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# **The Win Without Pitching Manifesto**

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Blair Enns is the founder and CEO of Win Without Pitching, the sales training and coaching program for creative professionals. His first book, The Win Without Pitching Manifesto, is credited with countless stories of 7-figure growth.

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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.

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A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out 12 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 12 proclamations were written to

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inspire owners of independent creative businesses (e.g ...

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Blair Enns is a 25-year veteran of the business side of the creative professions. He spent 12 years in account service and business development roles for some of the world's largest advertising agencies. Kaslo. 6 Tracks. 287 Followers. Stream Tracks and Playlists from Win Without Pitching on your desktop or mobile device.

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or writing lengthy proposals.

About | Win Without Pitching  
Blair Enns' Win Without Pitching Manifesto contains solid advice for designers who deal directly with their clients. In Blair's words, "Only we present our work. Whenever our diagnostic findings, strategic recommendations, or creative solutions are presented to anyone in our client companies, it will be personnel from our firm that does so."

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Blair Enns is the author of The Win Without Pitching Manifesto and Pricing Creativity: A Guide to Profit Beyond the Billable Hour. He lectures throughout the world on how creative professionals can win more business at higher prices and lower cost of sale.

Pricing Creativity | Win Without Pitching

If you're just starting on this journey, there's no better place to begin than Blair's first book, The Win Without Pitching Manifesto. It shines a light on everything wrong with the way new business development is conducted in the creative professions and offers 12 Proclamations to beat back the pitch and stop gifting your best thinking.

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VIII {THE EIGHTH PROCLAMATION}  
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Win Without Pitching is equal parts manifesto, strategy guide, and practical advice... and that is a very rare combination. These elements are evenly dispersed throughout the book. I think that's why it's such a refreshing book to

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