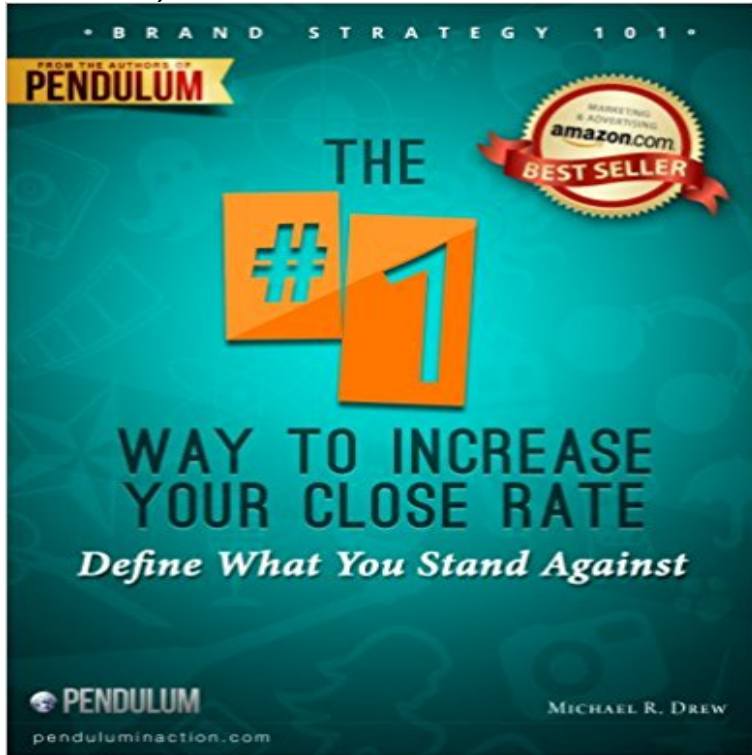


# The #1 Way to Increase Your Close Rate: Define What You Stand Against (The 7 Steps to a Successful Business in a Changing Market Book 2)



How do you increase your sales in today's market? Emails, text messages, Tweets, Pins and other electronic noises are your direct competition for your audience's attention. So, how do you stand apart and get noticed? Surprise your audience! Boldly declare What You Stand Against. This is the #1 way to increase your close rate and prevent your message from becoming digital wallpaper. Sound simple? It is. A small shift in your messaging to let your audience know What You Stand Against (WYSA) will help you stand out from your competition and be heard above the noise. This book explains three strategies that will help you increase your sales. In order to increase sales, you must stand out and connect with your customers so you can increase conversion and profit. Those three strategies are: 1. Listen to what your customers are saying, and speak so they will listen. 2. Ditch your Unique Selling Proposition. 3. Define What You Stand Against (WYSA). This e-book is a quick, easy read packed with information and insights you can apply right away. Don't regurgitate the standard drivel your competitors are using. Increase your sales. Boldly state what you stand against.

: Michael R. Drew: Kindle Store The #1 Way to Increase Your Close Rate: Define What You Stand Against (The 7 Steps to a Successful Business in a Changing Market Book 2) eBook: Michael R. Drew: Achieving Fame Isn't for the Faint of Heart HuffPost Since the age of nineteen, Michael R. Drew has become a leading book marketer. Michael heads a marketing agency that strives to build strong and real brands. The #1 Way to Increase Your Close Rate: Define What You Stand Against (. \$0.99 . Oct 2, 2012 The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market Book 2). Mar 28, 2013. : Michael R. Drew: Books, Biography, Blog, Audiobooks Sep 12, 2013 I'm well-known in my field as a book marketer, but I'm not someone who suffers from lack of confidence. The #1 Way to Increase Your Close Rate: Define What

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