



The Go-To Expert: How to Grow Your Reputation, Differentiate Yourself From the Competition and Win New Business

Heather Townsend, Jon Baker

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“Differentiating yourself from your peers is the challenge that every professional faces. This book gives you the clarity, process and confidence to make yourself stand out in a crowded market place.”

Toni Hunter, Partner, George Hay Chartered Accountants

“This easy-to-read book shows you how to build a firm foundation to win business regularly from your network. Highly recommended for any corporate professional or small business owner.”

Charlie Lawson, National Director, BNI UK & Ireland

The Go-To Expert provides no-nonsense advice on managing your transition into a well-known and trusted name within your industry.

Discover:

- Simple steps to build your profile
- How to market and sell yourself with ease and confidence
- Techniques to make your clients come to you

“If you want to move your career on, shifting from being just another professional advisor to being truly recognised as a go-to expert, this book will show you the way.”

Richard Newton, award-winning author of *The Management Book*

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