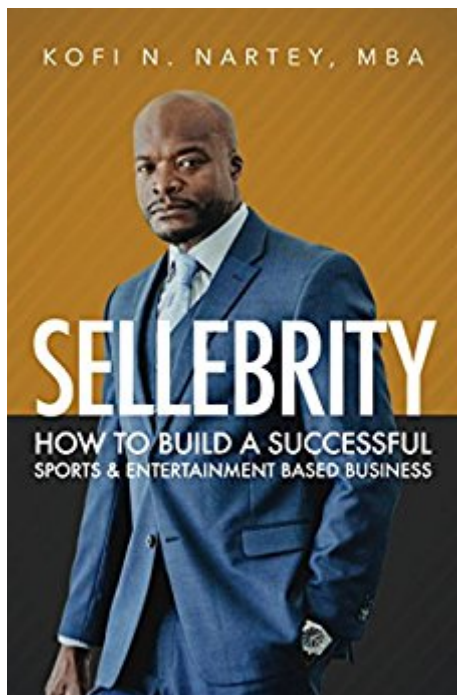




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Sellebrity: How To Build A Successful Sports & Entertainment Based Business



Synopsis

Tired of standing on the Sideline? Are you ready to get in the Game? It's time to "Focus and Finish" In Sellebrity, business leader Kofi Nartey gives you the script on how to build and grow a successful clientele of athletes and entertainers. Whether you are a real estate professional, financial advisor, attorney, business coach, personal trainer, insurance rep, pet sitter or any other professional service provider, if you want to break into selling to and serving the sports and entertainment niche, Sellebrity gives you the successful game plan. In Sellebrity, Kofi teaches you how to: * Navigate through the gatekeepers of agents and business managers* Get into the "inner circle" and become a trusted advisor* Specialize in your industry* Understand when and how to go that extra mile* Find a mentor and make yourself a resource Sellebrity gets you off the bench and into the action!

Book Information

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Customer Reviews

This is a comprehensive explanation of how to get a luxury service brand going - focusing on the nuances of sports and entertainment clients. Reading this book is almost like having Kofi as a business mentor to advise you on detailed aspects of your business. It is beneficial for all types of service industry professionals, and I have gleaned great insight for my work as a social

entrepreneur targeting elite clientele. All biases aside, I highly recommend!

This is just the book I was looking for. As a former athlete turned Realtor I know what niche of the market I intend to focus on. Sports and Entertainment is it and Kofi has written out a good guide on how to get there.

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