

How to
**Build Your
Brand Online
FAST!**

Why Creating and Marketing
a Free eBook is the Quickest
and **BEST** Way to Build
Your Personal Brand!



How to Build Your Brand Online – FAST!

Why Creating and Marketing a Free eBook is the
Quickest and BEST Way to Build Your Personal Brand!

By Chris C. Ducker



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INTRODUCTION

When I started my blog, VirtualBusinessLifestyle.com, I didn't have a giveaway of any kind. I wasn't collecting email addresses and was convinced all I needed to spread the word and collect 'fans' was cool content and an RSS feed.

How wrong I was!

About a month or so after launching the blog, I realized the error of my ways and started putting together what would become my first and most successful free eBook, ["Saving the Day, the Virtual Way"](#).

It's also help me build up a great email list, and although I don't 'sell' to it regularly, I do use my email list to stay in touch with my subscribers and fans of the VBL Brand, and currently enjoy 44% of my emails being opened on average (internet marketing average is around 20%).

But, the eBook (and its companion AudioBook, which I added in January 2011) has done so much more than just gain subscribers and followers. It has helped



me build my personal brand as the go-to-guy on the subject of anything related to virtual assistants, virtual business and virtual entrepreneurship.

Personal branding is something that has been discussed and written about a lot over the last few years, so I'm not going to try and reinvent the wheel. However, if you're wanting to 'make it' online in any way, in any niche for that matter - building your own voice, your own brand is the best way to begin everything. And creating a free eBook to giveaway to people when they stumble over to your blog for the first time is the easiest and best way to get started!

It will put you in a position to be able to create your own persona, showcase your expertise in your niche, and ultimately set you up to create a steady platform to be able to grow and build on.

This eBook was actually inspired by a 3-part blog post series at the VBL Blog. That series was in turn inspired by a ton of requests from readers wanting more information on how to kick-start building their brands, and in particular when utilize the power of a free eBook to be able to do it.

I've added a few more bits and pieces in this final version, so if you did read over the original posts, you should re-read now... You'll discover a few



additional resources, some more original content and tips, as well as getting it all for FREE in this sexy looking, professionally designed eBook, too!

Please note that I have tried to make this guide as informative and as easy-to-follow as possible. However, you might still see the odd crack in the ‘process’ being presented here. This is because, quite frankly, I wanted this to be a simple to follow series, with practical advice and tips, and not go into too much detail on any one subject matter – saying that, there is still plenty of meat on the bones.

If you have any questions after reading through the eBook, in relation to building your brand, or anything else for that matter, don’t hesitate to contact me – my details are at the back of this eBook.

I hope you enjoy the guide.

Best,



May 15th, 2011

Cebu, Philippines





CHAPTER ONE – GETTING STARTED

So, to enable yourself to create a kick-ass free eBook which you can use to help build your brand, as well as help promote and market your blog, product or service, we're going to start off everything by taking a look at **Creating the Concept** of your eBook, the time-honored question of 'Quality, or Quantity' and how important the **Design and Layout** of your eBook is.

Firstly, however, don't forget that this guide is about creating a FREE eBook. One that you will give away for absolutely no profit. But, here's the most important tip I will give you throughout this entire eBook - *Create something that you feel is good enough to sell, but then give it away for free!*

This will ensure that the quality of your eBook is high, that its incredibly informative and will genuinely make a difference to the reader once they have finished reading it. I did this with [*Saving the Day, the Virtual Way*](#), and have had so many awesome comments, tweets and emails from people, that it was certainly worth all the effort!



Among the most successful digital products out there, almost all of them are ‘How To’ types of

CREATING THE CONCEPT

First and foremost, don't write about anything that you know nothing about. It'll be so obvious that you're bluffing and simply not worth your time!

Secondly, here's probably the second biggest, most important tip you will get from this entire series – write your eBook for your audience, not for yourself. Look into solving problems for other people. If this comes about by taking care of a problem YOU have to start off with, that's fine. Solving problems for people is the oldest and most powerful 'sales' strategy out there.

You might have a very clear picture of what you want to write about. If so, and you know it'll benefit your audience, then go for it!

One thing that you should also consider is doing a survey with your current readership first. I did this a while ago when we re-designed the VBL Blog, and I can tell you, the feedback I got was priceless – worth more than any amount of sales, as it allowed me to tweak the design of the site to help people navigate it properly and enjoy their experience on the blog more.

Among the most successful digital products out there, almost all of them are 'How To' types of products. Your giveaway eBook should be no different. Not only are 'How To' guides really simple to put together, but they are also easy to



read and generally get downloaded more than the other types of freebie eBooks around.

