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Find your niche and get comfortable on some people missing out on what you have to offer. Become more influential, involve others in your ideas and products and build your brand. Focus on serving your customers (spend even more than advertising for that) and turn them into celebrities.

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By Simon Cocking, review of OVERSUBSCRIBED, How to Get People Lining Up To Do Business With You, Second edition, By Daniel Priestley. Published by Capstone, March 2020, Paperback original and e-book, £12.99, ISBN: 9780857088253. No matter how strong your products or services, finding customers in a competitive marketplace can be difficult.

OVERSUBSCRIBED Get People Lining Up To Do Business With ...

In Oversubscribed, entrepreneur and bestselling 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.

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