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INSPIRATIONAL SPEAKER & EVENT MC, BESTSELLING AUTHOR, COACH & TRAINER

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BUSINESS POCKET GUIDES

These concise, power-packed, reads are
'business books in 40 minutes!'

They are full of powerful tips, scripts and techniques to help you win more business, build profitable relationships and create a compelling reputation as the **'go to' choice** and **trusted voice** for whatever you do.

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The Motivation Pocket Guide

How to Motivate and Empower Yourself and Others to Implement Plans and Take Massive Action!



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How to Develop Your Personal Reputation and Make Yourself the 'Go To' Professional for What You Do!



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The Psychology, Principles and Power of Persuasion to Get What You Want from Who You Want, When You Want!



The Online Networking Pocket Guide

How to Harness the Power of Online Networking to Grow Your Reputation, Your Business and Your Income!



The Networking Follow-Up Call Pocket Guide

The Most Powerful Strategies, Ideas and Scripts to Follow Up Your Contacts and Really Make Your Networking Count!



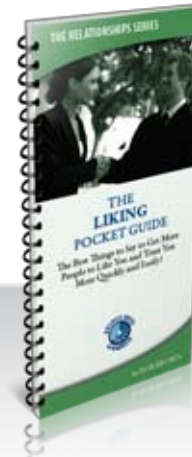
The Elevator Speech Pocket Guide

Your Ultimate Guide to Answering the 'What Do You Do' Question with Impact and Credibility!



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The Secrets of the Most Powerful, Influential, Persuasive and Connected People on the Planet!



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The Best Things to Say to Get More People to Like You and Trust You More Quickly And Easily!



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Your Ultimate Guide to Understanding, Creating and Running Successful Mastermind Groups!



The Great Networking Questions Pocket Guide

The Very Best Networking Questions You Can Ask to Make Friends, Build Trust and Win Business!



The Networking Pocket Guide

Superior Tips and Strategies to Network Productively, Strategically and Confidently in All Situations!



The Remembering Names Pocket Guide

Your Ultimate Guide to Training Your Memory and Remembering Names in All Kinds of Business and Social Situations!



The Mentoring Pocket Guide

How to Find, Engage and Work With Mentors to Enhance Your Prospects, Your Network and Your Business!



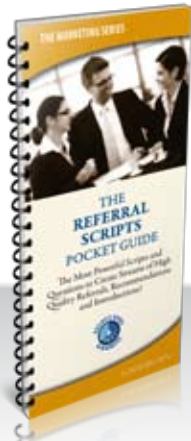
The Service Pocket Guide

Over 100 Tools, Tips and Ideas to Create Loyalty and Delight for Your Customers and Clients!



The Trust Pocket Guide

Your Ultimate Guide to Building Trust and Credibility in Your Business Relationships!



The Referral Scripts Pocket Guide

The Most Powerful Scripts and Questions to Create Streams of High Quality Referrals, Recommendations and Introductions!



The Referral Pocket Guide

Your Ultimate Guide to Understanding, Positioning and Winning Business by Referral!



The Events Pocket Guide

How to Successfully Plan, Host and Leverage Your Clubs, Events and Seminars for More Profit, More Profile and More Business!



The Proposal & Pitching Pocket Guide

Your Ultimate Guide to Business-Winning Pitches, Proposals, Beauty Parades, Tenders and Presentations!



The Objection Handling Pocket Guide

The Very Best Objection-Handling Phrases, Strategies, Come-Backs and Rebuttals to Get Your Prospects to 'Yes' and Make More Sales!



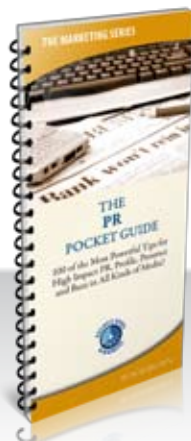
The Selling Pocket Guide

The Best Tips, Strategies and Motivators to Generate More Leads and Become the Ultimate Sales Professional!



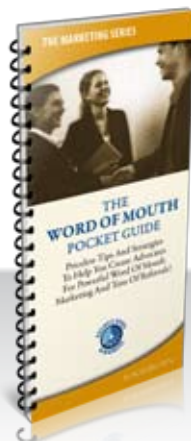
The Exhibitions Pocket Guide

How to Confidently and Strategically Work the Floor for Profit and Profile at Exhibitions, Tradeshows and Expos!



The PR Pocket Guide

100 of the Most Powerful Tips for High Impact PR, Profile, Presence and Buzz in All Kinds of Media!