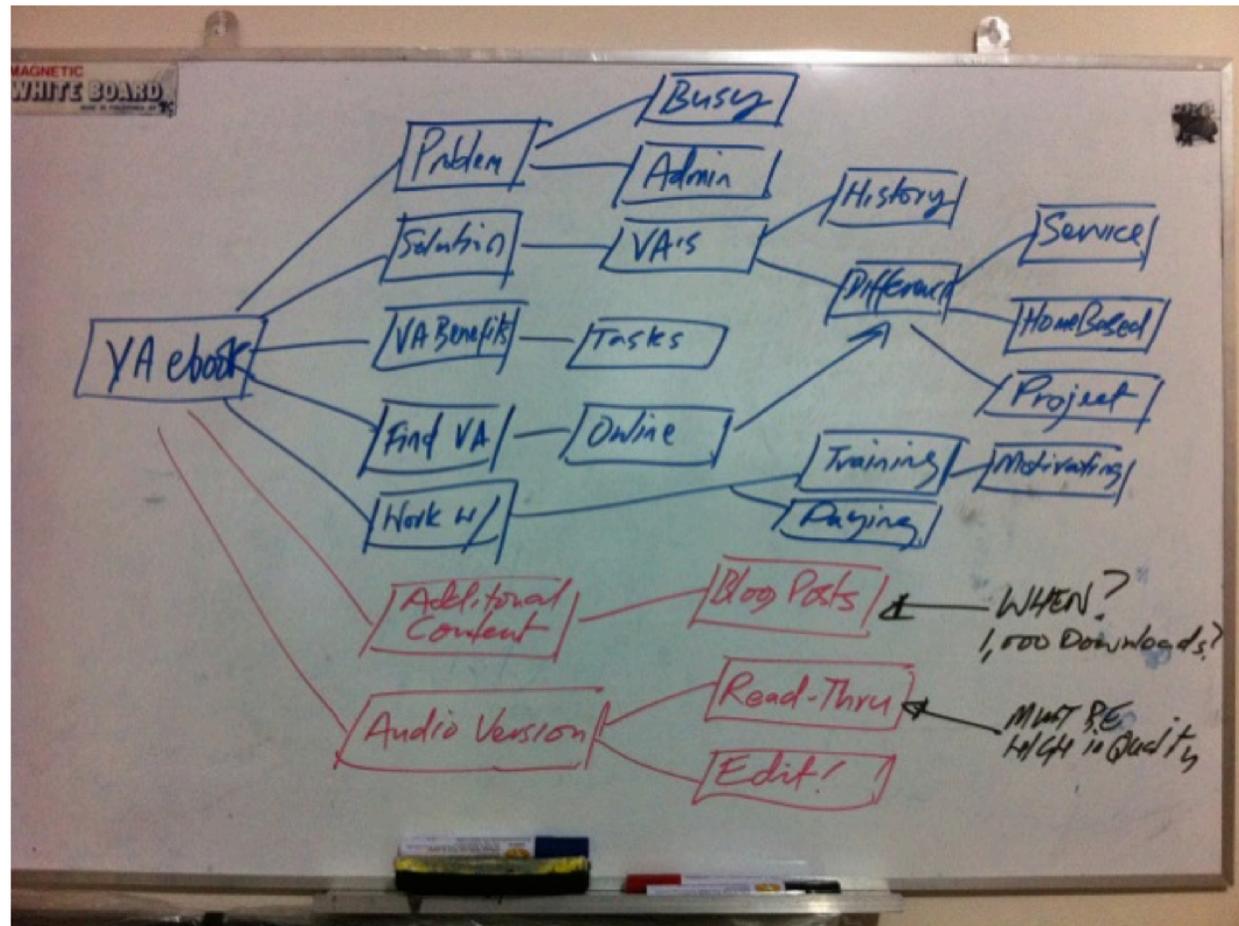
Every good story has a beginning, middle and an end. Your eBook should be no different.

So, break your content down into three main sections. It's a good idea to sit down and plan this part of your eBook out very clearly. I'm a big fan of mind-maps. I use them, literally, every day. Now I use my iPad to do most of them, but, back in the beginning of 2010 when I produced *Saving the Day*, I mapped things out on a small whiteboard I had in my home office (this has since been replaced with an entire wall of white board – I love it!).

On the next page, you'll see a quick snapshot of the original mind-map...

You'll see I already intended to add additional content to it, and make an audio version, even back in those earlier days. Although I did it nearer 3000 downloads, not the 1000 noted here – hey, I got busy!





Firstly, I presented the problem. I talked about how busy entrepreneurs are, and that if only they had solid, dependable help they could get so much more done on a daily basis.



