

《如何实现你的百万美元计划》

图书基本信息

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内容概要

Do you have a million-dollar idea but aren't sure how to make it a reality? Young Australian entrepreneur Pete Williams can show you where to start! Pete Williams has been referred to as Australia's Richard Branson. At just 21 years of age, Pete embarked on a highly publicised and successful entrepreneurial venture to sell Australia's version of Yankee Stadium - the Melbourne Cricket Ground in pieces! In How to turn your million-dollar idea into a reality, Pete passes on the techniques he used to sell the G, including:

- developing your idea to reach a hungry market
- achieving maximum sales for minimal expense using publicity and leverage
- structuring your business to suit your lifestyle
- pricing your products and services for maximum sales
- tapping into a worldwide market online using networking and team force to build your business.

Readers will also gain access to a wealth of free material on Pete's website, including discounts on his marketing seminars and products.

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