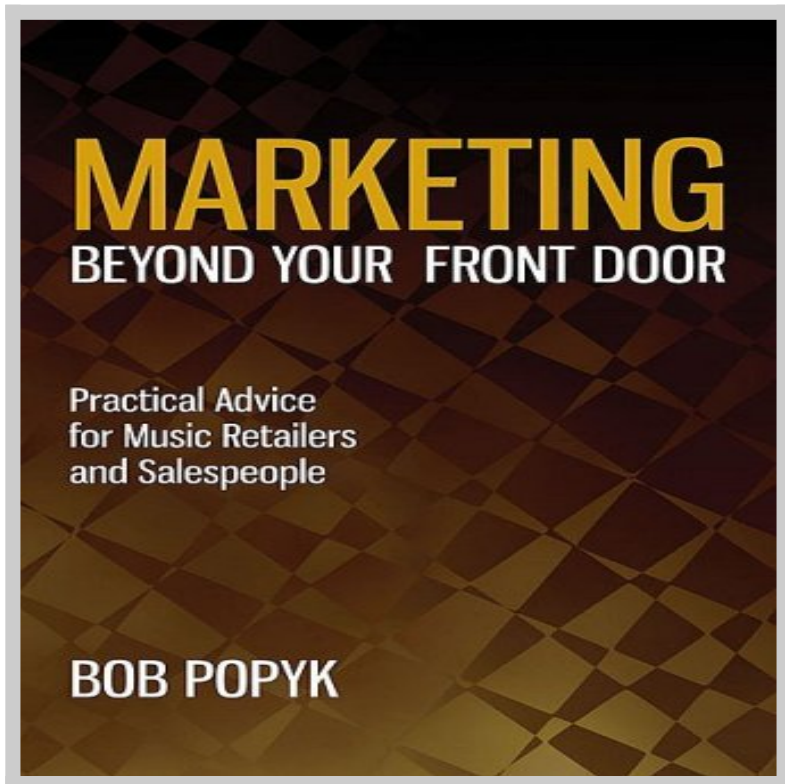


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Marketing Beyond Your Front Door Book Preview

The best of Bob Popyk's columns from The Music Trades magazine from 2000-2008! It's one thing to just wait for the next customer to walk through the door. It's another thing to market beyond your front door! That's been the topic of most of Popyk's columns in The Music Trades during recent years. This compilation offers practical tips on: The Right Plan for Increasing Revenue; Going Where Your Competition Is Not; Speaking the Customer's Language; No More Slow Days; Getting Your Name out There; The Human Side of Selling; and How to Act Big, Even If You're Small.