Every good story has a beginning, middle and an end. Your eBook should be no different.

Then, I went into the solution side of things. Again, by way of example, in my free eBook I talk about virtual assistants, what they do, how they do it, etc.

Then finally, I wrapped everything up with the ending – what the solution can mean to the person reading. In my case the solution is finding, hiring and working with a VA to enable the busy business owner to gain more time in his/her day-to-day life, create more business ideas, strategize for growth, spend more time with family and ultimately become more successful, all by utilizing a virtual assistant.

QUALITY, OR QUANTITY?

This is a highly debated topic when it comes to giving away a freebie eBook. Fact is, if the eBook has lots of pages, then it looks as if people are getting a lot more for their ‘download’ buck. However, what if all the content on those pages is a load of old rubbish..!?!?

A while ago, when I was [discussing how often I was going to be updating this blog](#), and the struggles I was having in keeping up with the schedule I had put in place, the most commented-on topic was over the fact that quality matters more than anything else.



Visitors were very clear that they would rather come to the blog twice a week, or three times a week for QUALITY posts, than five times a week, for soft or 'weak' quality posts.

So, bottom line here – quality – every time. The fact is that I've downloaded some eBooks that are just a handful of pages long (personally, I wouldn't call these 'eBooks', but rather 'Special Reports', or something similar), and they have been great. However, I've downloaded 100+ page eBooks for free and they've been mediocre at the best of times.

There are a few exceptions to this rule. Namely, [Jonathan Mead](#) and [Colin Wright](#) – their free eBooks are nothing short of spectacular, and both great in length and content. I'm sure there are more, but these gentlemen really stand out for me, personally.

THINGS NOT TO FORGET

There's a few things that you certainly do not want to forget to include in your eBook. Firstly, make sure you have some kind of disclaimer / copyright page set-up. In my eBook's I don't go too heavy on this, but I do make sure to tell everyone that they should feel free to distribute the eBook further afield, however, not to remove or edit anything in anyway, shape or form – that just aint cool, baby!



You should also be sure to include some links to other valuable sources, either on your own blog, and other peoples, too. You can also link to relevant products and services that might help people further, too (we'll go into this a little more later on in this guide) – just be sure not to link-stuff, too much!

And lastly, be sure to hype yourself a little, at least. A simple 'About the Author' page is certainly needed, with a nice image, and contact options for people to reach out to you in the future.

DESIGN & LAYOUT

Most people I have spoken to on this subject believe that you can have the most amazing design in the world, but if the content is crappy then you won't get very far, in the overall scope of things. I agree.

However, the importance of standing out, and making sure that the design of your eBook is nice, clean, professional and helps to build your brand is, as far as I'm concerned, just as important as the content.

Although I have a flare for creativeness (my father was an architect, my mother an interior designer), I do not know how to use Photoshop, and quite frankly,



**A nice, clean,
professional
ebook helps to
build your brand**

when I have such phenomenal support around me, there is no real reason for me to learn how to, either.

I come up with the concept, work with my designer and then he will put it all together. We'll work as a team, finalize the layout template and then he'll simply dump the rest of the content into the approved layout.

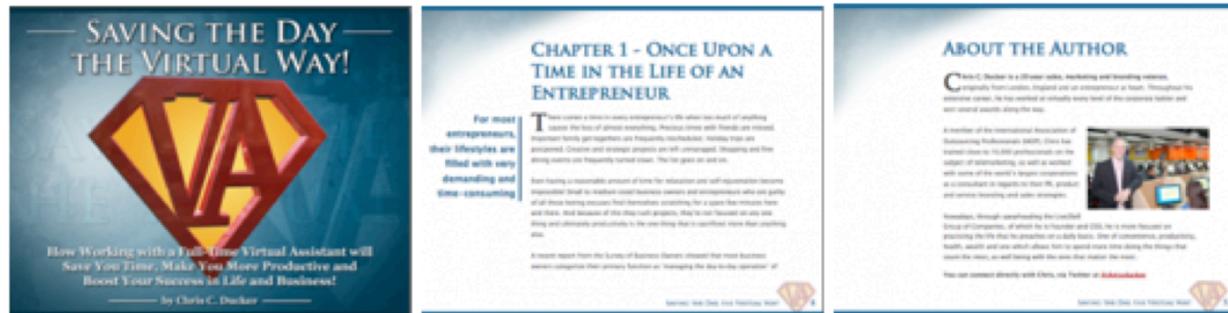
Viola! My eBook is finished in no time.

Firstly, having a rockin' cover will certainly help gain attention. Be sure to spend time on the title. Be original here, guys! Innovative, don't follow.

