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You, Inc.: The Art of Selling Yourself (Warner Business)

By Harry Beckwith, Christine Clifford



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As founder of Beckwith Advertising and Marketing, Harry Beckwith learned early on in his career that no matter what product is being sold, the most important component of the sale is you.

And in **YOU, INC.** Beckwith teams up with Christine Clifford (motivational speaker and former top sales executive) and they expand on this fundamental premise of selling, providing wonderful tidbits, anecdotes, and advice through his well-known home-spun writing style.

The authors offer doses of humor and practical knowledge to anyone who wants to learn how to "seal the deal" and thrive in business.



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Editorial Review

From Publishers Weekly

It really is all about you and improving the way you present yourself, declare the husband-and-wife Beckwiths (*Selling the Invisible*) in this refreshing career primer. Unlike many similar books, this is not an autobiography masquerading as wisdom. The Beckwiths stay out of the book except when Harry's experience as a bestselling business writer and head of a marketing firm or Christine's as an award-winning speaker and cancer-survivor is directly relevant. Instead, they offer practical advice for effective and memorable interpersonal interactions. Above all, they stress communicating with brevity and clarity—suggesting that every document be cut in half before sending and giving 30-minute speeches in 22 minutes. Their own prose is pared down to short, readable lessons on topics like the importance of making good first impressions and the secrets of successful selling, which they describe as the artful handling of information, presented with forethought and enough passion to be persuasive without making anyone uncomfortable. Readers at the start of their careers or in need of an inspirational brushup will find much of use. (*Mar. 1*)

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About the Author

Harry Beckwith heads Beckwith Partners, a marketing firm that advises twenty-three *Fortune* 200 clients. His four bestselling books have been translated into twenty-three languages.

Christine K. Clifford is a professional speaker, consultant, industry top producer, and the President/CEO of Christine Clifford Enterprises.

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