

NEW BOOK RELEASE

FALL 2011

DISCOVER HOW TO THRIVE IN ANY ECONOMY

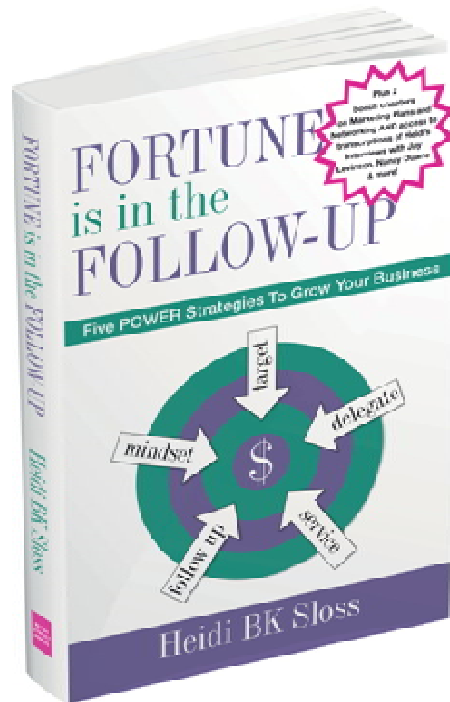
- Stop Sabotaging Your Business and Start Making Real Money
- Put Down Your Business Plan and Pick Up the Phone
- Outshine the Competition and Build Customer Loyalty

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FORTUNE is in the FOLLOW-UP

FIVE POWER STRATEGIES TO GROW YOUR BUSINESS



Publisher: Bush Street Press
Pub Date: Fall 2011 (September 28)
ISBN: 978-1-937445-03-4
Price: \$14.95
Book Orders: 415-413-0785

Heidi BK Sloss

Heidi BK Sloss, author of the new book, *Fortune Is In The Follow-Up* (Bush Street Press) is a tell-it-like-it-is business veteran with more than 31 years of experience in starting, running and growing small businesses.

Sloss believes that small business is the backbone of this country and she's committed to helping entrepreneurs and business owners succeed no matter the economic climate.

Troubled by reports of what she feels is "needless struggle" effecting small business owners who are great at their craft but crappy at sales and marketing she wrote *Fortune Is In The Follow-Up* to demystify the sales process by focusing on the #1 most overlooked aspect — *Follow-Up*.

Her disarming humor, coupled with an uncanny ability to "call a horse a horse" when uncovering the surface excuses for why more sales aren't made, deals aren't closed, and success isn't achieved, makes *Fortune Is In The Follow-Up* a must read for any business owner who is serious about overcoming sagging sales and is ready to finally start making money effortlessly.

Earn a Fortune...By Getting Back to Business Basics

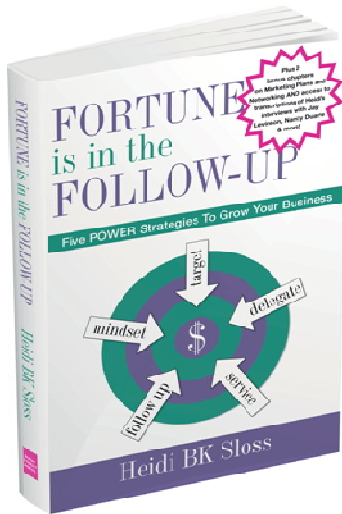
Fortune Is In The Follow-Up is a book on a mission to prove that the problems plaguing the majority of small business owners, entrepreneurs and independent sales agents can be solved, quite simply, with five power strategies. National Sales Expert, veteran business

owner and Author Heidi BK Sloss has distilled the often overcomplicated opinion of what it takes to be successful in business today into time-tested concepts with action items, *Fortune Is In The Follow-Up* is a surefire solution for any underperforming sales

professional and business owner who is tired of working too many hours for too few results. In this book, Sloss provides straight forward strategies designed to save time, and money while reenergizing even the most battle weary business owner.

www.FortuneIsInTheFollowUp.net

Praise for FORTUNE is in the FOLLOW-UP



"Heidi Sloss sees business for exactly what it is: the treasures are in the follow-up, don't ignore customers after the purchase, and cultivate (long-lasting) relationships. This book reveals the crucial steps business owners must take to be profitable in any economy. Believe me, you'll really enjoy reading this book as much as earning a fortune from it!"

- **Jay Conrad Levinson**, The Father of Guerrilla Marketing, Author, "Guerrilla Marketing" series of books, over 21 million sold; now in 62 languages

"Growing your business can be simple, but it's not always easy. Heidi's book gets right to the heart of what every entrepreneur wants to know – what are the most effective and efficient business-building strategies, and how can I implement them quickly? The Fortune Is in the Follow-Up is practical, straightforward, and filled with easy-to-follow advice focused on taking action."

- **C.J. Hayden**, Author, *Get Clients Now!*TM

"Simple, straightforward, highly effective, this book demonstrates how making human connections in business makes all the difference."

- **Marcia Conner**, Social Business Industry Analyst and coauthor of *The New Social Learning*

About The Author

Heidi BK Sloss is a passionate entrepreneur and accomplished national sales expert who provides savvy sales strategies for independent sales professionals and business owners who tend to focus on their craft but neglect their close.

She's given over 200 keynote speeches, sales and leadership trainings, and break-out presentations across the country. Her specialty is working with teams of independent sales professionals on the key sales strategies and proven client attraction techniques that she honed as an independent sales agent with Coldwell Banker where she consistently was a top producing sales agent year after year.

Her new book, *"Fortune Is In The Follow-Up"* (Bush Street Press, \$14.95), teaches small business owners, entrepreneurs and independent sales agents how to connect with their inner sales person and stop sabotaging their success so that they can start seeing real results.

Heidi lives in California with her husband, is the proud mother of two awesome children, has a passion for embroidery and needle point, and when she's feeling competitive she plays tennis.



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