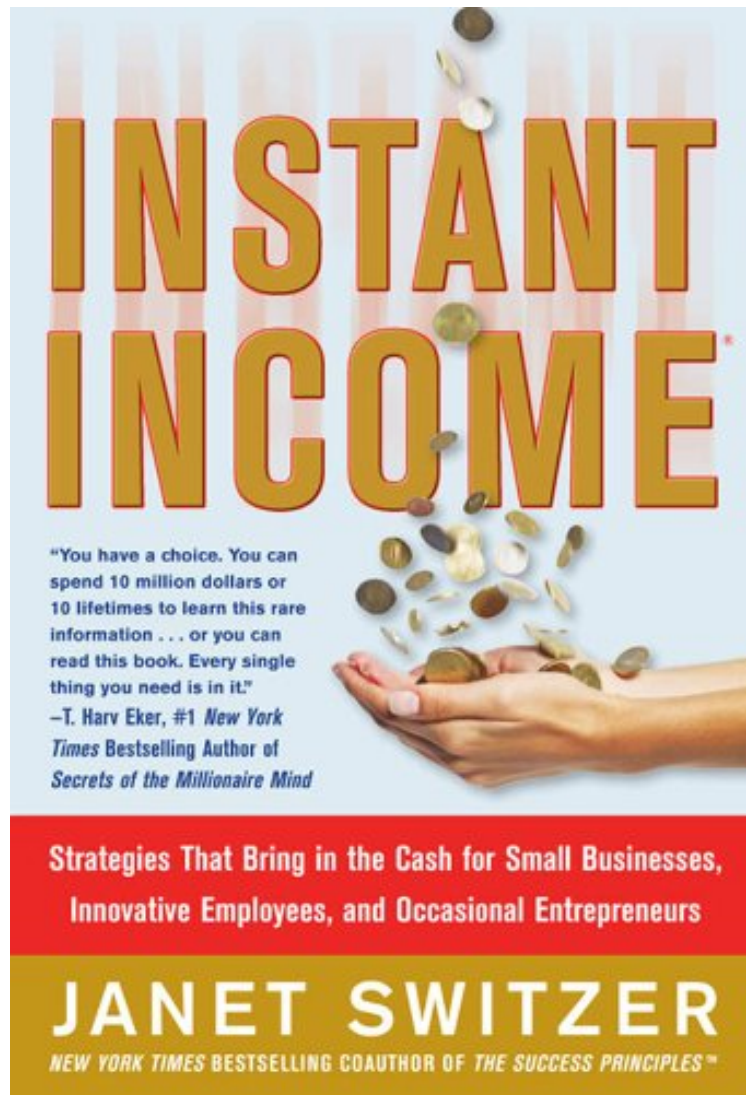


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Instant Income: Strategies That Bring in the Cash

Janet Switzer

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AlchemyBy CustomerThis books assists turning your businesses, your departments, or even underutilized personal
resources into revenue and profits. Using examples for a large variety of businesses, Ms Switzer guides the reader into
locating and capturing the profits sit around your premise.

ldquo;The first strategy Janet developed for me turned a \$572 expenditure into \$31,000 in just six hours. Her second
turned \$1,280 into \$105,000 in just six weeks.rdquo;-Jack Canfield, cofounder of the Chicken Soup for the Soulreg;
book series You've spent a lot of time, effort, and money to get where you are today. You've hired employees or
established outsource relationships. You've developed products or services, advertised, sold, and delivered. Perhaps
you work for a small business, sharing the owner's dream for substantial wealth. Along the way-without even knowing
it-you've created something else too: marketable assets. Assets such as your relationships with suppliers, your
advertising calendar, your Internet presence, your key employees, your sales force . . . and everything else that affects
your business. Instant Income is the first ever system to show you how to turn uncommon assets into income you can
make and use in just hours, days or weeks-and to help you develop entirely new streams of income from unlikely
sources. With Janet Switzer's proven secrets, you'll be able to Discover hidden pockets of potential income-at no cost
to you Sell more to your current customers and generate new clients Lower costs, increase prices, and maximize
profits Get others to do your marketing for you Create your own Instant Income implementation plan This
comprehensive guide is packed with ready-to-use campaigns, money-generating guidelines, do-it-yourself financial
calendars, and so much more. Best of all, the purchase of this book gives you FREE full access to the Instant Income
online tools. These tools include a FREE online audit, FREE sample intrapreneurship template, and FREE e-training
program. This is no ordinary how-to guide. This is Instant Income-for you, for real, for life.

