

Be Your Own Boss!

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Synopsis

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Interview with the Author

Q. How would you describe your book and the topics you're discussing inside?

A. I can describe the book overall as a marketing blueprint, and I believe that building credibility online is very important. Learning how to talk to anyone who could be a future customer can be very beneficial.

With that, I think it's best as an entrepreneur or small business owner to have the right online business ideas from the start.

So I talk about:

- The importance of having laser focus in your marketplace and how to choose your ideal customer.
- Sales techniques using a formula that allows you to add value to your customers and get paid by identifying and solving their problems.
- A step-by-step method for selling just about anything successfully online with a sales funnel.
- Brand power and sales techniques for creating effective brand media strategies.
- The benefits of authority marketing and how to position yourself online as the go-to in your marketplace and a few other effective ways to build your credibility and ultimately sell more products and services.

Q. Who is your book for?

A. Great question! This book is for the startup with a millionaire mind, aiming to sell easily and effortlessly online. It's for the small business owner without an online presence or one not productive enough and anyone in search of online passive income and building an empire with a proven formula to sell their goods and services to the world.

Q. Who would you say this book is not for?

A. Another good question! The time wasters, nonaction takers, procrastinators, and nay sayers. This stuff works if you're actually taking action and implementing the steps. The steps outlined in the book have generated hundreds of millions of dollars in sales.

Reader's comments

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