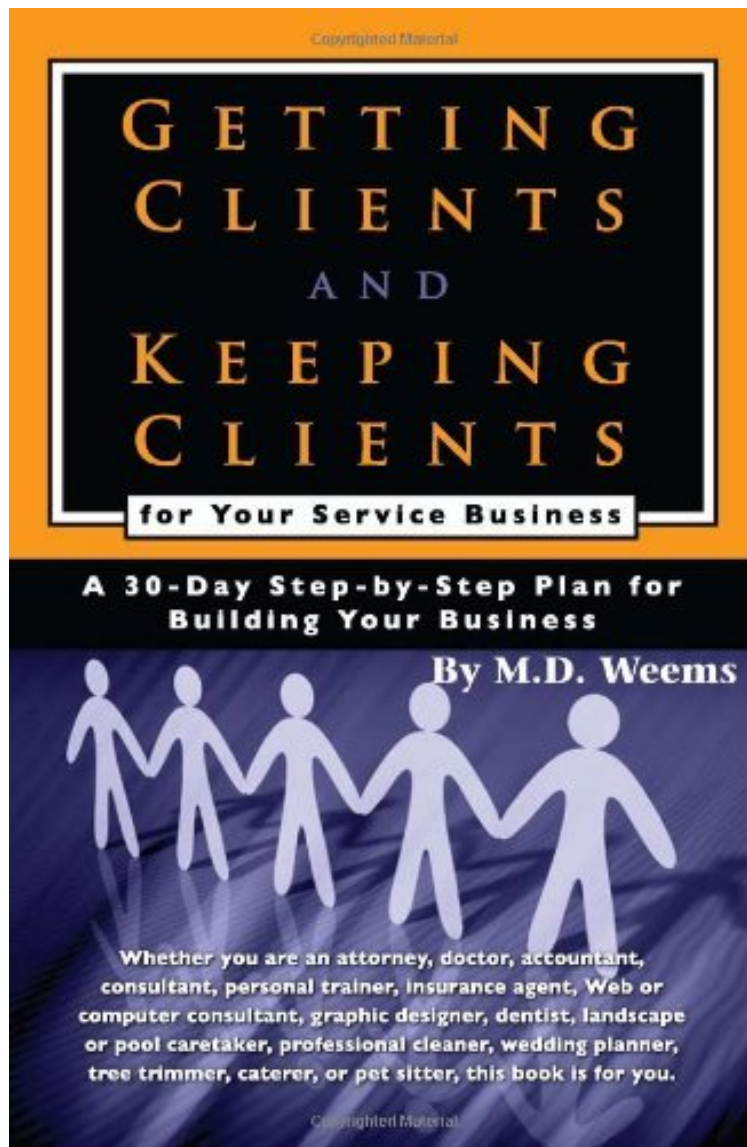


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M D Weems

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business, particularly with today's current economic picture, can be a daunting task. Some new business owners know there are customers out there, but may not know just how to bring them in and retain them. The book *Getting Clients and Keeping Clients for Your Service Business* takes a systematic approach to what business owners should be doing and new owners need to do for their business to not just thrive, but also survive. The author explains tasks and processes simply, plus peppers the book with information from experienced business owners who have taken a start-up business and grown it exponentially. There are a multitude of business examples offered throughout the book that are relevant to each chapter, helping the reader grasp business theories and ideas necessary for success today. The book also helps a business owner understand how to be successful not just from his or her viewpoint, but from the needs and demands of the customers. From the preliminary steps of branding a business and developing an identity through logos, Web sites and more, to crafting a position statement, networking and marketing, this book covers in painless detail the seemingly overwhelming chores a potential business owner must tackle when launching a business--and how to do so successfully. Readers also are treated to a section in the book that's invaluable for when the business launches and customers come flooding through the doors. They'll learn about the basics of customer service, employee relations, advertising and handling the glut of information gleaned about customers and the business as it grows. Finally, an assortment of exercises is recommended in this book for business owners to test drive as they navigate the waters of success in the service industry. Any business owner considering starting a business or who is just getting started should pick up a copy of *Getting Clients and Keeping Clients for Your Service Business* to make sure he or she is on the right track down a successful career path.

0 of 0 people found the following review helpful. This is one of the most useful books for small businesses that I have ever read. By Sarah Yocom This is one of the most useful books for small businesses that I have ever read. It gives practical advice on how to start and grow a business and can be applied to almost any business. Once you read it you will find the advice to be logical and well organized. It gives you a step by step procedure for improvement that anyone can follow. *Getting Clients and Keeping Clients for Your Service Business: A 30 Day Step by Step Plan for Building Your Business* by M. D. Weems gives you exactly what the title promises. I can see that if you follow all the steps in this book your business should defiantly improve. The book starts with the very basics of how to name your business, create a logo and a brand for yourself and your business and goes on to show you how to become an expert in your field, how to network and advertise your business effectively. The procedures in this book will help you not only get and retain clients but it also teaches you how to determine who will be your very best clients and how to keep and gain more of these VIP clients. Also covered are topics such as how to maintain good customer relations, how to keep your staff happy, how to organize the various aspects of your business and the business of getting and keeping happy VIP clients.

Roger Yocom - Rocket Scientist 0 of 0 people found the following review helpful. *Getting Clients and Keeping Clients* By Treasa Esposito "Getting Clients and Keeping Clients" by M.D. Weems is an interesting book. The author gives details that are often left out in other how-to books. Based on the assumption that you already know what your business is or will be. M.D. Weems starts off by explaining how to "brand" your business. She then proceeds to explain how to design an effective logo, brochure and website. There is a helpful section on how to find your target market and then make your business visible. The author explains in detail how to use media to your business' advantage and why building credibility is so important to the business owner. The second part of the book deals with setting goals and how to keep on track to meet them. You will learn basics of a good customer service system and how to keep all of your business information organized. Ms. Weems has also included just how essential it is for your business to treat staff well and includes some very nice suggestions. Most importantly, the author writes about ways to keep your business "new" to clients you have and your employees as well. This book is well written and laid out. I would say that this book would certainly be an asset to anybody who has a business or is starting a business. "Getting Clients and Keeping Clients" is an invaluable reference to any business owner.

Many books are written on how to attract more business for retail stores or new products, but this is the only book written for the small business service provider. Whether you are an attorney, doctor, accountant, consultant, personal trainer, insurance agent, Web or computer consultant, graphic designer, dentist, landscape or pool caretaker, professional cleaner, wedding planner, tree trimmer, caterer, or pet sitter, this book is for you. The truth is unless you keep a steady stream of clients coming through your doors, you will never be as successful as you would really like to be. If you're great at working with clients and you do an excellent job of providing your services, you have the capability to turn your service business into a highly profitable firm, easily. If you are like most small business service providers, getting and keeping new clients is hard work and takes up most of your time. And it is a big challenge. Yet this was not the reason you went into business. You went into business to assist your customers and make a financially rewarding business for yourself. This new book will guide you back to your original goals for going into business while making your life easier. Developing a low-cost proven marketing system doesn't have to be difficult or time consuming. This book details the principles and practices of marketing for the professional service business. In 30 days or less, you will be so successful in attracting all the business you will ever need that you can select the clients you want to serve. This specialized book will demonstrate methodically how to market and promote your services

easily, inexpensively, and most important profitably. You will learn how to find new business clients quickly and keep existing ones satisfied by selling client based solutions and services by putting technology and low-cost marketing devices into place that take little or no time on your part. You will learn to develop a marketing plan with hundreds of practical marketing ideas to help successful service providers attract new clients and increase business with existing ones. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.