From Publishers WeeklyIn her first solo book, entrepreneur Switzer (co-author, with Jack Canfield, of The Success
Principles) offers practical insights for business owners in a fast-paced text jam-packed with useful information and
tricks of the marketing trade. Designed to bring in customers and cash, Switzer's guide builds on small business basics
and provides authoritative strategy in an impressive number of areas: customers, joint-ventures, advertising,
prospecting, sales, the internet, apprenticeships, negotiating deals and "earning extra income whenever you need it."
Switzer is a firm believer in research, promoting the theory that the best marketing campaigns gather as much
knowledge as possible about potential customers-their problems, needs and goals-in order to avoid the "customer
complaints, returns, and refunds" generated by "selling prospects something they don't need." Packed with advice on
everything from "Writing ads that make the phone ring" to "Launching a viral report" to "Going into business with the
boss," as well as endorsements from Switzer's satisfied advisees, this book is a valuable resource for anyone who owns
a small business or is interested in making some extra money; media-savvy consumers may also find this book useful
in navigating the marketing forces that bombard them daily. Copyright copy; Reed Business Information, a division of
Reed Elsevier Inc. All rights reserved.From the Back Coverldquo;You have a choice. You can spend 10 million
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it.rdquo;-T. Harv Eker, #1 New York Times Bestselling Author of Secrets of the Millionaire Mind ldquo;Brilliantly
simple and masterfully explained, the Instant Income formula can add substantial new cash flow to anyone's financial
future. If you are looking to finish rich in your business, stop what you are doing and read Janet Switzer's
revolutionary new book.rdquo;-David Bach, #1 New York Times bestselling author of The Automatic Millionaire
ldquo;In just 20 minutes on a Tuesday evening, Janet Switzer gave me a complete strategy for boosting my company's
revenue. By Thursday afternoon, we had brought in an extra \$332,650. Improve your own finances by reading this
amazing book. Then buy copies for all your friends. The Instant Income system works so well, the results will take
your breath away.rdquo;-Les Brown, legendary motivational speaker, talk-show host, and bestselling author of Live
Your Dreams ldquo;Lots of books will tell you how to invest your money. Instant Income tells you where to get the
money in the first place. Janet Switzer's well-written guide truly delivers the first part of the wealth-building
equation.rdquo;-Brian Tracy, bestselling author of The Way To Wealth and Getting Rich Your Own Way
ldquo;Everyone would like to have instant wealth, instant riches and instant success. Now Janet Switzer shows you
exactly how to do it in the clearest, most step-by-step method ever.rdquo;-Mark Victor Hansen, cofounder of the
Chicken Soup for the Soulreg; series INCLUDES FREE ONLINE TOOLS TO BUILD YOUR OWN INSTANT
INCOMEReg; TODAY!About the AuthorJanet Switzer is the New York Times bestselling coauthor of The Success
Principles with Jack Canfield, cocreator of the phenomenal Chicken Soup for the Soulreg; franchise. Since 1993,
Switzer has been the leading income generator of choice for Mr. Canfield's seminars and speaking business and for
Mark Victor Hansen's mega-seminars and in-house catalogs. She has also developed successful campaigns in media,
direct mail, and specialty marketing for many of the most renowned celebrity entrepreneurs in the world. Visit the
Instant Income Web site at www.instantincome.com.