



What Clients Love: A Field Guide to Growing Your Business

Harry Beckwith

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Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to:

- * Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd.
- * Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home.
- * Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street. Marketers, *écoutez!*
- * Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school.

What Clients Love will help you get focused, stay focused, and follow the essential rules to success-by doing the little things right and the big things even better.

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