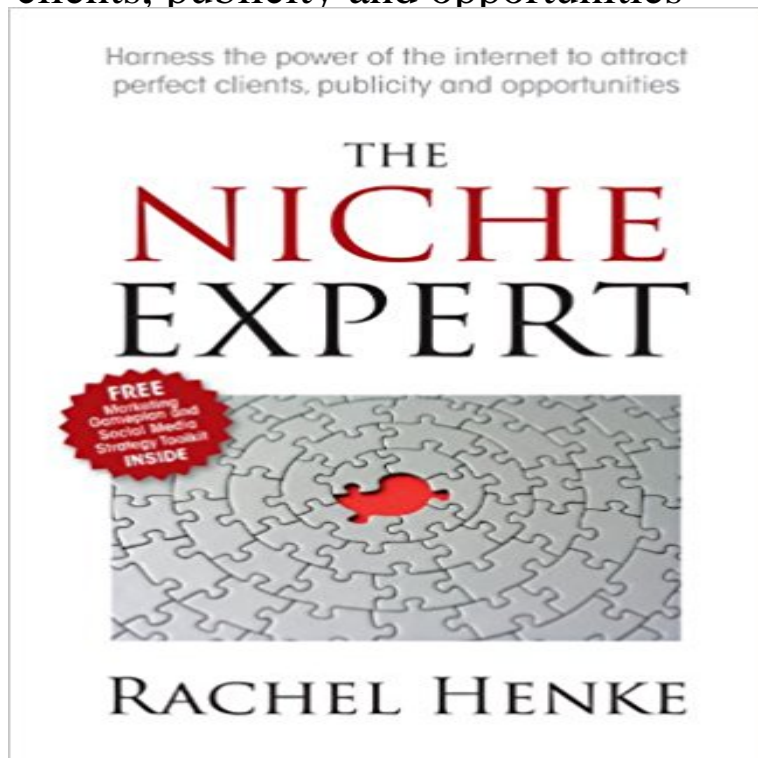


The Niche Expert: Harness the power of the internet to attract perfect clients, publicity and opportunities



If you don't have an effective online presence for your business you're going to want to pay attention to every word in this book. Whether you want to start or develop an internet-based business or just want to attract your perfect clients and publicity online for your traditional business, there's no doubt that entrepreneurs and business owners must embrace the new rules and new tools of the internet age or risk being trampled under the cyber foot. In this step-by-step guide to building an effective social media and automated online marketing system you'll discover exactly how to: * Plan and create a strong foundation for your internet empire * Identify your perfect niche * Create multiple streams of income by simply giving your clients what they must have to succeed * Create your magnetic expert brand * Use the new rules and tools that will establish you as an expert in your niche * Create compelling copy for the internet * Set up your authority blog and website * Build your database and attract hot prospects * Convert prospects into clients and sales with the gentle close * Set your marketing on auto-pilot so your business works without you * Implement your Social Media Strategy in less than 30 minutes per day

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