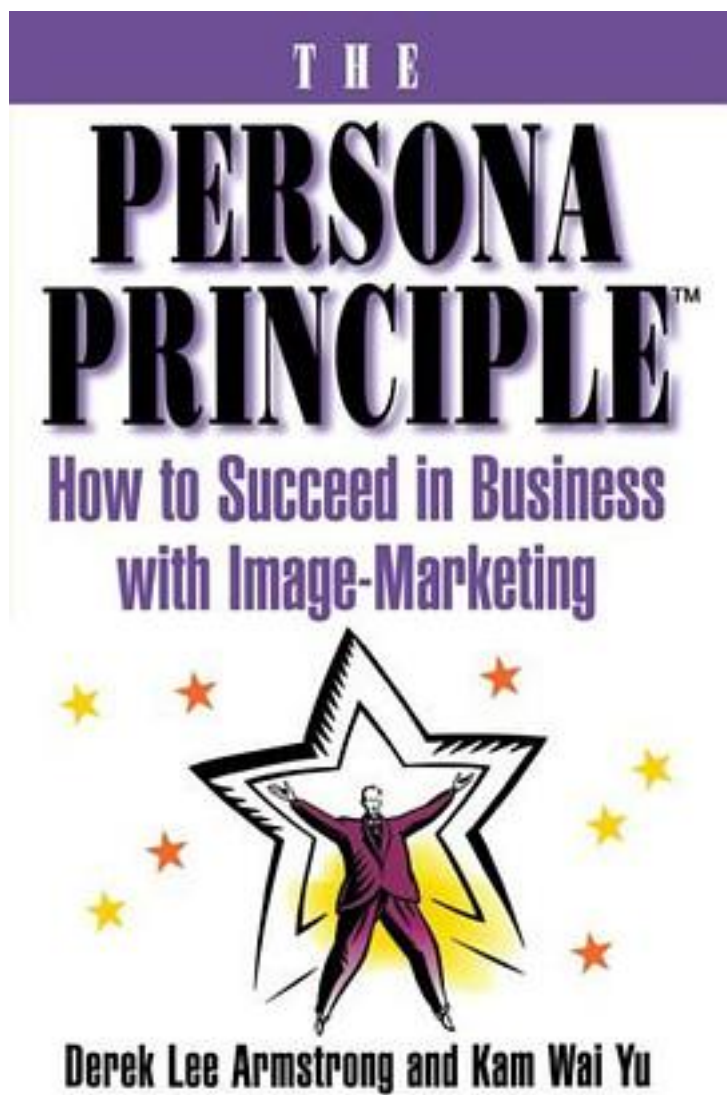# The Persona Principle

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Image Is Power Image is a tool that guarantees success -- but only if you know how to use it. Even if you are the best, the most experienced, or the most talented, you cannot enjoy prosperity until you build an image that makes you visible to your potential market. "The Persona Principle"TM will teach you the most powerful Image-Marketing secrets of the world's leading enterprises. You'll learn to create an effective plan to reach your business, sales, marketing, and personal goals -- all on image alone. With numerous business anecdotes, sidebars and case studies on companies as diverse as Nike and Smartfood, "The Persona Principle" illustrates how to Become successful without capital Overcome the two biggest obstacles to success -- invisibility and incredibility Capitalize on the five hottest consumer trends to become a market leader Wipe out your competition with the five Power Personas Employ the 8 Persona Factors -- the most important ways to build image Use the 88 Persona Codes -- the proven techniques of Image-Marketing Find out how credible you are to your audience Rate all of your Persona Assets and Liabilities Build a Persona Plan -- a step-by-step marketing plan for success Whether your goal is to jumpstart an existing business, woo a new and valuable customer, or get your entrepreneurial venture off the ground, "The Persona Principle" will guide you to the best Persona for success.

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