And the internal pages should be on a white background and a dark covered text, just in case the person that downloads your labor of love wants to print it out. I like to keep images to a minimum in my eBooks, this gets the reader to focus on my content, rather than pretty pictures and colors.

See some examples from *Saving the Day*, here:





You'll see with this eBook, I came up with a superhero theme. Hence the title and the colors, and front cover Superman-style logo. I loved this when my designer finished it up – but, I will say, the original ‘concept’ was ALL ME!!!

You'll also see that we continued to brand the eBook with the logo internally, too (my designers idea, not mine!) and it worked out great!

Keep things simple is the key to readability!

I highly recommend going with a landscape style layout, as it's easier to read on a computer screen – the way eBooks should be read – on a monitor. When you're done with the layout and the design aspects of the eBook get to focus on the editing of your content.



Go back through what you've written. Focus on just the MEAT of the content itself. Any 'prettying' of sentences, etc., lose them. As I always say, sometimes less is more. Remember that.

This attitude also enables you to create content that is easy to read, keeps people turning (or clicking) the page and ultimately means that the reader experience is top quality all the way to the end of the eBook.

NOTE: If you don't have a full-time virtual assistant working for you that can handle the design of your book, check out 99.designs.com, elance.com and odesk.com, to name, but a few.





CHAPTER TWO – IT’S ALL IN THE LIST, BABY!

The main reason we’ve created our free eBook is to help build our brand, promote our mission online and to market ourselves, our products, or our services (or perhaps all of the above!).

So, in this chapter we’re going to look at our email list provider, a simple tool that will increase our sign-up’s by over 200% on average, as well as a technique that will actually allow you to make money from your ‘free’ eBook, after all.

But, first – this is important!

The best way to distribute your eBook is in the format of a PDF document. PDF’s are great, because they are low on size, they are quick to download and cant be edited, so you know your content is going to be seen and enjoyed the way you want it to be!

Also, you can include links in PDF documents that when clicked, automatically open up in a browser. We’ll go into this a little more in a while.



Converting your eBook into a PDF document, regardless of what software package you've created it in, is easy. In fact a lot of programs will now have a built-in function to do it automatically. If not, don't fret – just jump onto Google, and you'll have a ton of different options.

BUILDING UP YOUR LIST

Personal branding to one side, the main reason why most people give away free eBooks online nowadays comes down to one thing and one reason only - to build a list. This list is more than just a collection of email addresses of people that want to read your free eBook and subscribe to your blog (although for some people that's enough!). As an online marketer – it's your most powerful tool.

The better the list, the better your earnings online.

See how I said better, and not BIGGER!? Personally, I'd rather have 1,000 people that really enjoyed what I did, loved everything that I put out online and genuinely would have no problems putting their hands in their pockets (or Paypal accounts!) when I came to them with a product I had created to sell, or an affiliate offer of some kind, than having 10,000 people on my list that either rarely opened my emails, or did open them and never took any action!



**The better the list,
the better your
earnings online.**

So, below are, in my humble opinion, the three most important things you're going to need to be able to benefit from all that hard work you put into creating your labor of love, before giving it away for absolutely nothing...!!!

DEPENDABLE EMAIL LIST / AUTO-RESPONDER PROVIDER

This is your lifeblood. This is what controls your entire email list set-up.

