



# Clients, Clients, and More Clients: Create an Endless Stream of New Business with the Power of Psychology

*Larina Kase*

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# **Clients, Clients, and More Clients: Create an Endless Stream of New Business with the Power of Psychology**

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**Convert relationships into revenue-generating business!**

With *Clients, Clients, and More Clients*, you'll learn how to capture the attention of the right connections, build loyal relationships, and influence people to hire you.

Larina Kase combines the latest research from the field of psychology with her own background as a marketing psychologist to help you understand exactly how potential clients think—and use this information to close the deal. Discover how to understand the true needs of a client; access underlying emotions through the use of metaphor; alleviate clients' stress or fears; use color and design psychology to optimize your branding; make yourself memorable; use endorsements in the way that really works; package your products and services so people decide to purchase them.



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