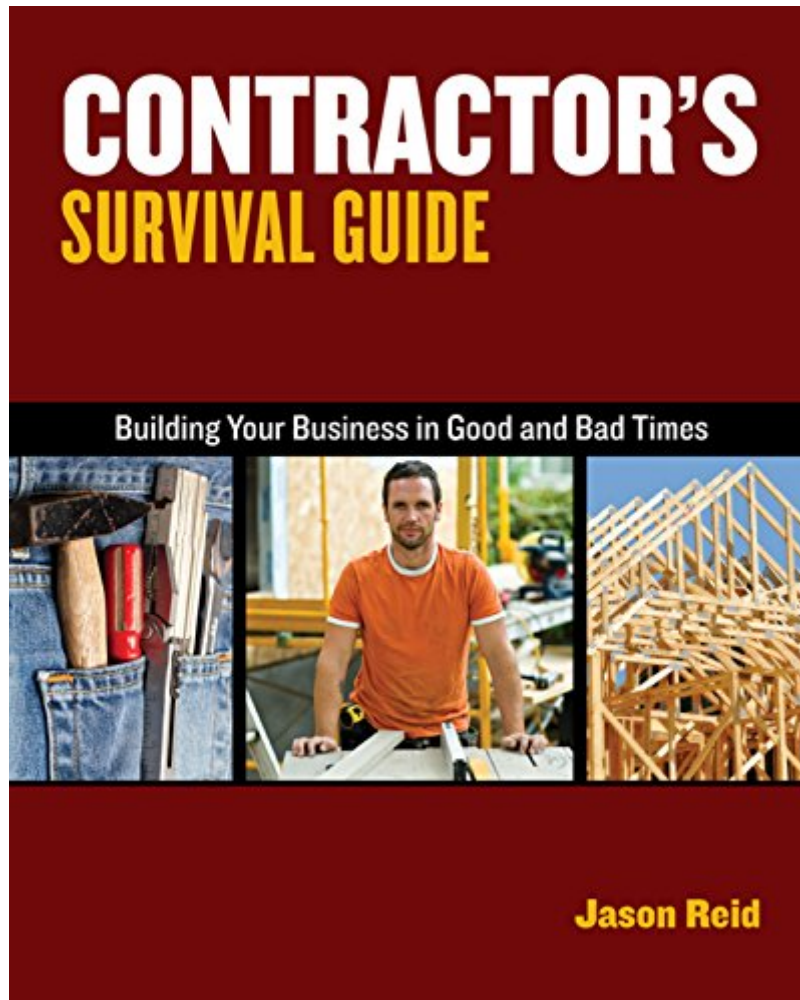


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# Contractor's Survival Guide



## Synopsis

Overcome and even grow amidst the challenges posed by a challenging economy. The Contractor's Survival Guide provides all the tools needed to succeed when others in the industry are struggling. This book is written by a contractor with first-hand experience, and it is packed with proven techniques that will increase leads, cut costs, drive profits, and improve overall productivity. Topic coverage includes identifying the most effective areas to spend marketing dollars, gathering qualified but inexpensive leads, selling more estimates, driving business through the Internet and social networking sites, and more. With special attention to industry-specific trends and the latest technologies, this is a must-have for anyone seeking to develop a strong business that is driven by growth.

## Book Information

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## Customer Reviews

Book for young children or the mentally handicapped. Not what I was expecting at all, reminded me of the one night at band camp

I absolutely adore this book. The Contractor's Survival Guide found a home on desk at work with a

ton of post-it notes and tabs hanging out of almost every chapter the very first day I got it. I know it will be dog-eared on every page by the time I am done! So much valuable information is enclosed for anyone in sales, marketing or lead generation!! loved the easy read aspect of it's writing style. This book is highly recommended. It is a great value and a **MUST READ AWESOME BOOK!**

I'm a contractor that is always looking for effective and practical ways to build my business. This book is full of great ways to thrive - in any market. Thanks Mr. Reid.

Valuable information for those in the contracting business.

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