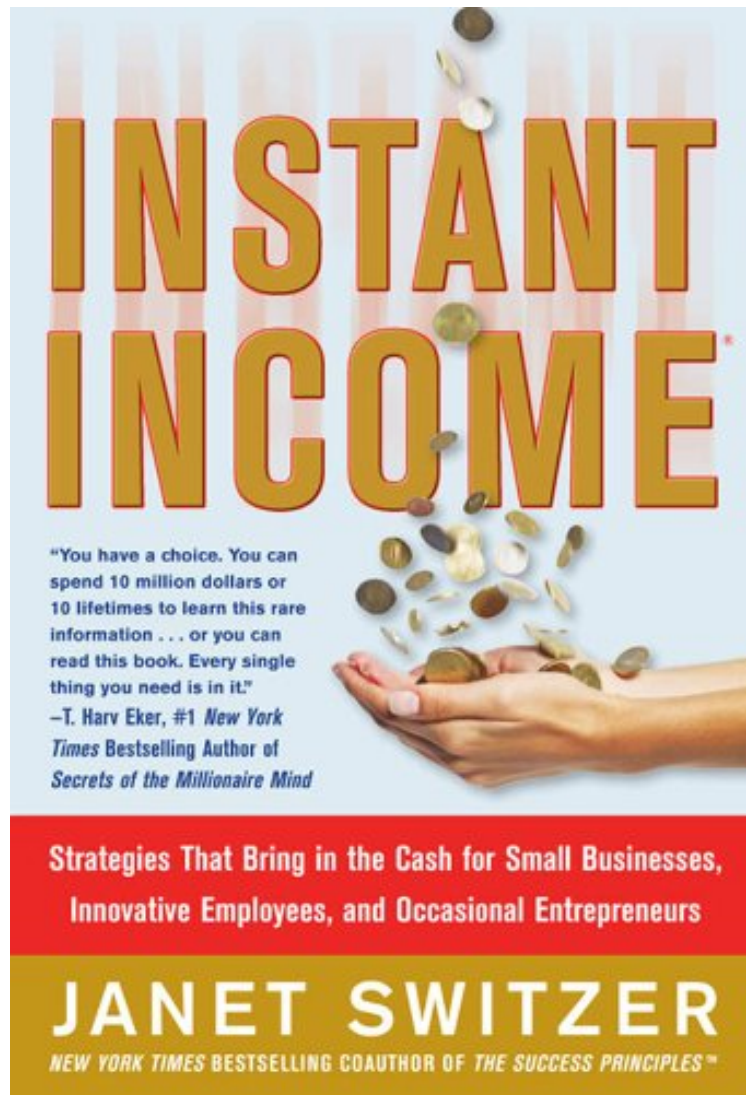


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Instant Income: Strategies That Bring in the Cash

Janet Switzer

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AlchemyBy CustomerThis books assists turning your businesses, your departments, or even underutilized personal resources into revenue and profits. Using examples for a large variety of businesses, Ms Switzer guides the reader into locating and capturing the profits sit around your premise.

ldquo;The first strategy Janet developed for me turned a \$572 expenditure into \$31,000 in just six hours. Her second turned \$1,280 into \$105,000 in just six weeks.rdqquo;-Jack Canfield, cofounder of the Chicken Soup for the Soulreg; book series You've spent a lot of time, effort, and money to get where you are today. You've hired employees or established outsource relationships. You've developed products or services, advertised, sold, and delivered. Perhaps you work for a small business, sharing the owner's dream for substantial wealth. Along the way-without even knowing it-you've created something else too: marketable assets. Assets such as your relationships with suppliers, your advertising calendar, your Internet presence, your key employees, your sales force . . . and everything else that affects your business. Instant Income is the first ever system to show you how to turn uncommon assets into income you can make and use in just hours, days or weeks-and to help you develop entirely new streams of income from unlikely sources. With Janet Switzer's proven secrets, you'll be able to Discover hidden pockets of potential income-at no cost to you Sell more to your current customers and generate new clients Lower costs, increase prices, and maximize profits Get others to do your marketing for you Create your own Instant Income implementation plan This comprehensive guide is packed with ready-to-use campaigns, money-generating guidelines, do-it-yourself financial calendars, and so much more. Best of all, the purchase of this book gives you FREE full access to the Instant Income online tools. These tools include a FREE online audit, FREE sample intrapreneurship template, and FREE e-training program. This is no ordinary how-to guide. This is Instant Income-for you, for real, for life.

From Publishers WeeklyIn her first solo book, entrepreneur Switzer (co-author, with Jack Canfield, of The Success Principles) offers practical insights for business owners in a fast-paced text jam-packed with useful information and tricks of the marketing trade. Designed to bring in customers and cash, Switzer's guide builds on small business basics and provides authoritative strategy in an impressive number of areas: customers, joint-ventures, advertising, prospecting, sales, the internet, apprenticeships, negotiating deals and "earning extra income whenever you need it." Switzer is a firm believer in research, promoting the theory that the best marketing campaigns gather as much knowledge as possible about potential customers-their problems, needs and goals-in order to avoid the "customer complaints, returns, and refunds" generated by "selling prospects something they don't need." Packed with advice on everything from "Writing ads that make the phone ring" to "Launching a viral report" to "Going into business with the boss," as well as endorsements from Switzer's satisfied advisees, this book is a valuable resource for anyone who owns a small business or is interested in making some extra money; media-savvy consumers may also find this book useful in navigating the marketing forces that bombard them daily. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From the Back Coverldquo;You have a choice. You can spend 10 million dollars or 10 lifetimes to learn this rare information . . . or you can read this book. Every single thing you need is in it.rdqquo;-T. Harv Eker, #1 New York Times Bestselling Author of Secrets of the Millionaire Mind ldquo;Brilliantly simple and masterfully explained, the Instant Income formula can add substantial new cash flow to anyone's financial future. If you are looking to finish rich in your business, stop what you are doing and read Janet Switzer's revolutionary new book.rdqquo;-David Bach, #1 New York Times bestselling author of The Automatic Millionaire ldquo;In just 20 minutes on a Tuesday evening, Janet Switzer gave me a complete strategy for boosting my company's revenue. By Thursday afternoon, we had brought in an extra \$332,650. Improve your own finances by reading this amazing book. Then buy copies for all your friends. The Instant Income system works so well, the results will take your breath away.rdqquo;-Les Brown, legendary motivational speaker, talk-show host, and bestselling author of Live Your Dreams ldquo;Lots of books will tell you how to invest your money. Instant Income tells you where to get the money in the first place. Janet Switzer's well-written guide truly delivers the first part of the wealth-building equation.rdqquo;-Brian Tracy, bestselling author of The Way To Wealth and Getting Rich Your Own Way ldquo;Everyone would like to have instant wealth, instant riches and instant success. Now Janet Switzer shows you exactly how to do it in the clearest, most step-by-step method ever.rdqquo;-Mark Victor Hansen, cofounder of the Chicken Soup for the Soulreg; series INCLUDES FREE ONLINE TOOLS TO BUILD YOUR OWN INSTANT INCOMEReg; TODAY!About the AuthorJanet Switzer is the New York Times bestselling coauthor of The Success Principles with Jack Canfield, cocreator of the phenomenal Chicken Soup for the Soulreg; franchise. Since 1993, Switzer has been the leading income generator of choice for Mr. Canfield's seminars and speaking business and for Mark Victor Hansen's mega-seminars and in-house catalogs. She has also developed successful campaigns in media, direct mail, and specialty marketing for many of the most renowned celebrity entrepreneurs in the world. Visit the Instant Income Web site at www.instantincome.com.