The Word of Mouth Pocket Guide

Priceless Tips and Strategies to Help You Create Advocates for Powerful Word of Mouth Marketing and Tons of Referrals!



The Telephone Pocket Guide

How to Use the Power of the Telephone to Meet More People, Create More Opportunities and Win More Business!



The Negotiation Pocket Guide

The Most Powerful Tips, Techniques and Scripts to Help You Get the Best Deals in All of Your Negotiations!



The Sales Closing Pocket Guide

The Most Powerful Scripts, Phrases and Strategies to Close More Business, Seal More Deals and Make More Sales!



The Change Pocket Guide

Your Ultimate Guide to Successfully Managing, Implementing and Coping With Personal and Organisational Change!



The Great Questions Pocket Guide

How to Deepen Your Business Conversations and Relationships with the Most Powerful Questions on Earth!



The Meetings Pocket Guide

The Secrets of Great Meetings to Boost Your Productivity, Sharpen Your Strategy and Motivate Your People!



The Presentations Pocket Guide

Over 120 Top Tips, Hints and Ideas for Giving Compelling, Entertaining and Powerful Presentations!



The Teams Building Pocket Guide

Great Tips, Ideas and Strategies to Help You Lead, Motivate, Empower and Equip World Class Teams for Peak Business Performance!



The Time Management Pocket Guide

The Secrets of the Most Disciplined, Productive and Organised People in the World!

Profitable Ways You Can Use Rob's Pocket Guides



As well as using these Pocket Guides personally to build your personal reputation, create more opportunities and win more business, there are many other ways these powerful resources could work for you.

1. **Send them as a thank you** to your clients, customers and referral sources.
2. **Give them away to enhance** your personal or company profile.
3. **Offer them as an incentive** for your contacts and prospects to complete a questionnaire or survey.
4. **Give them to interested prospects at trade shows** and exhibitions.
5. **Become a Rob Brown 'affiliate'** and make a significant income every month (up to 50% commission) selling them to your lists, members and contacts. Go to www.rob-brown.com/affiliates.html for more details.
6. **Send them to your existing clients and customers** to keep in touch.
7. **Use them as a staff training tool or incentive** for excellent work/sales.
8. **Enclose one when you mail out your invoices** for prompt payment!
9. **Give them away free with a special offer** or a new product/service launch.
10. **Offer them to new clients and customers** as a golden hello.
11. **Use them as an incentive** to attract staff/members and encourage membership renewals.
12. **Send them to your clients and customers at 'year end'** or Christmas to thank them for their custom.
13. **Offer them as an incentive** for other companies/professionals to do business with you and offer you referrals.
14. **Give them to prospects** to make an introduction or 'warm up' a relationship.
15. **Include them as an extra 'value added' bonus**, packaged with your existing materials, products or services.
16. **Bring Rob Brown in to give a motivational presentation** around a particular resource for your own people or your guests, after which all of your audience receive their own signed Pocket Guide.
17. **Use them as a lead generation tool** by giving to prospects who come to your store, enter a prize draw, come to your website, respond to your advertising or request information.

SPECIAL REPORTS

These Special Reports bring you insight, motivation and a complete grounding in specific professional development and relationship marketing areas.

They will also help you build a compelling reputation as **the ultimate choice** and **the obvious option** for whatever you do!

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INSPIRATIONAL SPEAKER & EVENT MC, BESTSELLING AUTHOR, COACH & TRAINER



Turning Business Cards into Sales

The Most Powerful Strategies, Ideas and Scripts to Follow Up Your Contacts and Really Make Your Networking Count!



The Secrets of Key Account Management

The Most Powerful Strategies for Building Long-Term, Profitable Client Relationships and the 27 Vital Skills of Key Account Management!



Answering the 'How's Business?' Question

25 of the Best Scripts, Phrases and Follow-Ups to Educate People That You're Good and That You're Also Open for Business!



The Secrets of Great Business Cards

How to Design, Position and Use Your Business Card to Stand Out from the Crowd, Give the Right First Impression and Explode Your Business!



Building Profitable Client Relationships

Practical Tips, Tactics and Concepts to Bring Credibility, Reliability and Trust into Your Relationships for Greater Loyalty and Profits!



The Secrets of Superior Business Power Scripts

How to Unlock the Power of Scripts to Say the Right Thing at the Right Time in the Right Way for the Right Results!



