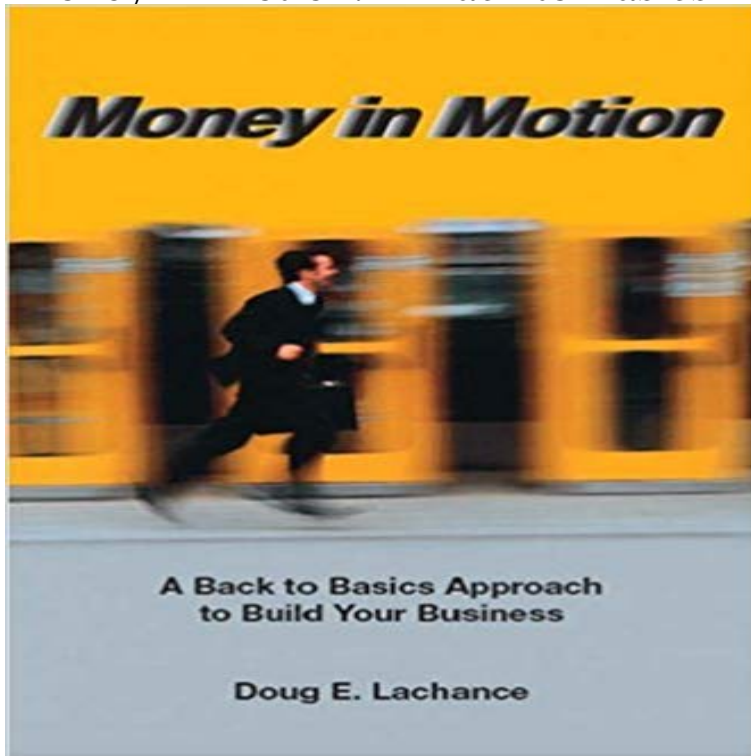


Money in Motion: A Back to Basics Approach to Build Your Business



Doug has penned *Money in Motion: A Back to Basics Approach to Build Your Business*. In addition to providing a step-by-step guide to building sales, the appendixes include a Kick Start Checklist, scripts, questionnaires, call sheets, worksheets for projects, seminars, value proposition and presentations. Everything you need to kick start your business! Doug's philosophy and approach to success is a fundamental belief that The Relationship Curve - building relationships of trust and patiently positioning yourself for the time when there is a need and money goes in motion, drives the business development process. At this moment you must have a value proposition and presentation that will land the customer - many times you do not get a second chance. Productivity is achieving the greatest results in the shortest period of time. In Doug's book, he explains how to get back to basics. How to be organized; focused; how to find people just like your best customers; how to meet them and start a relationship with them; how to build a relationship of trust with a powerful and systematic slow drip; and how finally to articulate your value proposition and build a dynamic presentation template that lands the customer every time. Leverage is achieving the greatest results with the least amount of effort. Doug discusses how to use projects to get many things done; how to leverage time with seminars and networking activities; how to leverage relationships through Centers of Influences; and how to leverage efforts by finding other people to execute activities for you. Most importantly, Doug shows how applying some simple fundamental principles and focusing short bursts of high energy into them over a period of days, weeks, months and years builds a momentum which takes your business to new heights of success.

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