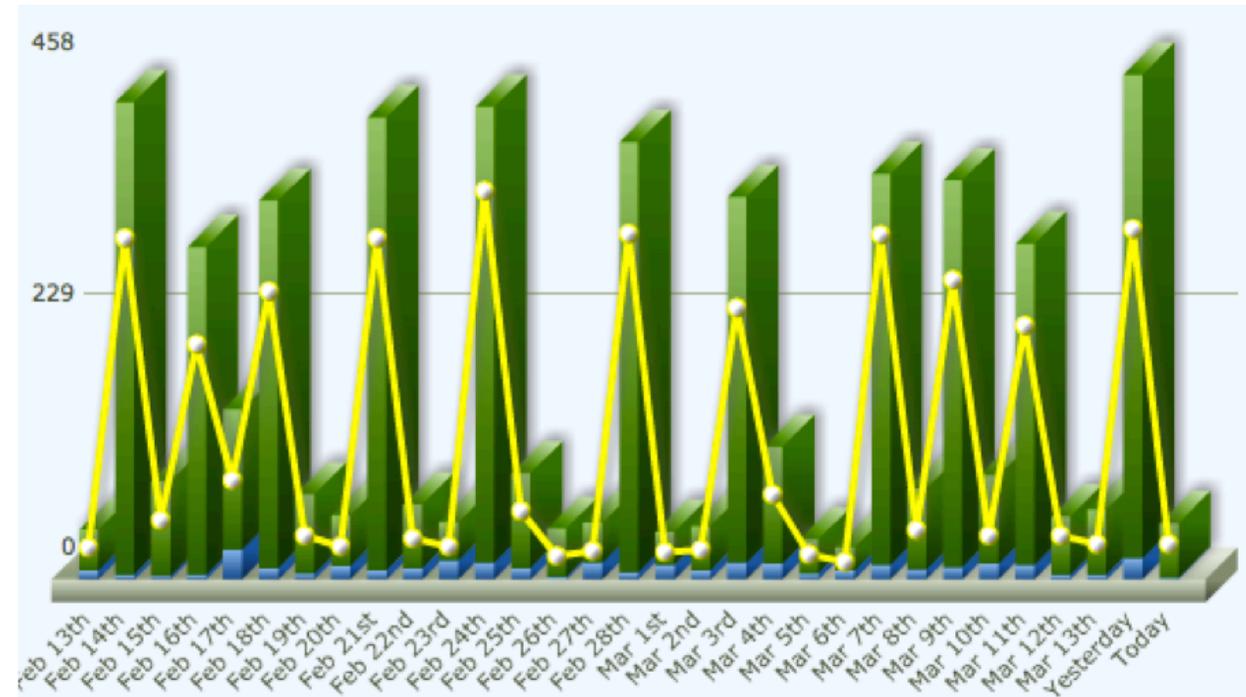
Utilizing the services of a solid, dependable email list auto-responder provider is probably the most important investment you're going to make as an internet marketer / web entrepreneur.

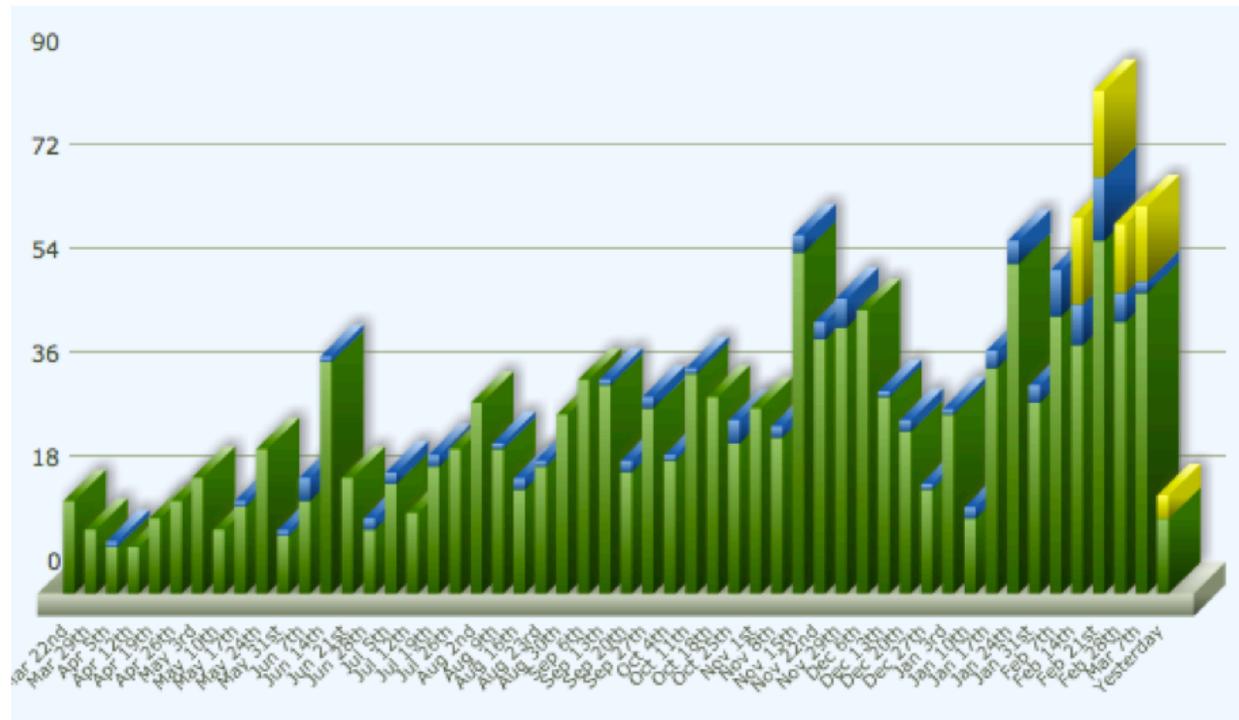
There are a few good, solid providers out there in this space. However, I use [AWeber](#), for a number of reasons:

- * Cost Effective
- * Very Easy to Use
- * Great Sign-Up Form and Email Templates
- * Flawless Auto-Responder Set-Up (if I can do it, anyone can!)
- * Brilliant Reports and Analytics
- * Awesome Customer Service
- * Lots More!



