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By Simon Cocking, review of OVERSUBSCRIBED, How to Get People Lining Up To Do Business With You, Second edition, By Daniel Priestley. Published by Capstone, March 2020, Paperback original and e-book, £12.99, ISBN: 9780857088253. No matter how strong your products or services, finding customers in a competitive marketplace can be difficult.

OVERSUBSCRIBED Get People Lining Up To Do Business With ...

In Oversubscribed, entrepreneur and bestselling author Daniel Priestley explains why...and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money. Oversubscribed. Shows leaders, marketers, and entrepreneurs how they can get customers queuing up to use their services and products while competitors are forced to fight for business.

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People need to hear something about 7–15 times before they “get it” and remember it. If you’re going to have 5,000 people “get it” you need to arrive at one way of “showing up” or describing what you do and then say it a lot. Content – People read all the time.

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Generate so much desire that people are willing to join a waiting list; Stay popular among customers in changing times; Harness the power of data and hyper-targeting to pinpoint perfect prospects; Business success relies on your ability to attract customers easily and efficiently. Oversubscribed offers practical advice for achieving this goal.

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