


Perception is:

- Sometimes greater than truth
- The element that lends greater assumption of wisdom and knowledge
- Everything!



©2008
Book_Business

After each engagement


- Thank you phone call
- Testimonial or reference letter
- Referrals



©2008
Book_Business

Create your lighthouse identity:

- Do events at no cost or give samples
- Write in publications
- Be on the web
- Advertise - for publicity
- Volunteer in your community



©2008
Book_Business