Check out these screenshots from one of the lists I have built for a niche site I have... Great info!





I did a hell of a lot of research on this subject before I actually put my free eBook live online and started promoting it. Since I've been with [AWeber](#), they have never let me down and have even updated their API and other customer service side of things several times. I'm impressed and suggest you use them and no one else. Most full-time web entrepreneurs and pro-bloggers will agree.



POWERFUL, COOL SIGN-UP PARTNER!

A lot of people hate 'em. I used to be one of them. However, pop-up's, lightboxes, or whatever you want to call them, WORK! Plain and simple.

When I first came across [Pop-Up Domination](#) I was a little concerned as to how it was going to work for me. After all, I had been using my AWeber form to capture my new eBook subscribers, and it was working well.

However, I went ahead with it because of my relationship with its creator, Michael Dunlop (be sure to catch [my interview with Michael](#) on the VBL Podcast!) and was absolutely BLOWN AWAY with how many more sign-up's I was getting daily.

That was months and months ago, and I am still surprised when I check my sign-up's from time to time now. Before, I was averaging around 4-5 sign-up' a day, which I was happy with. Nowadays, I average around 15-20. And the number one source is the [Pop-Up Domination](#) plugin.



Create an Entrepreneurial Lifestyle You'll LOVE to Live!

- ✓ Learn How to Fuel Your ENTREPRENEURIAL DESIRE!
- ✓ Start Cashing in on Your Passion with PASSIVE INCOME!
- ✓ Utilize Outsourcing to Become LOCATION INDEPENDENT!

JOIN 3,500+ PEOPLE AND MAKE 2011 YOUR BEST YEAR EVER! DOWNLOAD MY EBOOK & AUDIOBOOK, NOW!

First Name...

Email Address...

GET INSTANT ACCESS!

OVER 3,500 DOWNLOADS

The other really cool thing about this plugin is that it works with any website, and any email list provider, too. And... this is super-cool... you get all of the original PSD source files, too. Meaning you can even play around with the design! Here you'll see that I've had my designer tweak the template a little to 'funk up' (careful if you're reading that aloud!) the design a little - it really makes a difference.



ADDING LINKS TO YOUR EBOOK TO MAKE A LITTLE \$\$\$

As I mentioned at the beginning of this chapter, the best way to distribute your free eBook is in the form of a PDF document. There are a ton of reasons behind this, but one of the main reasons why I like it is because it allows you to include hyperlinks. This is good because you can send people to other useful resources, such as different blog posts, or websites – to help them in their continued efforts to learn more on whatever subject your eBook is focused on.

However, one of the most under-utilized type of links in free eBook's are links that send people to products and services that you are an affiliate of.

They click. They buy. You make money. Simple as that.

Seriously. Think about it. No matter what subject you're writing about there MUST be at least a couple of products or services out there that you can help promote and make money from, whenever anyone clicks on your links. Even an Amazon Affiliate can do that for books related to your topic – and there's tons of books related to EVERY topic!!!

I know of one marketer that gives away an 18-page eBook on the subject of travel for teenagers. He makes around \$600 a month on affiliate commissions from that eBook! Links to shoe stores, apparel stores, Amazon, and a couple of



additional online resources / guides. He doesn't lift a finger and is making \$600 a month, month-in-month out.

In fact, you've no doubt realized that the links in this chapter to [Pop-Up Domination](#) and [AWeber](#) are also affiliate links. It's okay that I've included them. Why?

- * They are related to the topic I am writing about.
- * They are services / products that I have used, and continue to use myself.
- * Both of these resources are talked about and seen elsewhere online.
- * And, finally, they genuinely WORK!

So, as we've seen in this chapter, the power of a great quality (it doesn't have to be huge!) email list is apparent for building your brand and following. Your free eBook is going to help you build that list.





CHAPTER THREE – MARKETING YOUR FREE EBOOK

Nothing comes to those who sit on their ass waiting for the riches they dream about to just land in their laps.

Building a solid, profitable email marketing list is no different.

With this in mind, I'm going to wrap-up this little guide by presenting to you my Top 10 List of additional things you can do to help promote and market your eBook to make sure that as many people as possible sign-up, by opting into your list and downloading your eBook to devour all its creative splendor!

