



Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

By Jay Abraham

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A trusted advisor to America's top corporations and recognized as one of today's preeminent marketing experts, Jay Abraham has created a program of proven strategies to help you realize undreamed-of success! Unseen opportunities face each of us every day. Using clear examples from his own experience, Jay explains just how easy it can be to find and/or create new opportunities for wealth-building in any existing business, enterprise, or venture.

And just how easy can it be? One entrepreneur took the concept of the ballpoint pen and refined it into a multimillion-dollar idea: roll-on deodorant. Fred Smith of Federal Express took the methods that banks use for clearing checks to develop an overnight delivery company that has revolutionized the way we do business. Now, what have *you* seen-- or are going to see-- that you could take and turn to *your* advantage?

In *Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition*, the program focuses on helping you spot the hidden assets, overlooked opportunities, and untapped resources around you, and gives you, and gives you fresh eyes with which to see and capitalize on them. You'll also learn how to adapt and apply these tools to your unique circumstances to maximize your income, influence, power, and success.

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Editorial Review

Amazon.com Review

Marketing wiz Jay Abraham provides some powerful strategies for boosting your career or business in *Getting Everything You Can Out of All You've Got*. Abraham believes that anyone can advance in life by tapping into hidden assets and developing the right mindset. He writes, "You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don't see them." Over the course of 21 chapters, he shows how to get ahead by treating bosses and clients as valued friends; find better and more exciting ways of doing things; develop "unique selling propositions"; persuade people to follow your lead; master the art of selling on the telephone; craft a formal referral system; sell on the Internet; and forge strong, established business relationships. Abraham's central theme is that everyone is in sales. In almost any profession, people must be skilled at selling themselves and their ideas, not just their company's product or service. Engagingly written, the book features more than 200 examples of people and companies who have successfully used these techniques, from Bill Gates and Dennis Rodman to Sharper Image and Federal Express. --*Dan Ring*

Review

"Jay Abraham is a master at growing businesses. This book is a mother lode of techniques to make a competitive advantage and to turn your customers into your best sales force." ?*Stephen Covey, author of Seven Habits of Highly Successful People*

"Jay Abraham's new book is a practical, no-nonsense collection of ideas that are certain to give you the edge you need during these times of great opportunity." ?*Ken Blanchard, co-author of The One Minute Manager*

"Jay teaches you more workable, tangible, profitable techniques and strategies than you can probably apply in three lifetimes. But what he teaches you about mind-set is his true gift of wealth." ?*Mike Basch, an original founder of Federal Express*

"... possibly the greatest marketing expert alive today." ?*Success*

About the Author

Jay Abraham has helped grow more than four hundred companies, including IBM, Microsoft, Citibank, and Charles Schwab. He lives with his wife and children in Palos Verdes, California.

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Jonathan Scott:

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