



The Revenue Growth Habit: The Simple Art of Growing Your Business by 15% in 15 Minutes Per Day

Alex Goldfayn

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“The chapters, (46 of them in this 256 page book) are quick and concise, and it is easy to pick it up anywhere and find a nugget of easily actionable advice, but the kicker is that the actions he recommends are also quick and concise, so that we can accomplish them in the few bursts of spare time we all have left.” –

800CEORead.com

“Follow Goldfayn's brilliant advice and you will have an endless supply of customer testimonials, spontaneous referrals, and new business, and it will compel you to buy a beautiful fountain pen and stop obsessing over social media. His advice simply works.” – **Inc.com**

Grow your business by 15% with these proven daily growth actions

Do you have trouble finding time during your hectic day to grow your business? Is your company stalled because you are too busy reacting to customer problems? Do you lack the funds to jumpstart an effective marketing plan?

The Revenue Growth Habit gives business owners, leaders, and all customer facing staff a hands-on resource for increasing revenue that is fast, easy, and requires no financial investment. Alex Goldfayn, CEO of the Evangelist Marketing Institute, shows how to grow your organization by 15% or more in 15 minutes or less per day—without spending a penny of your money.

Forget about relying on social media. Posting on Twitter, Facebook, and LinkedIn doesn't grow revenue, especially for business-to-business companies. *The Revenue Growth Habit* shows how to request and collect testimonials and how to *communicate* these testimonials to grow your business. You will discover how to write powerful case studies, ask for (and get!) referrals, grow your lists, and send a revenue-growing newsletter. Goldfayn also includes information for teaching your customer service people how to inform your current clients about what else they can buy from you. This proven approach revolves around *letting your customers tell your story*. There is nothing you can say about your products and services that is more effective than what your paying customers say.

How does it work? Each day, take one quick, proactive communication action that tells someone about how they'll be improved after buying from you. Choose from the 22 actions Goldfayn details in *The Revenue Growth Habit*. Each technique is fast, simple, and free. It only requires your personal effort to communicate the value of your product or service to someone who can buy from you. Personal communication—the key to the 22 action steps—will make your company stand head-and-shoulders above the competition.

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