

You Inc The Art Of Selling Yourself Harry Beckwith

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In You, Inc. Beckwith provides practical tips, anecdotes and insights based on his 30 years of marketing and selling his advertising services. Beckwith learned early on in his career that no matter what product you're selling, the most important component of the product is you. In You, Inc.: A Field Guide to Selling Yourself, Beckwith relates tantalizing tidbits and real stories of how to ...

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You, Inc.: The Art of Selling Yourself by Harry Beckwith

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From the New York Times bestselling author of *Selling the Invisible* comes an insightful guide that will show you how to package and present the most important product of all: you. If you need to make a good impression on prospects, clients, or employers, then these inspiring stories, fascinating examples, and surprising tips will help you improve your life in ways you never imagined. Discover: Why life is more like high school than college - and what to do about it. Why surprising people isn't a good idea after all. How a few dollars and seconds could lead to startling success. Whether you're nearing the corner office or just starting out, these and the hundreds of other ideas in *YOU, INC.* will propel you even faster.

Harry Beckwith, the bestselling author of the classic "*Selling the Invisible*," reveals how the secret to selling is to sell oneself first.

In *You, Inc.* Beckwith provides practical tips, anecdotes and insights based on his 30 years of marketing and selling his advertising services. Beckwith learned early on in his career that no matter what product you're selling, the most important component of the product is you. In *You, Inc.: A Field Guide to Selling Yourself*, Beckwith relates tantalizing tidbits and real stories of how to harness your enthusiasm with an ability to impress your key accounts. Written in his traditional homespun style, Beckwith offers doses of humour and pithy knowledge to anyone who wants to seal the deal and thrive in business.

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. *SELLING THE INVISIBLE* covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

How do you turn your dreams into reality? How do you make things happen for you, rather than let things happen to you? Don't be humble about who you are and what you are capable of. Stand tall and stand out. Be known. Be recognized as a leader, and most of all, know you are a leader," is Susan Bulkeley Butler's call to action for her readers to take responsibility for their lives. In this updated second edition of the best-selling *Become the CEO of You, Inc.*, Susan has provided strategies for improving your life and new techniques for advancing your career. The book is focused around her "Make it Happen" model, which is based on three decades of experience working with Fortune 500 companies. The steps

include: Develop a clear aspiration for You, Inc.; build your board of directors; develop your plan to make your aspiration happen; and navigate your day-to-day journey. The second edition is completely revised and includes new topics such as: The importance of executive coaching; developing your image in today's world; taking a long-term view of your life and career; new opportunities for balancing career and family; use of social networking techniques... the good, bad and ugly; and preparing for promotion.

Organized into 5 digestible chapters, *You, Incorporated*, Is a practical guide to career success that zeroes in on 3 essential concepts that job-seekers, career builders and career changers need to know: No Job is Forever, Employability Equals Options, and Your Career is Your Business. Written by a career transition expert who has helped thousands find their own "job utopias," readers will find a down-to-earth, accessible approach to becoming more valuable to current employers while developing long-term personal competitiveness to attract future employers and seize new opportunities!

Set yourself apart from the crowd! In today's troubled economic market, everything is a tough sell. From products to services, everyone is consuming less as they tighten their belts. In this respect, it's easy to forget that the job interview is becoming more and more like the showroom—where the interview itself is the pitch, and the product you're selling is yourself. *The Art of Selling Yourself* will provide you with the knowhow you need to navigate today's tough business terrain and achieve success in your career and your life. It shows exactly how uniquely successful people—from Mark Zuckerberg to Warren Buffett—have achieved success, and provides you with the latest management knowledge from leading academies and universities. With an easy-to-use, ten-step process, this book will assist you in:

- Developing more confidence
- Swiftly recovering from challenging setbacks
- Taking control by letting go of anxiety
- Networking not just for business, but for pleasure
- Conversing comfortably on topics that may be a bit out of your reach
- Succeeding in areas you never previously considered by moving out of your comfort zone
- Creating lasting, genuine connections with others
- And much more!

In short, this book will make you a pro at selling your most important asset—yourself!

How often have you heard yourself responding with YES to things that were not good for you? Things that consumed your time and energy, and sabotaged your confidence? Have you found yourself experiencing uncomfortable situations, unhealthy relationships and carrying out tasks that you weren't supposed to simply because you didn't quite know how to say NO? Then read this book.

You may not realize it, but we were all given a gift that we should be sharing with the world. The experiences you have accumulated throughout your life can turn you into a potential entrepreneur. You have knowledge that other people need, and they're willing to pay for it. So if you're ready to change your life, build an exciting new business, and be your own boss, this book can help guide you to share your knowledge with the world. Knowledge capital is a new reality that offers amazing opportunities for success. This life-changing guide brings together insights, lessons, and strategies that can launch you into an exciting opportunity of turning what you know into a business. By discovering and developing your sellable expertise out of your professional experience, passions, problems, or pain-the "4 Ps"-you can create a business and have a future you'll love. If you're tired of working in a traditional business environment and want to become your own boss, you too can become a knowledge entrepreneur. What's in your brain is a special gift and your best business asset. Sharing your gift can change not only your life but the lives of everyone you reach.

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