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# Oversubscribed: How To Get People Lining Up To Do Business With You



## Synopsis

Don't fight for customers; let them fight over you! Have you ever queued for a restaurant? Preordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients; clients chase them. In a world of endless choices, why does this happen? Why do people queue up? Why do they pay more? Why will they book months in advance? Why are these people and products in such high demand? And how can you get a slice of that action? In *Oversubscribed*, entrepreneur and best-selling author Daniel Priestley explains why and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money. *Oversubscribed* shows leaders, marketers, and entrepreneurs how they can get customers queuing up to use their services and products while competitors are forced to fight for business; it explains how to become oversubscribed, even in a crowded marketplace; it is full of practical tips alongside inspiring examples to alter our mind-sets and get us bursting with ideas. It is written by a successful entrepreneur who's used these ideas to excel in the ventures he has launched.

## Book Information

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## Customer Reviews

Daniel has done it once again! Completely changed my perspective on how we are approaching customers with our products and retaining them with over delivering on expectations. He has truly become one of my favorite authors to turn to for business growth in the past few years. In this book

he outlines exactly what you need to do to get your business oversubscribed. It doesn't matter what industry you find yourself in, there are insightful takeaways that will help you scale your business efficiently in 2015. I read it in 48 hours and I'm rereading it again, but taking notes this time. If you want to build a lifestyle business or a high performance enterprise, this book is for you. I'm having my entire team read this. Thanks Daniel!

This book has completely changed how I will run my business going forward. I love that this isn't just about how to be more effective or make more money..... it's about delivering the best possible service and being truly great at what you do. It's about loving and honoring your customers.

I first read about the concept of being "oversubscribed" in a post by Aran Jones in a Next Level Masterminds Facebook chat. He explained how he experimented with the process and drew dramatic results, though on a small scale. He mentioned a book by Daniel Priestley, "Oversubscribed." I downloaded the book to my Kindle and couldn't stop reading. I have no successes to describe but mentally I was feeling stuck. "Oversubscribed" is a concept that migrates one's mindset of tracking down prospects, customers, clients to setting yourself up to be found and pursued by them. He makes it clear that you still have to work hard by describing all the business principles, processes, and resources that need to be employed to make it work. However, the difference is in the outcome: Delight! The clients' delight in the great value and service they receive from you and delight you feel in being freed from the business jungle of hunting prey and having delighted clients. I can now see my way forward having found the paradigm shift that Priestley has worked so generously to provide to his readers. He has the light and has not hidden it under a bushel.

I read a lot of business books and implement the key strategies in my business. This book is one of the best I have read - I got some amazing ideas that I already implemented and they work like magic. If you own a business, read it and implement the strategies Daniel Priestley talks about - they will make a huge impact in your business.

[[ASIN:B00TXOR9IU Oversubscribed: How to Get People Lining Up to Do Business with You!! I'm always so damn motivated and fired up reading your books; you're such a genius at making big powerful concepts so crystal clear. Your books and motivational words, always filled with practical advice, have helped me become a better, smarter, kinder human, Entrepreneur and business

owner. Thanks!!

This is not an ordinary business book. This is a way of approaching things that can become intuitive if repeated but if you don't let it sink in, you may do it wrong because it's counter-intuitive for a lot of people. But there's a lot of gems in there. Gems that apply to our truly modern lifestyle.

An eye opener and a refresher course for me. Some are already known to me while the other clearly specify why are doing these things. A great read. Very easy to comprehend and relate to.

Both an inspiring and practical book for business owners. The world is changing but few are at the forefront of what those actual changes are and how you can implement them as the 'guy on the street' business owner. A great book.

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