



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

By Michelle Jamison

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:...

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