1. Share it with Other Cool People!

You've worked hard on your eBook, now get it out there. Email a copy of it to other bloggers, particularly those within your niche, and ask for their feedback and if they would like to let their audience know about it. Any good blogger will



be happy to point their subscribers in the direction of additional helpful content. You should be that insecure, people. Really.

2. Becoming 'Social' on the Subject!

Not using social media to get the word out about your free eBook is like literally going to an awesome water park in the middle of the summer and not jumping into one of the pools! Tweet and Facebook the hell out of it for a few days, and then stop being irritating and calm down, sending the odd-tweet out here and there throughout the course of the week (note to self, Chris – tweet about your free eBook... NOW!)



chriscducker

Looking for, or Working with a
#VirtualAssistant? Grab my free
52-page eBook & AudioBook for
awesome tips and tactics!
<http://bit.ly/bppjkY>

half a minute ago via TweetDeck



3. Create a Press Release for Online Distribution!

Online press releases are awesome. Why? Because they rank – FAST – in the SERPs. Create a press release, and be sure to stick in the title of your eBook, plus a couple of other related keywords (note: your eBook title does not have to be keyword heavy. Thinking branding FIRST, ranking second!) and you'll see that it gets listed on Google very quickly. The reason behind this is that the search engines love new, relevant content, PR submission sites are great for that stuff. Better yet – have your [virtual assistant](#) do it for you – it can be a little timely, there's a lot of PR sites online!

4. Get Vocal!

If you have a podcast, or get the opportunity to be interviewed, or become a guest on other peoples podcasts, be sure to mention your free eBook. I do this regularly, and it always brings in a spike of sign-up's. In fact, I went one step further and purchased an additional domain name, [VirtualAssistanteBook.com](#), specifically for mentioning it in podcasts and videos – its a lot easier than saying “Download my eBook by going to my blog and finding the sign-up form to the top of the site and then entering your name and email to get it!”. Instead, its simply... “Click over to VirtualAssistanteBook.com to get my free eBook!”. Much easier.



**Putting yourself
'out there' on
video is also a
massive branding**

5. Get Visual!

Shooting a quick promo video for your eBook is a great idea. You can start by showing a front cover image and then cutting to you talking about the contents and why people should download it. Putting yourself 'out there' on video is also a massive branding exercise, too (perhaps I should do a post on that – what you think?!)

6. Use Your Other Websites!

If you have other websites, or blogs, produce a quick post on the launch of the eBook, and link to the site you are wanting to promote/market with the free eBook, so that people can sign-up and download the eBook. You'll be surprised how many people might check out your sites regularly, but don't actually subscribe to any of them. I find this happening more and more, as the Virtual Business Lifestyle blog gets more and more popular.

7. Create Some Additional Awesome Content!

Creating some additional awesome content, related to the content in your eBook and then posting it on other peoples blogs as a guest post, or on article submission sites, such as eZineArticles.com is another great way to drive traffic to your landing page. Just be sure to write well, and don't just do it for the link. People will see 'link bait' a mile away nowadays!



8. Blog Commenting (The RIGHT Way!)

Commenting on other, likeminded blogs to your own is another great way to help build traffic to your landing page. Again, just make sure the comment is a good one, with a genuine 'let me help you' approach – otherwise it will either a) probably get deleted by the blogger, or b) not get any clicks. I used to do this a LOT when I first started blogging, but nowadays I don't have as much time. I can tell you, however, it does work!

9. Start a Facebook Page for your eBook!

Not a lot of people think of this. They might prefer to just create a Facebook Page for their blog in general, which is okay, and something you should certainly do, but having two pages that you can cross-promote and mention whilst surfing around Facebook is better than one. Disclaimer: I have not done this with 'Saving the Day', but I have with other projects and although you have to do a little legwork in getting people to 'Like' the page, etc., it can really help to spread the word quickly. Try it, and let me know how you go with it. Again, this is something a [virtual assistant](#) is perfect for!

10. Mention your Free eBook in Your Email Signature!

Such a simply thing to do, along with a direct link to your landing page – yet, so, so many people forget to do this one very easy thing. Go for it!



I sincerely hope you've enjoyed this eBook.

I also hope that its perhaps answered a few questions and solved a few problems for you, in case you've been thinking of putting together a free eBook, or perhaps have been stuck in the middle of finishing one up!

Let me know of any other ideas and ingenious ways that you have seen free eBooks marketed and promoted online.

I'm sure that there are tons I haven't mentioned here... And we can all help each other with something like this.





CONCLUSION & SUGGESTED READING

So, there you have it. My personal collection of tips, tactics and resources for you to be able to put together, promote and market a free eBook to be able to build your personal brand online.

