*" states that pricing is never "one-size-fits-all". If you think that way, you're leaving money on the table in the form of hidden profits you can and should access to grow your business. In his book, the author explains that instead of looking for the "perfect" price where consumer demand is optimised and your profits are maximised, try a more multi-dimensional approach instead. This summary offers three different tools that you will need to approach your pricing decisions more effectively and grow your business. Added-value of this summary: □ Save time □ Understand key concepts □ Expand your knowledge To learn more, read "*The Art of Pricing*" and discover the new approach to pricing that will access your hidden profits and help you to grow.

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