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Your 6-step plan to divorcing your clients



From time to time—and for myriad reasons—there comes a time when your client just isn't right for you. But Business Training Works' Kate Zabriskie says those conversations don't have to be as hard as they appear. Here's her 6-step plan for making a clean break—and why when it's time; it's time.

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What they're saying...

"Audience-led or audience-first means we prioritize the audience in all of our work. It's the difference between reaching an audience and touching them."

— Jackie Gagne, Senior VP of multicultural marketing for HBO Max and HBO, on the power of its 'Power of Visibility' audience-first content approach

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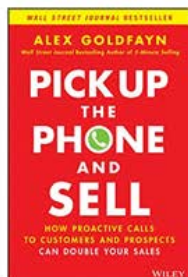


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What we're reading...

Pick Up The Phone and Sell: How Proactive Calls to Customers and Prospects Can Double Your Sales

By Alex Goldfayn



"Double your sales." Just the sound of it is enticing to the phone. "Pick up the phone and do it." Not so much. In bestselling author and The Revenue Growth Consultancy CEO Alex Goldfayn's latest book, "Pick Up The Phone and Sell," he shares the secrets to selling through a proactive old school approach. See how you can supercharge your sales efforts with an old friend.

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