The contents of this guide are not conclusive, of course. In fact, there are several other websites and blogs that you can visit for inspiration and ideas. I've taken the liberty of listing a few here. If you reach out to their owners, please let them know how sent you, okay!

[Gary Vaynerchuk dot com](http://GaryVaynerchuk.com) – No intro needed here, the author of *Crush It!* and *The Thank You Economy*, Gary loves speaking on the subject of personal branding, and has turned himself into an online superstar through using video.

[The Rise to the Top](#) – This great online TV Show is hosted by my buddy David Siteman Garland, author of 'Smart, Faster, Cheaper!'. Awesome entrepreneurial stuff, regularly going into detail on self promotion and branding.



Smart Passive Income – Pat Flynn is a good friend, this is his blog on making money online. One of only a few blogs that I personally subscribe to. He also has a rockin’ free eBook that he gives out on his blog, too.

Think Traffic – Another great blog, and one I subscribe to, from a great friend of mine, Corbett Barr. Focusing mostly on generating traffic to your blog, Corbett also talks a lot about branding yourself and creating ‘epic shit’, as he says!

Pro Blogger – Darren Rowse’s blog has become the go-to online place for everything blogging. He also puts together some great self promotion stuff, with a focus on social media, too.

Have any other ‘personal branding’ resources you think should be here? Let me know, and I will add them in on the next update of this eBook.

Email me: chris@virtualbusinesslifestyle.com



SOME SUGGESTED, RELATED RESOURCES

Some of the content from this eBook (especially the updated stuff towards the end), is available in its full, unedited format, complete with applicable videos, podcasts and interviews at my blog Virtual Business Lifestyle. Just [click here](#) to visit the site directly.



Finding virtual assistants just got a whole lot easier! My Virtual Staff Finder service is now available to help save massive amounts of time when searching for quality VAs. Join the scores of entrepreneurs that have already utilized the service by [clicking here](#).



THE VIRTUAL BUSINESS LIFESTYLE PODCAST!

One of the most enjoyable projects that I worked on in 2010 was the creation and launch of the Virtual Business Lifestyle Podcast.

Filled to the rafters with awesome interviews with some of the most successful online entrepreneurs, the podcast is perfect to listen to whilst driving, working out, or simply 'studying' up on how to become a successful virtual entrepreneur!



The screenshot shows the iTunes U interface for the 'Virtual Business Lifestyle' podcast. At the top, there's a navigation bar with 'App Store', 'Podcasts', and 'iTunes U'. Below that, the breadcrumb trail reads 'Podcasts > Business > Management and Marketing > Chris C. Ducker (Entrepreneur & Virtual Business)'. The main content area features the podcast's cover art, which includes the text 'Chris C. Ducker's VIRTUAL BUSINESS LIFESTYLE The Entrepreneurial Lifestyle You'll Love to Live!'. A 'Subscribe Free' button is visible below the cover. To the right of the cover, the title 'Virtual Business Lifestyle' is displayed, followed by a 'Podcast Description' section. The description states: 'Highly sought-after Virtual Business Consultant and Philippines-based Outsourcing full-of-content Entrepreneurial Podcast, focusing on the Core4 Elements of what he with one successful takeaway after another, as he interviews leading online entrepreneurs'. Below the description is a table of recent episodes.

▲	Name	Time	Released	Description
1	VBL033 – How to Get Traffic for Yo...	16:04	17 5 11	Corbett Bar
2	VBL032 – Extreme Lifestyle Desig...	27:25	10 5 11	When it con
3	VBL 031 – How to Launch a Blog...	34:52	3 5 11	Every now i

The response to the VBL Podcast has been amazing!

It is currently Ranked #1 for search terms 'lifestyle design' and 'virtual business'.

I absolutely suggest you check it out by [click here](#), NOW!



ABOUT THE AUTHOR

Chris C. Ducker is a 20-year sales, marketing and branding veteran, originally from London, England and an entrepreneur at heart. Throughout his extensive career, he has worked at virtually every level of the corporate ladder and won several awards along the way.

A member of the International Association of Outsourcing Professionals (IAOP), Chris has trained close to 10,000 professionals on the subject of telemarketing, as well as worked with some of the world's largest corporations as a consultant in regards to their PR, product and service branding and sales strategies.



Nowadays, through spearheading the Live2Sell Group of Companies, of which he is Founder and CEO, he is more focused on practicing the life that he preaches on a daily basis. One of convenience, productivity, health, wealth and one which allows him to spend more time doing the things that count the most, as well being with the ones that matter the most.

You can connect directly with Chris, via Twitter at [@chriscducker](https://twitter.com/chriscducker)

