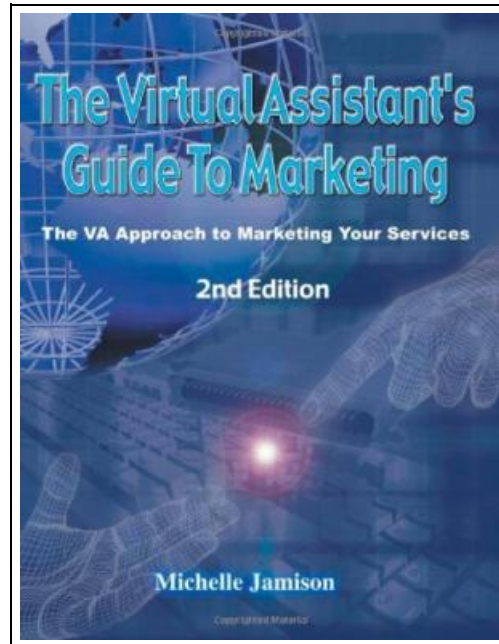


## The Virtual Assistant s Guide to Marketing, 2nd Edition



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Ingram, United States, 2007. Paperback. Book Condition: New. 2nd. 274 x 213 mm. Language: English . Brand New Book. "THE VIRTUAL ASSISTANTS GUIDE TO MARKETING IS A COMPREHENSIVE MARKETING BIBLE THAT NO SERIOUS VIRTUAL ASSISTANT SHOULD BE WITHOUT. THIS IS NOT AN IDLE READ, BUT AN INTERACTIVE TOOL WHICH ENABLES THE READER TO PRODUCE A DETAILED MARKETING PLAN AS WELL AS EFFECTIVE MARKETING MATERIALS." Tiffeny Russell, Virtual Assistant Above Beyond Virtual Assisting The Virtual Assistants Guide to Marketing has been written by a professional VA for VAs. Whether you are an aspiring VA who is just starting your journey into the virtual world, or are a seasoned VA looking for innovative ways to move your practice forward to the next level; this book will be of benefit to you. The primary focus of this Edition remains unchanged from the original - the VAs approach to marketing. This 2nd Ed. offers updates and clarifications of the marketing cycle, finding your ideal client, niche markets, and two new chapters exploring target marketing and marketing via writing using articles and blogs. The author provides a comprehensive review of company identity and how to successfully build solid business relationships. Through self-exploration and guided examples, you will learn: How to apply marketing concepts to your VA practice How to create professional marketing materials that will get your business noticed, without breaking the bank The how and why of building solid business relationships, and why doing so is vital to the success of your VA practice, and How to develop business-generating ideas for sustaining momentum in your business You will be exposed to the planning and development of current and future marketing strategies This edition offers a wealth of professional insight and practical information, and is presented in an easy-to-understand format. IT IS A MUST FOR EVERY VAS BUSINESS...



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