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A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out twelve steps in the form of proclamations that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client

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twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals.

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A manifesto of business practices for those who sell ideas and advice, *The Win Without Pitching Manifesto* lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition,

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Without Pitching Manifesto lays out 12 steps - in the form of proclamations - that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals. The 12 proclamations were written to

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inspire owners of independent creative businesses (e.g ...

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Since founding Win Without Pitching in 2001 (as a consulting practice, initially), Blair has advised hundreds of design firms, advertising agencies and other

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creative practices on six continents on how to deprogram themselves from the standard approach to winning new business. Blair's regular articles can be found at winwithoutpitching.com.

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Blair Enns presents some very transformative ideas and guidelines to people and businesses who sell their thinking as a service. The book is organized into twelve sections where each section dissects a proclamation that you must declare in your business.

Summary & Review: The Win

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You can buy The Win Without Pitching Manifesto as an ebook, book, or audiobook on Amazon. If you work for a creative firm, what's your take on the Win Without Pitching approach? If you're a client who's hired creative firms, what are your thoughts?

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Founder and CEO Blair Enns is the author of The Win Without Pitching Manifesto and Pricing Creativity: A Guide to Profit Beyond the Billable Hour. He lectures throughout the world on how creative professionals can win more business at higher prices and lower cost

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standard approach to winning new business. Blair's regular articles can be found at winwithoutpitching.com.

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The Win Without Pitching Manifesto (WWPM) is more than a book – it's a movement, and any movement is enhanced when its published materials completely align with the cause. From its final size to the choice of type and paper, the only thing missing from the book is the scent of aged wood pulp and bindery glue.

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Books, Packaging, and Branding for Win Without Pitching

Today we speak with the author of 2 books, The Win Without Pitching Manifesto, and his latest book, Pricing Creativity. He's one of the world's leading experts on pricing for creative professionals.

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253: Pricing Your Services with Blair Enns

A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance

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