



1001 Ways to Market Your Services: For People Who Hate to Sell

Richard Crandall

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- personal contacts
- selling through seminars
- sales techniques
- trade show and event marketing
- using newsletters to promote your services
- low-cost ideas
- brochures
- advertising--print, TV, billboards, etc.
- on-line marketing
- strategic marketing
- networking
- and much more . . .

Rick Crandall, PhD, is a speaker and consultant who has written or edited five books on marketing in the last two years. He specializes in helping service professionals who hate to sell. He has helped services from accounting and law to construction. He has taught thousands of seminars on marketing, sales, and customer service. He won a Small Business Administration award and has been a speaker for *Inc.*, magazine,

Autodesk, Office Depot, the American Marketing Association, and many other organizations. He lives in the San Francisco Bay area.

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