



The One-Person Marketing Plan Workbook

By C.J. Hayden

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The One-Person Marketing Plan Workbook By C.J. Hayden

Professionals, consultants, and coaches! Build a powerful six-month marketing plan to sustain your success with the *Get Clients Now!*™ system. *The One-Person Marketing Plan*™ Workbook gives you a clear focus for all your marketing efforts, tells you exactly what to do and when to do it, helps you budget your time and money wisely, and creates consistency in your marketing. This workbook will teach you how to create a marketing plan that fits any budget, where to spend your effort for the best results, what mix of business types will meet your revenue goals, and how to choose the right tools and tactics for your situation. *The One-Person Marketing Plan Workbook* is based on C.J. Hayden's popular *Get Clients Now!* system. It's recommended as the "next step" after *Get Clients Now!* because it answers several questions the *Get Clients Now!* book doesn't address: How much marketing will it take to reach your sales and revenue goals? How much time and money can you afford to spend on marketing? How can you market for more than one line of business at the same time? How can you build a business model that supports your financial goals? Readers of *Get Clients Now!* will value *The One-Person Marketing Plan Workbook* as a companion workbook or a more advanced sequel. For new readers, *The One-Person Marketing Plan Workbook* can also stand alone.

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Editorial Review

About the Author

C.J. Hayden is a San Francisco business coach. Since 1992, she's been helping entrepreneurs and self-employed professionals get clients, get strategic, and get things done. C.J. is the best-selling author of *Get Clients Now!* She is a Master Certified Coach, has written more than 400 articles for publications such as *Home Business*, *RainToday*, and *About.com*, and taught marketing for John F. Kennedy University, Mills College, and the U.S. Small Business Administration.

Users Review

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