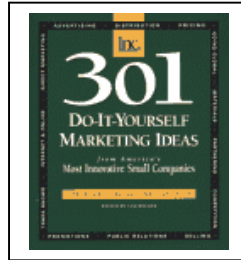


This months password
fools

April 2001

- 301 Great Ideas For Do-It-Yourself Marketing (Book of the month)**
- I can see you naked
- Telephone skills from A to Z
- Why men don't listen & Women can't read maps
- Marketing your services



Book of the month

301 Great Ideas For Do-It-Yourself Marketing
By Jay Conrad Levinson

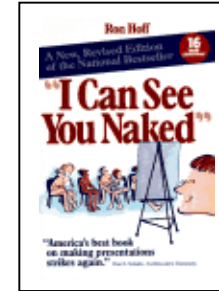
\$39.60 (Incl GST)
A\$36.00 (O/Seas)

301 Do-It-Yourself Marketing Ideas will give your business the marketing zest and momentum it needs to satisfy customers and attract prospects... an extraordinary compilation of marketing ideas that can work, have worked, and will work.

This book offers inexpensive, innovative ways to be smarter in a competitive marketplace. Fully tested by the entrepreneurs who generated them, these ideas work. Included are:

- 49 techniques for improving sales
- 48 marketing ideas using new technology
- 60 inventive ways to outperform the competition
- 57 unique tactics for direct marketing and distribution
- 31 tips for creating effective collateral
- 33 strategies for building your customer base.

Empower your company with these 301 inspirational and powerful marketing ideas from the country's most innovative small businesses.

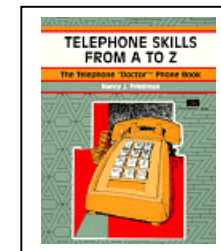


I can see you naked
by Ron Hoff

\$35.20 (Incl. GST)
A\$32.00 (O/Seas)

You will learn:

- Competitive presentations: Winning Ideas.
- One-on-one presentations: How to nail the sale.
- What TV has taught us, but most presenters ignore.
- Humor. Truth is in; jokes are out.
- How to make a speech in a strange hotel.



Telephone skills from A to Z

by Nancy J Friedman

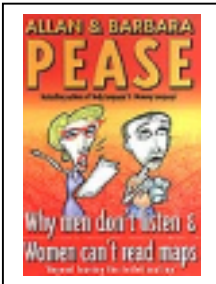
\$19.80 (Incl. GST)
A\$18.00 (O/Seas)

Objectives

1. To present basic telephone courtesies
2. To show how to handle telephone conversation problems
3. To explain what to avoid in telephoning.

Read and Learn:

- How to avoid the five forbidden phrases
- The most effective methods for taking a message
- The six cardinal rules of customer service



Why men don't listen & Women can't read maps
by Alan & Barbara Pease

\$25.30 (Incl. GST)
A\$23.00 (O/Seas)

Revealed in this book:

- Why men can't do more than one thing at a time.
- Why men should never lie to women
- Why women talk so much, and men so little
- Why women prefer simply to talk it through
- Why men offer solutions, but hate advice
- Why men want sex, and women need love



Marketing Your Services
by Rick Crandall

\$30.80 (Incl. GST)
A\$28.00 (O/Seas)

You will learn:

- How to do your first mini-marketing plan in five minutes
- Why advertising can kill you
- Twenty ways to get more referrals
- Why focusing on building relationships works better than trying to "sell"
- And much more

Hurry... limited places available -

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<input type="checkbox"/> I can see you naked	\$ 35.20	\$ 32.00	\$
<input type="checkbox"/> Telephone skills from A to Z	\$ 19.80	\$ 18.00	\$
<input type="checkbox"/> Why men don't listen.....	\$ 25.30	\$ 23.00	\$
<input type="checkbox"/> Marketing your services	\$ 30.80	\$ 28.00	\$
Postage	\$ 7.70	\$ 10.00	\$
Postage FREE over \$200+ orders			
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