

PRESS RELEASE

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NEW MARKETING BOOK FOR BUSINESS OWNERS GOES STRAIGHT TO NUMBER 1 INTERNATIONAL BEST SELLER IN 24 HOURS

Award-winning marketing strategist Leon Streete is lifting the lid on his secrets to marketing success in a new number #1 best-selling book, *More Leads, More Clients*. The book became an international best-seller in just 24-hours.

Written for coaches of all specialisms, *More Leads, More Clients* is an indispensable ten-step blueprint which outlines exactly how to create a winning marketing strategy and convert prospects into paying clients.

On average coaches earn \$51,000 per year in revenue. Yet the industry is worth over \$2.4 Billion.^[1] Leon Streete, Author and Lead Generation Coach said, "The biggest killer for most coaching businesses today is obscurity. People don't know you exist; therefore marketing is the answer."

Packed with practical, actionable advice and easy to understand illustrations, the book is a masterclass in strategic sales how to, written to make the often difficult task of marketing to target audiences easy and effective.

An international speaker, marketer, award-winning podcast celebrity and father of two, Streete has helped an impressive roster of clients earn millions of dollars in revenue thanks to highly effective marketing campaigns – this firsthand experience is liberally shared throughout *More Leads, More Clients*, removing the guesswork for readers. A lifelong student, Streete has also interviewed a number of well-known entrepreneurs including Grant Cardone, Tom Hopkins, Bob Burg, Dee Blick and Derek Mills to find out exactly what makes for business success.

Powerful and practical, the book contains chapters on how to get more leads, why direct marketing is critical for success and how to take any business to the next level. It's a must have resource for any coach or business leader looking to scale up their efforts.

He continues, "Writing this book was all about cutting through the noise of the marketing industry and laying out a proven path that coaches and business owners can use to really accelerate their results."

More Leads, More Clients empowers readers to position themselves as an authority in their niche. It imparts expert knowledge throughout with easy to implement strategies and no-nonsense instruction on key techniques such as how to weave key messages into any marketing story, creating an identity that resonates deeply with the target audience, how to increase trust and emotionally lock in the lead's desire for coaching in any area.

He continues, "If an individual or company is better off having invested in one of your services because of the results it can bring them, then their life or their business is all the better for it. You must show up and market your business because the biggest

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killer for most coaching businesses today is obscurity. People don't know you exist; therefore marketing is the answer."



To find out more about *More Leads, More Clients* and to order a copy, visit <https://www.moreleadsmoreclientsbook.com/mlmc-pre-order-book>

[1] - 2016 ICF Global Coaching Study

About

Leon Streete is known as "The Lead Generation Coach" and Founder of Business Owner Elevation, a company formed to help coaches (business, life executive and leadership) create successful marketing campaigns.

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