

Building A Storybrand Clarify Your Message So Customers Will Listen

Brand Story Clarity 2.0: Clarify Your Message So Customers Will Engage
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your business is great so why don't customers understand what you do if your message is confusing people will not buy from you many businesses fail because they cannot explain their value clearly customers make buying decisions quickly a simple powerful message is the most important tool you have for growth brand story clarity 2.0 gives you a step by step framework to solve this problem this new updated edition provides a modern system for cutting through the noise it helps you craft a core message that connects with customers and makes them listen this book will show you how to create a simple one line statement that explains what you do use a story based formula that draws customers into your brand align your entire team with a single clear marketing message stop wasting money on ads that do not get results turn curious visitors into paying and loyal customers when you clarify your message your marketing becomes more effective and less expensive stop making it hard for people to buy from you this book gives you the tools to create a brand story that sells to get the clarity your business deserves click the buy button now

transaction cost economics began to take shape around 1970 and has since been established as an essential tool used to illuminate a range of problems in economics and other social sciences this text presents articles which together form the foundations of research in transaction cost economics

this book picks up right where 101 best home based businesses for women lets off with 101 more businesses women can set up and run successfully from their own homes these operations run the gamut from mail order to the arts franchises to consumer services high tech to health care

appropriate for students taking an introductory course in marketing at both the college and university levels this text balances theory applications and pedagogy to provide an effective teaching and learning tool the road to marketing aids help students learn link and apply important concepts

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