

## Where's Your WOW?: 16 Ways to Make Your Competitors Wish They Were You!

Robyn Spizman, Rick Frishman

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Are you a CEO, manager, or entrepreneur? A consultant, author, or speaker? Or a doctor, lawyer, idea person, or inventor? Whoever you are, and whatever you do, you have a unique WOW factor--that special element only you can deliver to your business that will satisfy and delight your customers and clients. And whether you already have a dream career whose potential you want to maximize, or are just starting to make your way in your profession, you need to target that seed of success that will put you on the map and make you a household name.

Where's Your Wow? is a step-by-step guide to developing what makes you unique--your signature style--and will help you to:

- Envision your success
- Find your unique edge--and sharpen it
- Know your customer
- Apply to the present what you learn from the past
- Create alliances
- Hire people smarter than you
- · Spread the word
- Stay hungry
- Put people first

Using Robyn and Rick's Winning system to systematically build a personal brand will boost the profitability of your business. Not through some "magic formula," but a carefully crafted program that takes into account the wisdom and secrets of hundreds of people who have achieved WOW success.



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