

UP YOUR VALUE:

How to really grow your business.

By Dennis O'Neill,
The business growth coach

Learn how to 'up your value' in 4 different ways:

1. You personally as an entrepreneur, leader/manager, marketer, as a person
2. Your product or service
3. Your team of people
4. The valuation of your company...What's it worth?

Discover the value formula, how people subconsciously evaluate...why they buy or don't buy. Pick up a whole raft of how-to tools and skills to make yourself a value expert.

UP YOUR VALUE makes an **easy read**. The average person can read it in one sitting. There isn't a boring sentence in it. **Large font** lessens the baby-boomer eyesight challenge. The short chapters **flow** and make each concept simple to understand.

How we create value helps make some **prosper more** than others. This book reveals simple secrets, ideas and plans

that sharpen our focus in 'upping' value, every day.

Dennis O'Neill, the business growth coach, consults for a variety of businesses from his home base in Niagara-on-the-Lake.

Available from
amazon.ca for \$15.28 Cdn
chapters.ca for \$16.50 Cdn

Or from the publisher
authorhouse.com:
paperback \$15.50 U.S.
Electronic Book \$3.95. U.S.

This book injects entrepreneurs and business owners with a real boost. It tells you that the only way to increase your sales and profits is to increase your value for someone else and how to do that.



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