Getting the Most from Conferences

How to Prepare, Execute and Follow Up Conferences to Ensure You Gain Maximum ROI, Contacts, Opportunities, Learning and Business!



How to Be More Confident

Learn the Powerful Secrets of the World's Most Confident People!



Getting Past the Gatekeepers

The Best Tips, Scripts and Hints to Handle Tough Questions, Move Past First Base and Reach the People You Really Want to Speak to!



How to Give Great Presentations

All the Tools, Techniques and Tips You Need to Deliver Punchy, Powerful and Entertaining Speeches, Talks and Presentations!



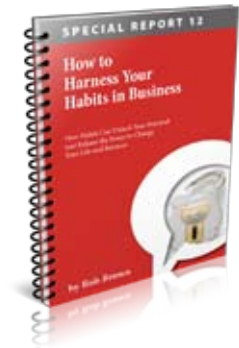
How to Work a Room

Introductions, Impact and Interest - The Secrets of Confident, Productive Networking in a Room Full of Strangers!



How to Be Great on the Telephone

Harnessing the Power of the Phone to Kick-Start Relationships, Build Rapport, Create Opportunities and Win More Business!



How to Harness Your Habits in Business

How Habits Can Unlock Your Potential and Release the Power to Change Your Life and Business for the Better!



How to Be More Persuasive

The Psychology, Principles and Power of Persuasion to Get What You Want from Who You Want, When You Want!



Premium Tips for Powerful Prospecting

Ideas and Strategies to Generate More Leads and Create More Opportunities to Do Big Business!



The 13 Commandments of Turning Relationships into Profits

Make More Money, Win More Business, Build More Lucrative and Fulfilling Relationships and Make Yourself Famous into the Bargain!



The Best and Worst Times to Ask for Referrals

The 22 Best and 22 Worst 'Critical Moments of Truth' to Ask People for Referrals, Introductions and Recommendations!



The Best Referral Positioning Scripts

The Most Powerful Phrases, Questions and Scripts to Position Referrals and Tell People You're Looking for Business!



The Critical Non-Essentials

The Most Critical but 'Non-Core' Tools, Tactics and Ideas to Add Value to Your Business Relationships and Create Loyal Advocates!



The Referral 'Win Win Win'

The Benefits of Referrals for All Four Interested Parties and the Secrets of Getting Motivated and Empowered to Ask!



Building Your Dream Team

How to Map Out Your Network and Assemble the 12 Kinds of People You Need Around You for a Successful, Fulfilling Life and Business!



Character: The Foundation for success

The Secrets to Building Inner Strength, Integrity and Authenticity for More Influence and a Greater Reputation!



The Ten Best Ways to Say 'No'

The Best Scripts and Strategies to Help You Get More Done and Avoid Being Dumped On and Delegated To!



Playing to Your Strengths

Tapping into the Power of Your Unique Skills, Talents and Mind for Maximum Fulfilment and Optimum Performance!

Co-Brand any Pocket Guide or Special Report

How would you like the credibility of your own professional development library?

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- ✓ Your logo and branding predominantly displayed.
- ✓ Credibility and visibility for you and your company.
- ✓ The 'personal touch' with your marketing literature and training materials.
- ✓ An extra income source for your bottom line.
- ✓ A great gift for your customers and clients.

To discuss this opportunity further, please contact Rob Brown on +44(0)115 846 2627.



The BNI series of co-branded Pocket Guides

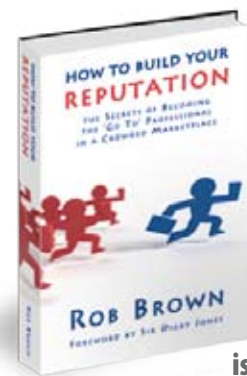
BOOKS AND MANUALS

These extended resources are practical tools that will take you deeper into winning more business, making more sales and building a more formidable reputation.

When you need something with more meat, depth and detail, these books and manuals put you in the realm of the experts.

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'This book is a must read!'

Lord Sir Digby Jones
former Director General of the CBI

BOOK: **How to Build Your Reputation**

When people talk about you behind your back, what are they saying and thinking? When people need what you offer, how do you get them to think of you first, instead of your competition?

The answer lies in your personal reputation. To be the 'go to' professional for what you do, you must create, build and sustain the best possible name for yourself. It's your most powerful weapon in a cluttered marketplace.

Whether you're employed or self-employed, there are rules for building your personal reputation. With this book, you have all the reputation secrets you need to win more business, create more opportunities and attract the wealth, fame and success you deserve!

