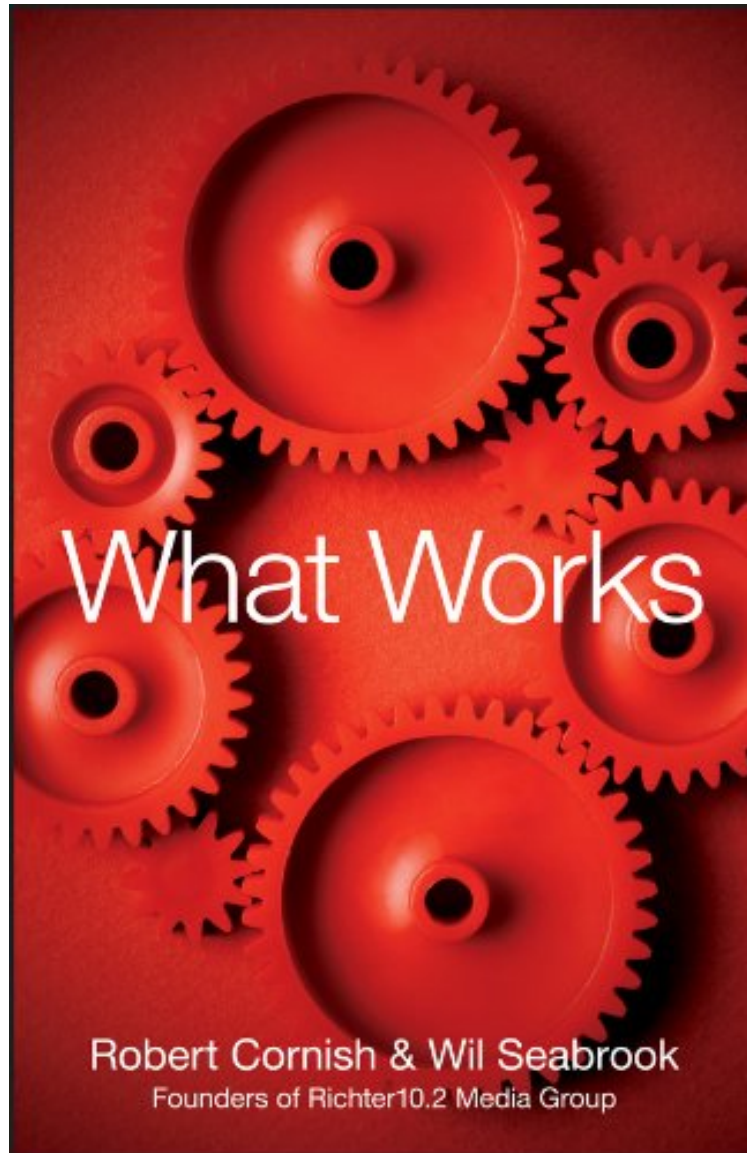


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## What Works

*Robert Cornish, Wil Seabrook*

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Praise for What Works "What Works is essential reading for any businesspeople who want to improve their organizations and their own abilities. This is not a tome of pie-in-the-sky, fluffy how-to advice but is an easy read, crammed with great advice;from improving sales ability to learning how to manage people. Not to be missed." mdash;SHAUN REIN, founder of China Market Research Group and author of The End of Cheap China "Focus, focus, and more focus. That is the incredible theme here of What Works. Robert Cornish and Wil Seabrook hit a true homerun in their message: knowing what you are and what you are not, knowing what works and what doesn't, and knowing when to walk away and when to stay, but hold firm;are the keys to success in business and in life. What Works is more than a sales book. It's as much about the internal sale to your employees and colleagues, as it is to the customer and the prospect. If you want to improve not just your sales, but your business, What Works is a must-read." mdash;TODD NATENBERG, author of "I just got a job in sales! Now what?" A Playbook for Skyrocketing Your Commissions "Robert Cornish has gone beyond the usual fluff and trendy ideas and concepts and taken what actually works in the world, which is what's most important after all. The book is easy to understand with lots of real life examples, and the ideas are very practical and useable. If you want what you are doing to 'work' or to turn your ideas into effective action: read this book." mdash;Robert J. Kriegel, PhD, New York Times and BusinessWeek bestselling author; Commentator, NPR's Marketplace; pioneer in sports psychology, Olympic and professional athlete coach "Robert and Wil have written a wonderful no-nonsense playbook for today's CEO. There's no theory here, but rather a collection of bite-sized, pragmatic ways of thinking and doing that you can put into action right away and see immediate results in your business. This is a great one to keep close to your desk to reference often!" mdash;David Hassell, CEO of 15Five "While many business books and theories comb through what it takes to succeed, What Works has taken hard-won knowledge from the trenches;knowledge that has been tested and applied;resulting in practical information that can be used now. Being a successful entrepreneur myself, I know what it takes to succeed, and this book dives into what works in the real world." mdash;Jon Ferrara, CEO of Nimble.com and founder of GoldMine

From the Inside FlapTwo weeks into a recession, business partners Robert Cornish and Wil Seabrook started their company with two people, two laptops, a handshake, and an idea. They ignored the conventional wisdom that was burying their industry and forged their own path. Their mantra? "Do What Works." Only three years later, the company, Richter10.2 Media Group, attained million dollar revenues and over 300 percent growth in one year. Today, it is one of the fastest growing small businesses in America with more than fifty employees, and debt-free, having never borrowed a penny. What Works is the blueprint to Richter's success. Now more than ever, the old models of how to start, promote, and run a successful business are no longer viable. What Works delivers real, applicable knowledge that will help you to grow your business and create the outcomes that you're striving for. What Works offers critical advice such as: Know Your Public: Focus all sales and marketing efforts only on companies and people that fit the audience you defined in the profile, which will dramatically drive growth as you direct your efforts to the people most likely to do business with you Measure by week and manage by week: Avoid catastrophes that would be hard to correct if you only measure quarterly Say No and Walk Away: Focus on distilling the deals that don't fully align with your goals, purposes, and policies And much more! What Works offers the opportunity to learn how a couple of successful entrepreneurs did it themselves. Gain an edge by getting inside information that you can put into action today. No fluff, no filler. Only what works.About the AuthorROBERT CORNISH is the cofounder and CEO of Richter Group of Companies, a management, acquisition, and venture group that owns Richter10.2 Media Group, SMPK (Social Media Press Kit), and Richter10.2 Video. He has successfully launched and run five companies since 2002, all following a similar formula. Through the combined experience of those companies, Robert has helped implement effective growth methods that have resulted in Richter's consistent success. Richter is currently on track to be one of the fastest growth companies in America with consistent targets being met quarter after quarter. WIL SEABROOK is the cofounder and COO of Richter10.2 Media Group. His strengths lie in identifying how communication and messaging can be improved across new media platforms, whether through branding, honing a

message, or creating a video trailer that perfectly captures a client's business model, making it simple to understand.