



The Win Without Pitching Manifesto

Blair Enns

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A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals. The twelve proclamations were written to inspire owners of independent creative businesses (e.g.: design firms & advertising agencies) to rethink how their services are bought and sold. Anyone who sells ideas or advice will find relevance in their teachings.

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