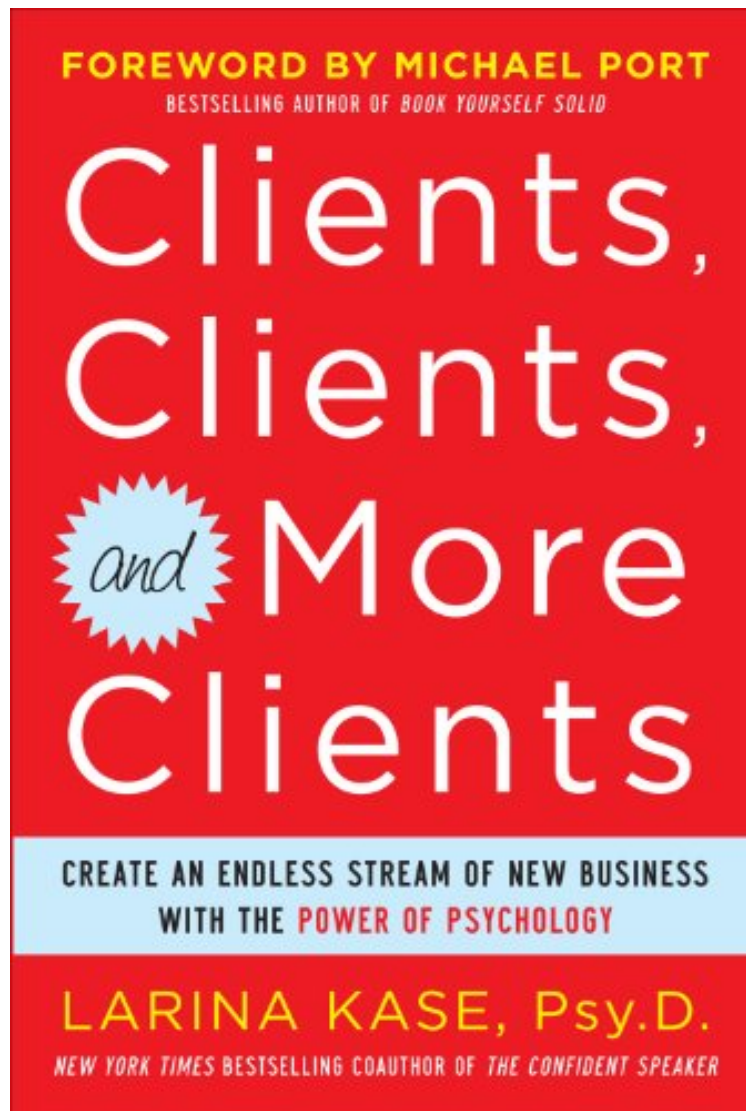


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Clients, Clients, and More Clients: Create an Endless Stream of New Business with the Power of Psychology

Larina Kase

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Larina Kase : Clients, Clients, and More Clients: Create an Endless Stream of New Business with the Power of Psychology before purchasing it in order to gauge whether or not it would be worth my time, and all praised Clients, Clients, and More Clients: Create an Endless Stream of New Business with the Power of Psychology:

9 of 9 people found the following review helpful. When your business needs more clients, Larina Kase's Book Delivers just what you're looking for By April Braswell First, I am a bit biased. I met Larina Kase, PsyD, a few years ago just as her books were hitting the New York Times best sellers list (The Confident Speaker) and immediately

