

Where's Your WOW?: 16 Ways to Make Your Competitors Wish They Were You!

By Robyn Spizman, Rick Frishman

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Are you a CEO, manager, or entrepreneur? A consultant, author, or speaker? Or a doctor, lawyer, idea person, or inventor? Whoever you are, and whatever you do, you have a unique WOW factor--that special element only you can deliver to your business that will satisfy and delight your customers and clients. And whether you already have a dream career whose potential you want to maximize, or are just starting to make your way in your profession, you need to target that seed of success that will put you on the map and make you a household name.

Where's Your Wow? is a step-by-step guide to developing what makes you unique--your signature style--and will help you to:

- Envision your success
- Find your unique edge--and sharpen it
- Know your customer
- Apply to the present what you learn from the past
- Create alliances
- Hire people smarter than you
- Spread the word
- Stay hungry
- Put people first

Using Robyn and Rick's Winning system to systematically build a personal brand will boost the profitability of your business. Not through some "magic formula," but a carefully crafted program that takes into account the wisdom and secrets of hundreds of people who have achieved WOW success.

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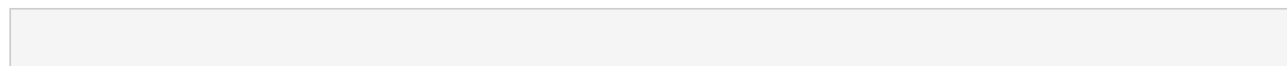
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Editorial Review

From the Back Cover

When was the last time a product or service made you say, 'Oh Wow!?' This wonder of a book will show you how to create that same magic in your own business."-Ken Blanchard, coauthor of *The One Minute Manager*®

"If you want to be irresistible, successful and extraordinary, read this book."-Ken D. Foster, author of *Ask and You Will Succeed* and CEO of Shared Vision Network

"Your WOW awaits you within the pages of this wonderfully readable book. Read it, apply it and go wow the world!"-Jay Conrad Levinson, The Father of Guerrilla Marketing, author of the Guerrilla Marketing series

"If you're tired of living a mundane life, falling short of success, then you've come to the right book. Robyn and Rick brilliantly deliver the cure!"-Les Brown, world-renowned motivational speaker

"Only the best brands are selling today. *Where's Your Wow?* shows you how to stand out in the clamoring crowd seeking fortune and fulfillment."-Dr. Denis Waitley, author of *The Seeds of Greatness*

"I wish I had *Where's Your Wow?* back when I first started! This new book will help you reach--and monetize--your personal brand potential. And that's The Savage Truth!"-Terry Savage, author of *The Savage Truth on Money* and *The Savage Number*, syndicated *Chicago Sun-Times* columnist

About the Author

As a prolific author, consumer advocate, nationally recognized media personality, accomplished speaker, and co-founder of a nationally-known PR firm, **Robyn Freedman Spizman** has spent her career reporting on WOW products and helping others find the WOW in their lives and work. A top promoter and publicist, **Rick Frishman** has represented some of the biggest companies, names, and experts in the business. He is the founder of Planned Television Arts, and publisher at Morgan James Publishing. Together they will walk you through the simple yet fascinating process of developing your WOW factor--while inspiring you with stories from the most successful and profitable people brands in the business. For more info go to www.wheresyourwow.com.

Users Review

From reader reviews:

Diane Reid:

Information is provisions for individuals to get better life, information these days can get by anyone from everywhere. The information can be a information or any news even a problem. What people must be consider when those information which is inside former life are hard to be find than now is taking seriously which one is acceptable to believe or which one the resource are convinced. If you find the unstable resource

then you get it as your main information we will see huge disadvantage for you. All of those possibilities will not happen throughout you if you take *Where's Your WOW?: 16 Ways to Make Your Competitors Wish They Were You!* as the daily resource information.

Grady Meraz:

Reading a book tends to be new life style within this era globalization. With looking at you can get a lot of information which will give you benefit in your life. Together with book everyone in this world can easily share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their reader with their story as well as their experience. Not only situation that share in the guides. But also they write about the knowledge about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that you can get now. The authors in this world always try to improve their expertise in writing, they also doing some investigation before they write with their book. One of them is this *Where's Your WOW?: 16 Ways to Make Your Competitors Wish They Were You!*.

Donna Salerno:

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Nila Cobb:

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