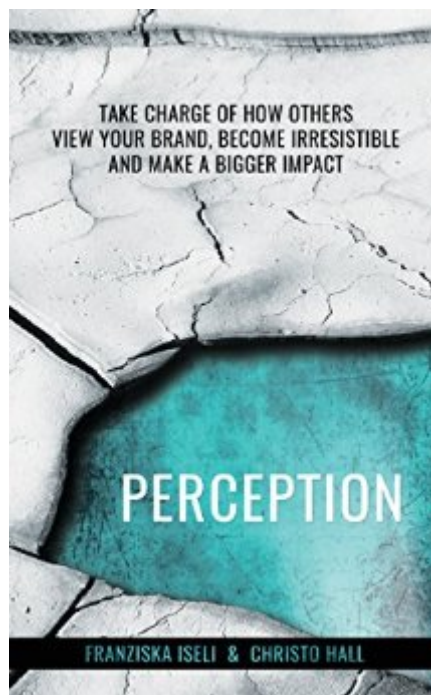


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# Perception: Take Charge Of How Others View Your Brand, Become Irresistible, And Make A Bigger Impact



## Synopsis

Sure, being the best sounds great. But simply being the best is no longer enough to position you at the front of the pack. You also need to be perceived as being the best. And that's why Perception is so important. With this book, authors Franziska Iseli and Christo Hall show you how to harness the power of perception to achieve success - whether you are leading a small business, trying to climb the career ladder, or simply working to achieve greater success in relationships and improve your personal life. Perception is a book about how to do marketing right for small businesses and solo-entrepreneurs by focusing on what makes you stand out. Rather than pushing business owners to spend more money on brochures or advertising or marketing campaigns, Perception will teach you how your prospects think and make buying decisions. You must master how customers and prospects perceive you and your business because it doesn't matter how many flyers you print or how much you spend on ads if your message doesn't fit. If the perception you are generating doesn't resonate with your prospects and reflect the true value you offer, no one will buy from you (and you'll waste a lot of money on advertising that doesn't work). The approach we take is first and foremost to get crystal clear on how you want to be perceived by your ideal customers and prospects. You sure don't want your competitors or anyone else to be defining how you are perceived (anyone remember the Pepsi-Coca Cola challenge?). And, even worse, you don't want your prospects to have no perception of you at all! Perception teaches you to take charge: to define and then create the perception of you or your business that will lead you to the lasting success you desire. Perception is for small business owners and entrepreneurs who want to grow quickly by creating a clear, authentic message and brand strategy. You can even use these strategies for influencing perception to improve your personal life and relationships. You'll also learn how you can alter your "internal perception" (how you view yourself) as well as your "external perception" (how others view you) to completely change the trajectory of your life. By harnessing the power of perception, you can gradually change your own reality: what type of person you are, who you hang out with, and what goals suddenly appear within your reach. If you have big goals in life or in business, you won't be able to accomplish them all by yourself. Perception shows you how to create a message and brand that will attract the right team members, employees and customers who will share your values and help make your dreams come true. More About The Book In Perception, authors Franziska and Christo combine their wacky sense of adventure and penchant for story-telling with their common-sense approach and stellar track record at growing businesses. Not only have the authors expanded their own marketing company, Basic Bananas, from a small two-person affair to a successful global business (receiving numerous awards for their

entrepreneurship and innovation along the way), they have also helped hundreds of small business owners increase their sales and grow their businesses (while managing to have a lot of fun!) So don't delay! If you have ever wished that people would only realize how great your product is, or recognize how good you are at the service you provide, or understand what an amazing person you really are | this book is your key. Perception changes everything. Perception can help you turn what used to seem impossible into reality. So scroll up right now and click the "Buy" button to unlock your key and discover how the power of influencing perception can help you achieve the success you want and deserve, whether in business, in your career, or in your personal life.

## Book Information

File Size: 2668 KB

Print Length: 173 pages

Simultaneous Device Usage: Unlimited

Publisher: TCK Publishing (July 26, 2016)

Publication Date: July 26, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01IIOYOOW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #142,406 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #71

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct #143 in Books > Business & Money > Marketing & Sales > Marketing > Direct #243 in Books > Self-Help > Communication & Social Skills

## Customer Reviews

Australian author Christo Hall is a clever entrepreneur, online marketing strategist, speaker, author and the co-founder of BasicBananas.com and TheBusinessHood.com. After being a full-time professional surfer for eight years, he became a full-time entrepreneur (working part time) and hasn't looked back since. The handsome young Christo is known for his out-of-the-box thinking and leadership, and for not playing by the rules of convention, but instead how to create powerful

strategies to build income and phenomenal marketing systems. His partner and wife is the very beautiful Franziska Iseli, a maverick entrepreneur, leading marketing and brand strategist, speaker, author and the co-founder of BasicBananas.com, OceanLovers.global, YoursSocially.com, TheBusinessHood.com and Impacteurs.com. Both are very bright and energetic and yet offer the concept that they have lots of fun in their joint enterprises. They have written two books to date - BANANAS ABOUT MARKETING: HOW TO ATTRACT A WHOLE BUNCH OF HAPPY CLIENTS and PERCEPTION: TAKE CHARGE OF HOW OTHERS VIEW YOUR BRAND, BECOME IRRESISTIBLE, AND MAKE A BIGGER IMPACT. An example of how fun this teaching experience is, just glance at the opening remarks in their Introduction â â ^People either want you or they donât. What makes them want you â or not â is how you are perceived by them. Perception is in fact the key to making yourself â or your brand, products or services â irresistible! Letâs start off with a little story. (Youâll find, as you work through this book, that we share a few stories. Thatâs because stories are one of the greatest ways to remember and learn something.) Back in the 1980s, there was a Dolly Parton lookalike contest held in California on Santa Monica Boulevard. Guess who slipped into the competitorsâ line-up?

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