



Pilot to Profit: Navigating Modern Entrepreneurship to Build Your Business Using Online Marketing, Social Media, Content Marketing and Sales

By Lisa Larter

Morgan James Publishing. Paperback. Condition: New. 210 pages. Dimensions: 0.0in. x 0.0in. x 0.0in. Seatbelts fastened. Business dreams in the upright position. Entrepreneurs, prepare for takeoff. Ready to generate sales, build brand buzz, and watch your cash flow soar Pilot to Profit clears up the confusion of modern entrepreneurship---so you can build a smart, successful and sustainable business with sky-high returns. Do I really need to be on Instagram, Facebook and Twitter How do these other people command such high fees (and how can I) How do I double my profits this year without doubling the work As you turn the pages, you'll uncover answers to the questions that have kept you stuck. And, proven strategies to help your business get found and turn connections into paying customers---whether you're an established enterprise or just What can you expect A stronger money mindset that no longer sabotages your ability to be paid what you're worth for the work you do. Expect your money-making radar to be on high alert. A clearly defined business model that maximizes what comes in, with less effort put out. Ease finding the right channels to grow your business so that you can reach more people. An understanding...

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