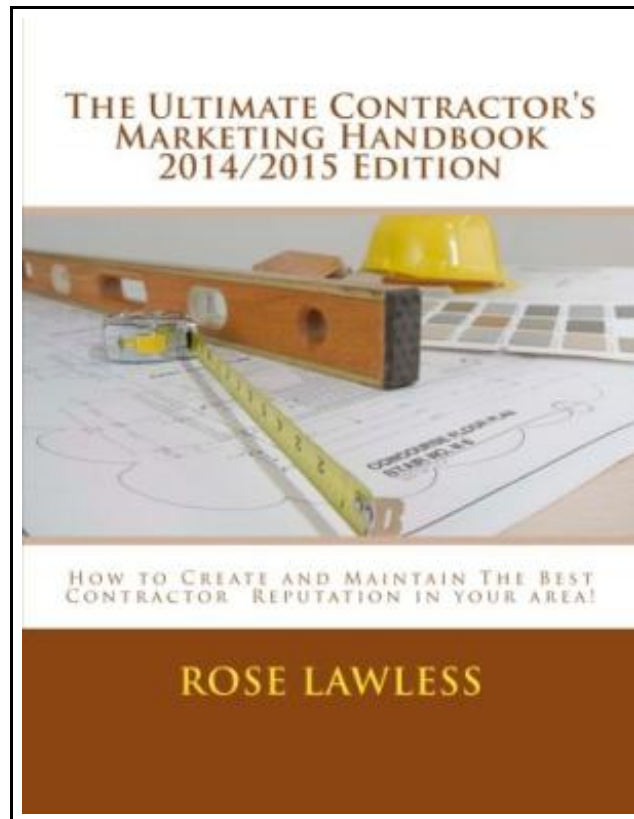


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Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 213 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book will give you all of the information you require to create an online reputation for your company and a sales funnel that will produce pre-qualified and pre-sold leads and bring them through the pre-sales process until they become YOUR CLIENT! You will be able to create your niche and eliminate your competition. Last year s book received international attention from contractors all over the world. Since so much has changed in the past year, we have incorporated all new information on Reputation Marketing and other areas that needed updating in this new edition. This book has been written with the intent to help small sub-contractors, medium-sized general contractors, large construction companies and design-build firms build their business back to where it was 6 or 7 years ago. It will also serve the contractor who is just starting his business. There is something for everyone in this book whether you are just starting out with your marketing efforts, are started already but need to organize and be consistent or want to get into government contracts and larger projects. This book has been tailored in the beginning chapters for the smaller contractor who has no marketing whatsoever and has been just skating through getting jobs from their local market. As you get through the book, you will find that the methods stated will benefit everyone who is involved with the construction and building industry. What people say about your company online has become the single most important reflection of your company s quality, reliability, and skill. It doesn t matter if you re a doctor, a general contractor, a carpet cleaner, or a painter. In Nielsen s most...

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