

# **FRED BERNS – Business By Design**

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*Book Preview Information*

## **Sell Yourself!** **501 Ways to Get Them to Buy from YOU**

*Sell Yourself!* is your guidebook for achieving peak profits and other results through personal promotion.

*Sell Yourself!* is a collection of low-cost, no-cost ideas to help you market yourself as well as your organization. It includes contributions from Anthony Robbins (*Unlimited Power*), Brian Tracy (*The Psychology of Selling*) and Zig Ziglar (*See You at the Top*).

*Sell Yourself!* is a toot your flute, blow your horn success manual that will sell you on the idea of selling yourself.

It will help you discover how to:

- + Double your sales and income through effective self-marketing
- + Differentiate yourself, establish your expertise and make yourself memorable
- + Make a maximum impact for a minimal investment of time and money
- + Communicate with confidence and polish your personal presentations

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**FRED BERNS is a speaker, author and consultant who has helped hundreds of organizations and individuals worldwide, dramatically increase sales by promoting themselves more effectively.**