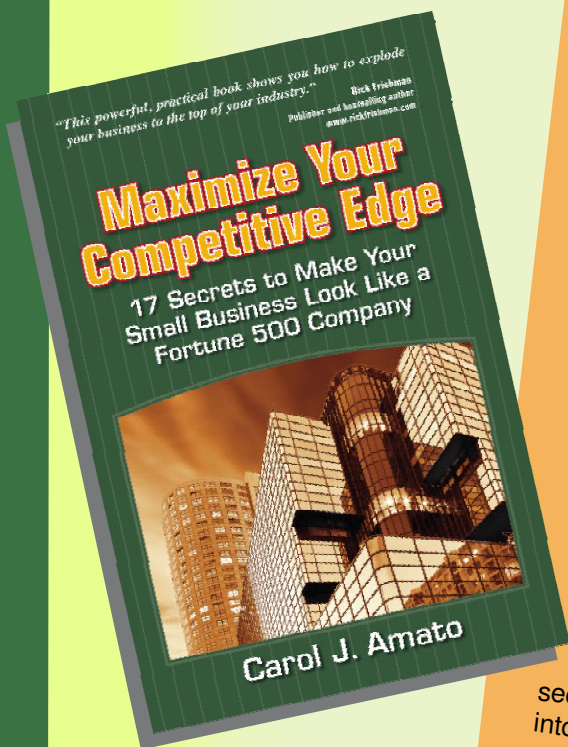


Maximize Your Competitive Edge:

17 Secrets to Make Your Small Business Look Like a Fortune 500 Company



Maximize Your Competitive Edge: 17 Secrets to Make Your Small Business Look Like a Fortune 500 Company shows entrepreneurs 17 winning strategies to rise to the top of their industries.

Over half a million new businesses start up each year in the U. S. Owners may be new to the world of entrepreneurship or they may have been around for a few years, but in our current economic climate, their biggest challenge is how to distinguish themselves in this crowded turf. They ask these questions:

- How can I double or triple my income this year?
- How do I conquer my competition?
- How can I be recognized as the expert in my field?
- How can I increase my proposal win rate?

The image a small business projects in writing, speaking, and visual appearance can determine whether a client or customer buys its product or service. The secrets that this 128-page sound-bite book reveals fall into the following categories:

- Creating a distinctive brand
- Becoming proficient with technology
- Designing effective marketing strategies
- Matching your mission to your materials
- Recognizing that your writing represents you
- Responding to your ideal client
- Implementing value-driven pricing

"Carol J. Amato's book gives you the tools to keep your risk and expenses low while doing big business."

- Tom Antion
Founder, Internet Marketing Training Center of Virginia



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