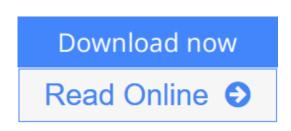


### Oversubscribed: How to Get People Lining Up to Do Business with You

By Daniel Priestley



## **Oversubscribed: How to Get People Lining Up to Do Business with You** By Daniel Priestley

#### Don't fight for customers, let them fight over you!

Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a sixmonth waiting list? There are people who don't chase clients, clients chase them. In a world of endless choices, why does this happen? Why do people queue up? Why do they pay more? Why will they book months in advance? Why are these people and products in such high demand? And how can you get a slice of that action?

In *Oversubscribed*, entrepreneur and bestselling author Daniel Priestley explains why...and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money.

Oversubscribed:

- Shows leaders, marketers, and entrepreneurs how they can get customers queuing up to use their services and products while competitors are forced to fight for business
- Explains how to become oversubscribed, even in a crowded marketplace
- Is full of practical tips alongside inspiring examples to alter our mindsets and get us bursting with ideas
- Is written by a successful entrepreneur who's used these ideas to excel in the ventures he has launched

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#### **Editorial Review**

#### Review

"[A] lively and highly inspiring book about entrepreneurship" (The Irish Times, April 2015)

#### From the Inside Flap

The world of work and business is changing. Now is the age of the entrepreneur and you must not let yourself get left behind. Developing an entrepreneurial mindset, creating something unique to you and developing further along your entrepreneurial journey requires you to do things differently. Your school and your job have not prepared you for what's coming. Read this book and start building a business that works. entrevo.com

#### From the Back Cover

"The Oversubscribed principles and methods have helped us become the world's #1 in our industry in under five years."

**Michael Carter, CEO,** BizEquity.com—the world's largest business valuation provider, completing over 10 million business valuation per year.

### HOW WOULD IT FEEL TO TURN AWAY BUSINESS BECAUSE YOU HAVE TOO MANY CUSTOMERS WANTING TO BUY?

We would all love to be so highly in demand that clients chase us, not the other way round. With numerous successful ventures behind him, entrepreneur and bestselling author Daniel Priestley understands how to get buyers' attention. This book shows you how to build a business and a brand that people flock to.

#### LEARN THE RECIPE FOR BUSINESS SUCCESS

In Oversubscribed, he reveals the 7 principles for creating demand that outstrips supply. Implement the techniques in this book and you can:

- Carve out your own market as others struggle to compete
- Win 3 months worth of clients in a cluster rather than one-at-a-time
- Build a "Campaign Driven Enterprise" with constant innovation
- Attract premium quality buyers by becoming industry-famous
- Grow your profits by charging a "de-commoditized" price
- Use campaigns to win clients quickly and build a lifestyle business
- Build a lean, high-performance team who can execute your strategy for being oversubscribed

Read Oversubscribed to transform your organizations' outdated mindset and learn the business strategy that will generate more buyers than you can handle, even in a crowded marketplace.

#### **Users Review**

#### From reader reviews:

#### Louis Watson:

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#### **Ross Adams:**

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