became a fan of her combining great marketing material with intelligent and interesting research to make her work cutting edge as well as classic. Her writing content always includes a variety of stimulating marketing ideas useful for any business whether you are a therapist (The Successful Therapist), Coach (The Successful Coach), or business person (The Confident Speaker). Clients, Clients, and More Clients delivers precisely the very life blood - clients, reoccurring, referring, and new clients - that every business needs to survive and thrive in the 21st century. Larina presents a whole marketing strategy in a nearly linear fashion, so you get the whole picture altogether. Whatever your strengths or weaknesses, you will want to read the whole book with a pen in hand to highlight and take notes for the many creative business ideas your reading it will generate for you. Additionally, Larina addresses truthfully that most of us will have weaknesses in some key areas of this Client Creation Strategy. In her Introduction, Larina provides an overview of the whole system strategy she will go over in the body of the book. And then helps each of her readers to identify the areas of weakness and need where they perhaps need to focus their time, effort, energy, and money for optimal results, not just busyness. I think that is one of the attributes of Clients, Clients, and More Clients as well as Larina's earlier books. She doesn't just recommend to go out and network willy nilly in the absence of focuses efforts and promise you that this will grow and thrive your business and practice. Instead she not only recommends that you target your efforts to the best-suited networking groups and business associations, she also provides strategic advice about how to find and locate such groups that fit well with what you do professionally. In the introduction, Larina provides the over view for the book and Client Strategy. Challenge 1: You not attract the attention of and initiate relationships with the right people This includes material for both the introverts who might feel uncomfortable simply making the direct approach with people to also material for people like me who are extroverts very comfortable and assured to make those first approaches but frustrated with the plethora of networking leads groups populated with hobby business people which are completely unsuitable for my business. Even if you don't think you are weak in this area, do read Chapters 1 - 4 which address this challenge because I bet you will discover some fresh ways for you to run this part of your Client Strategy from Larina. Challenge 2: You do not follow-up and connect to form trust, an emotional bond, and ongoing relationships Who hasn't attended a large crowd business networking event and gone home with a ton of business cards? And yeah, who hasn't felt like they just about got spammed live at the meeting? This whole section which includes Chapters 5 - 8 will completely resonate for you. It can help you to avoid those low value meetings and also when you do return to your office with a number of business cards that you then have a plan to follow up and create genuine connection with them leading to mutually beneficial business for you both. Challenge 3: You not convert relationships into referrals and new clients and customers While we do need to Give First To Get, there is such a thing as giving too much, giving it away, or giving it away to all the wrong people. Chapters 9 - 12 will most closely help you to strategize about what to do so that your generosity is appropriately rewarded with referrals, excellent word-of-mouth, and new customers. As you can see, Larina delivers a whole system strategy combined with concrete action steps so you can take this book home, read it, brain storm, and implement it into your business practice whether you are a consultant or coach like I am, a psychotherapist, or a real estate agent. You can see how Larina's book will help you to grow your business to a thriving solidly established practice. Pick up your own copy today here at and start benefiting your business with her wise and practical strategies. April Braswell Dating Relationship Coach 0 of 0 people found the following review helpful. Great Book for Small Business Marketing, Self-employed Marketing. Buy This Book! By Thaddeus This book is a must read for anyone who is self-employed, working as a marketing leader in a small business, or even for a marketing expert looking to up-level their strategy base. To say Larina Kase is a marketing genius is an understatement, as she offers insights to much more than just marketing - she teaches the reader how to think strategically in respects to everything relationship marketing. Buy this book! It will make an immediate difference in your business! 0 of 0 people found the following review helpful. Follow this book, you will have more clients than you can handle. By JT If you want clients, and you are willing to do the work, you HAVE TO follow this books advice. If you do what it says, you will have more clients than you can handle. Simple as that. I would also recommend Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling. Between these two books, you will never be hungry for clients.

Convert relationships into revenue-generating business! With Clients, Clients, and More Clients, you'll learn how to capture the attention of the right connections, build loyal relationships, and influence people to hire you. Larina Kase combines the latest research from the field of psychology with her own background as a marketing psychologist to help you understand exactly how potential clients think—and use this information to close the deal. Discover how to understand the true needs of a client; access underlying emotions through the use of metaphor; alleviate clients' stress or fears; use color and design psychology to optimize your branding; make yourself memorable; use endorsements in the way that really works; package your products and services so people decide to purchase them.