



The Heart of Marketing: Love Your Customers and They Will Love You Back

Judith Sherven

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This book is about marketing. But more important, this is a book about you, the soft sell marketer--your desire, as a service provider or care-giver, to market and sell your products and services online or off without compromising your personal or professional values. In short, it's about putting your heart into marketing. This book: Validates the power of heart-to-heart connections that lead to emotional authenticity and marketing believability, taking sales beyond mere commercial transactions into long-term customer relationships; presents the principle that Selling Is Spiritual Service, healing the split soft sell marketers often feel between spirituality and sales; sheds light on the internal aspects of marketing beginning with integrity and ending with a balance between commerce and conscience; and will open and inspire your soft sell imagination, setting the foundation for you to understand and profit from the practice of soft sell marketing.

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