With a foreword by Lord Sir Digby Jones, former Director General of the CBI, this unique 312 page book gives you:

- Everything you need to know about what a reputation is and what it can do for you.
- Practical exercises on how to define and design your personal reputation.
- Over 70 different tools, tips and tactics for building your reputation.
- The 17 unbreakable laws of building and keeping your good name.

BOOK CONTENTS

Section 1: Understanding Reputations

- What Exactly Is a Reputation?
- Who Needs a Strong Reputation?
- Why You Need a Strong Reputation
- The Ten Universal Laws of 21st Century Business
- What a Good Reputation Will Do For You
- Why Your Reputation Is Your Most Valuable Asset
- The Difference Between Character, Personal Brand and Reputation
- Reputation Starts from the Inside

Section 2: Designing Reputations

- Laying the Foundation
- The Power of Niche Positioning to Develop Your Reputation
- How to Niche What You Do
- Enhancing Your Reputation Through Multiple Niches
- What to Do if You Don't Have a Niche
- Defining Your Reputation
- The Role of Your Competitors in Building Your Reputation
- What Are Your Reputation Goals?

Section 3: Building Reputations

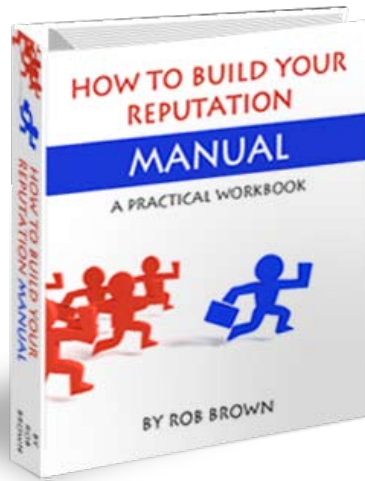
- Creating Your Personal Reputation Plan
- The 10 Strategies For Building Your Reputation
- The Two Unspoken Reputation Strategies: Building Credibility and Trust
- The Role of Influence In Reputation
- 70 of the Best Tools, Tips and Tactics to Build Your Reputation

Section 4: Defending Reputations

- What Damages Your Reputation
- How to Defend Your Reputation
- Evaluating and Evolving Your Reputation
- Corporate Reputations
- Reputation Through Branding
- The Rules of Building and Keeping a Reputation
- Leaving Your Legacy

Format	Price
Hard Copy Book	£15.00
PDF Download	£9.00
First 5 Chapters	FREE

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MANUAL: How to Build Your Reputation

The 'How To Build Your Reputation Manual' is a practical workbook for anyone who wants to build their reputation.

It is an ideal companion to Rob Brown's 'How To Build Your Reputation' book, but can be used with or without it. If you want to skip the theory and just get on with doing it, this is the book for you!

It presents a clear guide to your options for creating your Personal Reputation Plan, and all you need to know to be able to put the theory of reputation-building into practice. There's a more extensive range of exercises than in the book, including worksheets, question banks, evaluation tools, supplementary information, action points and suggestions.

As you work your way through this 142-page A4 Manual, you'll discover how you are going to build your reputation, and you'll soon find yourself becoming the 'go to' professional for what you do!

Whether you are working for someone else in an employed position or you are building your own empire as a sole trader or entrepreneur, you'll find in this workbook all the tools you need to build your reputation.

Using a selection of techniques to suit the person you are, and the skills and strengths you've already got, this workbook expands on the 'How to Build Your Reputation' book to enable you to implement the book's instructions and advice.

MANUAL CONTENTS

Section 1: Understanding Your Reputation

1. Reputation Quiz
2. Reputation Starts from the Inside
3. The Johari Window

Section 2: Designing Your Reputation

1. Laying the Foundation (Chapters 2-10: exercises and tests)
11. Other Approaches
12. How to Niche
13. Enhancing Your Reputation Through Multiple Niches
14. What to Do if You Don't Have a Niche
15. Defining Your Reputation
16. Your Competitors and Your Unique Value Proposition
17. What Are Your Reputation Goals?

