

Finally, A Perfect Gift For All The Entrepreneurs On Your “Naughty” AND “Nice” List

This holiday season, give them a lifetime of cash-flow and success, not by feeding them fish, but by “teaching” them to fish!

There’s an old adage that says, “Give a man a fish and you have fed him for today. Teach a man to fish, and you have fed him for a lifetime.” And according to author, direct-marketing consultant and top-copywriter Craig Garber, from kingofcopy.com, for entrepreneurs, this information is critical to their very survival!

Garber, who charges upwards of \$35,000 to \$50,000 to sit down and write sales promotions for his clients, and who publishes the monthly offline newsletter *Seductive Selling*, says the inability to consistently attract a predictable and steady stream of pre-qualified prospects who are eager and excited about doing business with you BEFORE they work with you, is the underlying downfall behind nearly all entrepreneurial failures and set-backs.

“Look, the harsh reality of business is that you can be the sharpest ‘doer’ of whatever it is you sell, have more integrity than all your competitors combined, and know the ins-and-outs of your business or industry like there’s no tomorrow, but if you don’t have multiple ways of attracting prospects who are consistently demanding your goods and services, then you don’t even really have a business” says Garber.

“You see, conventional wisdom says that to be the best, you must focus on giving your customers the best experience, so that’s what all hard-working entrepreneurs concentrate on, but let’s face it, if you don’t have a long line of customers and prospects steadily beating a path to your door, then who are you going to give all these wonderful experiences to? The bottom line is, if you bet the farm on conventional wisdom, you’ll soon be signing it over to the bank!”

Garber’s *Seductive Selling System* and his *Seductive Selling Newsletter*, feeds the hungry appetites of his readers and clients who crave a steady diet of ongoing practical wisdom and easy to use new marketing ideas, strategies and breakthroughs, so their businesses can stay ahead of the curve and continue being wildly successful. “Reality is, you probably went into business to be free and independent, but unless you get a handle on how to market whatever it is you’re selling, and unless you know the right way of attracting new business, that freedom and control you so desperately want, will always be just beyond your reach.”

And now, just in time for the holiday season, Garber is offering a free trial of his *Seductive Selling Newsletter* (even if you are on Santa’s “naughty” list), at www.kingofcopy.com/ssnl

For an engaging and passionate interview, contact Craig Garber, “The King Of Copy” directly in his kingdom at 813-909-2214, or check out his daily musings on his *Seductive Selling* blog, www.kingofcopy.com/blog