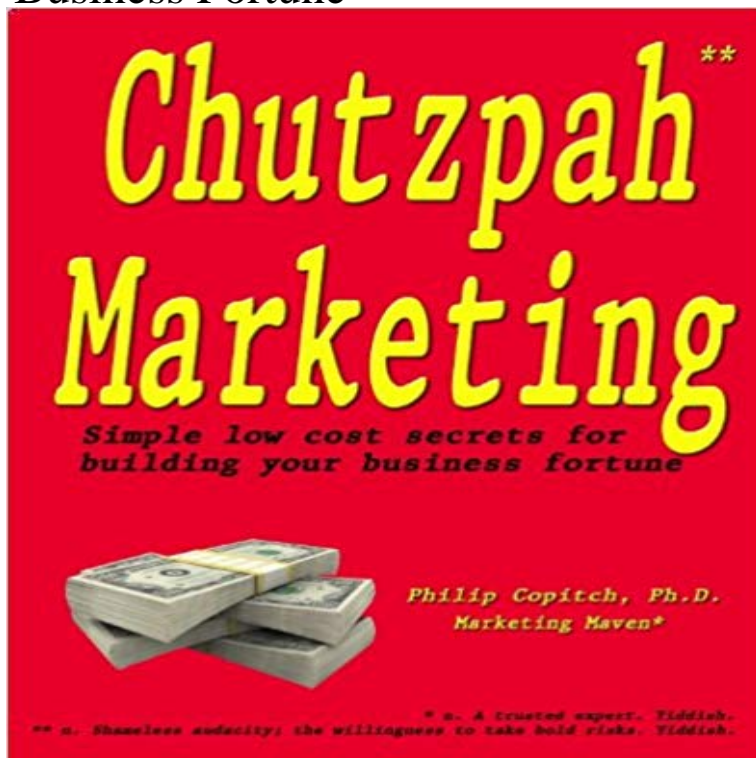


Chutzpah Marketing: Simple Low Cost Secrets For Building Your Business Fortune



Chutzpah marketing is business boldness coupled with supreme self-confidence. It is the art of doing business right, fairly, and with value. Business is said to be cutthroat, but that is not what Dr. Copitch is teaching. He is talking about being basically lazy and getting a lot done. Dr. Copitch wants you to do what works, and skip the aggravation of wasted effort. A chutzpah marketer doesn't waste time or money. She works hard and plays hard while loving it all. She has clear goals and follows them. She looks at her options and makes only well-informed decisions. Once a decision is made she does not second-guess herself. She is confident that she did her homework and is now following a sound course of action. A chutzpah marketer can make a decision. She is task-oriented and prides herself on task completion. A chutzpah marketer won't spend a dime if 9? will do. But, she is not cheap. She is value-oriented. When making purchases she is value-conscious. She is future-oriented and sees that she is investing in her business, not merely spending money. A chutzpah marketer is ethical. She carefully abides by the ethical standards of her profession. The ethical standards are incorporated into the very foundation of her business plan. Chutzpah marketers are not afraid of making money, in fact, it is important to them to earn real money! Life-changing money! They truly enjoy laughing all the way to the bank! In Chutzpah Marketing: Simple Low Cost Secrets For Building Your Business Fortune, Dr. Copitch shows you how to motivate customers to choose your company. To choose you! And once they are your customer, how to keep them and teach them how to bring you more customers. With Chutzpah Marketing's simple and low-cost secrets you can build the company you have dreamed of!

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