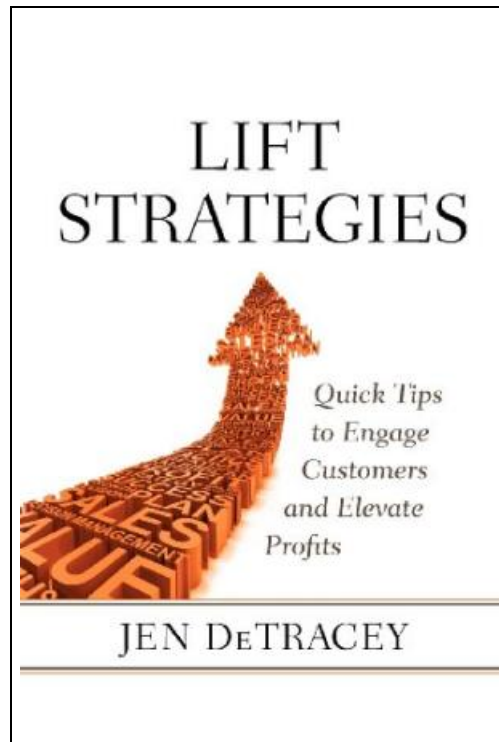


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Lift Strategies Inc., United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Do you want to grow your small business or franchise? 89 Quick Tips to Boost Your Business! With limited time and energy, how does a business owner find the resources to dramatically increase and retain fans without destroying healthy profits? Jen DeTracey, innovator of the LIFFT(r) Process, shows you how to tweak your operations and promote your business. Making these small improvements to your business will result in significant gains. Her advice in Lift Strategies is gleaned from helping hundreds of small business owners craft real marketing systems and execute effective action plans. Lift Strategies is filled with tangible examples, tips and stories that explore how to: Make customers feel good Attract emerging fans Develop win-win systems Teach you the concept of Layering Focus on your competitive edge Highlight costly mistakes to avoid Gain brand equity Maintain the right pricing structure Understand the impact of less is more And much more! Jen DeTracey, founder of Lift Strategies Inc., is a strategic alchemist and one of Canada s top marketing experts. An author, small business growth consultant, keynoter and trainer, she has more than two decades of strategic marketing and business experience. Jen lives and works in Vancouver, Canada. Foreword of Lift Strategies by Norm Friend This book is full of valuable, inexpensive, simple and easily implementable ideas and strategies that come directly from Jen DeTracey s real world business experience. They are not hypothetical, complicated or require large investments of capital. Jen understands the culture of small and medium businesses as she lives it almost every day of her life. She sees firsthand what works and what doesn t and thankfully shares it through her client...



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