

Introducing a Book:

101 Methods to Promote Your Business

Author: Maxwell Greenwood Simonds

Kindle Edition

101 METHODS TO PROMOTE YOUR BUISSNES



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SIMONDS

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The author wants us to “Become not just a professional - become expert in your field.” That is the not end of it, we need to build higher, and we should become “a person-brand”. He offers 101 ways to achieve this goal. We become an in-demand product that needs to be sold.” The 101 ways offered by the author Maxwell Greenwood Simonds will enable us to develop our own comprehensive ways to achieve success and recognition and also function as a well-known brand. For Indian students, There are many images available before Indian students -- many examples are before them: Satya Nadella, Sundar Pichai, Indra Nooyi, Shiv Nadar, N. R. Narayana Murthy and so on. They were not born in very rich families, but their individual effort has taken them well above others and they, with many others of Indian origin, shine well as brilliant examples for Indian students and entrepreneurs coming from not so rich families, etc. Their talent and knowledge and dedicated work are their investment in their career.

There are 53 sections or chapters in this book. It begins with self-identification as an essential part of our planned career. 101 ways to promote the business started by an entrepreneur are presented in these 53 sections/chapters. For example, the name, logo, tagline, self-presentation, business cards and signature are all emphasized with practical ideas and guidelines. The entrepreneur’s confidence, scalability, persistence, vulnerability one face, and efficiency are discussed. Planning our success includes relevance of our enterprise, erudition of the entrepreneur, our sense of humor that should reflect our reliability, values and charisma are highlighted with very interesting, practical and insightful experience from the experience of the author who has been a dynamic successful entrepreneur in many countries.

How we should avoid notoriety and scandalousness are also focused upon. Also elitism does not also help much. Our goal should be perfection. Perfection is not achieved in a single stroke. We all need to work towards it, and the path could be hard and difficult. Yet continuous effort will result in perfecting our ways and business, etc.

Networking, teaching, interview, ability to make professional comments, making attractive conference speeches that encourage and inspire others to work intelligently and move toward their goals. Advertising, use of video channels and audio podcasts are important ways to promote our business. We need to master what crowdfunding is and how we take advantage of it, and help others, especially our clients, to make use of these sources. We should be able to identify notable clients from several angles and develop closer business relationships with them. Criticism should not be always taken to be an obstacle. How does the entrepreneur reward his/her coworkers is another important aspect to consider. Consulting is an important aspect.

As the title suggests, the book offers many ways to start, run and achieve success in doing business.

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