



Success Secrets of Rich, Smart and Powerful People: How You Can Use Leverage for Business Success

Tom Marcoux

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What do rich, smart and powerful people do that's different than the actions of others? For the first time, here's a book that identifies "10 Leverage Focus Points used by Rich, Smart and Powerful People." More than that, rich, smart and powerful people excel in two areas. They've overcome procrastination and they're masters of marketing. This is the first marketing book that confronts the reality that many of us find an excuse to do something, anything, other than marketing. You must become skilled in overcoming procrastination and then doing the effective things that market your business (or yourself if you're a freelancer). What is effective marketing? First, it is marketing that you actually do. Second, it is efficient and targeted efforts. This book provides both. You'll use vital 9-minute Methods to get started quickly. Learn and use Countermeasures to procrastination. Discover how to powerfully position your product or service so your target market eagerly desires and buys what you're offering. Read guest articles and learn from top marketers and bestselling authors including Brian Tracy, Patricia Fripp, Chip Conley, Mark Sanborn, Dr. Elayne Savage, Dr. Tony Alessandra, Noah St. John and many more. This book will help you feel proud of yourself for taking action to market your product or service. More than that, you'll open the door for profit and success. "This book is both powerful and unique. It's not the usual marketing book that is simply an encyclopedia of tips. Instead, it gives you an Action Plan and 9-minute Methods that get you moving. This is the only marketing book I know of that helps you overcome procrastination, in addition to helping you effectively position your product or service for your target market. If you have any uncertainty about your positioning and target market or your next marketing step . . . get this book!" — Danek S. Kaus, author of *You Can Be Famous! Insider Secrets to Getting Free Publicity* "Get Tom Marcoux's 'Success Secrets of Rich, Smart and Powerful People.' I repeatedly hire Tom Marcoux as my media coach. He works on my press releases and consults on the covers of my books. I trust Tom's instincts the most. I value his opinions and ideas so much. He really has a good eye for marketing." — Dr. JoAnn Dahlkoetter, Coach to Olympic Gold Medalists and CEOs and author of *Olympic Thinking: Sports Psychology Coaching for Peak Performance in Sports, Business and Life*

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