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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  
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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

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business without first parting with their  
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~~Manifesto~~ **Business** in the field, such as design. It primarily discusses how to have the best client-creative relationship without having to lose your worth/value, money and time, all in under 12 proclaims almost like statements.

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The Win Without Pitching Manifesto

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In his book, *The Win Without Pitching Manifesto*, Blair Enns shares the problems associated with the traditional pitch and

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Blair Enns shows you how to eliminate them by eliminating the pitch altogether. His strategy is outlined in the “ twelve proclamations ” of the Manifesto. The following is a summary of those proclamations.

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The Win Without Pitching Manifesto 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.

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Founder and CEO 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

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Manufacture--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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You can buy The Win Without Pitching Manifesto as an ebook, book, or audiobook on Amazon. If you work for a creative firm, what's your take on the Win Without Pitching approach? If you're a client who's hired creative firms, what are



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~~Win Without Pitching (Book Summary) |~~  
OptimWise

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

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Manufacturers 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 inspire owners of independent creative businesses

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Blair Enns is a business development  
advisor to creative firms worldwide.

Through his writing, speaking, online  
training tools and global consulting

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Manifesto (Win Without Pitching) he counsels owners of creative businesses on how to build a lucrative client base without having to pitch ideas for free.

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September 5, 2017 The Win Without

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Pitching Manifesto was written by Blair Enns. His intended audience is creative firms like ad agencies, graphic design firms and marketing firms. All businesses should have some degree of creativity, but these types of businesses rely on it more than most.

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~~Takeaways from “The Win Without  
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Want to hear more about Blair Enns and his thoughts behind the Win Without Pitching Manifesto? Join Chris Do on this video version of our The Futur Podcast. Chris is able to sit down with the man ...

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