

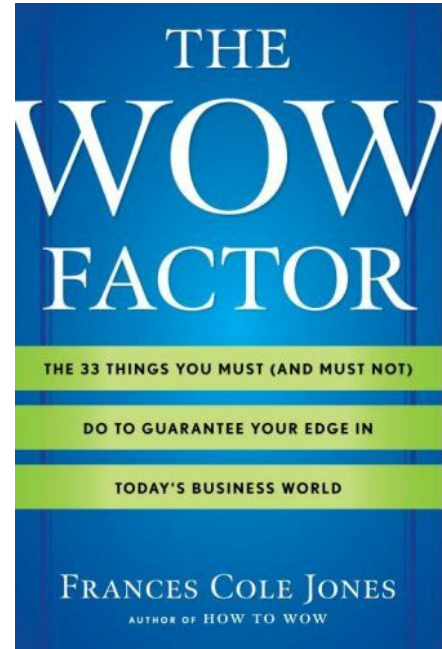
ANNOUNCING THE WOW FACTOR!

IN STORES NOW

The Wow Factor: The 33 Things You Must (and Must Not) Do to Guarantee Your Edge in Today's Business World

With this book, you'll learn how to:

- Identify and transform the qualities that dull your edge
- Restore your confidence in these days of “look hungry, go hungry”
- Target your dream job, out-prepare your interviewer, and get your résumé to the top of the pile
- Fine-tune the “soft skills” that will amplify your network
- Perfect your written communications—text, email, snail mail
- Follow the “Do It, Delegate It, or Delete It” Rule
- Get the ten worst business sayings out of your vocabulary
- Implement “the Six Layers of Why” for maximum impact when interviewing, branding, or selling
- Leverage the value of timing, silence, and the verbal one-two punch



ORDER your copy of The Wow Factor [TODAY!](#)

THE OFFERS...

1. **ORDER 1** copy and get access to The Job Interview Survival Kit. This kit, a \$50 value, contains everything you need to know and the tools and resources to ace your next interview!
2. **ORDER 2 OR MORE** copies and get an exclusive invitation to 2 LIVE web master classes! The first, “WOW-ing Your Next Interview” and the second, “Catch Your Customers Attention, Keep Their Trust.”

To take advantage of these offers, simply forward your sales receipt to thewowfactor@target-marketing.org.

“Whether you’re starting out, or starting over, The Wow Factor delivers.”—Keith Ferrazzi, author of the NY Times best-selling *Who’s Got Your Back*

THE WEB MASTER CLASSES...

WOW-ing Your Next Job Interview

These days, many of us are changing our careers (whether we like it or not.) Arduous anytime, it can be particularly challenging in these times-- and preparing yourself to face the job market after some time can be particularly disconcerting.

If you're finding yourself in one or both of these situation, let Frances Cole Jones show you how to:

- Ensure you stand out at Job Fairs and networking events
- Pitch yourself memorably in person, on the phone or by email
- Write your resume to reflect your experience
- Handle softball queries such as, "Tell me about your last job?" or "Why do you want to work for us?"
- Talk about any gaps in your resume or skill set
- Answer the inevitable, "What's your greatest strength/weakness?" question
- Prepare for informational, impromptu, or lunch interviews
- Feel confident during the "Compensation Conversation"
- And much more

Catch Your Customer's Attention; Keep Their Trust

In today's challenging economy, it's becoming trickier than ever to catch the attention of customers' mindful of their budgets, and to keep the trust of those you have known for years. With this in mind, let Frances Cole Jones show you how to:

- Employ the six most influential words for a copywriter
- Easily tailor your message to capture the attention of your target audience
- Think outside the traditional bounds of "customer service" -- ensuring loyalty for life
- Create the indispensable FAQ
- Use follow up calls to actively engender trust
- Use "Limiting Features" "Monkey Business" and "The Six Layers of Why" to focus and motivate your team
- Involve the customer in your success-- ensuring your shared success