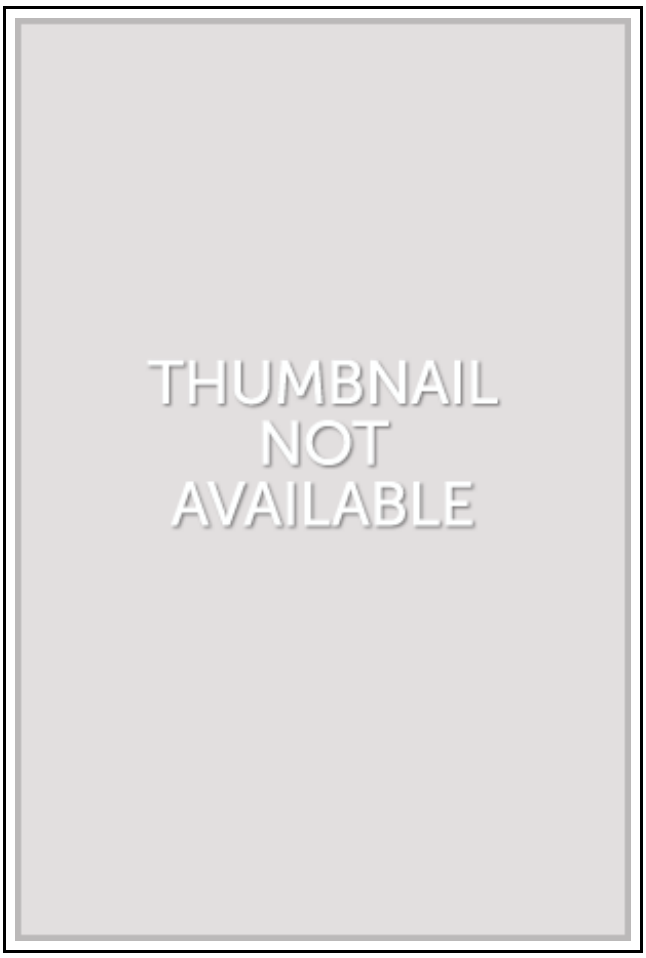
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Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book. Want to make a fool of yourself in your business? If yes, raise your hand! Hmm. Of course there are no hands raised because no one wants to intentionally look foolish. So why take a chance and look clueless in your lesbian, gay, bisexual, and transgender (LGBT) marketing efforts? There are 7 detrimental mistakes that are preventing you from selling to the $830 billion LGBT community, all of which are avoidable if you know what to watch for. Very few people get up in the morning wondering who they can offend throughout their day. Yet many people are doing so with prospective LGBT customers, and they simply don t realize it. This book teaches you how not to be that person. Arm yourself with the best sales and marketing information focused specifically on the LGBT community, so you can turn your worry into a flurry of business activity and increased sales. This book will show you exactly which offensive phrases, expressions and questions to avoid in order to maximize your sales outreach. Introduction: The primary objective of this book is to help you better understand who the lesbian, gay, bisexual, and transgender (LGBT) community is and how to effectively communicate to people within it. I encourage you to use the materials in this book as your beginners guide to appropriately communicating within the LGBT community. I share anecdotes, personal stories and tips I ve learned along the way in my 8 years of working with the LGBT community. The intention of this book is to provide you with the correct approach to doing business with the LGBT community. You will see many recurring themes throughout, such as how important it is for...

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