



# The Product Is You!: Position Yourself for Success as an Advisor

*Mark Magnacca*

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**The Product Is You!: Position Yourself for Success as an Advisor** Mark Magnacca

Position Yourself for Success as an Advisor

This book is designed to help you figure out how you can use your biggest resource, YOU, more effectively. Each chapter is packed with specific strategies and tactics that show you both the "Why" and the "How" of personal marketing.

"The Product Is You" demystifies the process of differentiating yourself in the market place.


You will learn about a turnkey process known as C.A.L.M.

- Create a compelling message
- Articulate that message effectively
- Locate your target market, and
- Motivate them to take action

Packed with real life examples and stories, it makes each strategy easy to understand and apply. Learn how to attract your target market clients with the following strategies:

Your Marching Orders: Taking stock and applying what you have learned

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