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How to Make Maximum Money with Your Coffee Shop in Minimum Time: Skyrocket Profits, Increase Customers, and Work Less! (Paperback)

By Greg Perry

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Almost every selling strategy that every coffee bar owner tries, to advertise, to market, and to attract paying customers is ineffective, costly, and wrong. Almost every penny that every coffee bar owner spends to attract paying customers is wasted; you might as well toss your money down the drain with this morning's used coffee grounds. Why rely on the same advertising methods everybody uses? Why trust your business's lifeblood - customers - to random attempts to promote your coffee shop? Stop the insanity! It's time for you to change if you want to make a lot of money in the coffee business. It's time for you to change now. Surely you know that your advertising dollars are wasted, but what specific steps can you do to reverse that? You'll find out here! How can you get customers to come to your shop when the corporate guys are down the street with all the benefits millions of dollars of branding afford them? You stop trying to compete with them and you let them worry...



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Reviews

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