Section 3: Building Your Reputation

1. Creating Your Personal Reputation Plan
2. The Two Unspoken Reputation Strategies: Building Credibility and Trust
3. The Role of Influence in Reputation
4. 70 of the Best Tools, Tips and Tactics to Build Your Reputation:
 - Toolbox 1: Changing Who You Are
 - Toolbox 2: Changing What You Do - For Anyone
 - Toolbox 3: Changing What You Do - For 'Solopreneurs'

Section 4: Defending Your Reputation

1. What Damages Your Reputation
2. How to Defend Your Reputation
3. Educating and Evolving Your Reputation
4. Corporate Reputations
5. Using Your Personal Brand to Build Your Reputation
6. Exploiting Your Reputation
7. The Rules of Reputation Building and Keeping
8. Leaving Your Legacy

Format	Price
Hard Copy Manual	£37.00
PDF Download	£27.00
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The Ultimate Objection Handling Script Manual

Everyone is in sales. Every interview you've ever had, every essay you've ever written, every argument you've ever tried to win is a sale of some sort. You're using statements, questions and emotions to bring someone round to your way of thinking.

If you want more sales, more profit, more customers, more clients, more opportunities or just want to be more persuasive – this unique Script Manual is for you!

Whether you're wanting a payment, a meeting, a returned call, permission to proceed, an introduction, an order or a simple nod, there will always come a time when you need to get the 'yes' to proceed. And this is where scripts come in – great phrases to move the conversation on from an objection to a close.

Objections are in many ways a simple request for information. If people have ever told you 'maybe', 'not yet' or 'not now', and you didn't know how to handle it, then you've almost certainly missed out. But not anymore...

Inside this Script Manual you will discover...

- Almost 1,500 scripts for properly handling every type of objection
- The 48 most important issues in objection handling

- The 10 different kinds of objections Rob's top tips for handling objections
- 5 bonus toolboxes of in-depth answers for vital sales situations, including How To Get Past Gatekeepers, Probing Their Budget and Identifying Decision Makers and Kinds of Buyers

What this manual will do for you:

- ✓ Teach you that objections are good and nothing to be scared of!
- ✓ Help you overcome the frustrations of no, not now and not ever!
- ✓ Keep you longer in the game so you can build better rapport and sell more!
- ✓ Help you prevent many objections from never arising.
- ✓ Show you the words and rebuttals you need to win big ticket deals. Maximise your conversations, presentations, phone calls and meetings.
- ✓ Explain how to tell whether you're getting a smokescreen, a put off or a genuine objection.
- ✓ Equip you with the strategies, phrases and questions to turn difficult sales situations to your advantage.
- ✓ Help you avoid confrontation with prospects and clients.
- ✓ Make you more confident in selling, proposing, opening doors, cold calling and asking for the business!
- ✓ Help you to appear more professional and client-focused.
- ✓ Max your opportunities to win more business at higher rates.
- ✓ Help you keep ahead on your sales targets.
- ✓ Help you sell more, win more and make more.
- ✓ Shoot you ahead of your competitors and even your colleagues.
- ✓ Help you enjoy your work more and reduce your stress levels!
- ✓ Put your business, your profile and your product or service right on the map!

Format	Price
Hard Copy Manual	£177.00
PDF Download	£137.00
First 5 Chapters	FREE

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BUSINESS POCKET GUIDES ~ SPECIAL REPORTS ~ CDS ~ BOOKS ~ MANUALS

What people are saying...

"In a time-poor world Rob Brown's Pocket Guides hit the hot spot for focused, explicit and easily accessible tools tips and strategies, enabling you to raise your game immediately."

SIR ERIC PEACOCK, President - ISMM and Group Chairman, Academy of Chief Executives

"Rob Brown's dedication and expertise will do wonders for your reputation, your wallet and your opportunities."

LORD DIGBY JONES, government advisor and former Director-General, CBI

"This powerful, punchy and practical BNI Pocket Guide on Networking, like all the others in the series, is an invaluable and essential tool for every business person who wants to develop their personal networking skills, but is too busy to find the time to read full-length books on the subject!"

DR IVAN MISNER, Founder & Chairman Business Network International

"These BNI pocket guides are an absolute must for any busy entrepreneur or employed professional wanting to build their business, their network and their profile!"

THOMAS POWER, Chairman, Ecademy

About Rob Brown...

Rob Brown is an inspirational speaker and authority on business relationships and reputations. A regular on television and radio, he is author of best-seller *How to Build Your Reputation*. Rob advises and trains top bankers, accountants, solicitors, financial professionals, entrepreneurs, major banks, legal and finance firms globally in the areas of networking, referrals and winning business.

- ✓ Business Networking
- ✓ Referral Generation
- ✓ Persuasion & Influence
- ✓ Reputation Building
- ✓ High Trust Relationships
- ✓ Social Media Marketing
- ✓ Personal Impact & Gravitas
- ✓ Compelling 'Word of Mouth'



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